



South Shore Corridor Study Second Public Meeting

September 10, 2019

South Shore Corridor Study



Agenda

1. Study Purpose
2. What We Heard from the Community
3. South Shore Corridor Context
 - Assets and Physical Context
 - Market Analysis
4. Ideas for Action
5. Small Group Discussion
6. Next Steps

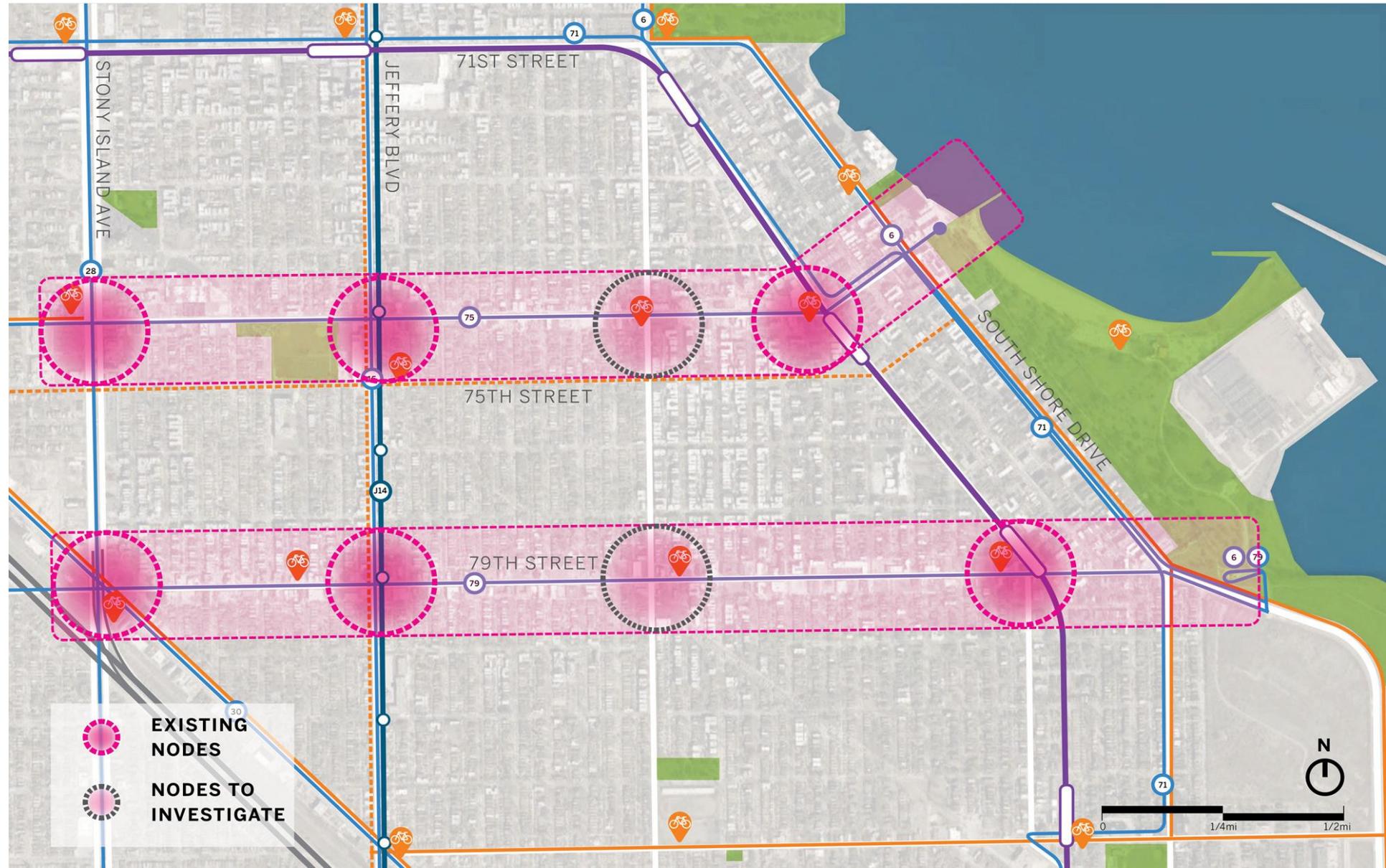
1. Purpose of the Corridor Study



Raising Visibility for South Shore:

- A Blueprint for South Shore Corridors: 75th Street and 79th Street
- Attract and steer investment: community amenities and housing
- Improve transit and transportation connections, pedestrian and public realm conditions
- Identify a clear path forward and building strength over time

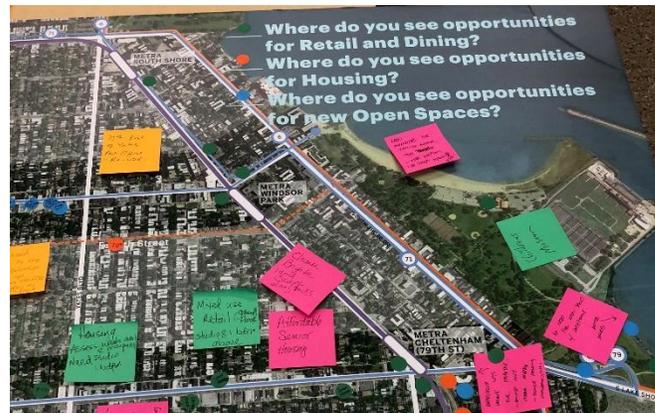
Where we are focusing



Where we are in the Process



2019											
PHASE 1: SOUTH SHORE ANALYSIS			PHASE 2: SCENARIOS AND STRATEGIES						PHASE 3: DRAFT AND FINAL PLANS		
MONTH 1	2	3	4	5	6	7	8	9	10	11	12
TASK 1: BUILDING CONSENSUS WITH THE SOUTH SHORE COMMUNITY											
		STAKEHOLDER ADVISORY GROUP				STAKEHOLDER ADVISORY GROUP		STAKEHOLDER ADVISORY GROUP			
			OPEN HOUSE MAY 15, 2019			COMMUNITY MEETING SEPTEMBER 10, 2019		COMMUNITY MEETING 3			





2. What We Heard From the Community

What we Heard from the Community

More than 100 attended May 15 open house;
more than 280 online survey responses

- Pride in South Shore
- Create a vibrant, welcoming, trendy, safe and affordable neighborhood
- Improve pedestrian realm so it feels safer and more comfortable to walk
- Provide more frequent bus service
- Improve Metra access, sidewalks, lighting and parking



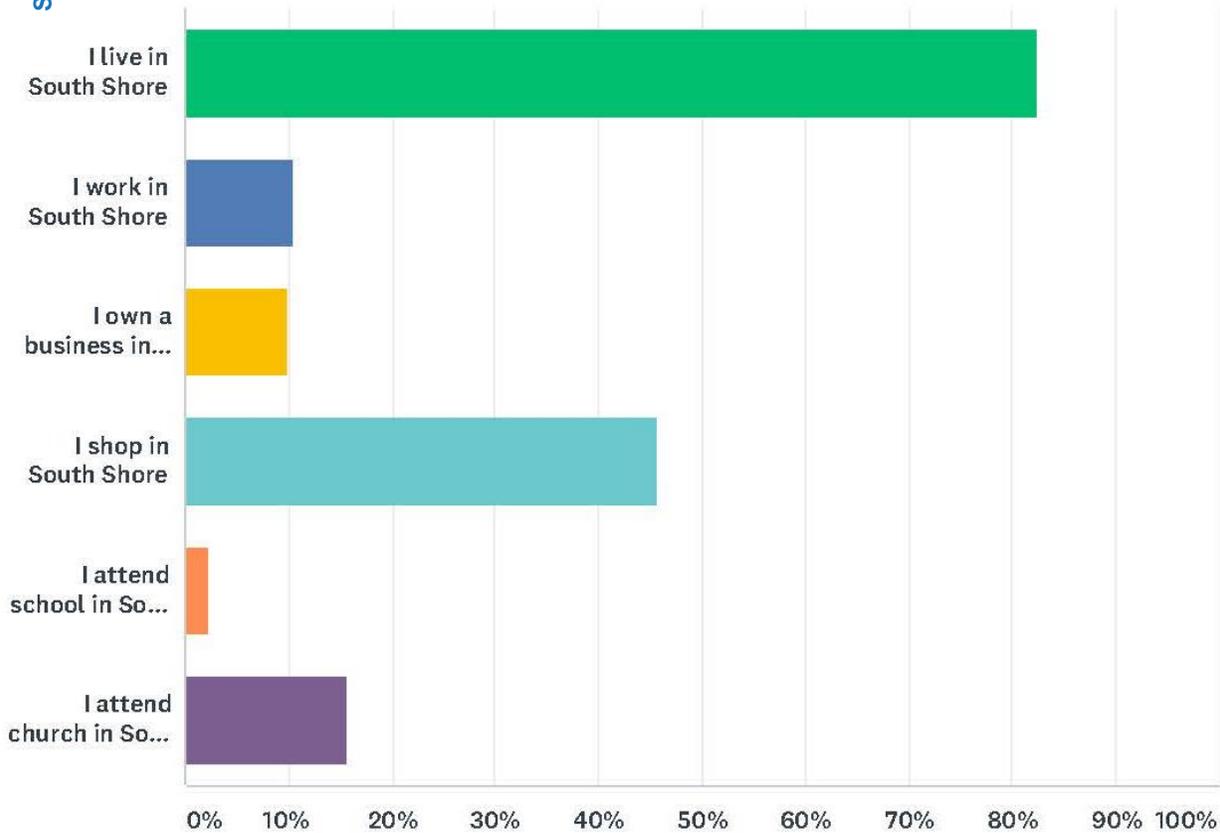
What we Heard from the Community

- Want to see grocery and fresh produce options
- Want more sit-down restaurants, entertainment, clothing and services
- Focus businesses along 79th Street, near Metra Stations
- Encourage new denser housing close to Metra Stations
- 75th Street could be more residential

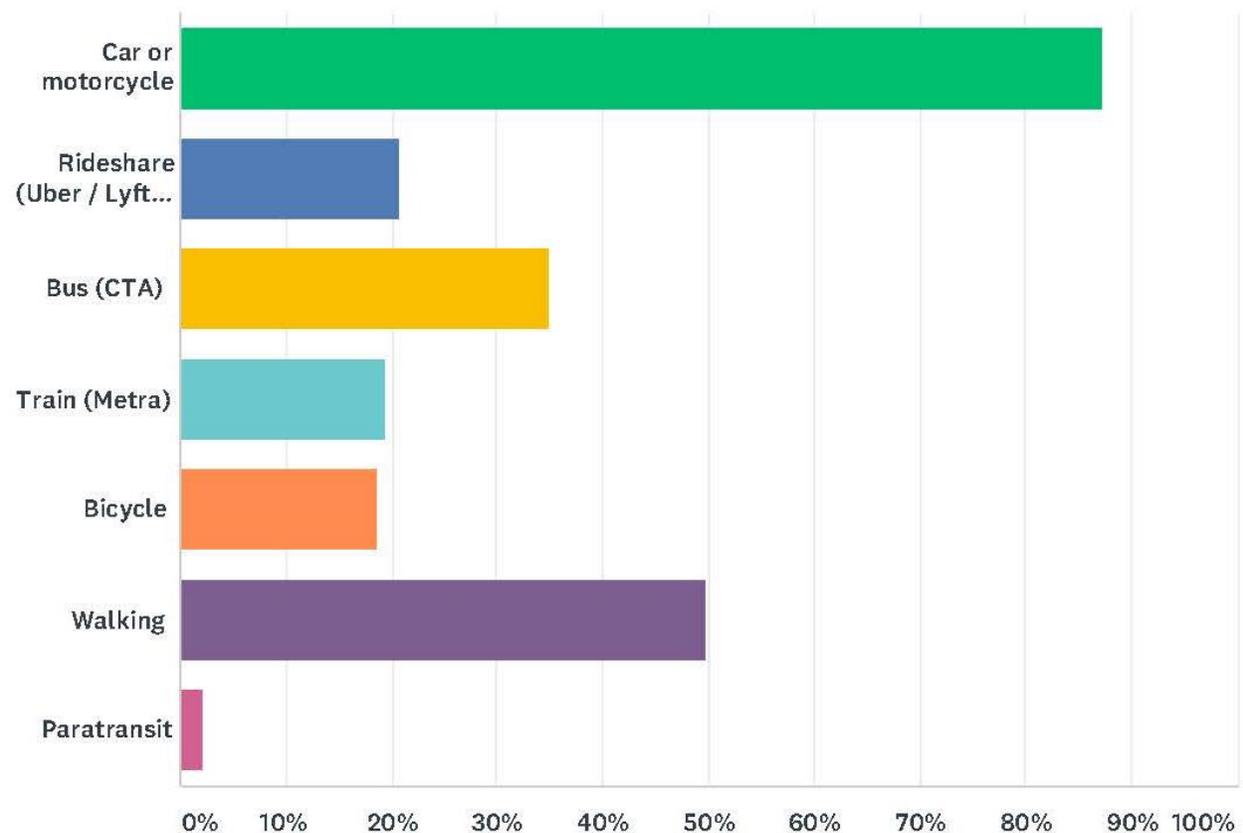


Survey Results

What is your relationship to the South Shore neighborhood ?

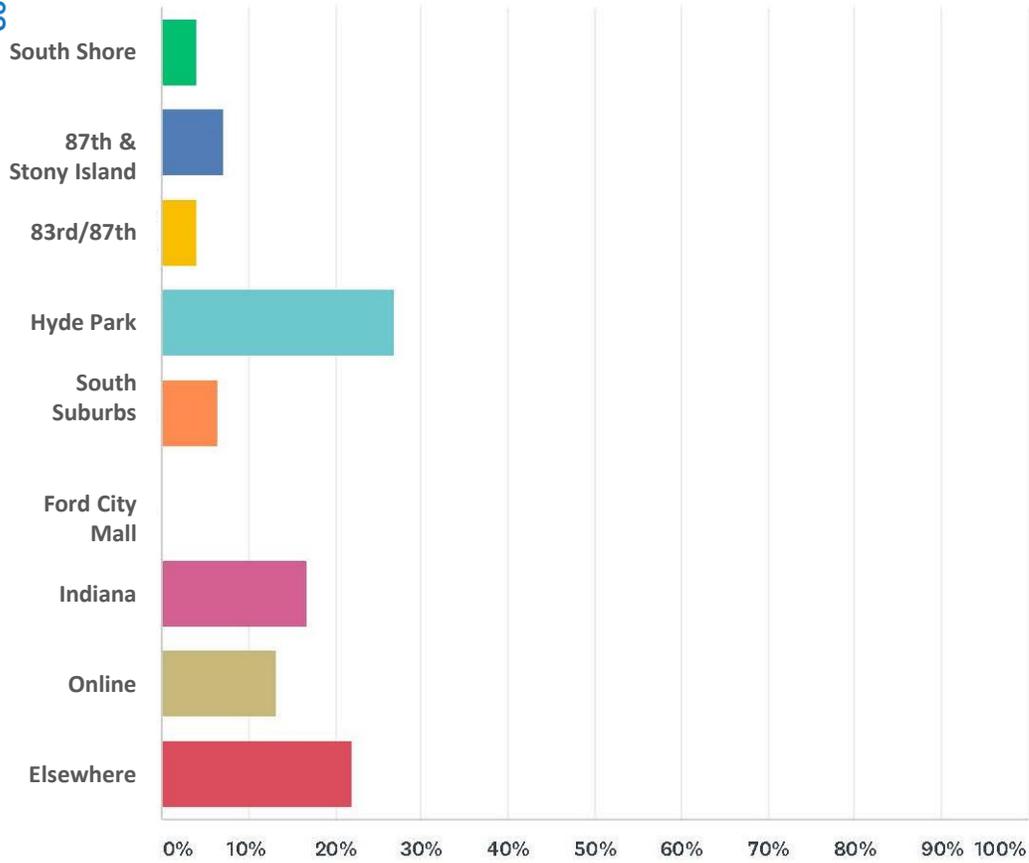


What means of transportation do you use to travel within the South Shore neighborhood?

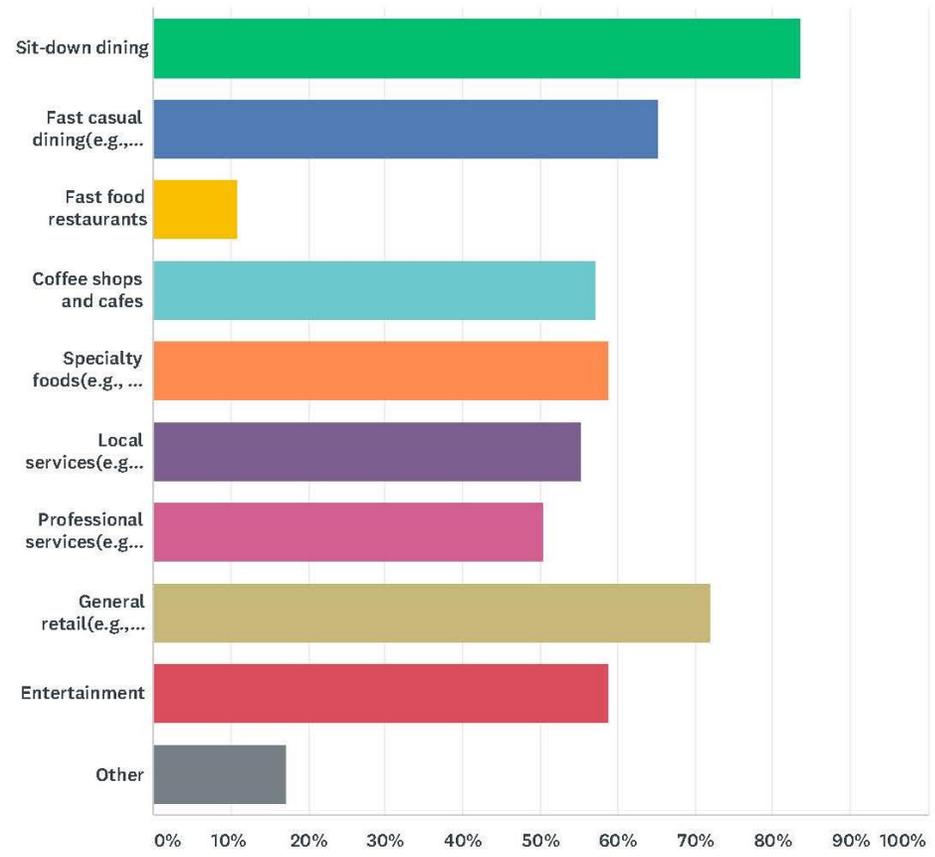


Survey Results

Where do you go for most of your shopping needs?

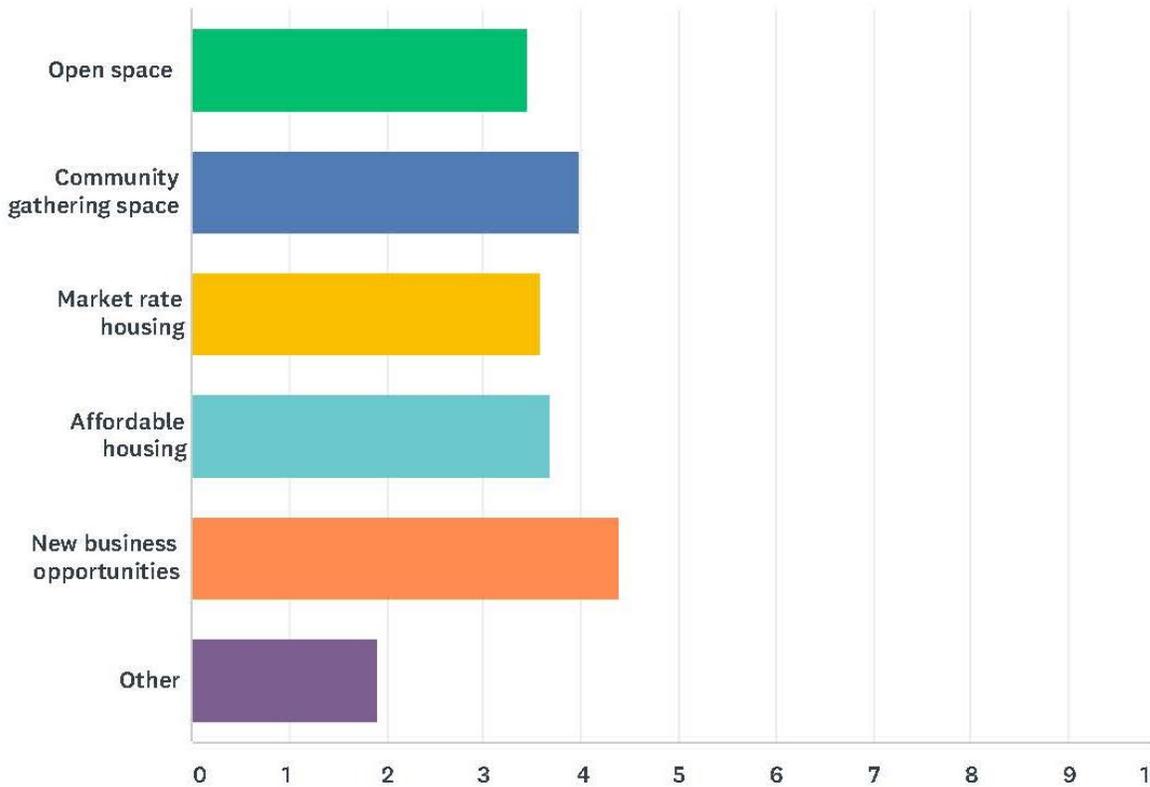


What types of retail would you like to see more of along 75th and 79th streets?

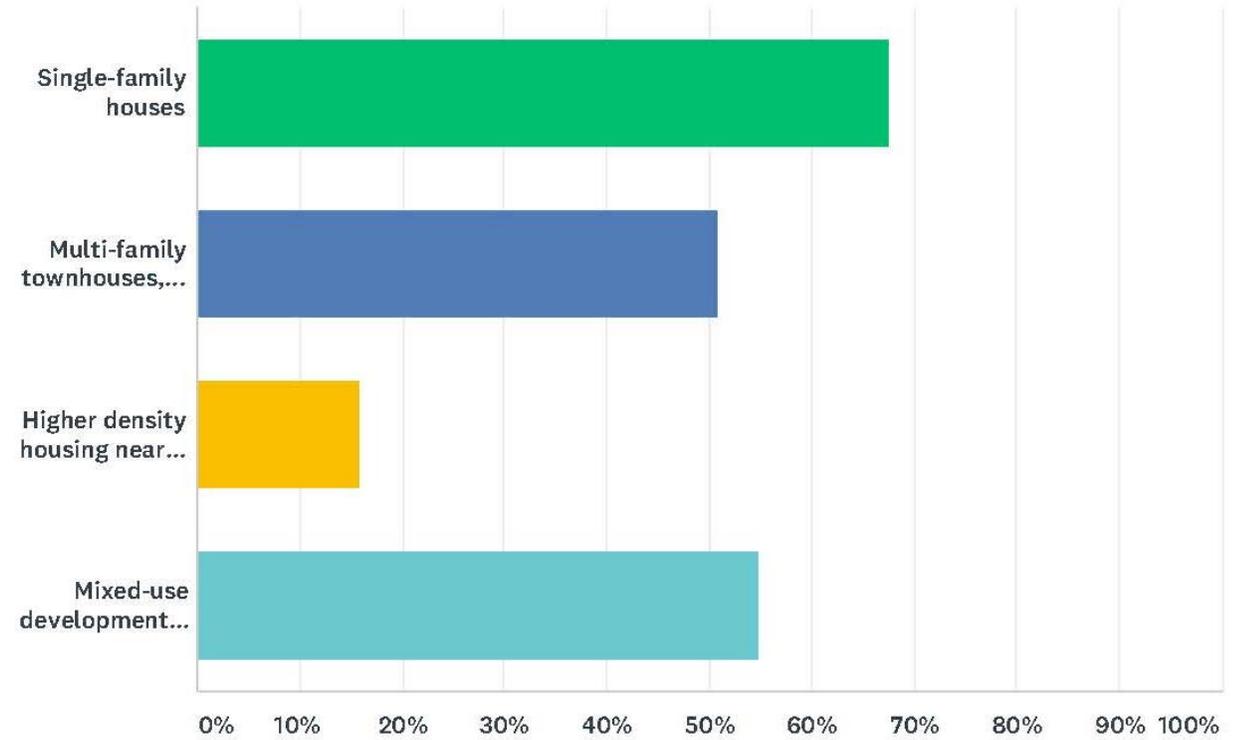


Survey Results

How should city government prioritize city-owned land along 75th and 79th Streets in South Shore?



What types of housing do you think should be prioritized in South Shore?





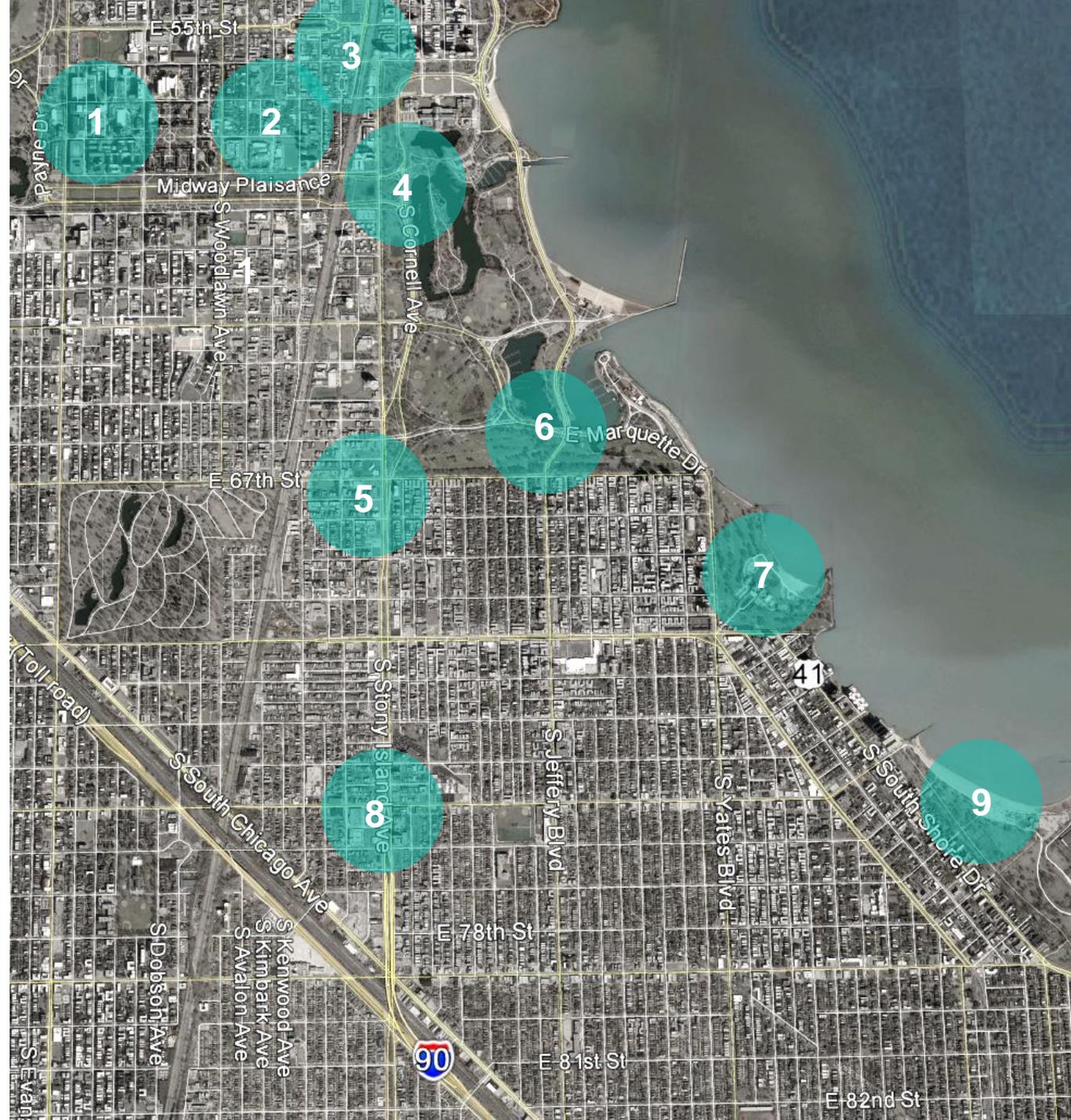
3. South Shore Corridor Context

Assets and Physical Context

South Side Anchors

Nearby Assets to Leverage

1. U of C Medical Center
 - *Nationally ranked: 6 specialties*
2. University of Chicago
 - *#3 Ranking – National Universities*
3. Hyde Park
 - *Retail, café, restaurant, hotel, housing*
4. Obama Presidential Center
5. Stony Island Arts Bank
6. Jackson Park
7. South Shore Cultural Center
8. Regional grocery on Stony Island
9. The Lakefront, Rainbow Beach



Neighborhood Assets

- Metra Electric Line
- Express Bus
- Lakefront access
- 4 High Schools
- 2 Elementary Schools
- 3 Community Centers
- 2 Hospitals
- 1 Public Library
- Many Churches
- Historic housing stock
- Landmarked Theater



Strong Corridor Mobility

Metra

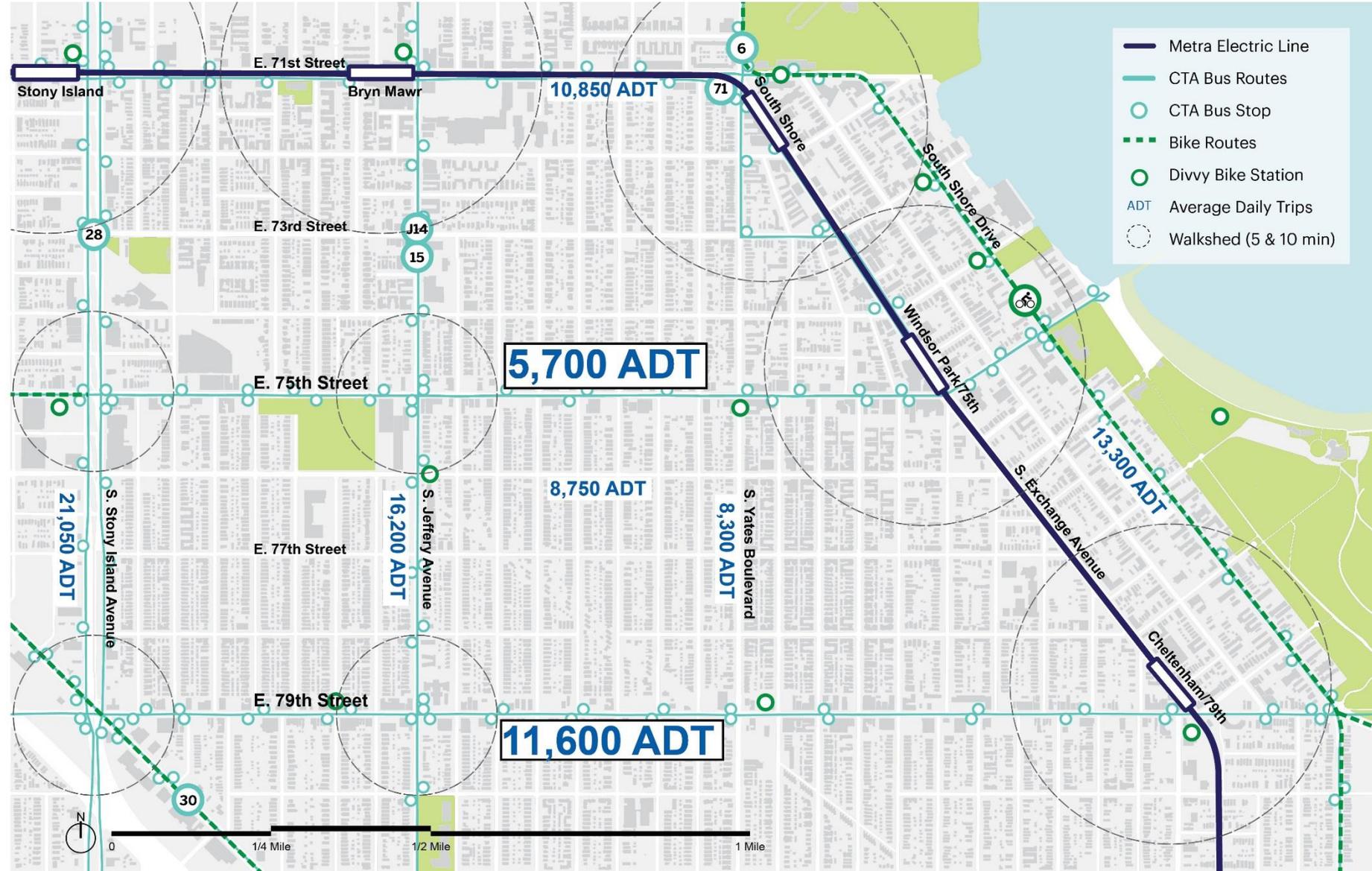
- Links to Hyde Park jobs
- Links to downtown jobs

High Bus Ridership

- 79th Street
- Jeffery Ave

High Traffic Routes

- Stony Island Ave
- Jeffery Ave
- South Shore Drive
- 79th Street
- 75th has considerably less traffic than 79th



Corridor Assets and Activities

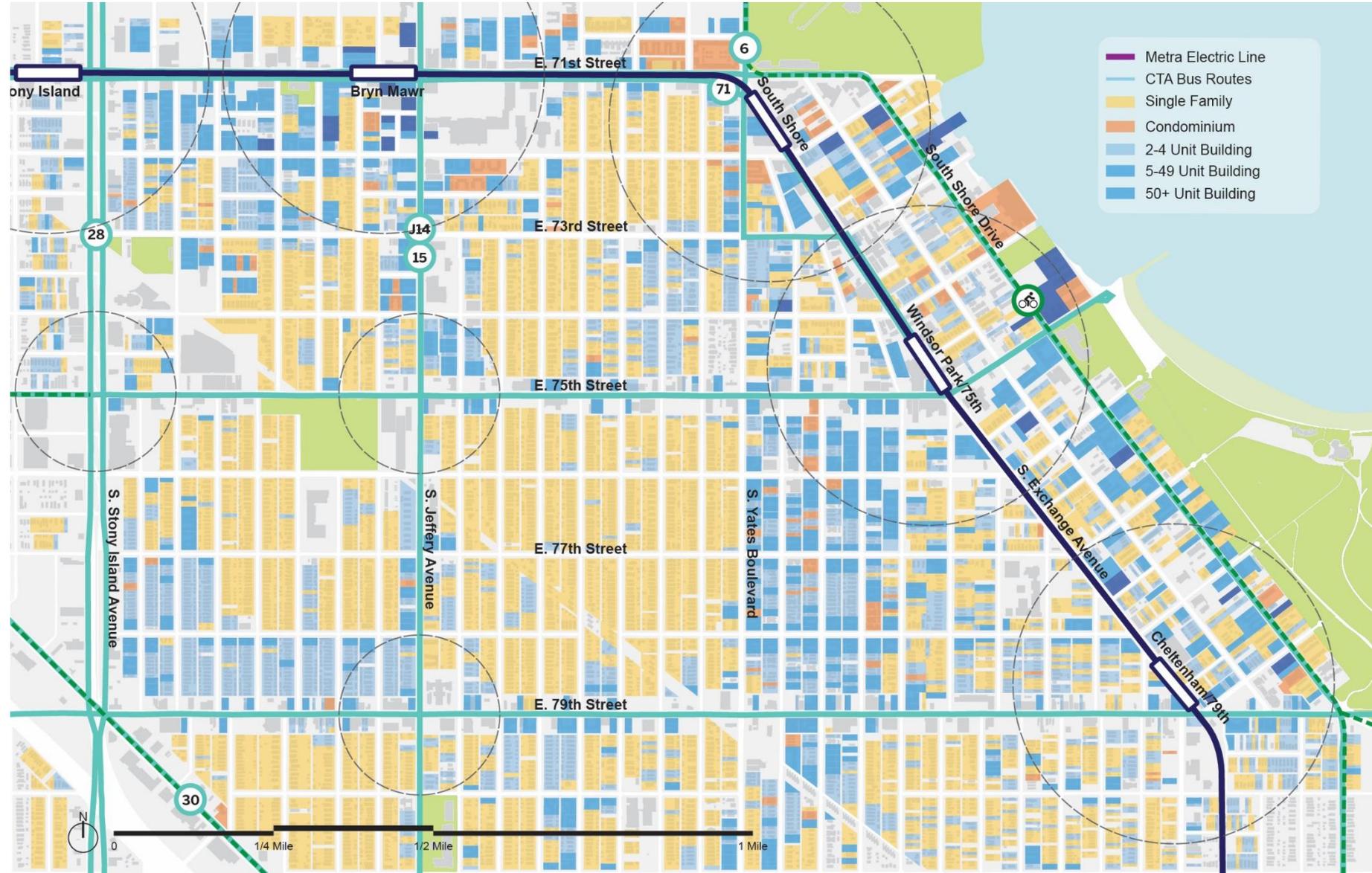
- East-west corridors offer connectivity
- North-south corridors have assets and anchor institutions that fall into common categories
- Corridors are supported by strong residential blocks
- Historic development pattern is walkable, with ground-floor storefronts



Housing Market

South Shore has a stabilizing housing market that may help to attract and support new businesses

- Values and rents recovering after 2008
- Low vacancies in both single-family homes and rentals
- Increased investment in rental buildings





3. South Shore Corridor

Context

Retail Analysis

Current Broader Context for Retail

Challenges

- The US has more shopping space per capita than any other developed country
- **Online sales grew 15% in 2018** alone; sales at bricks and mortar shrinking
- **Chicago** alone has more than **700 miles** or streets zoned for retail uses
- **Chicago** has **11.5% vacancy rate**, **2% higher** than the national average

Opportunities

- Consumers are **shifting spending from goods to experiences**
- **Chicago's tourism set a record in 2018** with 58 million visitors
- Retail sales were **up 3.5%** in 2018 and **4.5% in dining and eating places**

Retail Market Area and Performance

- South Shore is part of a wider market
- **Stable Population:** **52,965 people**
- Estimated total retail demand: **\$318M**
- Estimated total retail supply: **\$120M**
- **Unmet demand (approx.):** **\$200M**
- Gap in Food and Drink: **\$20M**
- Gap in General Merchandise: **\$45M**
- Gas Station Surplus: **\$ 5M**
- **Storefront vacancy rate for:** **75th Street = 59.2%**
79th Street = 47.9%



Historic Development Patterns

- Historic development pattern is walkable, with ground-floor storefronts
- Walk-to business for residential blocks
- Many storefronts now vacant
- Auto-oriented larger retailers on Stony Island Avenue



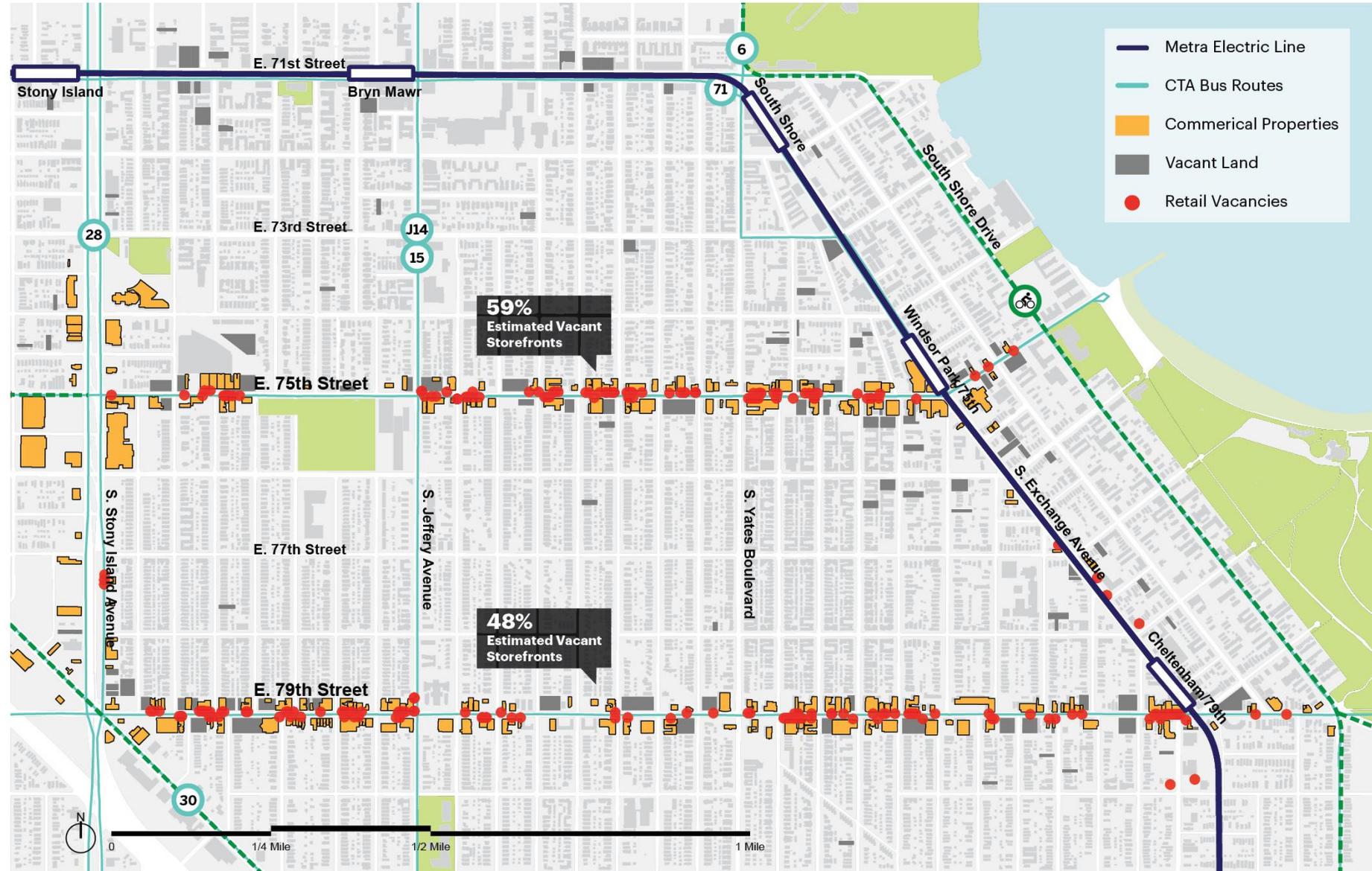
Corridor Business Activities

Most Common

- Nail & hair salons
- Gas stations & auto care
- Fast food
- Convenience

Less Common

- Entertainment
- Sit-down dining
- Apparel



Market Assets and Challenges

Market Assets

- Untapped resident retail spending – \$200M
- Strength at intersections – visibility, transit riders, traffic
- Strong connections to Chicago job locations (Loop, Hyde Park)
- Mostly high-quality housing stock, with brick and stone detailing

Market Challenges

- Low recent population growth
- 75th Street low traffic volumes and proximity to 71st
- Shopping habits changing: driving to destination centers, online shopping
- Significant vacancy in existing storefronts



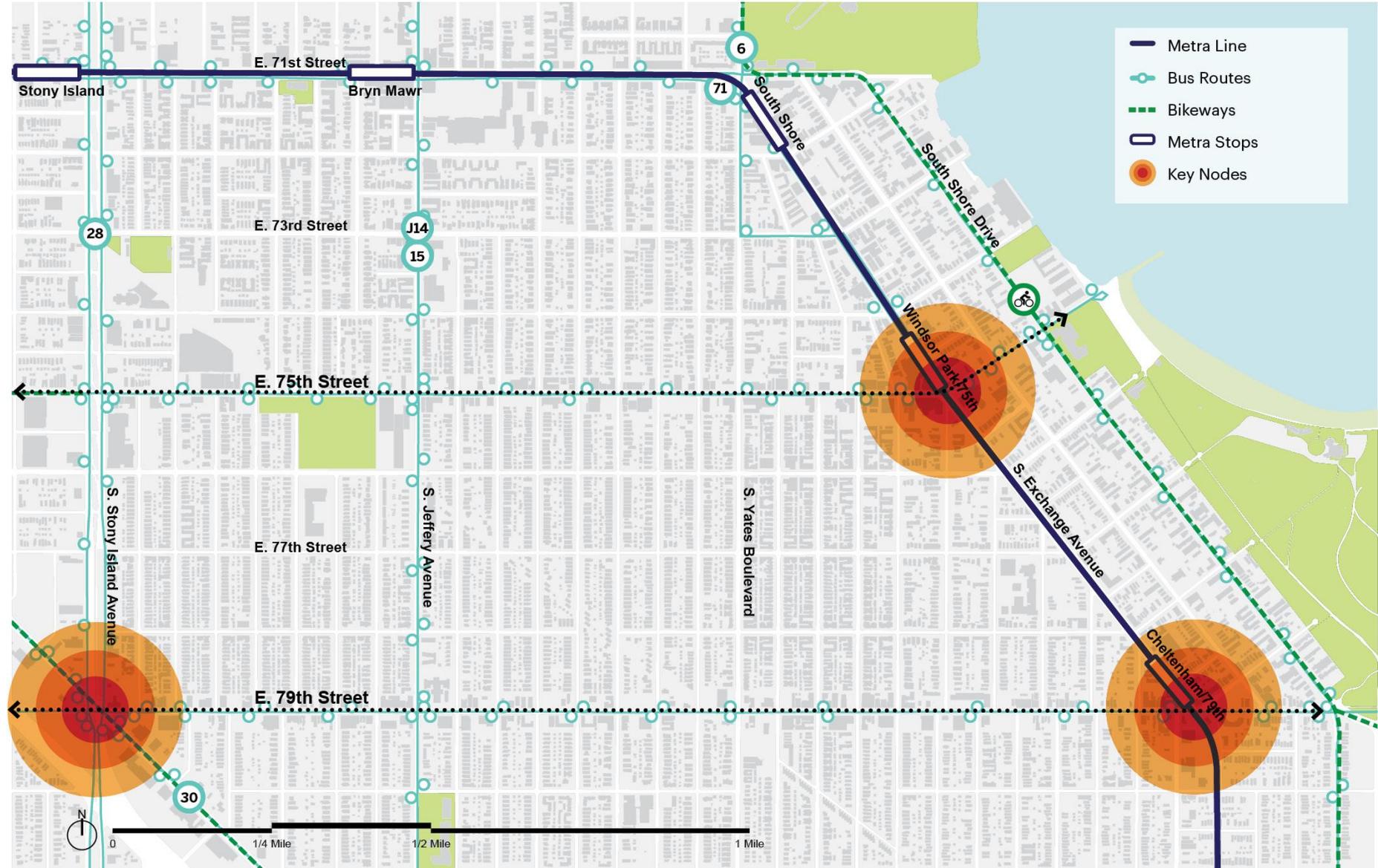
4. Ideas for Action

Key Nodes

Critical to build from strength, so this plan identifies 3 “key nodes” to focus efforts and limited resources

Based on:

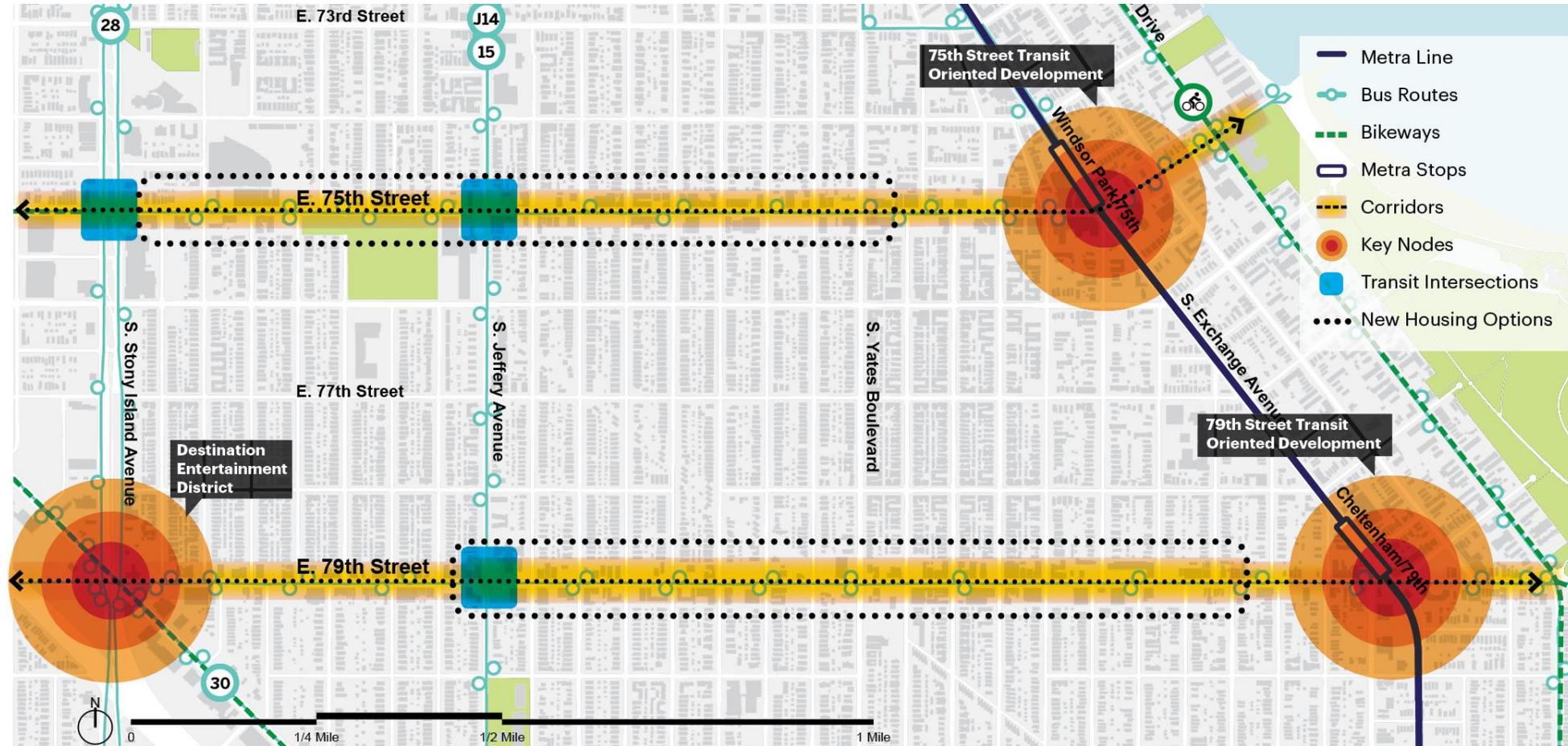
- A concentration of existing active uses
- Community input
- Major transit stop (Metra stations)
- Potential future destination anchor(s)



1. Have a Clear Framework for Development

IMMEDIATE

- Focus at key nodes
- Steer investment to existing density, transit and underserved areas
- Build strength and increase investment over time



2. Advance Community-Led Initiatives: Arts and Culture

IMMEDIATE

- Public art: mural program
- Tactical and temporary public realm
- Programming and activation of underutilized spaces

Implementation: Local chamber, Alderman's office, SSA, nonprofit organizations, with support from CDOT, DOD, DCASE



Chicago



Lakeview, Chicago



Chatham, Chicago

2. Advance Community-Led Initiatives: Greening and Open Space

IMMEDIATE

- Urban greening
- Stormwater management
- Community gardens, urban farming

Implementation: Local chamber, Alderman's office, SSA, nonprofit organizations, with support from CDOT, DPD, DCASE, NeighborSpace



3. Market the Opportunity

IMMEDIATE

- Market evidence of un-tapped resident spending
- Promote expanded uses at gas stations
- Promote opportunities for neighborhood-scale, café, sit-down dining
- Promote opportunities for small produce market close to a Metra Stop
- Attract independent businesses from Chicago neighborhoods

Implementation: Local chamber, Alderman's office, SSA, nonprofit organizations



Chicago



Issaquah, WA



Bronzeville, Milwaukee

4. Market Culture/ Entertainment

**IMMEDIATE /
FUTURE**

- Focus on re-activating the Avalon Theatre
- Extend destination and entertainment district at 79th and Stony Island
- Promote pop-up events in vacant spaces and lots
- Encourage cultural programs in youth centers and at library

Implementation: Local chamber, Alderman's office, SSA, with support from DCASE, CPL, DPD



5. Encourage Key Node Renovation

IMMEDIATE / FUTURE

- Storefronts: façade renovation, building reuse
- Residential: work with existing owners
- Residential: new non-profit led activity

Implementation: Existing owners, nonprofit lenders, other existing sources



Buena Park, Chicago



Seattle, WA



Washington Park, Chicago

6. Enhance Key Node Public Realm

**IMMEDIATE /
FUTURE**

- Sidewalk, crosswalk and furniture repair, landscape planters
- Pedestrian and bike signage to Metra stations and lakefront
- Upgrade CTA bus stops and access to Metra stations: lighting, visibility

Implementation: SSA, Aldermanic Menu funds, CDOT, CTA, Metra



Hyde Park, Chicago

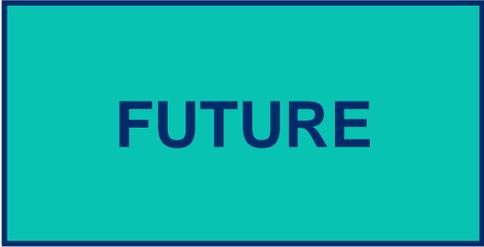


South Shore, Chicago



Elmhurst, IL

7. Attract Key Node In-fill Development



- New residential and mixed use development
- New senior housing
- Add population density to support thriving businesses
- Create vibrant nodes and “eyes on the street” to enhance safety

Implementation: Local CDC, nonprofit developers and lenders, private developers



Chicago



Chicago



St. Louis, MO



Chicago

8. Activate Corridors between Nodes

FUTURE

- Convert vacant lots to urban green spaces: gardens, public gathering
- Convert vacant storefronts to other non-retail uses, including residential
- Vacant lot infill residential development

Implementation: Existing owners, local chamber, local and nonprofit organizations



Baltimore, MD



Chicago



Chicago

9. Plan for Long Term Capital Investment

FUTURE

- Intersection upgrades
- Improve pedestrian connections, and transit amenities
- Skyway structure enhancements: lighting, art, greening

Implementation: CDOT, IDOT, Skyway. *Long Term New Resources Required*



Chicago



South Shore, Chicago



Boston, MA



5. Small Group Discussion

Ideas for Action

1. Have a clear framework for development
2. Advance community-led initiatives
3. Market the opportunity
4. Market culture and entertainment
5. Encourage key node renovation
6. Enhance key node public realm
7. Attract key node infill development
8. Activate corridors between nodes
9. Plan for long term capital investment



Next Steps

Next Steps

- Project team review and incorporate input from this meeting and engagement activity
- Draft plan document developed
- Third public meeting in December
- Draft plan released for public comment
- Plan Commission, tentatively January 2020

