



ESTUDIO DE IDENTIDAD URBANA
MILWAUKEE AVENUE
URBAN IDENTITY STUDY

COMMUNITY MEETING #5

04/17/24 & 04/18/24

PROJECT TEAM

CITY OF CHICAGO



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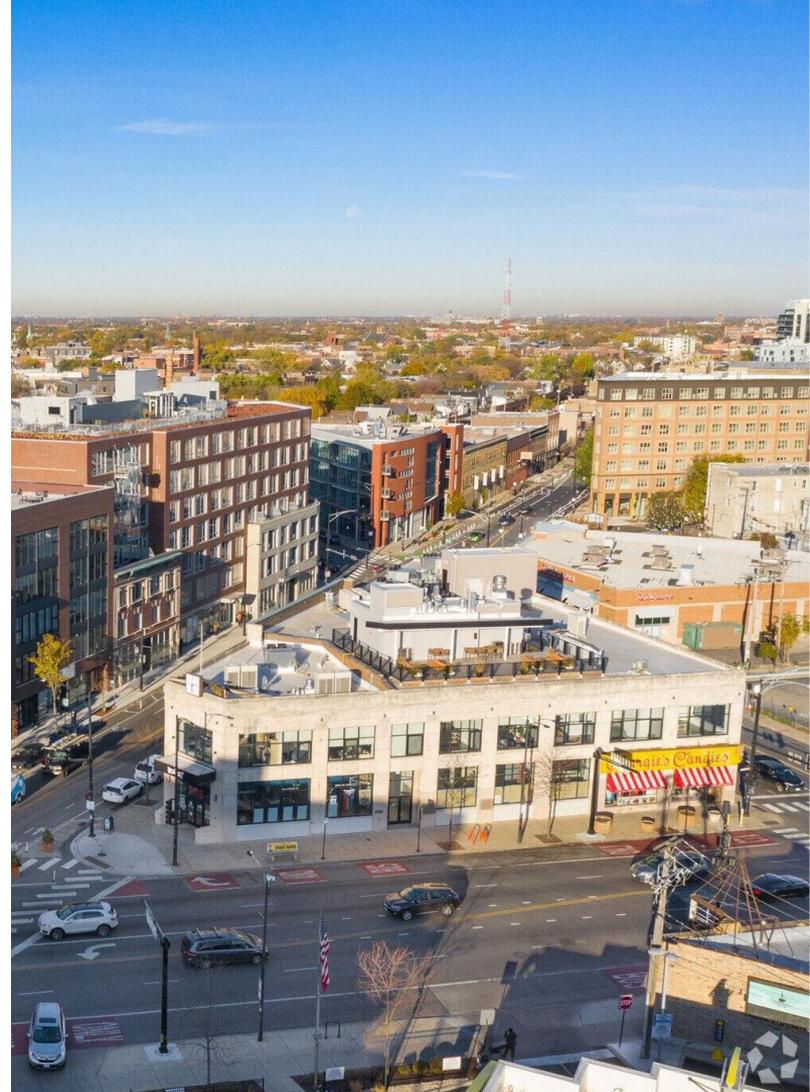
Borderless Studio

Community Engagement

www.Chicago.gov/MilwaukeeAve

AGENDA

- Presentation (30 minutes)
 - Project Overview
 - Design Guidelines
 - Character Buildings
 - Focus Areas
 - Next Steps
- Open house (60 minutes)





PROJECT OVERVIEW

MEETING PURPOSE

- Review proposed designation of Milwaukee Avenue as a Special Character Overlay District (SCOD) and design guidelines.
- This community meeting is required to:
 - explaining the proposal,
 - soliciting comments, and
 - making findings regarding the factors listed in Sec. 17-13-0505.



PROJECT BOUNDARIES

- Milwaukee Avenue between Western Avenue and Ridgeway Avenue.
- Excludes landmark buildings/districts and existing Planned Developments.

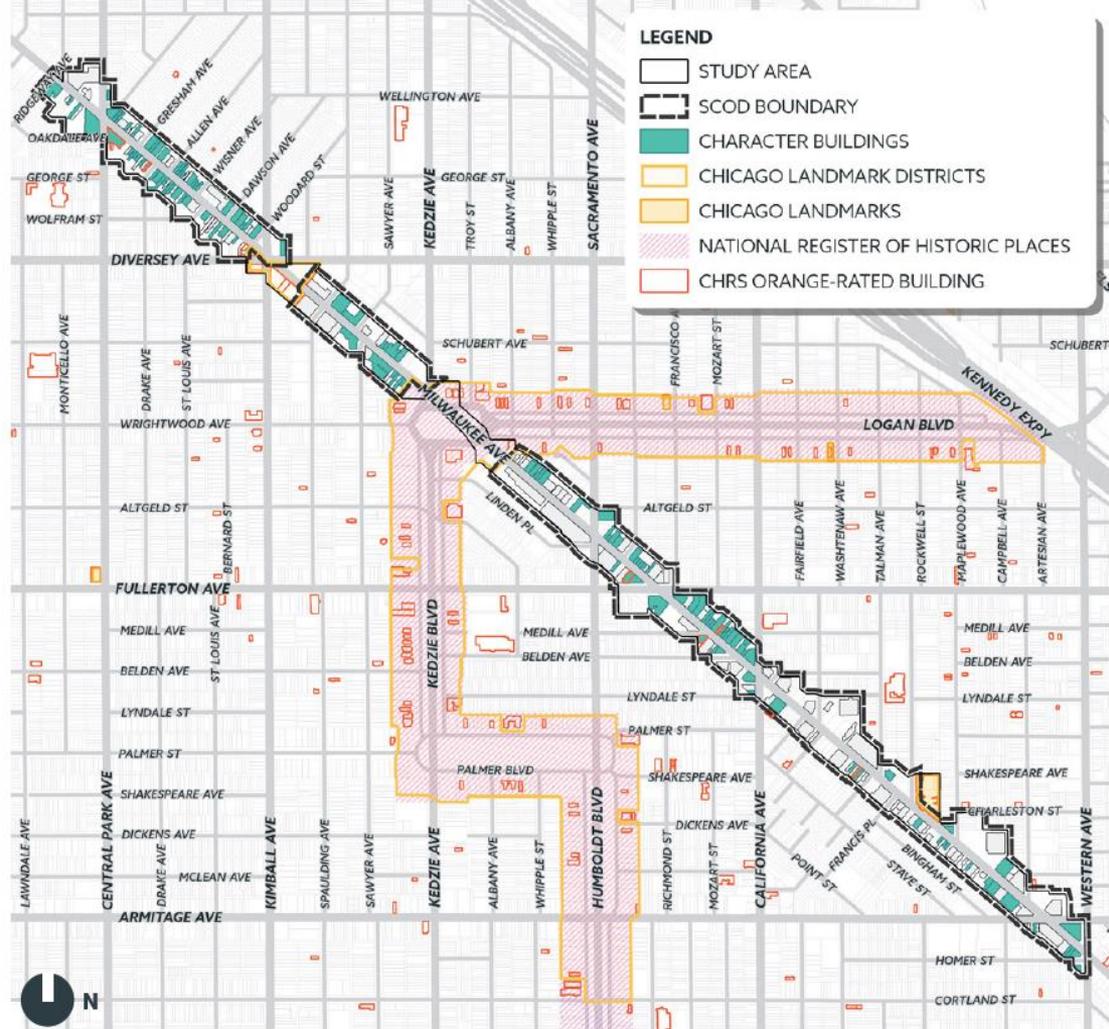


Figure 3. Milwaukee Avenue Corridor SCOD. The SCOD boundaries shown above are intended for reference only. Please consult the City's Zoning Ordinance and Zoning Map for the official SCOD boundaries.

PROJECT BACKGROUND

- Study initiated by Aids. Rosa (35th), Waguespack (32nd) and La Spata (1st) in 2020.
- Over 1,000 new residential units since 2000 and 16 major development projects since 2007.
- Expect sustained demand for higher-density residential buildings.
- Concern about the loss of neighborhood character and lack of design guidelines.



Figure 122. 1966 N Milwaukee



Figure 123. 1980 N Milwaukee



Figure 124. 2000 N Milwaukee



Figure 125. 2031 N Milwaukee



Figure 126. 2211 N Milwaukee



Figure 127. 2733 W Belden, 2210 N Washtenaw



Figure 128. 2318 N Milwaukee



Figure 129. 2827 W Belden

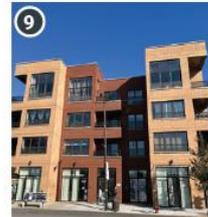


Figure 130. 2407 N Milwaukee



Figure 131. 2480-2522 N Milwaukee



Figure 132. 2503-2489 N Milwaukee



Figure 133. 2740 N Spaulding



Figure 134. 2858-2860 N Milwaukee



Figure 135. 2931 N Milwaukee



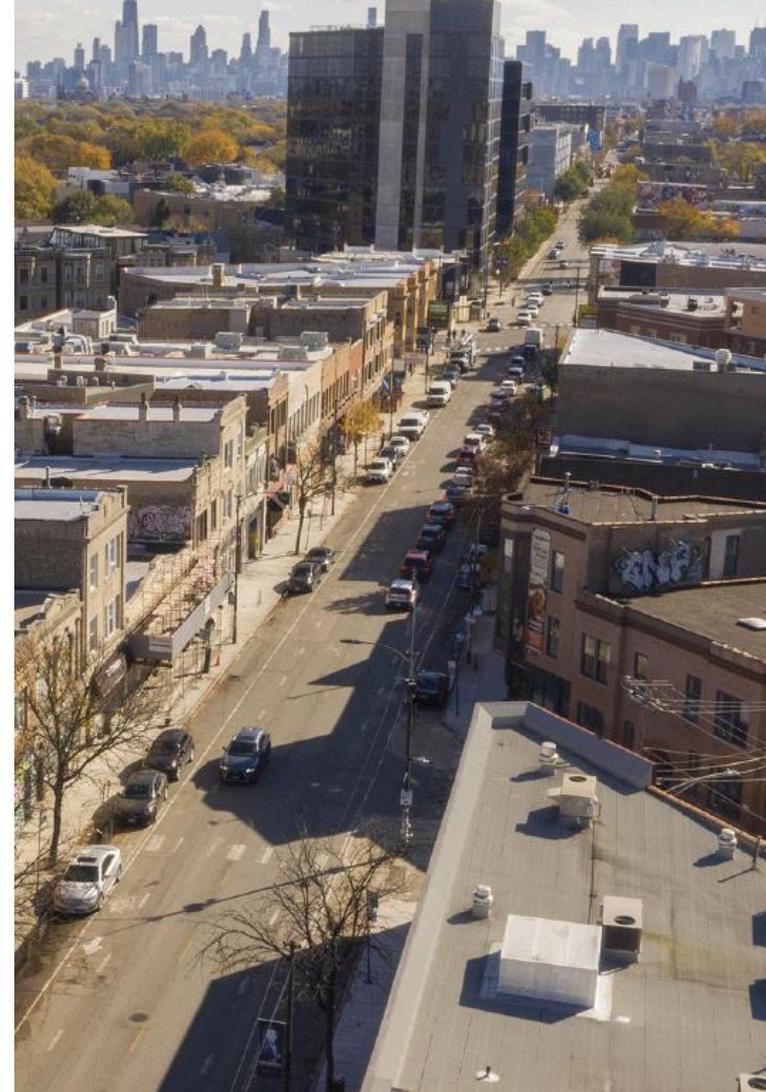
Figure 136. 2931 N Milwaukee



Figure 137. 2945 N Milwaukee

SCOD OVERVIEW

- Overlay zoning districts supplement base zoning district regulations.
- A SCOD aims to:
 - reduce conflicts between new construction and existing development,
 - encourage city beautification; and
 - conserve the character of unique neighborhoods.
- The proposed SCOD includes design guidelines to maintain and enhance Milwaukee Ave's unique character.



SCOD FACTORS (Sec. 17-13-0505)

- 4 contiguous acres minimum
- Existing zoning
- Unique physical characteristics
- Importance to the city's heritage/identity
- Recent/planned investment
- Adopted comprehensive plans or design guidelines

The proposed regulations:

- Reduce conflicts between new construction and existing development.
- Encourage city beautification
- Conserve neighborhood character

Draft findings regarding these factors are provided for public review and comment.

SCOD LIMITATIONS

The proposed SCOD will not:

- Affect Chicago Landmark properties/districts.
- Impact ongoing public improvements.
- Affect submitted applications.
- Change the existing Demolition Delay Ordinance.
- Prohibit building demolition.



COMMUNITY ENGAGEMENT PROCESS

WORKING GROUP MEETING #1	WORKING GROUP MEETING #2	WORKING GROUP MEETING #3	WORKING GROUP MEETING #4
2022.12.12	2023.03.08	2023.06.08	2023.10.03
VIRTUAL	IN-PERSON	IN-PERSON	IN-PERSON
19 ATTENDEES	14 ATTENDEES	14 ATTENDEES	7 ATTENDEES

Courtesy mailer to property owners within 250 feet of SCOD boundaries (+/- 1,800)

COMMUNITY MEETING #1	COMMUNITY MEETING #2	COMMUNITY MEETING #3	COMMUNITY MEETING #4
2023.01.11	2023.03.29	2023.07.31	2023.10.24
VIRTUAL	IN-PERSON	IN-PERSON	VIRTUAL
168 ATTENDEES	62 ATTENDEES	99 ATTENDEES	42 ATTENDEES

ONLINE SURVEY
APRIL 24-MAY 8, 2023
205 PARTICIPANTS

INTERVIEWS
MAY-JUNE 2023
13 PARTICIPANTS



DESIGN GUIDELINES OVERVIEW

DESIGN GUIDELINES – GUIDING PRINCIPLES

1. Maintain character-defining features.
2. Provide flexibility.
3. Maintain and improve the streetscape's unique character.

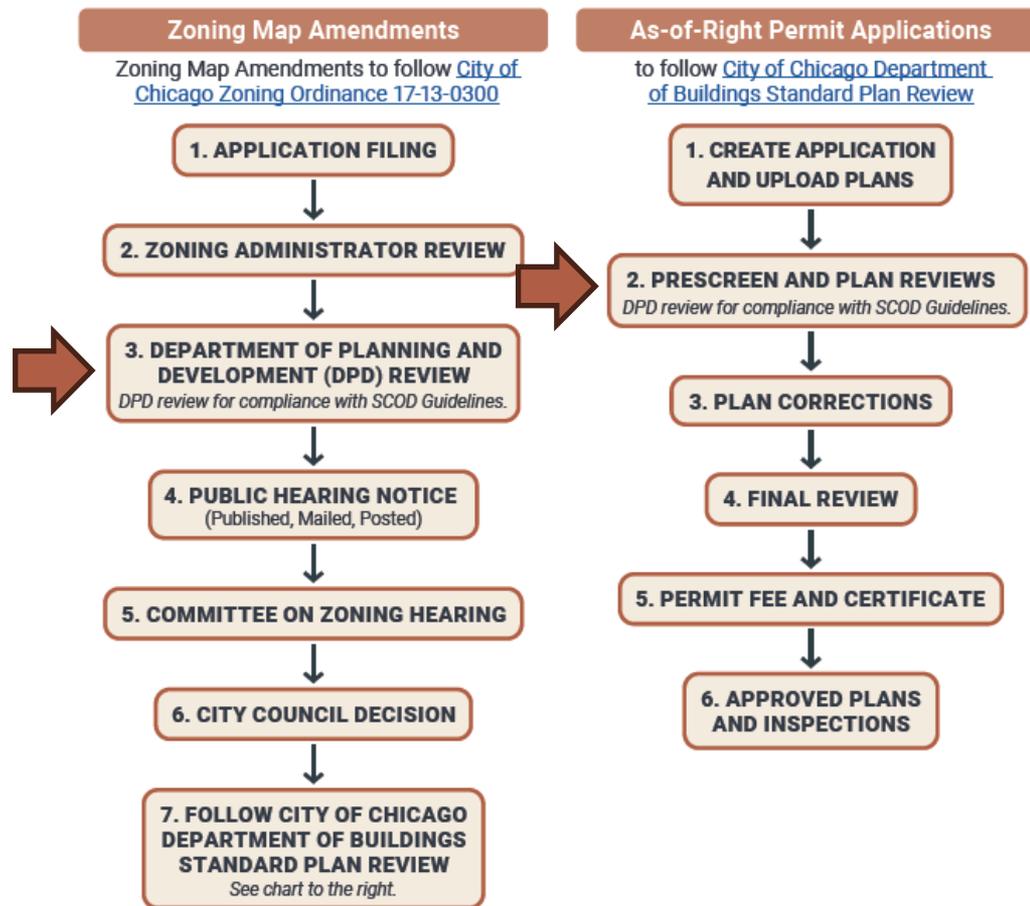


Figure 12. 2625 N Milwaukee Avenue in 1936
(Logan Square Preservation)

DESIGN GUIDELINES - APPLICABILITY

The design guidelines only apply to:

- **Exterior modifications** that require a building permit (excluding landmark buildings/districts and Planned Developments), and
- **New construction** or external alterations tied to Zoning Map Amendment or Planned Development applications.



DESIGN GUIDELINES - FLEXIBILITY

- The Zoning Administrator can waive or modify any design guideline through the administrative adjustment procedure.
- Administrative adjustment criteria:
 - Development quality
 - Established character
 - Unnecessary inconvenience to the applicant
 - Health, safety, and general welfare
 - Adverse impacts will be mitigated

DESIGN GUIDELINES - HOW-TO

- Two categories: existing buildings and new construction.
- Organized by individual design components (e.g., materials, heights, windows, storefronts, etc.) of the built environment.

Guideline subcategory

Guidelines

Acceptable & unacceptable examples

Guideline cross reference

Guideline Category

Context

DESIGN GUIDELINES

MATERIALS

The following design guidelines encourage contemporary design that does not imitate but rather complements the existing architectural and environmental characteristics of the SCOD through the use of appropriate materials for new infill construction.

19	MATERIALS
19.1	The use of masonry materials, including brick and natural stone, is encouraged at facades that are highly visible from Milwaukee Avenue. Similar to the existing buildings in the SCOD, architectural metal may be used for limited cladding or facade articulation.
19.2	Materials that are incompatible with the district should not be used on primary facades, including glass block, concrete block, rough wood, exterior insulation and finish systems (EIFS), and vinyl siding.
19.3	While glass curtain walls are not extensively found in the SCOD, they are a prominent material option for contemporary architecture and can be used in a compatible manner with the existing character of the district. Full height and full facade glass curtain walls are discouraged, as they would disrupt the character of the SCOD. Instead, glass curtain walls should be used to both clad and articulate portions of the facade in conjunction with more compatible materials such as masonry.
19.4	Color, texture, and material changes are encouraged but should be combined with changes in depth, height, or architectural articulations on upper floors.



✓ Figure 69. Acceptable example of materials used at the primary facade



✗ Figure 71. Unacceptable example of materials used at the primary facade



✓ Figure 70. Acceptable example of new material, texture, and articulation used at a primary facade of new construction that complements the historic built environment



✓ Figure 72. Acceptable example of materials used at the primary facade

DESIGN GUIDELINES – EXISTING BUILDINGS

What's included?

- Materials
- First floor facades
- Exterior Façade Repair or Replacement
- Entrances/doors to upper floors
- Upper floor facades, windows and roofs
- Additions

GUIDELINES FOR EXISTING BUILDINGS



GENERAL EXTERIOR FACADE

MATERIALS

In the SCOD, the use of material, color, and texture is a prominent character-defining feature of the corridor's built environment. Primary materials used on existing buildings in the SCOD are red, orange, cream, tan, or white glazed brick for front/primary facades and Chicago common brick at the side and rear facades, which has created an overall uniformity in the corridor. There is limited use of Indiana limestone and terra cotta to clad primary facades, but instead, it is more commonly used in the SCOD for architectural detailing. Additionally, architectural metal is common in the SCOD as ornamentation/features.



Figure 23. Milwaukee Avenue streetwall of existing buildings (Scott Shigley)



Figure 24. Face brick



Figure 26. Chicago common brick



Figure 28. Glazed brick



Figure 25. Indiana limestone



Figure 27. Metal cladding



Figure 29. Terra cotta

GUIDELINES SUMMARY-EXISTING BUILDINGS

General Exterior Facade & Materials:

- Retention and matching original masonry.
- Discourages covering original masonry with a veneer, stucco, or EIFS.

Architectural Metal Facades and Cladding:

- Retention and repair of original metal facades and cladding.
- Allows material substitution that closely matches the original.



✘ Figure 33. Unacceptable cladding over existing masonry

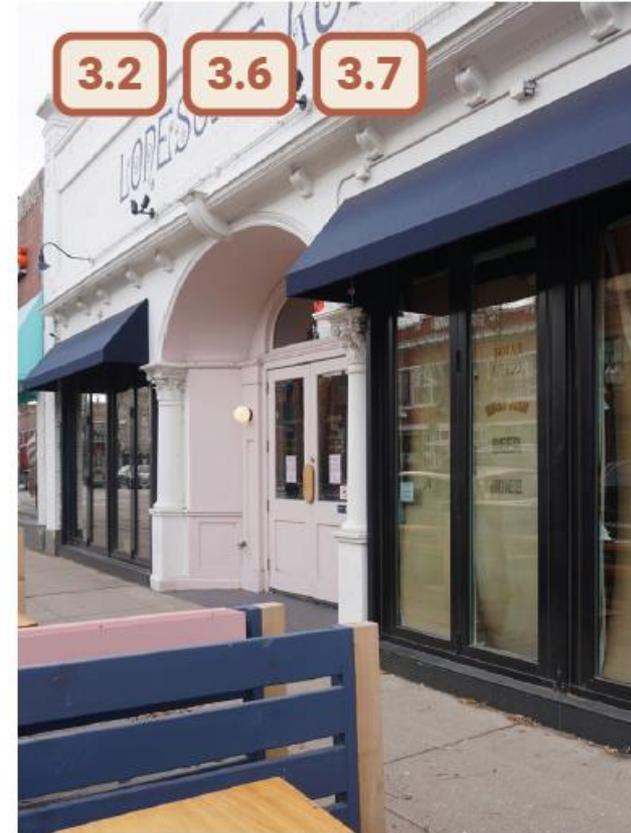


Figure 34. Example of character-defining, historic, architectural metal

GUIDELINES SUMMARY-EXISTING BUILDINGS

Storefronts:

- Retention and repair of historic storefronts.
- New storefront designs that reflect historic elements without replicating specific details.
- New materials and designs should fit within original openings and maintain existing facade patterns.



✓ **Figure 38.** Acceptable example of a new storefront that retained character-defining features of the original storefront

GUIDELINES SUMMARY-EXISTING BUILDINGS

Entrances/Doors to Upper Floors:

- Maintain historic door locations and styles.

Upper Floor

Facades/Windows/Roofs:

- Retention of historic windows, rooflines and original window/masonry openings.
- Replacements that respect the building's character.



✓ **Figure 44.**
Acceptable example
of a historic door to
upper floors



✓ **Figure 48.** Acceptable example of new windows in preserved masonry openings

GUIDELINES SUMMARY-EXISTING BUILDINGS

Retention of the Exterior Facade:

- Rehabilitation over facadectomies.

Rooftop Additions

- Minimizing visual impact, maintaining compatibility with the existing building, and adhering to new construction guidelines for materials and design.



X Figure 43. Not acceptable as the upper floors of the new construction are not adequately setback from the historic facade



✓ Figure 57. Acceptable example of a design for an addition to an existing building

GUIDELINES SUMMARY-EXISTING BUILDINGS

Canopies:

- Restricts certain styles and materials.
- Designs that integrate with the building's architecture without obscuring key features.

Building Lighting:

- Discreet, targeted lighting to accentuate architectural features.
- Prohibits lighting that causes light pollution or distraction.



✓ **Figure 81.** Acceptable example of a new canopy



✓ **Figure 82.** Acceptable example of exterior building lighting

DESIGN GUIDELINES – NEW CONSTRUCTION

What's included?

- Parking and service areas
- Building setback and orientation
- Height and scale
- Massing and building width
- Materials
- Ground floor entries and storefronts
- Articulation at upper floors

GUIDELINES FOR NEW CONSTRUCTION

The following design guidelines are intended to direct and promote contemporary architecture that is compatible of the SCOD's historic context and existing character buildings.

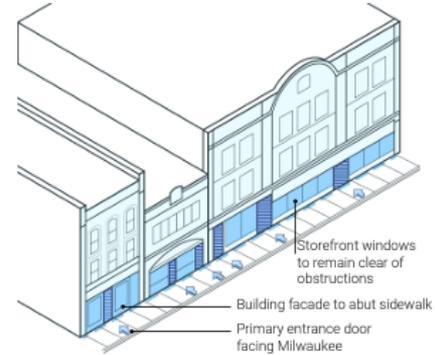


Figure 61. Examples of key design principles

PARKING AND SERVICE AREAS

Parking and service areas, such as utility, trash, and delivery areas, are necessary to the operations of a building and need to be thoughtfully integrated into the overall site design without detracting from the character of the SCOD.

14

PARKING AND SERVICE AREAS

14.1

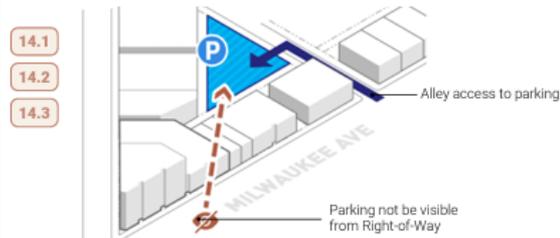
Vehicle access to lots must come from an alley. No new curb cuts or driveways are allowed from areas designated in the zoning code as a pedestrian street (Section 17-3-0504-G Driveways and Vehicle Access).

14.2

Service areas, such as those for dumpsters, loading docks, and mechanical equipment, should be located away from the street and away from residential buildings and entrances. Landscaping and walls should be used to screen such areas/activities from view.

14.3

All off-street parking spaces must be enclosed or located to the rear of the principal building and not be visible from the right-of-way (Section 17-3-0504-F Parking Location).



14.1

14.2

14.3

Figure 62. Acceptable parking and service area location

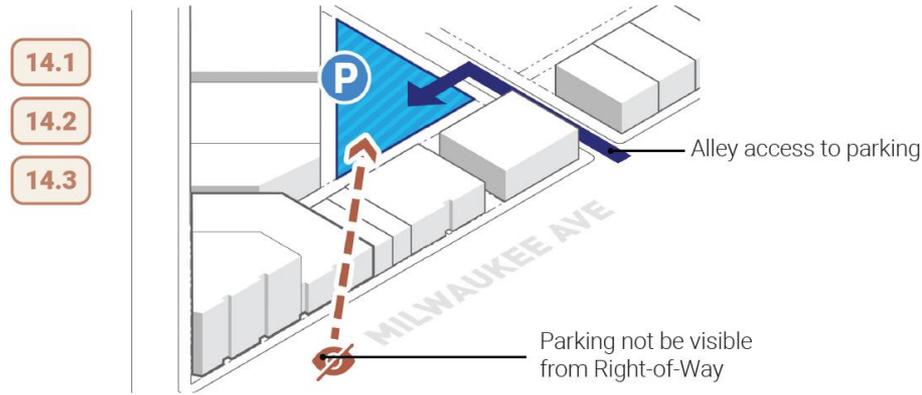
GUIDELINES SUMMARY-NEW CONSTRUCTION

Parking and Service Areas:

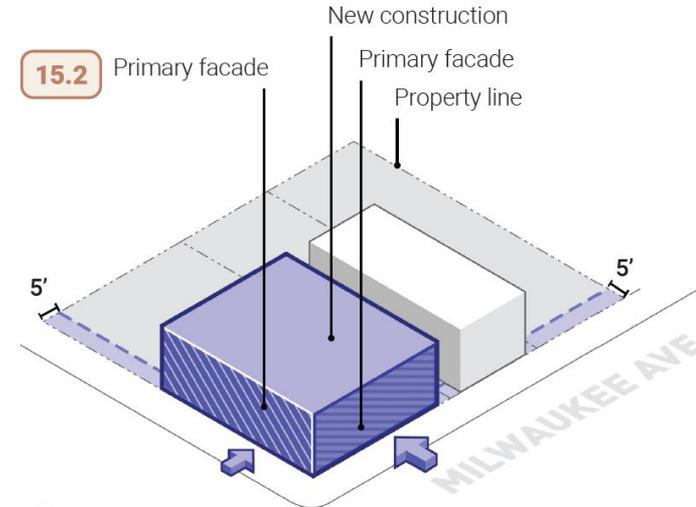
- Vehicle access via alleys.
- Service areas concealed and parking hidden or located behind buildings.

Building Setback and Orientation:

- Closely abut sidewalks.
- Corner buildings have dual primary facades with enhanced architectural detailing.



✓ **Figure 62.** Acceptable parking and service area location



✓ **Figure 64.** Acceptable setback and orientation at corner-block lots

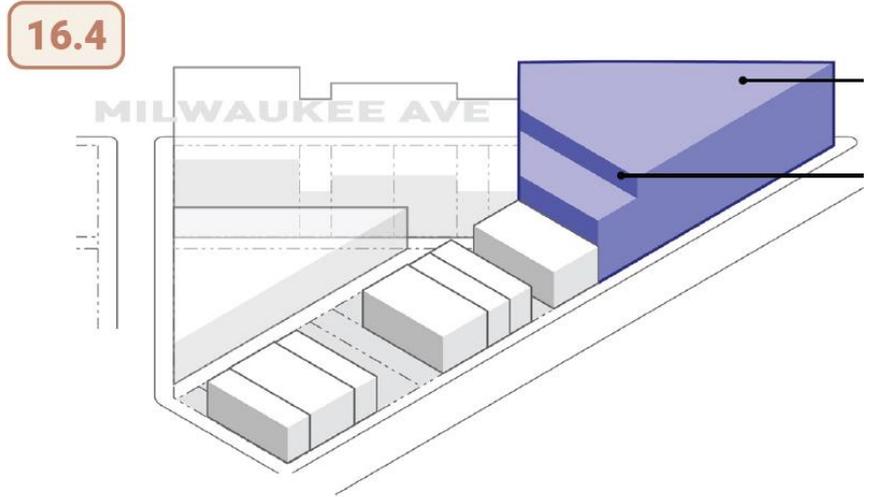
GUIDELINES SUMMARY-NEW CONSTRUCTION

Height and Scale:

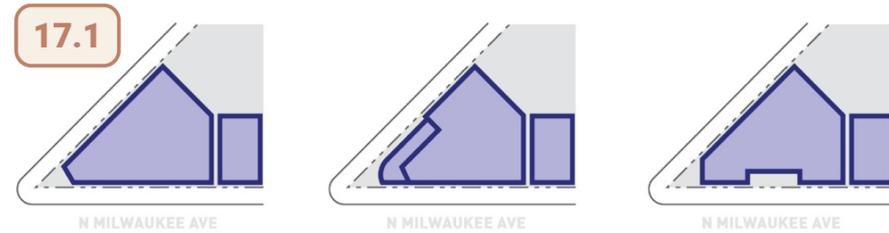
- Follows base zoning height limits.
- Height increases at major intersections.
- Upper-floor setbacks and step-downs for taller buildings.

Massing and Building Width:

- Rectangular massing, with few exceptions.



✓ **Figure 65.** Acceptable step down in height and scale



✓ **Figure 68.** Acceptable examples of curved or angled planes used in a subordinate manner

GUIDELINES SUMMARY-NEW CONSTRUCTION

Materials:

- Brick, stone, and architectural metal.
- Discourages glass block, concrete block, rough wood, EIFS, and vinyl siding.

Ground Floor Entries and Storefronts:

- Rhythm for storefront entries and windows.
- Transparency and materials that blend with the historical context.
- Discourages certain modern materials and designs.



✓ **Figure 70.** Acceptable example of new material, texture, and articulation used at a primary facade of new construction that compliments the historic built environment



✓ **Figure 77.** Acceptable example of deeply recessed storefront

GUIDELINES SUMMARY-NEW CONSTRUCTION

Articulation at Upper Floors:

- Facade articulation at regular intervals.
- Clear differentiation between the building's base, middle, and top.



✓ **Figure 91.** Acceptable example of upper floor articulation which maintains the rhythm of solids and voids in the district



CHARACTER BUILDINGS

CHARACTER BUILDINGS

- Built between 1870-1960.
- Possess features that help define the physical attributes of the study area.
- Features may include original use, architectural style, building type, massing, scale, height, orientation, setting, materials, and architectural ornamentation.
- 125 character buildings were identified.



Figure 3. Milwaukee Avenue Corridor SCOD. The SCOD boundaries shown above are intended for reference only. Please consult the City’s Zoning Ordinance and Zoning Map for the official SCOD boundaries.

CHARACTER BUILDING DATABASE

Additional information on each character building, including date of construction, original/historic use, architect (if known), and architectural style are provided.

ADDRESS	DATE OF CONSTR.	ORIGINAL USE/NAME	ARCHITECT (IF KNOWN)	ARCHITECTURAL STYLE
1 2403 W Homer St	1896	Store and Flats for F.C. Peters		Romanesque Revival
2 1950-56 N Milwaukee Ave.	c. 1881	Stores and Flats (Original location of the community's first Post Office was located in the second storefront)		Commercial Vernacular with Italian Renaissance Revival details
3 1958 N Milwaukee Ave.	c. 1918	Store and Offices		Neoclassical
4 1960 N Milwaukee Ave.	1888	Stores and Flats		Queen Anne
5 1965 N Milwaukee Ave.	1911 (Original Construction); 1930 (Facade Remodel and Addition)	Second Security Bank	Zimmerman, Saxe & Zimmerman	Art Deco
6 2441 W Armitage Ave.	1916	Store and Flats for Ale Forde	Theis J. Reynertson	Commercial Vernacular



Figure 138. Character building location map

CHARACTER BUILDING DEMOLITION

- Demolition of character buildings cannot be prohibited with a SCOD designation.
- Buildings rated “red” or “orange” in the Chicago Historic Resources Survey are subject to a 90-day demolition delay.
- The proposed SCOD ordinance will require any application for demolition of a character building to include an affidavit certifying that the applicant supplied written notice to the local alderman at least thirty (30) days prior to filing an application.



FOCUS AREA CASE STUDIES

FOCUS AREA OVERVIEW

- Case study scenarios were developed for specific sites within the three focus areas.
- These case study scenarios illustrate key goals and application of the design guidelines and principles.
- The diagrams in each case study are illustrative of one potential example and are not proposed projects.

FOCUS AREA OVERVIEW

1 TALMAN TO CAMPBELL

- 23 NON-CHARACTER BUILDINGS
- 12 CHARACTER BUILDINGS
- 31% GROUND-FLOOR VACANCY
- 1 LANDMARK

2 SACRAMENTO TO CALIFORNIA

- 18 NON-CHARACTER BUILDINGS
- 40 CHARACTER BUILDINGS
- 13% GROUND-FLOOR VACANCY

3 RIDGEWAY TO KIMBALL

- 31 NON-CHARACTER BUILDINGS
- 46 CHARACTER BUILDINGS
- 40% GROUND-FLOOR VACANCY

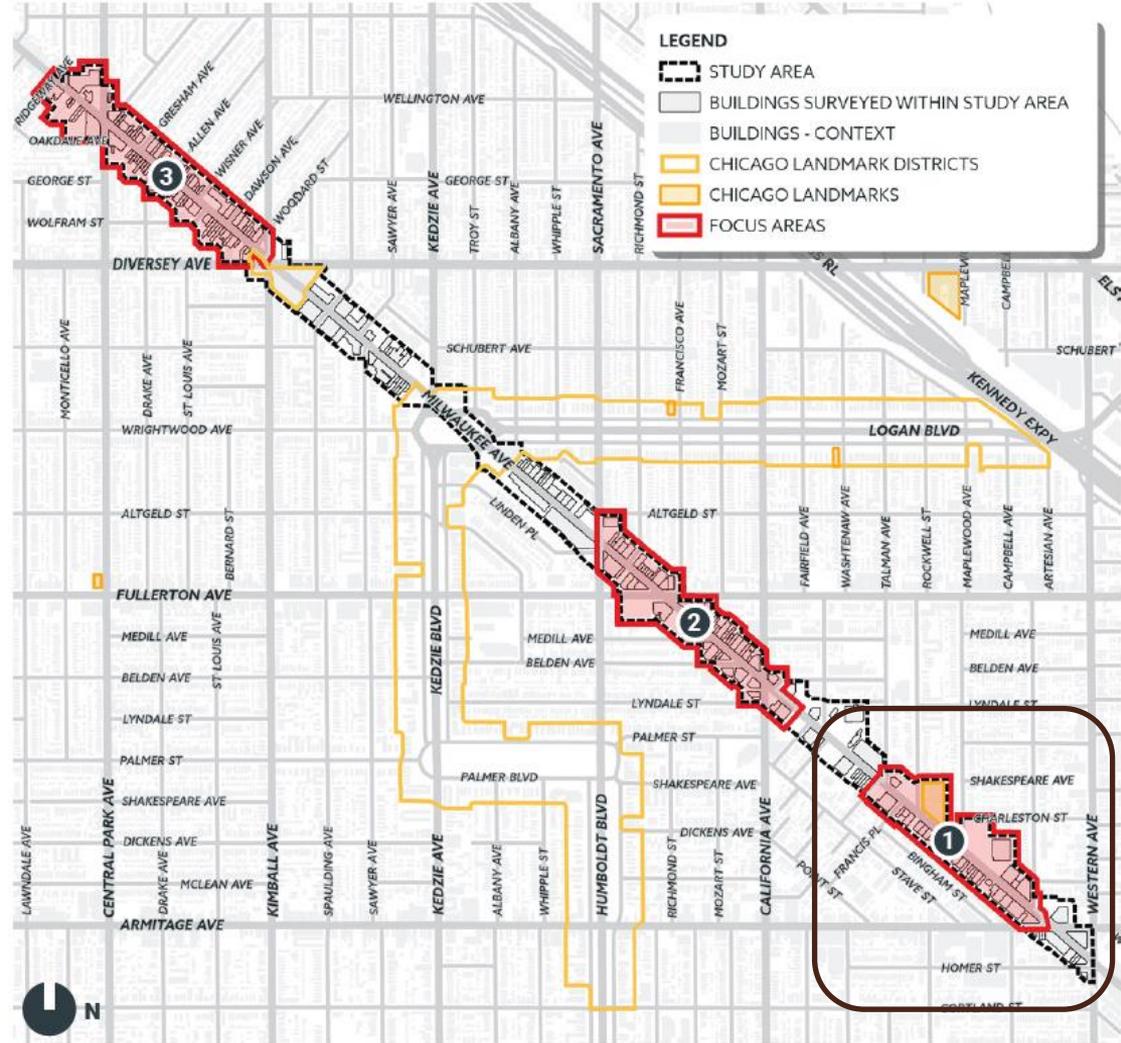
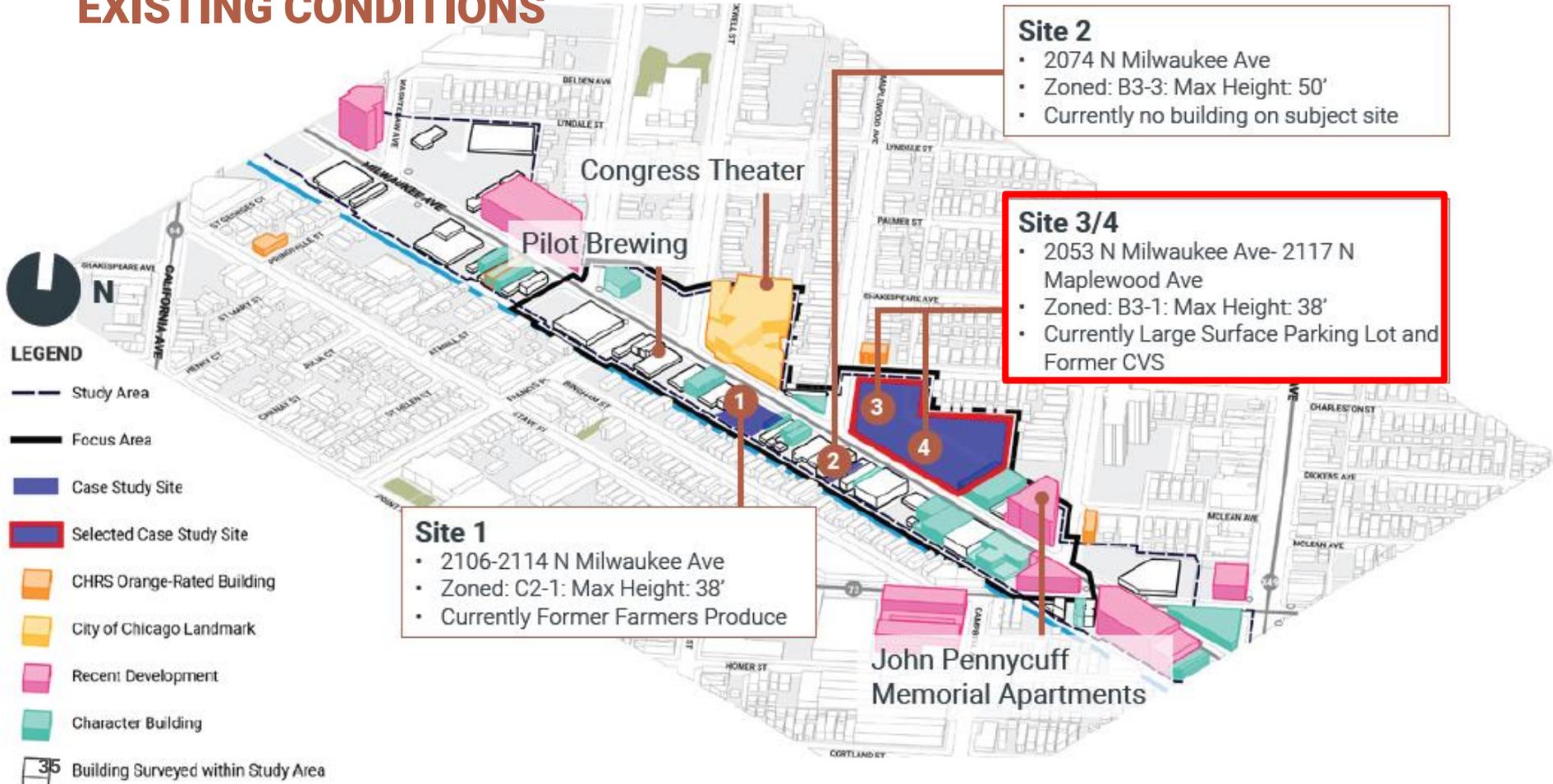


Figure 97. Focus areas along the Milwaukee Avenue Corridor SCOD boundary

EXISTING CONDITIONS



CASE STUDY

Access parking and service from the alley. **b**

As a design goal, integrate the development into the surrounding community with open space. Open spaces could consist of plazas, parks, outdoor dining spaces, gardens and greenways.



Break larger sites into smaller developments to maintain the defining scale of the district. **c**

No curb cuts along Milwaukee Avenue. **d**



Figure 99. Selected case study plan: sites 3 (left) and 4 (right)

Disclaimer: These design scenarios are not proposed developments, but only an example of one of a variety of ways how the design of a development may meet the key principles and design guidelines.

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CASE STUDY

Locate the tallest portion of the building at the corner.

Step building mass to create a gentle transition.

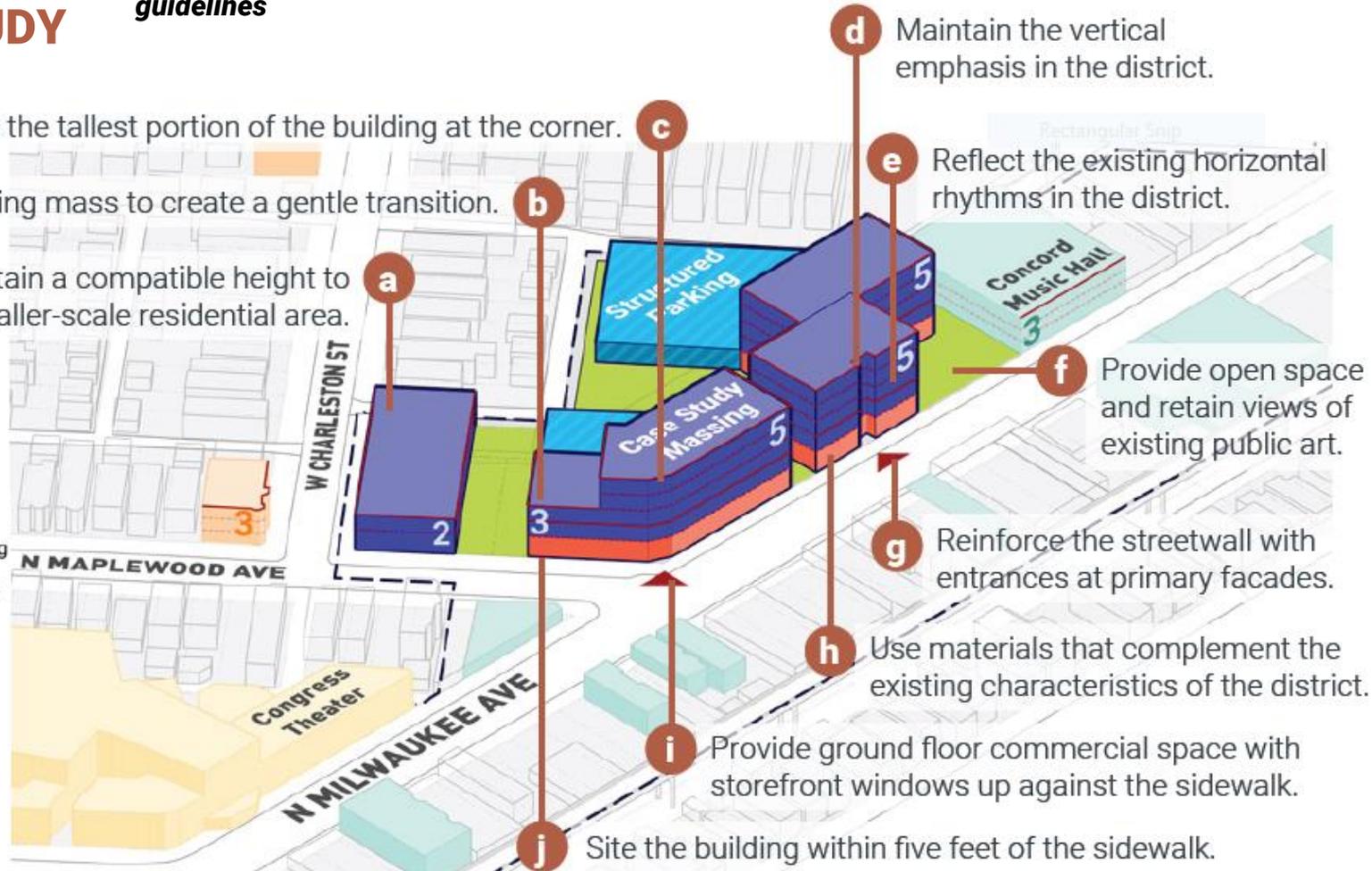
Maintain a compatible height to the smaller-scale residential area.



LEGEND

-  Case Study Mixed Use Massing
-  Case Study Structured Parking
-  CHRS Orange-Rated Building
-  Character Building
-  Non-Character Building
-  City of Chicago Landmark
-  Green/Open Space

 Study Area





NEXT STEPS

GET INVOLVED AND STAY CONNECTED

****Draft guidelines available for review****



www.Chicago.gov/MilwaukeeAve

Sign up for updates, review draft guidelines, FAQ, past meeting presentations



Email comments to:

**DPD@cityofchicago.org or
DPD_public_meetings@cityofchicago.org**

The screenshot shows the Chicago.gov website header with the Chicago logo and navigation links for HOME, STUDY FAQ, and SIGN UP. A blue banner contains an information icon and the text: "Draft design guidelines now available. A draft version of the Milwaukee Avenue Urban Identity Design Guidelines is available for public review and feedback. Community members can share their input on the draft document by emailing dpd@cityofchicago.org. DPD has also produced an overview of financial incentives available within the study area." A speech bubble from the top right points to this banner. Below the banner is a photograph of a street scene on Milwaukee Avenue, featuring a tall vertical sign for "HOTEL" and a storefront for "CustomEyes".

NEXT STEPS

Public comment and review	Through May 5
Application Filing	May/June (tentative)
Committee on Zoning Public Hearing	June/July (tentative)
City Council Meeting (adoption)	July/September (tentative)



THANK YOU!

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www.Chicago.gov/MilwaukeeAve