



CHAPTER 5

GUIDE DEVELOPMENT

CHAPTER 5 GUIDE DEVELOPMENT

Objective 1:

Ensure quality development to enhance the unique character of each commercial corridor.

Milwaukee Avenue

Division Street

North Avenue

Ashland Avenue

Damen Avenue

Western Avenue

Objective 2:

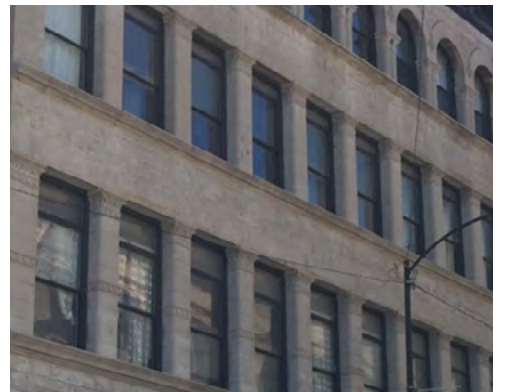
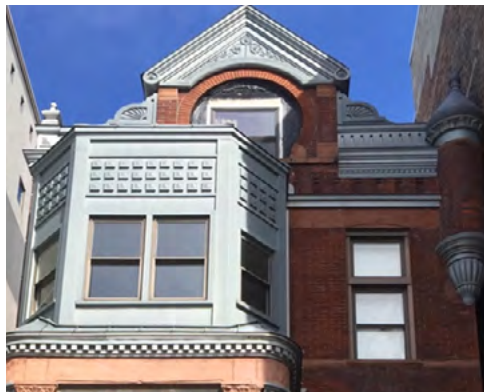
Support existing and attract new small and local businesses.

Objective 3:

Promote WPB as a healthy, active community.

Objective 4:

Promote a range of housing opportunities including homeownership, quality rental, and senior housing.



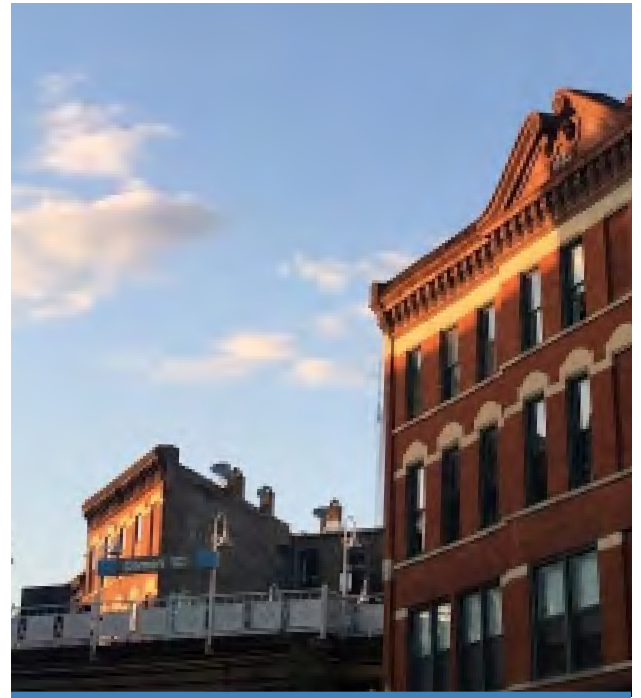
GUIDE DEVELOPMENT

The historic roots, innovative design, walkable streets and variety of activities make Wicker Park Bucktown one of the most unique areas of Chicago.

The character of Wicker Park Bucktown's commercial streets provide a wide range of mixed-use, retail, residential, and arts-related uses with a strong community character that attracts residents and shoppers from throughout Chicago and beyond. As the neighborhood evolves, the characteristics of new development should enhance walkability, local character, diversity and cultural richness of WPB. WPB has the opportunity to build on its strong traditions and community involvement to support the retention and attraction of local businesses that provide the diversity of experiences that is so treasured in the community.

What does "Guide Development" mean?

- Preserve and enhance **unique architecture**, whether it is the historic districts and landmarked buildings or the contextual older buildings along the commercial corridors, the character was bold in its time. As vacant lots and buildings redevelop, the innovative spirit of design should continue, while respecting the context of the surrounding corridors.
- Promote the **diversity of uses, people, and traditions** in WPB.
- Enhance the **walkability, design, and scale** of development to compliment the character of each corridor.
- Create **great public spaces** that provide meeting grounds, spaces for events, passive and active recreation.
- Educate and involve the community** in the process of design in order to achieve the types of places that bring people together, enhance local character, and provide new and renewed experiences.





**Objective 1:
Ensure quality development
to enhance the unique
character of each commercial
corridor through the use
of design guidelines.**

PROJECT CHECKLIST

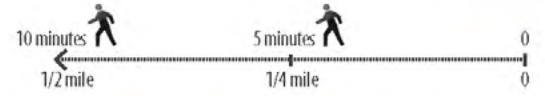
- 1.1 Milwaukee Ave ■ 1.4 Ashland Avenue
- 1.2 Division Street ■ 1.5 Damen Avenue
- 1.3 North Avenue ■ 1.6 Western Avenue

Each of the commercial corridors in WPB has a unique sense of history, character, and personality. Part of what makes WPB attractive to residents, businesses and visitors is the diversity of character among these corridors and the ability to have different experiences. WPB has been at the forefront of design challenges – from the initial building wave of the commercial district along Milwaukee Avenue to the contextual, pedestrian-friendly homes and businesses that have been built along Damen, North and Division, to the more recent TOD near CTA Blue Line stations at Division, North and Western.

Because of the difference in character between the commercial streets, there is room to both preserve older structures as well as encourage redevelopment and new development that meets design guidelines. The guidelines that follow have been drafted to assist the development community, community organizations, Aldermen and public agencies in reviewing development proposals and ways to improve the corridors to meet the challenges of today while respecting the character that has been built up over time.

Wicker Park Bucktown Recent Development Map

- New Development / Rehab Since 2013
 - Orange Wall Murals
- | | |
|--|---|
| <ul style="list-style-type: none"> Mixed Use Retail Restaurant Multifamily Residential | <ul style="list-style-type: none"> Recreation Services Institution Hotel |
|--|---|



PROJECT 1.1 MILWAUKEE AVENUE

CONTEXT

Milwaukee Avenue serves as the “Broadway/Main Street” of WPB. Cutting through the area on an angle, Milwaukee intersects the other five corridors.

Due to its configuration, the two-lane street serves as connector for drivers and cyclists traveling downtown and neighborhoods from Logan Square on the north to East Village on the south.

The southern half between North Avenue and Division Street is a historic district with stately commercial buildings that have been transformed into innovative reuses. Former department stores and furniture stores are receiving new life.

The northern section between Western Avenue and North Avenue continues to have unique buildings, but has also seen the development of strip centers that detract from the nature of the street.

The renovation of Northwest Tower into the Robey Hotel (which was recommended in the 2009 WPB Master Plan) is reinforcing the strength of the Milwaukee/ North/Damen intersection and will bring new visitors and shoppers into the area.



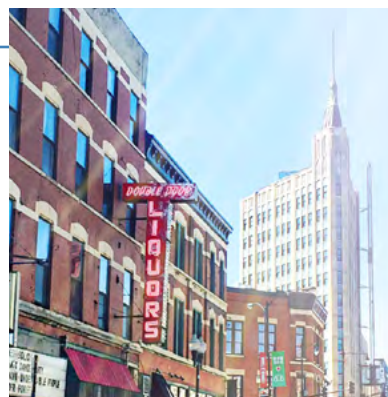
Milwaukee Avenue is one of the busiest bike corridors in the City



Walgreens / Noel State Bank at 1601 N Milwaukee



The 606 at Milwaukee and Leavitt



Historic buildings and local landmarks are sprinkled throughout Milwaukee Ave

PROJECT 1.1 Milwaukee Avenue, TOD Zoning and Landmark District

“New development should enhance the total environment in the context of the block and corridor where the development is proposed.”

SCALE + CHARACTER

□ NEW DEVELOPMENT

Milwaukee Avenue was built as a commercial district south of North Avenue and a mix of uses from commercial to industrial north of North Avenue. New development should enhance the total environment in the context of the block and corridor where the development is proposed.

□ TALL BUILDINGS

While buildings in the Milwaukee Avenue Historic District are protected through the Landmark Ordinance, newer buildings have an opportunity to build on the character of the District. Taller buildings with greater massing and scale need to provide public benefits, such as supporting transit, enhancing the street environment, providing dedicated space for the arts and local businesses, enhanced sustainable design (exceeding the City’s Sustainable Development policies), etc.



□ TOD ZONING

TOD Zoning at the three Blue line stations – Division, North, and Western allows less parking, building mass and smaller units.

Division: The most TOD activity has been at Division in which the TOD is extended to 2,640 feet due to the Pedestrian (P) Street designation on Division Street. The P Street designation provides additional protections to make sure buildings face the street, setbacks are no more than five feet from the sidewalk, and window transparency is at least 60% on the ground floor.

North / Milwaukee / Damen: The TOD designation at North, Damen and Milwaukee overlaps the Wicker Park Landmark District and should retain and reuse older buildings. For properties outside of the Landmark District, buildings should also be retained and additions to allow for TOD should be sensitive to the surrounding area, matching cornice lines, setting back additional floors so that they are not visible from a pedestrian on the street, and matching the setback line from the street.

Western: The TOD designation at Western is currently dominated by auto-related lots and should be transformed over time to serve pedestrians and transit riders better by redeveloping sites with larger parking lots into mixed-use developments that follow TOD principles.

PROJECT 1.1 Milwaukee Avenue, TOD Zoning and Landmark District

SCALE + CHARACTER *(Continued)*

□ NORTH MILWAUKEE

The area of Milwaukee Avenue between North Avenue and Western Avenue should aim to reuse older buildings and has great potential for restoring the urban fabric. Additions to existing buildings should be carefully designed to match the scale and integrity of the area. Strip centers (with parking between the sidewalk and the building) should no longer be permitted and existing strip centers should be encouraged to be redesigned over time to meet the design principles listed below.



□ SOUTH MILWAUKEE | LANDMARK DISTRICT

The southern section of Milwaukee Avenue between North and Division is in the Milwaukee Avenue Landmark District. Benefits of the District allow for parking exemptions for renovation of properties. Several key sites, particularly in the southern end of the District include large vacant storefronts and upper stories should be sensitively restored utilizing incentives that are available for landmarked buildings. Special attention should be paid to historic signs on some of the buildings that provide character that contributes to the District.



ORIENTATION + SITE DESIGN

□ FAÇADE

Buildings should face the street, façades should be respectful and build on the character of the block, providing a friendly street environment.

□ NO CURB CUTS

Curb cuts should be heavily discouraged along Milwaukee, unless it is to a parking garage beneath or behind the building.

□ PARKING

Parking should not be located between the sidewalk and the front of the building. Parking should be located beneath or behind the building. Due to the shallow lots along Milwaukee Avenue, parking at the side of the building (such as at Bucktown Wicker Park Library) should be screened with attractive landscaping and fencing, incorporate amenities including bike parking and public art, and reserve ample space for the pedestrian environment.

PROJECT 1.1 Milwaukee Avenue, TOD Zoning and Landmark District

STREETSCAPE

❑ ENTRANCES

Entries should be viewable and face the street.

❑ FAÇADE

Building façade must abut the sidewalk or be located within ten feet of the sidewalk to allow for amenities such as café seating.

❑ TRANSPARENCY

Ground floor façades (in non-historic buildings) for commercial and mixed-use buildings should provide a minimum of forty percent (40%) clear glass (no tinting) that allows full view into the facility.

❑ ACCESS AMENITIES

Bike parking, wayfinding to transit (train and bus) and pedestrian amenities should be provided.

❑ STREETWALL

A continuous streetwall will enhance the pedestrian experience. Gaps such as parking lots should be minimized.

PARKING, BIKES + PEDESTRIANS

❑ BIKE LANES

Bike lanes should be explored for Milwaukee Avenue to provide improved safety for all riders and cars.

❑ LOADING ZONES

Loading zones should be combined and enforced to minimize traffic tie-ups and safety hazards with both cyclists and motor vehicles.



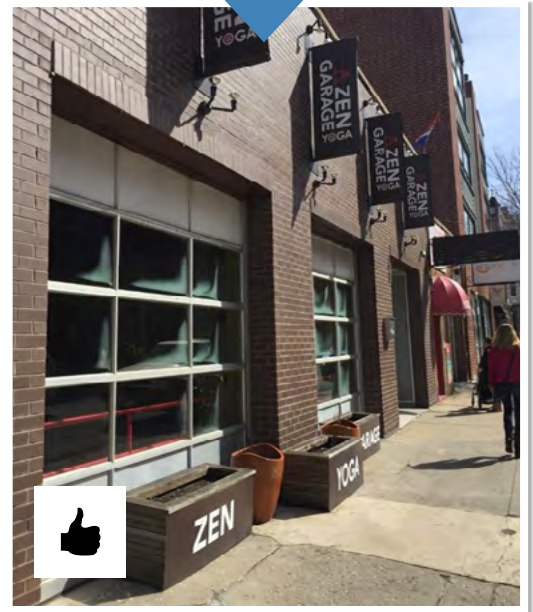
PROJECT 1.1 Milwaukee Avenue, TOD Zoning and Landmark District



Sensitive renovations of buildings along Milwaukee Avenue have returned residential uses on upper stories and commercial frontages.



There are still opportunities for rehabilitation of older buildings along Milwaukee Avenue, particularly between Honore Street and Paulina Street. Signs like the Central Furniture sign should be preserved as part of the renovation.



Former garages and auto-related uses can be repurposed for new commercial buildings.



Balconies on rehabbed or new buildings should not intrude over the public right-of-way where passers-by walk on sidewalks.

PROJECT 1.1 MILWAUKEE AVENUE

Focus on the Polish Triangle

CONTEXT

Polish Triangle is a treasured space in WPB. It is located at the intersection of Milwaukee Avenue, Division Street and Ashland Avenue. It serves as a gateway for CTA Blue Line Division Street Station, CTA Bus lines, and cars entering the community to Wicker Park, Pulaski Park, East Village and Noble Square. Created after construction of the Blue Line, the heritage of the area has changed over the years.

The Triangle, also known as Polania Triangle, is also located in an area of Polish heritage and migration, known as the "Polish Broadway" as well as many other waves of residents including Puerto Rican and Mexican immigrants. It is now a place where people of all different backgrounds and interests can come together through events such as Tuesdays on the Triangle. Currently, a fountain is dedicated to Nelsen Algren in the foreground, there is landscaping, lighting and recent improvements to the CTA Blue Line entrance.

The WPB Master Plan recommends widening the sidewalk on the east side of Milwaukee Avenue in order to revive the storefronts along Milwaukee and create more space for pedestrians.

Groups such as the Polish Triangle Coalition have been working to enhance the area by instilling a sense of history, adding events like Tuesdays at the Triangle, and encouraging improvements.



Postcard of Milwaukee and Ashland shows the mix of businesses and building types before the Blue Line was constructed. The Street Car tracks are still shown in the photograph.



Fountain dedicated to Nelsen Algren in the foreground of this photo of Polish Triangle



A variety of building types surround the Triangle. Reuse of buildings, sensitive additions, and new development should provide interest along the street, improved pedestrian environment, and a sense of scale that will reinforce the importance of the Triangle and the busy streets that surround it.

PROJECT 1.1 Milwaukee Avenue

Focus on Polish Triangle

SCALE + CHARACTER

There is a wide mix of heights, densities, historic and new buildings that front the Polish Triangle. From majestic buildings such as the recently landmarked Polish National Alliance Building at 1514-20 W. Division Street to several new TOD projects, the area has strong development pressure due to its amenities, transportation and sense of place. New development will need to balance the historic integrity of the Triangle with ways to enhance the sense of place and make improvements to accommodate new development for people without cars. Redesign of the Triangle should include recognition for Nelsen Algren and the history of the area as well as improved wayfinding to key sites nearby. Existing historic buildings should be rehabilitated whenever possible.

STREETScape

Improvements are needed for the public way on all sides of the Triangle. Deteriorated sidewalks, CTA entries, lighting, and infrastructure all need to be improved to have a high level of quality public sidewalks and amenities on all sides of the Triangle.

SETBACKS

Buildings should be located at the “zero” lot line to make sure all buildings are lined up along each side of the Triangle.

PARKING, BIKES + PEDESTRIANS

The pedestrian environment needs to be improved on the west side of Ashland Avenue and the east side of Milwaukee Avenue. A wider sidewalk can enliven activity, space for bike parking needs to be provided. A well-used taxi stand needs to remain in the area. Reuse of older buildings should have the same benefits of reduced parking as new development, even if there is a change in use.



PROJECT 1.2 DIVISION STREET

CONTEXT

Division Street is an east-west corridor that represents the southern edge of both Wicker Park and the SSA. The intersection of Division and Western serves as a southern gateway into Wicker Park Bucktown, with Humboldt Park’s gateway directly west on Division.

While primarily mixed-use in character, there is a concentration of institutional uses near the intersection of Western and Division, including Roberto Clemente High School and Presence Saints Mary and Elizabeth Medical Center.

Further east on Division, there is an intensity of restaurants and outdoor patios (The Boundary, Milk and Honey, Jerry’s, Via Carducci, Janik’s, Fat Pour, Smoke Daddy), due to the width of the sidewalks being wider on Division than other corridors in the SSA.

There has been a recent increase in density at the eastern end due to the Pedestrian Street designation of Division Street, with new mixed use, high-rise developments, including a 15-story Transit-Oriented Development (TOD) located at the southwest corner of Ashland and Division.



Roberto Clemente High School



Presence Saints Mary and Elizabeth Medical Center



Parlor Pizza is one of many restaurants with outdoor patios located along Division Street



Fifteen-story TOD located at the intersection of Division Street and Ashland Avenue

PROJECT 1.2

Division Street

SCALE + CHARACTER

The character of Division Street has changed significantly over the past twenty years taking advantage of the widest sidewalks in WPB, transit access, Pedestrian Street designation and, most recently, TOD Zoning.

□ TOD PROJECTS

The extension of TOD benefits to 2,640 feet through the P Street designation has allowed development to occur in larger projects with less parking and cars. TOD projects that receive these benefits should provide additional amenities for bikes, the pedestrian realm and public spaces.

□ SITE DEVELOPMENT

Large sites near Western Avenue that may redevelop should restore the urban fabric of Division Street by facing buildings toward the street, removing large parking lots, and creating opportunities for public open space.

SETBACKS

Within the P Street area, setbacks are established that have allowed for a consistent streetwall.

□ CONSISTENT STREETWALL

Other areas of Division Street should extend these setbacks further toward Western Avenue and east toward I 90/94.

STREETScape

Streetscape improvements have greatly improved sidewalks, lighting, and amenities along Division Street. Sidewalk cafes have added character and interest along the street.

□ SIDEWALK CAFE STANDARDS

A standard side for café seating (either adjacent to the buildings or the street) should be established for each block in order to allow families with strollers and seniors to more easily walk along the block.

□ NO CURB CUTS

Curb cuts should be strongly discouraged throughout Division Street. Parking lots should be located behind buildings or underground. Access to parking should be provided through alleys when possible.

□ GATEWAYS

Gateway features should be provided to welcome people to Wicker Park at Western, Damen and Ashland/Milwaukee.

PARKING, BIKES + PEDESTRIANS

□ NO ON-SITE PARKING

No parking should be allowed between the building and the street.

□ BIKE AMENITIES

Bike amenities should be encouraged for new development including bike parking and corrals.

PROJECT 1.2

Division Street



Division Street has become one of the busiest pedestrian streets in Chicago for a variety of users of all ages. Large display windows, a consistent streetwall and setback line, rebuilt sidewalks, and improved streetscaping provide a pedestrian-friendly environment that has brought new restaurants and stores to the street.



Parking lots along Division Street can be redeveloped for more pedestrian-oriented uses that can provide a relationship between buildings, such as Presence Health, to the neighborhood.

** See Chapter 6 | Clean, Green, Safe for ways to enhance parking lots by integrating additional landscaping. Identify opportunities to implement green stormwater infrastructure and maximize stormwater management in cost effective and innovative ways.*



Treasures such as Chopin Theatre bring visitors to Division Street. Cultural institutions lead diners, shoppers, and pedestrians to the area which is transit-accessible with the Blue Line Division Station and frequent buses.

PROJECT 1.3 NORTH AVENUE

CONTEXT

North Avenue is the central east-west corridor within the SSA, extending from Western Avenue east to the Kennedy Expressway.

With two travel lanes, one in each direction, North Avenue is used by drivers entering and leaving the expressway. The area of North and Ashland is a high-traffic intersection.

Primarily mixed-use, the stretch of North Avenue between Damen and Ashland includes a high concentration of foot traffic resulting from shoppers and diners.

There are several notable historic structures, such as the former North Avenue Baths building, built in 1921 and now home of Trencherman.

Relative to recreation, there are a couple of gyms (including Bucktown Fitness) along North Avenue but no parks or open space.



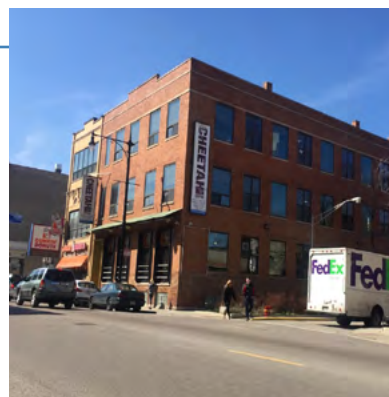
Looking East along North Avenue



Pedestrian walking past Ivy at Omb, 2204 W North Avenue



Historic Home at Leavitt and North Avenue



Cheetah Gym, 1934 W North Avenue

PROJECT 1.3

North Avenue

SCALE + CHARACTER

□ PEDESTRIAN-MINDED

The character of North Avenue has become more pedestrian-oriented over the past several years as vacant storefronts have been filled, vacant lots developed, streetscape improvements have been made in certain areas and parking has been restored, slowing traffic crossing WPB to I 90/94.

□ REVIVE MIXED-USE

While buildings in the Wicker Park Landmark District located on North Avenue are protected, newer buildings outside of the District have an opportunity to fill in gaps and revive the mixed-use nature of North Avenue and integrity of the corridor.

□ RESPONSIVE SCALE

The scale of buildings should respond to the character of the blocks which have a mix of commercial, institutional and residential uses and generally of three to four stories tall.

□ TALL BUILDINGS

Taller buildings should provide additional public benefits to the community, such as an improved pedestrian environment, sustainable features, and commercial spaces that can be occupied by small and local businesses.

BUILDING ORIENTATION + SITE DESIGN

□ ENTRANCES

Entries should be viewable and face the street.

□ NO CURB CUTS

Curb cuts should not be allowed in the Landmark District or "P" streets, and should be strongly discouraged in other areas of North Avenue. Drive-through banks and fast-food restaurants should not be allowed.

SETBACKS

□ REVISE SETBACK STANDARD

Because of narrow sidewalks along North Avenue, a new setback line should be determined for each block where feasible. A 5-ft setback from the sidewalk should be considered for these blocks in order to promote a standard and improve the pedestrian realm.

STREETSCAPE

□ MAKE SPACE FOR PEDESTRIANS

A new parkway design should be created that provides greater space for pedestrians.

□ IMPROVE / UPDATE

Streetscape improvements are needed to replace outdated lighting and street amenities, particularly between Western Avenue and Leavitt.

PARKING, BIKES + PEDESTRIANS

□ NO STRIP CENTERS

Parking should not be allowed between the sidewalk and building.

□ BIKE AMENITIES

Bike amenities should be encouraged for new development including bike parking and corrals.

□ GREEN SPACE

Opportunities for green space should be incorporated into new developments to provide spaces for passive recreation.

PROJECT 1.3 North Avenue



New development provides an opportunity to expand the sidewalks, but a consistent set back should be determined for the block and additional streetscape amenities and landscaping should be provided.



Articulated façades provide character and historical context to North Avenue.



A minimum of 40% transparency of façades on the ground floor on commercial frontages provides continuing interest to promote small businesses along North Avenue. Bike racks and amenities are needed along the street frontage to accommodate bikes.

PROJECT 1.4 ASHLAND AVENUE

CONTEXT

Ashland Avenue is a north-south corridor used to traverse the City of Chicago – from Rogers Park to Auburn Gresham.

Within the SSA, Ashland extends south from the Kennedy Expressway to Division Street. Primarily auto-oriented, the 4-lane corridor is divided by a landscaped median.

While drivers are the predominate users traversing Ashland, the Clybourn Metra Station and the North and Division Street CTA Station to the south, generate bike and foot traffic.

The primary uses along Ashland include 2-4 story residential with ground floor office and service. Institutional and park uses are concentrated at the northern end, and include the eastern trailhead to the 606, Walsh Park and Playground, and Burr Elementary.

In comparison to the other corridors, there is less ground floor retail, with the exception of the strip mall located just north of the intersection of Milwaukee and Ashland that includes Lowe’s and Jewel, and stretches of Ashland that cater to small businesses between North Avenue and Division Street.



Ashland Avenue, looking south



Stairway access to the Clybourn Metra Station along Ashland Avenue



Existing uses along Ashland Avenue



Access to the 606 off of Ashland Avenue

PROJECT 1.4

Ashland Avenue

SCALE + CHARACTER

□ MIX OF STRUCTURES

Ashland Avenue is a busy arterial street that is a mix of institutional, commercial, and residential uses. Vacant older storefronts continue to be prevalent along the corridor.

□ UNDERPASS ENVIRONS

Ashland Avenue goes under I 90/94 and the UP Metra Tracks, providing an inhospitable environment for pedestrians reaching the 606 and other destinations.

□ FOCUS DEVELOPMENT

The City's TOD Ordinance provides incentives for development around the Metra Station similar to CTA stations. Redevelopment should be encouraged along Ashland rather than on the small residential side streets in the neighborhood.

□ EXISTING BUSINESS IMPROVEMENTS

Educate businesses on façade improvement programs. Focus on area between North Avenue and Division Street to support local Latino businesses that could grow and expand in the area.

SETBACKS

□ CONSISTENT STREETWALL

Setbacks should be consistent along blocks with zero to five feet setback from the sidewalk.

STREETScape

□ LONG-TERM VISION

The street and sidewalk environment is currently dominated in many sections by auto uses, but with proper planning and design could transform into a more hospitable environment for cafes/restaurants, similar to Division Street.

□ GATEWAYS

Gateway features should be provided to welcome people to WPB under I 90/94 and at Division Street.

□ PEDESTRIAN IMPROVEMENTS

Improvements to the pedestrian environment are needed on Ashland between Cortland and North Avenue (see image below) to link the Clybourn Metra station and CTA bus service to the 606, Walsh Park and North Avenue.



Existing sidewalk along Ashland Avenue (looking north) from the 606 trailhead, connecting to the Clybourn Metra. | See Page 79 for ideas on potential improvements.

PROJECT 1.4

Ashland Avenue

PARKING, BIKES + PEDESTRIANS

❑ PARKING LOCATION

No parking should be allowed between the building and street. Sidelot parking with visibility to Ashland should be allowed with proper landscaping and fencing so that drivers can see parking, but the pedestrian is shielded from the parking lot.

❑ BIKE AMENITIES

Bike amenities should be encouraged for new development including bike parking and corrals.

❑ POCKET PARKS

Opportunities for pocket parks and green spaces should be explored along / near Ashland, such as at Cortland and Marshfield.



PROJECT 1.4 Ashland Avenue



With the amount of ground floor retail along Ashland Avenue, certain businesses could benefit from education on the façade improvement program. Capitalize on the “New Business” welcome brochure (Arts + Culture Project 3.1) to share resources that point to this information.



Opportunities for pocket parks and green spaces should be explored along / near Ashland, such as at Cortland and Marshfield, shown in the image above.



Streetscapes should be improved to make sidewalks more hospitable, such as this entrance to the Division Street CTA Station on Ashland Avenue.

** See Chapter 6 | Clean, Green, Safe for ways to enhance local green space via community programs, native landscaping, community gardens, raingardens, educational signage, and innovative green technology such as solar benches.*

PROJECT 1.5 DAMEN AVENUE

CONTEXT

Damen Avenue is a neighborhood-oriented shopping corridor within a residential context.

More so than North Avenue or Division Street, Damen feels primarily pedestrian-scaled due to the narrow street width, mix of uses, height of buildings and integration of parks.

The northern end of Damen at Webster, provides access to the Kennedy Expressway which generates morning and evening traffic.

Heading south from Webster there are primarily 2-4 story mixed-use structures with ground floor service, retail and restaurants.

Damen between Armitage and North Avenue is a sought after area by retailers. Recently many art uses have located at the northern end, leading to the recent reference and namesake as "Indie Row".

Damen's neighborhood feel is due in large part to the present of parks – Churchill Park, access to the 606, and of course Wicker Park play a collective role in generating outdoor activities and programming for residents, families and visitors.



Retail meets residential; the neighborhood scale of Damen Avenue is shown here by Buzz Killer Espresso located at 1644 N. Damen



CTA 'Damen' Blue Line Station



Mindy's Hot Chocolate at 1747 N. Damen



Wicker Park Apartments (Senior Housing) located at 1414 N. Damen

PROJECT 1.5

Damen Avenue

SCALE + CHARACTER

Damen Avenue is a narrow collector street that is a mix of residential and commercial uses. Vacant storefronts have been filled in over the past 5 years. Damen connects two of the most important parks in WPB, Wicker Park and Churchill Field. At Churchill Field there is a prominent access point to the 606.

MIX HEIGHTS

New development should be sensitive to the mixed heights along Damen – from one story commercial to two-three story homes to four-five story mixed-use developments.

HEIGHT STEP-BACKS

There are few larger sites and most sites are shallow. Taller buildings should be stepped back above the predominant height of neighboring buildings on the block.

COMMERCIAL USES

Commercial stores at sidewalk level should be required on the first floor of any new developments between North Avenue and Lyndale.

WICKER PARK APARTMENTS

Development in the Wicker Park Apartments parking lot should restore the streetwall through the development of lower-density townhomes or apartments for seniors.

SETBACKS

CONSISTENT STREETWALL

Setbacks should be consistent along blocks with zero to five feet setback from the sidewalk.

STREETScape

The street and sidewalk environment makes Damen one of the most pedestrian-oriented streets in Chicago, connecting the 606 to Churchill Field, the Damen Blue Line Station, Wicker Park and the Wicker Park Landmark District.

SIDEWALK CAFES

Café seating should be encouraged where there is sufficient space.

GATEWAYS

Gateway features should be provided to welcome people to Wicker Park at Lyndale (near I 90/94) and Division Street.

PARKING, BIKES + PEDESTRIANS

PARKING

No parking should be allowed between the building and the street. Parking should be behind buildings and accessed through alleys when possible.

BIKE AMENITIES

Bike amenities should be encouraged for new development including bike parking and corrals.

LANDSCAPING

Landscaping should be encouraged in front of buildings to soften the transition from the sidewalk to private property.

PROJECT 1.5 Damen Avenue



Older, mixed-use buildings provide space for long-time pubs and restaurants. Simple signage for businesses such as this enhance the pedestrian-friendly environment and character of WPB.



Unique spaces under the L are home to several restaurants and cafes, providing the “third space” for residents and visitors alike to meet up and enjoy the neighborhood.



New developments should provide landscaping and improvements to the public way. Commercial storefronts should be required on the first floor to create a continuous environment of amenities to serve the neighborhood and visitors to the 606.



Churchill Field is one of the primary entrances to the 606, located just one block from the Blue Line Damen Avenue Station and the new Robey Hotel. New development should be set back further from open spaces and have a transition zone between private development and public open space.

PROJECT 1.6 WESTERN AVENUE

CONTEXT

Western Avenue serves as the western boundary of the SSA as well as WPB, running north-south from Fullerton Avenue to Division Street. The 4-lane corridor is the longest continuous street in Chicago (~23 miles) and carries high levels of daily traffic connecting drivers to varying destinations including Interstate 55.

While the corridor is similar to Ashland in that it is auto-oriented, unlike Ashland it does not include a landscaped median. The northern-most intersection of Western and Fullerton experiences a large amount of traffic stemming from access to and from the Kennedy Expressway at Fullerton. The Blue Line Western Station at Western and Milwaukee attracts another set of users to the area, generating pedestrian and commuter traffic. Access is provided to the 606 just south of the Blue Line Station at Bloomingdale Ave, creating an overpass that cars travel under.

Relative to boundaries, it is important to note that from Fullerton to North Avenue both sides of Western are included within the SSA while between North Avenue and Division Street only the east side of Western is included in the SSA.

Land use along the corridor includes a mix of single-story commercial uses as well as mixed-use 2-4 story mixed-use buildings. Residential uses are primarily multi-family with some remaining single-family homes interspersed. Institutional uses are clustered at the south end of the corridor near Division, including Presence Saints Mary and Elizabeth Medical Center and Roberto Clemente High School. Pedestrian traffic and crossing safety is a primary focus at the intersection of Western and Division for students, patients and families accessing the high school and hospitals. The intersections of Western and North Avenue, Milwaukee Avenue and Division Street serve as primary gateways into Wicker Park Bucktown.



Looking north down Western Avenue from the Western Blue Line Station



Looking south down Western towards the CTA 'Western' Blue Line Station



Blade signage for Slideshow Gallery located at 2219 N Western Ave



Intersection of North and Western serves as a gateway into the neighborhood

PROJECT 1.6

Western Avenue

SCALE + CHARACTER

Western Ave is one of the busiest streets in Chicago and is home primarily to institutional and commercial uses.

TOD OPPORTUNITIES

The width of Western Avenue provides an opportunity for larger, TOD buildings near the Western Blue Line Station. Since all of Western is served by frequent CTA bus service, there are also opportunities for TOD-type development along the corridor, particularly at the major intersections with Fullerton, North and Division.

REDEVELOPMENT OPPORTUNITIES

Prominent locations that currently house gas stations, fast-food restaurants and vacant one-story commercial buildings are potential redevelopment sites to develop mixed-uses to support local businesses and more affordable housing opportunities for artists, seniors, and families.

SETBACKS

CONSISTENT STREETWALL

Setbacks should be consistent along blocks with five to ten feet setback from the sidewalk.

STREETSCAPE

Western Avenue has a wide sidewalk that is deteriorated and rarely used for café seating.

SIDEWALK CAFES

The street and sidewalk environment is currently dominated in many sections by auto uses, but with proper planning and design could transform into a more hospitable environment for cafes and restaurants, similar to Division Street.

Streetscape Continued...

GATEWAYS

Gateway features should be provided to welcome people to WPB under I 90/94, at North Avenue and at Division Street.

COMPREHENSIVE IMPROVEMENT

Streetscape improvements are needed along the full length of Western Avenue.

SAFE CROSSINGS

Pedestrian crossings are needed near the Blue Line Station and near Prentice Hospital to allow pedestrians to be safer crossing the street.

PARKING, BIKES + PEDESTRIANS

PARKING

No parking should be allowed between the building and the street. Side lot parking with visibility to Western should be allowed with proper landscaping and fencing so that drivers can see the parking, but pedestrians are shielded from the parking lot.

BIKE AMENITIES

Bike amenities should be encouraged for new development including bike parking and public spaces.

POCKET PARKS

Opportunities for pocket parks and green spaces should be explored along Western Avenue as a part of redevelopment efforts such as the large parking lots near Division.

PROJECT 1.6 Western Avenue



Side lot parking with visibility for drivers should be allowed on Western Avenue as opposed to parking between buildings and the sidewalk. Landscaping should be improved to create an improved streetscape for pedestrians.



The largely vacant site that includes Margie's Candies is being redeveloped for new commercial development but will include a space for Margie's once the development is complete. Redevelopment should restore the architecture and the relationship of the building and storefront to the street, one of the few older buildings that still stands at this intersection.

THE LAND USE FRAMEWORK UPDATES THE 2009 MASTER PLAN BY ADDING TOD ZONES, PEDESTRIAN STREETS, AND MAKES ADJUSTMENTS TO PROPOSED DENSITY LEVELS.





Objective 2: Support existing and attract new small and local businesses.

Throughout the planning process, the idea of preserving opportunities for small businesses to thrive was one of the top concerns of the community. Residents have moved to WPB because of the ability to walk to their favorite restaurant, shop at local stores, or have a cup of coffee at a local hangout. As the area has become more popular, some of these stores and restaurants have closed. Others have opened that are franchises of larger chains. National brands have been moving in to take advantage of the increased activity in the area and rising incomes. Meanwhile, local stores and restaurants report rising costs – especially rent – that make it ever more difficult to stay in the community.

While there is no silver bullet, there are things that can be done to both support local businesses and attract new opportunities that fill the need and desire for small and local businesses. This will not only require dedication by the Wicker Park Bucktown Chamber, the SSA, residents, and local organizations to support local businesses, it will require a willingness for commercial landlords to work with smaller businesses that will enhance their buildings and continue to drive local shopping in the area.

PROJECT CHECKLIST

- 2.1 Provide support for local businesses through funding building improvements, providing affordable space, and building connections to resources in the community.
- 2.2 Create a WPB Pop Up program for retailers to temporarily locate in vacant retail spaces to showcase local goods, arts, and crafts.
- 2.3 Market spaces to unique character and clusters on each commercial corridor.
- 2.4 Offer services to small businesses and entrepreneurs to navigate city, state and federal incentives.
- 2.5 Explore online tools to support local businesses and equip them to survive in the Internet age.

PROJECT 2.1

Provide support for local businesses through funding building improvements, providing affordable space, and building connections to resources in the community.

Local businesses are at the heart of WPB. They are the lifeblood of the community providing unique experiences, goods, and services. Yet rising rents and expenses are making it increasingly difficult to stay in business. Without proactive action, the very character of why shoppers and diners come to WPB is in jeopardy. While national retailers provide goods and services that residents need, they can be models of supporting local businesses and being active in the community in the way they conduct their business. Developers and landlords should be encouraged to set aside spaces for small and local businesses that can drive demand to their property while retaining the unique character of the community.

Actions

- ❑ Provide financial support for façade and building improvements through Small Business Improvement Fund (SBIF) or SSA funds.
- ❑ Develop marketing campaigns that promote small and local businesses in WPB.
- ❑ Work with developers and landlords to set aside spaces for small and local businesses.
- ❑ Host events and activities in which small and local businesses can network and plan joint marketing efforts, work on common issues (like loading zones), and make connections to complement each other's businesses.



The T-Shirt Deli located at 1739 N Damen Ave



Scone City located at 1632 W Division

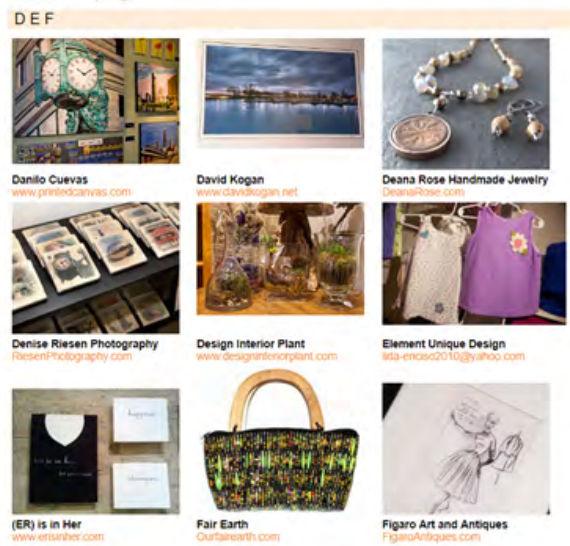
PROJECT 2.2

Create a WPB Pop-Up program for retailers to temporarily locate in vacant retail spaces to showcase local goods, arts, and crafts.

As a way to fill in vacant commercial spaces while promoting local home-based and small businesses, WPB should create a cooperative program for retailers that activates these spaces, particularly leading to the Fall holiday season. By working with the landlord to secure the space and jointly funding staffing and insurance expenses, the Pop-Ups can be a launching pad for home-based and small businesses that cannot afford the overhead of opening their own storefront.

Actions

- Develop a business plan for a WPB Pop-Up Co-op.
- Determine necessary costs for staffing, insurance and related costs.
- Recruit “launch” businesses interested in joining the Co-op.
- Secure vacant space to launch the program, securing at least a three-month commitment from a landlord.
- Develop a marketing plan for the Co-op and the planned location.
- Conduct minor fix-ups of storefront if necessary.
- Launch a pilot project for the co-op for the initial location.
- If the business model works, consider acquiring a permanent home for the Co-op.



Andersonville’s Galleria, located at 5247 N. Clark Street provides marketing and space for over 90 tenants featuring apparel, jewelry, artwork, fair trade, and antiques.

PROJECT 2.3

Market spaces to highlight the unique character and clusters on each commercial corridor.

As discussed previously in Guide Development Objective 1, on ensuring quality development, each corridor in WPB has a unique sense of place and character. While many people think of North/Milwaukee/Damen as the heart of WPB, there are more affordable locations along commercial corridors that may be a better fit, depending on the business.

Everyday goods that both serve the neighborhood as well as visitors to the neighborhood may be better served along Ashland and Western. Cafes and restaurants have created a restaurant destination along Division. Boutiques, clothes, athletic gear are clustering on Damen along the 606.



Ipsento is one of the few cafes on Western and can fill the demand for new residential growth as well as the visibility of being on Western.

Actions

- ❑ Develop unique marketing plans for different types of businesses tailored to the appropriate corridors.
- ❑ Create street art and public way improvements that matches the character of each corridor.
- ❑ Coordinate events and marketing efforts for each corridor (or sub section of a corridor) depending on the types of businesses and activities that best fit the area.



Older storefronts on Milwaukee Avenue can be turned into spaces for local businesses with the right marketing strategy and cooperation of landlords. | PHOTO: Gorilla Tango Theater Building on Milwaukee Ave

PROJECT 2.4

Offer services to small businesses and entrepreneurs to navigate city, state and federal incentives.

One of the most consistent messages that was expressed by businesses was the need to navigate existing programs and working with the City. The WBP Chamber, SSA, and the three alderman offices all have support staff to assist businesses. This work should be emphasized as there are often existing programs available, but businesses do not have the time or expertise to successfully navigate through the programs.

Actions

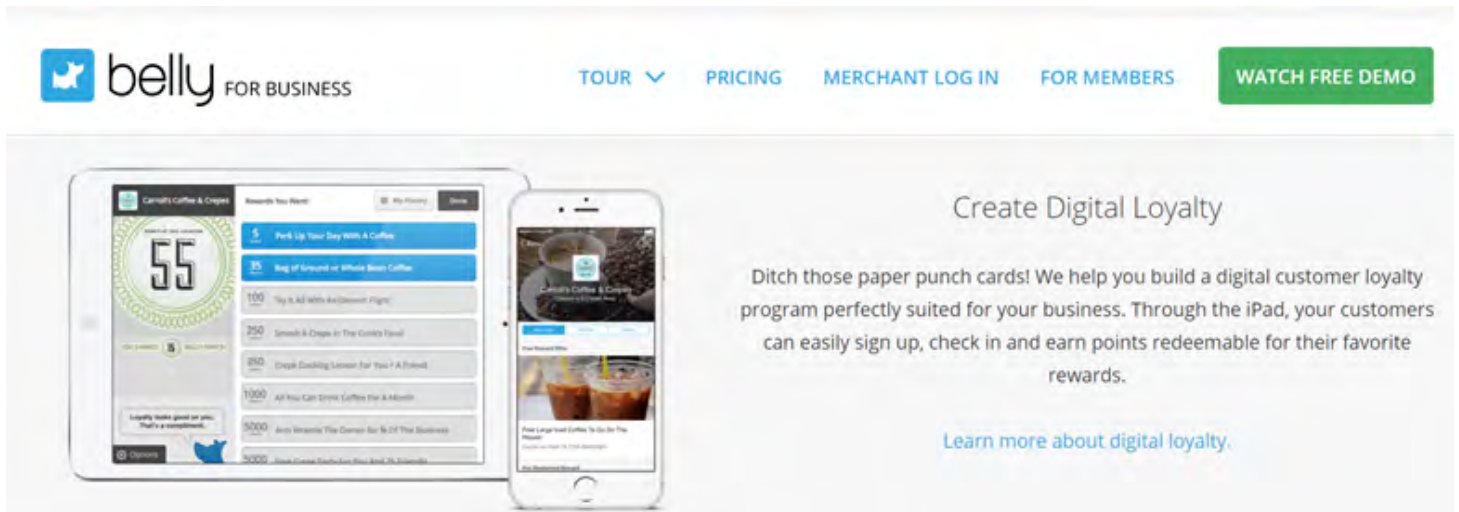
- Continue to provide outreach and assistance to local businesses.
- Coordinate with the alderman offices to provide streamlined services to businesses.
- Conduct one on one outreach to businesses as needed to help them through the process they need help in.
- Let people know what's available through updates to the SSA 33 and WBP Chamber sites including email alerts before deadlines approach.

PROJECT 2.5

Explore online tools to support local businesses and equip them to survive in the Internet age.

While there is increasing competition with online retailers, those businesses that have developed a strategy to bolster sales utilizing online marketing and reach or are offering a unique, in-person experience that online retailers can't provide are best able to survive. How is a business to compete when customers may come in to view an item and then shop on their phones for a lower price? Through marketing efforts, peer-to-peer exchange and making WBP tech-friendly, customers can visit or purchase online to support local merchants.

Promote networking events in person and online that bring together high-tech, arts, restaurants and local businesses to develop joint marketing activities and shared services. There is no neighborhood in Chicago with more talent, connections, and willingness to innovate and try new ideas. Wicker Park and Bucktown have not only attracted the people and places that draw young and older innovators alike, it provides the spaces, activities and interests for people to have an alternative to downtown, corporate environments and professional organizations. While much of this exchange happens naturally in our community, the SSA and Chamber can partner with local businesses and associations to foster "network local" events that encourage people to cross over traditional boundaries to find ways to improve their business while enjoying the relationships they develop with other innovative leaders.



belly FOR BUSINESS

TOUR ▾ PRICING MERCHANT LOG IN FOR MEMBERS WATCH FREE DEMO

Create Digital Loyalty


Ditch those paper punch cards! We help you build a digital customer loyalty program perfectly suited for your business. Through the iPad, your customers can easily sign up, check in and earn points redeemable for their favorite rewards.

[Learn more about digital loyalty.](#)

Belly is one example of a digital marketing platform that could be extended throughout the SSA for businesses interested in developing a mobile-marketing platform.

Actions

- ❑ Explore an online “front door” marketplace to link local businesses and provide an e-commerce platform that smaller businesses may not be able to support on their own.
- ❑ Investigate creating Wi Fi hotspots in certain locations along key pedestrian corridors to attract customers to the area and create a seamless experience.
- ❑ Explore creation of a WPB discount card and web site that local businesses can use to market their goods and services. There are a number of mobile-friendly discount cards that make it easy for businesses to develop loyalty lists for custom marketing without having the start-up costs that typically price out local businesses.
- ❑ Promote Networking Events.



BIG FUN WiFi Chicago

Join Chicago's Hottest WiFi Network

Over 20 Million Network Visitors in Chicago

Find Our Network at the following Big Fun Places

Field Museum Shedd Aquarium

Big Fun and Digital Lobby are examples of businesses that provide Wi Fi to business districts.

“Wicker Park and Bucktown have not only attracted the people and places that draw young and older innovators alike, it provides the spaces, activities and interests for people to have an alternative to downtown, corporate environments and professional organizations.”

Objective 3: Promote WPB as a healthy, active community.

The 606 has been a transformative investment that has received national and international attention, but is also just a good means of transportation. With plans to extend the 606 to the east, it can be an even better connection to other paths in Chicago.

The 606 not only houses The Bloomingdale Trail, but a network of parks, serving a local need for our community which is one of the lowest served communities for public parks in the City. Each one of the parks that is being created has a unique character and offers a mix of seating areas, active sports, playgrounds, and other activities.

WPB is also home to a growing network of health care institutions. With the purchase of two local hospitals, Presence Hospital now has a major operation that it is investing in at Saint Mary's Hospital and Saint Elizabeth's Hospital. In addition to Presence, Northwestern Medicine has recently expanded its operations by moving its location that was on North Avenue into a larger space on Milwaukee Avenue. Physicians Immediate Care has also opened on Milwaukee.

Wicker Park has been a mainstay of maximizing the use of a small urban park. From summer camp to a full range of indoor and outdoor activities, there are events, classes and special programs for all ages, including a new privately-funded ice rink.



PROJECT CHECKLIST

- 3.1 Partner with health care providers on healthy community initiatives from activities to public spaces to linkages between open spaces.
- 3.2 Maximize use of open spaces in WPB through better connections and use of the 606.

PROJECT 3.1

Partner with health care providers on healthy community initiatives from activities to public spaces to linkages between open spaces.

Work with Presence Hospital, Northwestern Medicine, Physicians Immediate Care and other providers on projects that promote community health, from community events to investments in open spaces and activities in the parks.



Actions

- Partner with health care providers to host events and activities such as a “healthy” food truck event and fair, events on the 606 and in the local parks.
- Connect with Presence Health Care on opportunities related to their Health Loop.
- Identify one of the parks or open spaces in WPB for a seniors’ fitness activity area, utilizing equipment that is tailored to individuals with all abilities.
- Consider opportunities to obtain / encourage reporting data from local schools and at health events on walking and biking trends.



The Arcadia Mobile Market is one farmers market that accepts prescriptions for DC Greens' Fruit and Vegetable Prescription Program. More than 400 people have benefitted from the program since 2012. (Courtesy Arcadia)

PROJECT 3.2

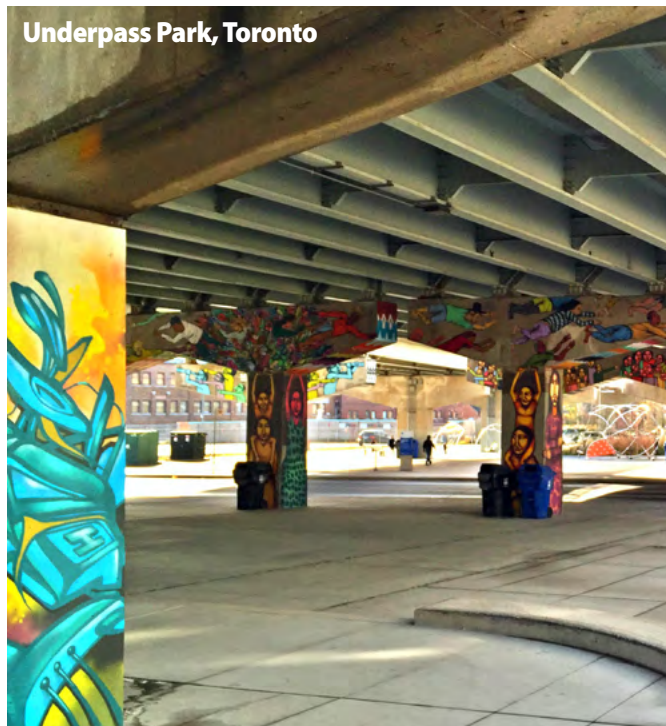
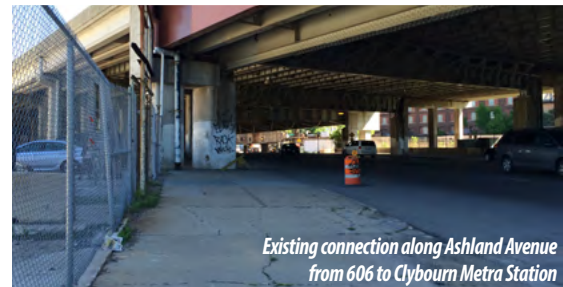
Maximize use of open spaces in WPB through better connections and use of the 606.

The 606 has brought needed open space and an east-west transportation connection, but there is more that can be done to take advantage of this important resource. Signage to and from the 606 to local amenities can help spur the connection to local businesses; joint programming between businesses and the 606 can foster local partnerships; and increased amenities at the entrance points can help make the connections between the community and 606 users.

The pathway/sidewalk leading from the 606 to the Clybourn Metra Station (shown right) could be improved to better connect these major destinations. Furthermore, the area beneath the expressway along Ashland Avenue at Cortland could be re-purposed as a skate park / canvas for the arts, similar to 'Underpass Park' in Toronto (images below).

Actions

- ❑ Create an off-street connection on the west side of Ashland to better connect the 606 to the Clybourn Metra Station and improve the pedestrian environment along Ashland.
- ❑ Identify opportunities to add or improve open spaces through community design competitions, such as the space on Cortland and Marshfield, Park "529" at Wabansia and Leavitt, and the "Bucktown Green" at N. Hoyne and W. St. Paul.



URBAN SPACE ACTIVATION: North Avenue Alleyway

The area adjacent to the alleyway on the south side of North Avenue, beneath the Damen Blue Line Station, presents an opportunity to explore the creation of a unique public space. The area currently serves as part parking lot, part train trestle, and part alleyway. The Robey Hotel, located directly across the street and includes pet-friendly rooms, will attract year-round visitors to this area in particular -- a small people spot that is adaptive to the unique environment therein could serve up a creative seasonal space for residents, visitors (and dogs?!) alike to enjoy. See following two pages for creative concept renderings.

Pup-Up Park | Seasonal Pop-Up Park for Pups
 Keywords: Astro-Turf, Temp-Fence, Benches, Mini-Pool, Waste Station



People Spot
 Keywords: Weather Proof Seating, Benches, Lounge Chairs, Wood Chips



Pop-Up Vendor @ Street Face
 Keywords: Coffee, Smoothies, Gelato, Scones, Dog Treats for Pup-Up



CARVE OUT OPPORTUNITIES FOR PUBLIC SPACE
 Identify opportunities to activate underutilized space, to further an urban habitat that is friendly, inviting and creative.

CREATIVE COMPONENTS

- Pop-up, container-style cafe / gelato / concession stand; temporary, seasonal or year-round.
- Explore mural opportunities and large-scale designs on side wall adjacencies (i.e. urban forest).
- Soften hardscape with landscaping where light allows.
- Clean-up alleyway.
- Consider special alleyway paving or paint to make it a unique draw and passthrough; i.e. 'Orange Brick Road'.



View looking south from North Avenue



Existing

“Let’s serve up the unexpected and create something ‘other’; let’s look to successes here as well as elsewhere and carve out meaningful outdoor space.”

- Brent Norsman, SSA Chair.

CREATIVE COMPONENTS

- Pup Park /WPB Dog Run with benches.
- Buffer alleyway with landscape hedge.
- Greenery and trees to soften hardscape.
- Low maintenance, weather resistant picnic tables behind pop-up cafe.
- Explore creative orientations and placement of pop-up cafe to accommodate customers.
- Consider pavement alternatives to picnic area including woodchips or painted art.

Actions

- Work with landowner to secure land for open space.
- Work with CTA to negotiate a lease for use of land under CTA tracks.
- Recruit café operator.
- Develop final design and installation.



View looking north towards North Avenue from alley

The Robey Hotel located directly across the street houses 69 rooms with amenities that include pet-friendly rooms!



Existing



Objective 4: Promote a range of housing opportunities including homeownership, quality rental, and senior housing.

One of the greatest concerns of local residents is the increase in housing costs. The amenities of the area – from its architecture to transportation to its local businesses – have created a spike of prices that seems to have no end. There has been a conversion on residential streets from two and three-flats to single-family homes, small apartment buildings have been converted to condominiums, and new development has been priced at ever-increasing levels. The average home value is now well over \$500,000, far out of the reach of younger households, artists, seniors, and many others. The community has embraced TOD as a way to bring in housing to the community with fewer cars, but many would like to see more homeownership units in addition to rental housing.

Because of these pressures, efforts are needed to thoughtfully expand options to promote homeownership, support quality rental development, and promote affordable senior housing.

PROJECT CHECKLIST

- 4.1 Promote homeownership in WPB for a variety of diverse households.
- 4.2 Support quality rental development that meets design guidelines for each corridor.
- 4.3 Promote affordable senior housing.

PROJECT 4.1

Promote homeownership in WPB for a variety of diverse households.

For many years, rental housing units were being converted to homeownership units – whether to single-family homes or condominiums. As the market has shifted to rental development, there has been very little growth of homeownership units. Efforts are needed to encourage affordable homeownership, including efforts to encourage developers to build townhomes and condominiums to partnerships with banks and housing organizations to assist prospective homebuyers to invest in our community.

Actions

- ❑ Support development of more owner-occupied housing that meets the design guidelines for each corridor.
- ❑ Promote a variety of housing types to provide opportunities for a range of homeowners.
- ❑ Work with developers to set-aside affordable homeownership units per the City of Chicago Affordable Housing Ordinance.
- ❑ Encourage local banks and housing organizations to provide affordable lending products such as first-time homebuyer down-payment assistance to eligible households.



PROJECT 4.2

Support quality rental development that meets design guidelines for each corridor.

WPB has been a leader in supporting TOD that provides housing units near transit to reduce traffic congestion, take advantage of local infrastructure, and brings more possible customers to support local businesses. Property managers report no difficulty in leasing units that do not have, or have very few, parking spaces. In fact, given the option, most of the renters do not have cars and are not renting parking spaces even if they are available. While most of the development activity has concentrated at Milwaukee and Division, there are other areas along the commercial corridors that could be good locations for quality rental development on streets like Western Avenue, both near the Western Blue Line station and at other key intersections that have very frequent bus service.

Actions

- Promote a range of rental housing options that supports TOD and maintain the diversity of the community.
- Connect renters to local organizations to encourage community involvement.

Reference

See Page 37: Arts + Culture | Project 1.2

Promote new development of affordable live-work space for artists.

A live/work project is a residential building in which each dwelling has extra space (100 to 150 square feet) that the artist can use as a studio. WPB should seek out additional affordable space within the community for artists to live and work. Policies, incentives, initiatives and partnerships will be needed to ensure affordable spaces are integrated within future developments.

PROJECT 4.3

Promote affordable senior housing.

Many of the residents who live in WPB are aging out of their homes but have few affordable options to turn to in the neighborhood. They may be forced to leave the community they have lived in for years in the search for housing that meets their needs. Upper stories of older buildings could be renovated for affordable senior housing with the right incentives. In addition, there may be opportunities on under-utilized sites, such as the parking lot surrounding Wicker Park Apartments to provide additional senior housing.

Actions:

- Identify locations to use Historic Tax Credits and Housing Tax Credits to renovate buildings for senior housing.
- Consider additional low-rise units for artists and seniors at Wicker Park Apartments.



Example of TOD Senior Housing in San Francisco.