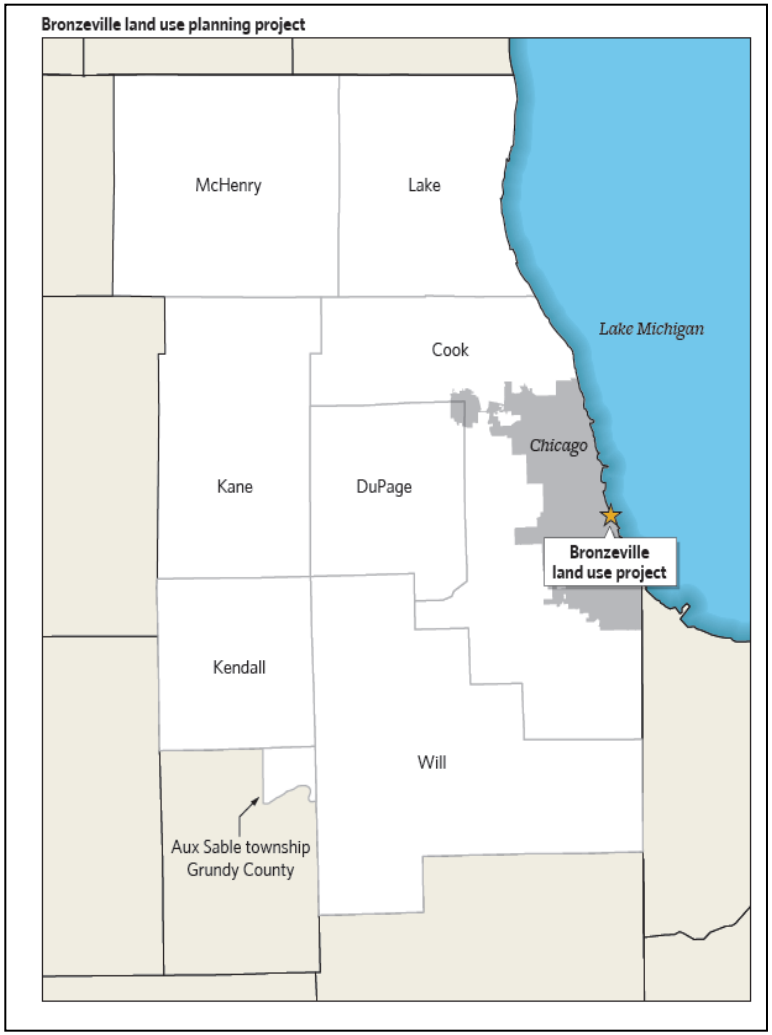
# Bronzeville Retail Corridor Land Use Plan

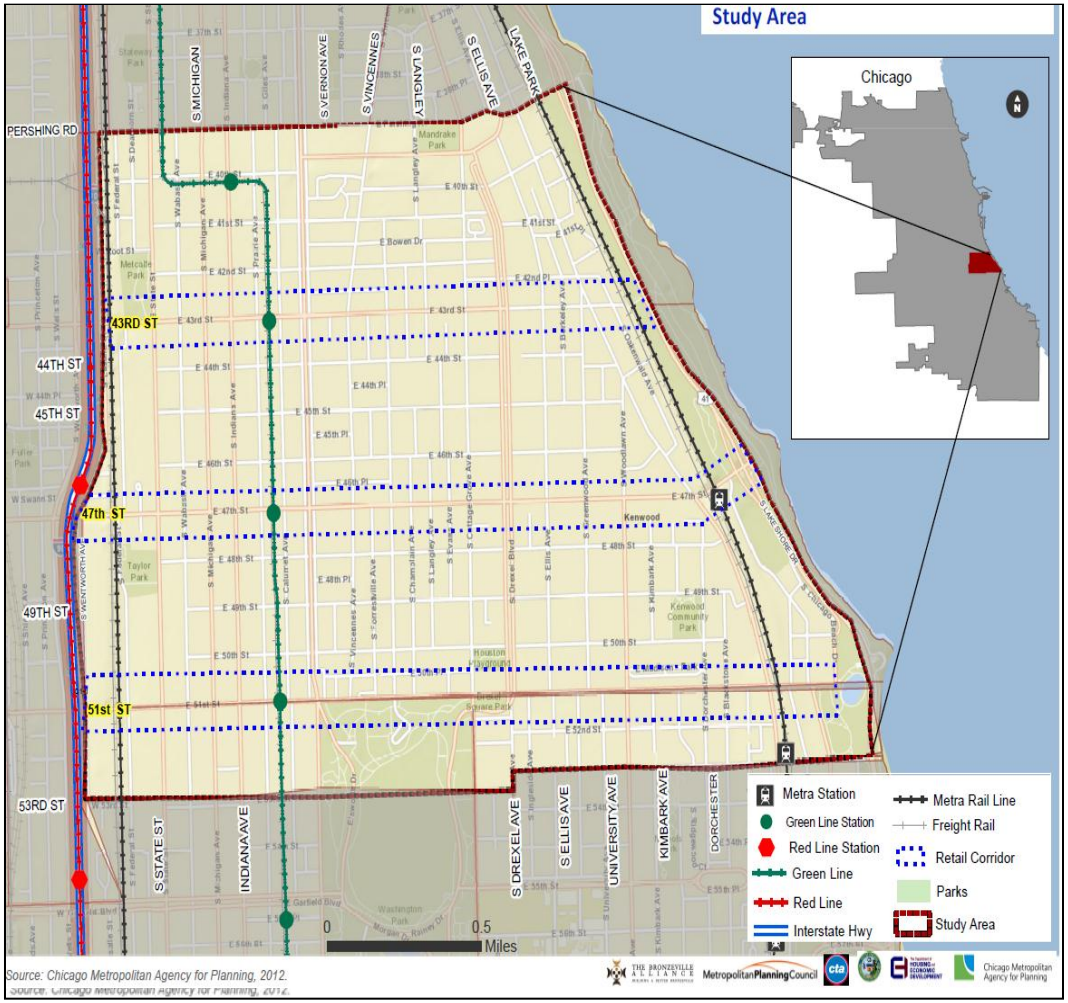
*February 2013*

## PRESENTATION CONTENT

- Bronzeville context
- Key findings of existing conditions analysis
- Vision & Planning process
- Current and future Zoning & Land Use
- Plan Recommendations
- Implementation Actions
- Implementation Barriers

# The Study Area



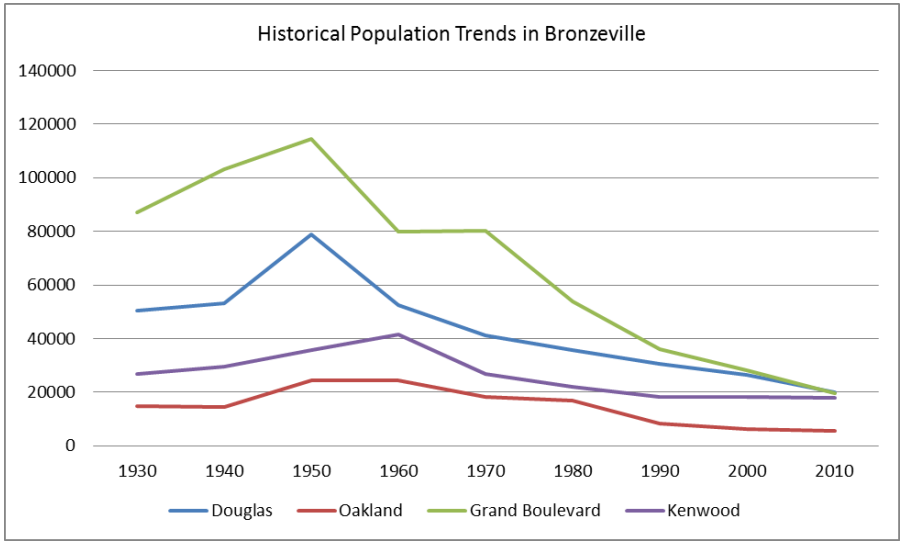



## About Bronzeville

- Douglas, Grand Boulevard, Oakland, Kenwood
- Predominantly  African Americans
- Population peaked in 1950's at 300,000
- Highest concentration of public housing
- Many social & economic problems
- Great infrastructure- transportation system
- Great institutions and amenities: IIT,  Illinois College of Optometry, Chicago Police HQ, …

## Demographics

- Population declined 11% between 2000-2010
- Predominantly African American but becoming more diverse
- Latinos increased by 60%, Asian by 30%, between 2000-2010
- High concentration of public housing residents
- Median household income is $25,000 (City $47K, region $60K)
- High unemployment (16%), 1.5 times the city rate
- 43% poverty



# Key Findings of Existing Conditions Analysis

## Land Use

- Vacant land 11% : 1,650 City-owned vacant lots (213 ac); 1,099 privately owned vacant lots (133 acres)
- Major land use are residential (54%), institutional (12%) commercial (9%),
- Variety of retail uses, limited office space
- Over 40% zoned RM-5 (multi-unit residence)
- PUD districts make up 16% of total land area
- Well served by parks - 5.25 acres/1,000 people (City 4.45 acres/1,000)

***Land use by acreage and percentage of total in the study area, 2012***

| Land use classification | Acres | Percent |
|---|---|---|
| Multifamily Residential | 776.01 | 39.9% |
| Single Family Residential | 266.00 | 13.7% |
| Institutional | 223.41 | 11.5% |
| Vacant Land | 209.29 | 10.8% |
| Commercial | 172.62 | 8.9% |
| Transportation | 155.50 | 8.0% |
| Open Space | 128.65 | 6.6% |
| Construction | 10.51 | 0.5% |
| Utilities and Waste | 4.01 | 0.2% |
| **Total** | **1,946.00** | **100.0%** |

*Source: CMAP*

# Key Findings of Existing Conditions Analysis

## Housing

- 58% of housing is 5+ units ( City 38%, region 26%)
- Low home ownership at 29% (City 45%, region 66%)
- High residential vacancy, at 15% (City 12%, region 8.4%)
- Highest concentration of public housing in city – CHA reduced the units from 12,030 units in 1999 to 2,776 in 2011 – but more units being constructed

## Economic Assessment

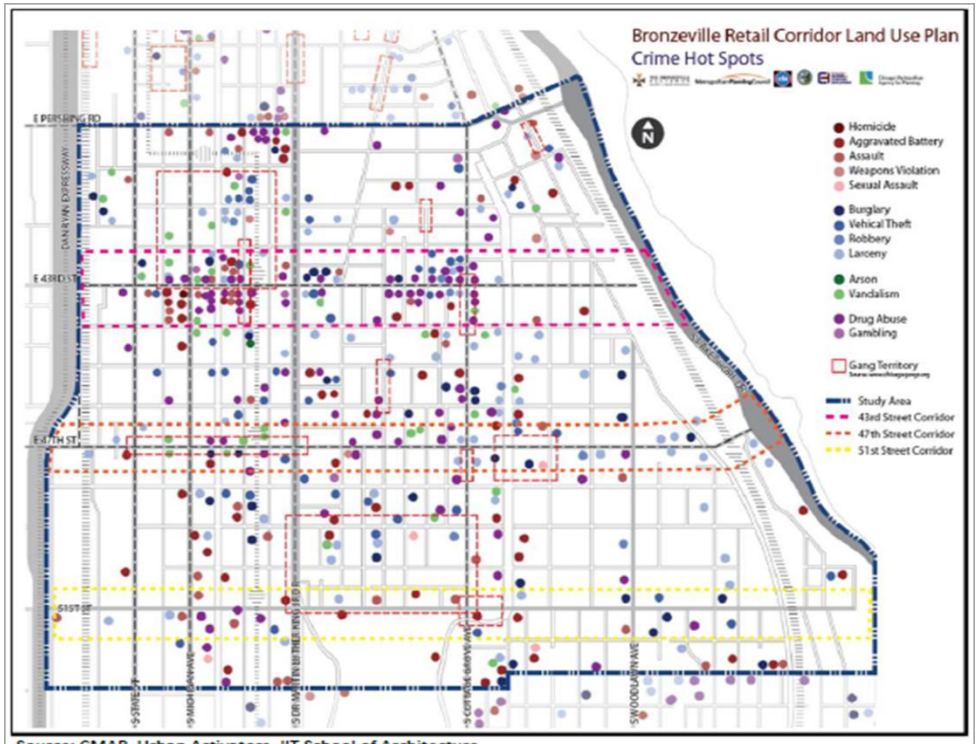
- Service oriented economy (2/3 of jobs in service industry)
- More public sector jobs than private sector jobs
- Heavy reliance on public & non profit sector jobs
- 3 million sq. ft of commercial space (28% office, 53% retail, 18% industrial)
- $175M in buying power per square mile - exceeds Chicago's average of $168M
- Area can support 475,000- 700,000 square feet of new retail space (LISC MetroEdge study, 2010)

# The Bronzeville Alliance

The Bronzeville Alliance (BA) is a consortium of residents and organizations committed to the economic, social, and cultural redevelopment of the historic Bronzeville community.

Develop coordinated strategies addressing five key issue areas:

- Retail Development and Tourism
- Education and training
- Health and the environment
- Housing
- Crime and grime



Source: CMAP, Urban Activators -IIT School of Architecture

# Bronzeville Retail Corridor Land Use Plan

## Objective

Create a land use plan to serve as the framework for shaping future development and land use patterns in Bronzeville's three commercial corridors: 43rd, 47th and 51st Streets.

## Vision

Create vibrant walkable retail nodes on 43rd and 51st, and retail corridor along 47th

- Build on Bronzeville's economic and entertainment history
- Serve needs of current and future residents
- Provide local employment and business ownership opportunities

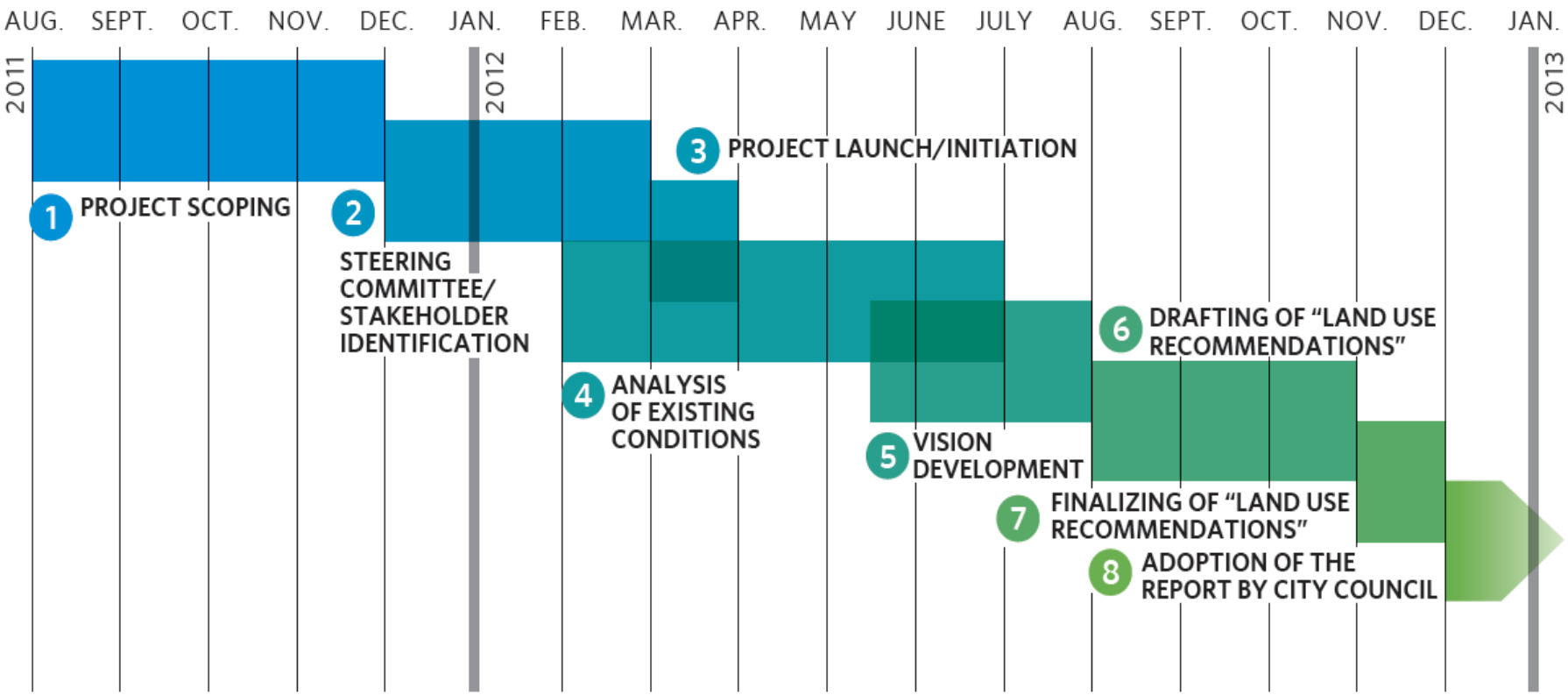
***Vision Statement:***

*Create vibrant, walkable retail nodes along 43rd and 51st Streets and a retail corridor along 47th Street that build on Bronzeville's economic and entertainment history, serve the needs of current and future residents and visitors , and provide local employment and business ownership opportunities.*

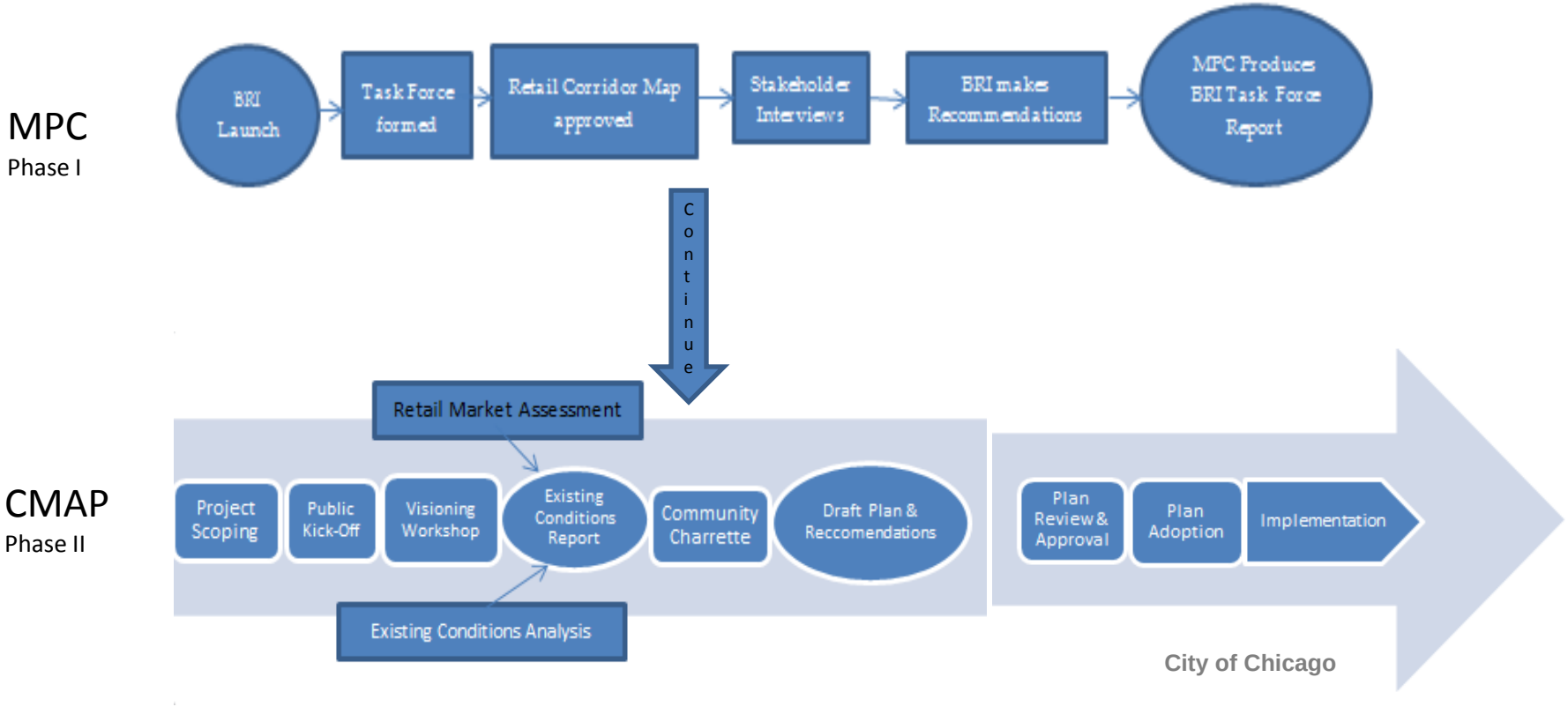
## Project Goals

- Analyze existing zoning and land use – consistency, compatibility & ability to support retail development
- Identify and recommend alternatives for non-conforming uses, vacant and underutilized land
- Develop a land use plan that creates commercial and aesthetic cohesiveness and maximizes retail development opportunities
- Recommend land use and zoning changes that will enhance pedestrian access to public transportation and focus retail density and use near transit

# Bronzeville land use recommendations timeline



# Planning Process



# Planning Process & Outreach Strategy

**Project Scoping**: December '11- January '12

Stakeholder consultations

**Project launch**: February 2012

Steering Committee meeting February 23, 2013

**Vision Development & Analysis of existing conditions**: March- June '12

Visioning - May 12 (48)

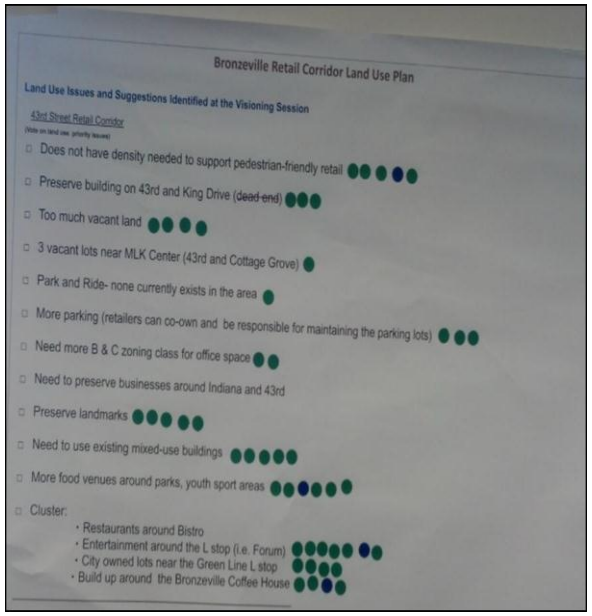
Develop vision statement and project goals

Identify challenges, opportunities, & concerns

**Prioritization of Issues**: June '12

Steering Committee Meeting- June 5th ( YWCA)

Prioritization of land use issues

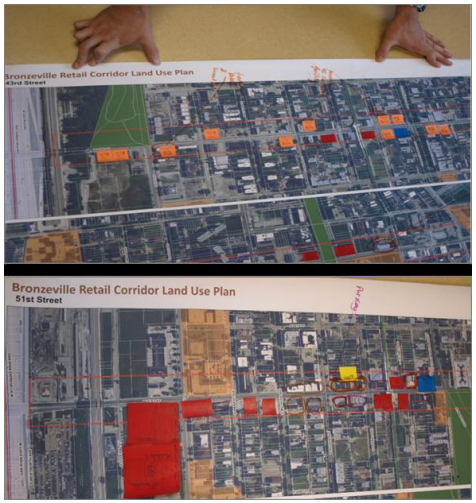


Planning Process Cont.

**Public Engagement** : April – October '12

Planning Charrette Workshop - June 16th (IIT)

Mapping exercise – where should things go in the corridor




**Drafting the Recommendations**: July- November'12

Review the draft plan Recommendations

Steering Committee Meeting- October 9th

Met with Aldermen to get buy in

**Drafting the Implementation Actions**: Nov - Dec'12

Review of Implementation Actions - Steering committee, Aldermen & City

**Drafting the Land Use Plan**: January– February 2013

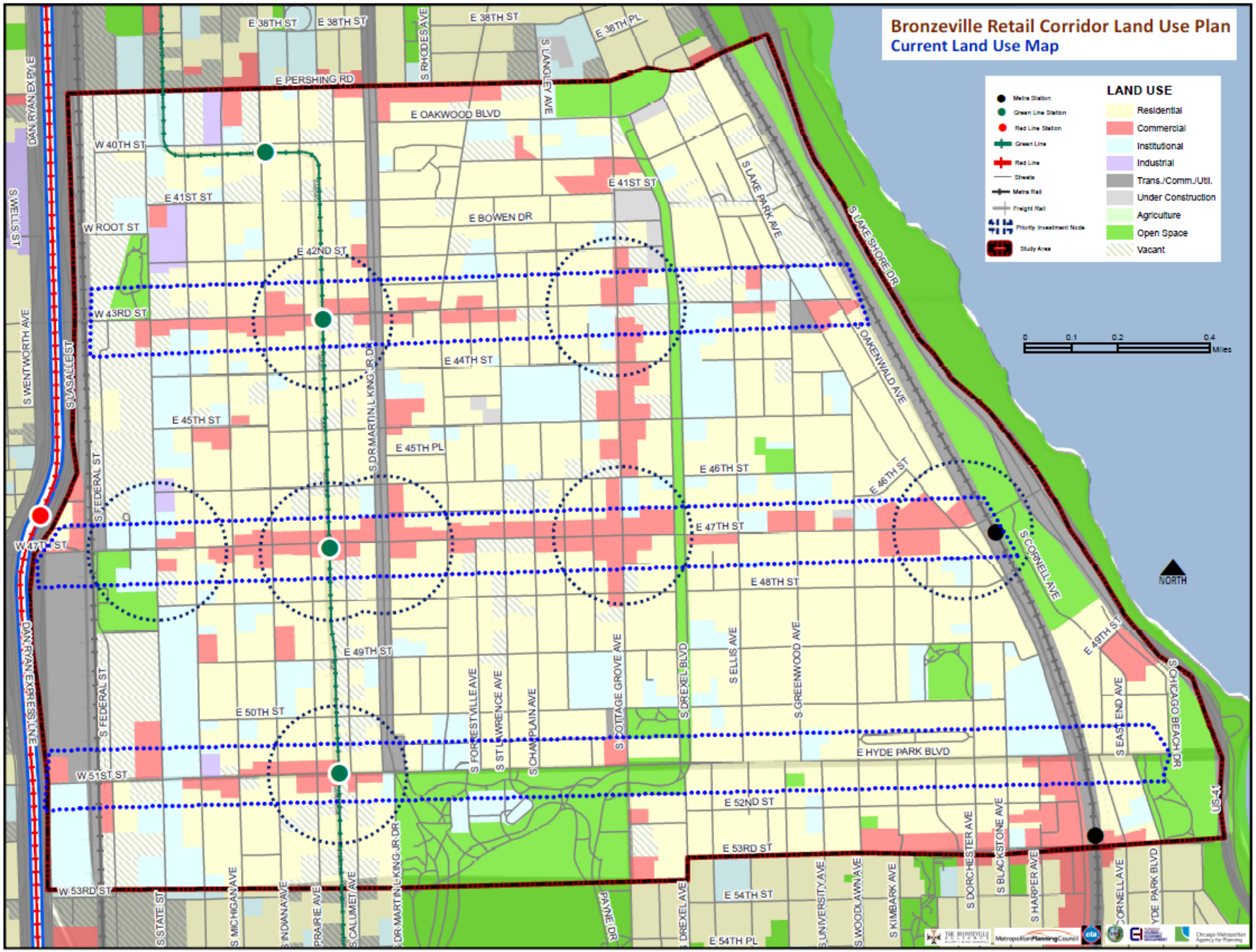
Public Review of the draft Plan

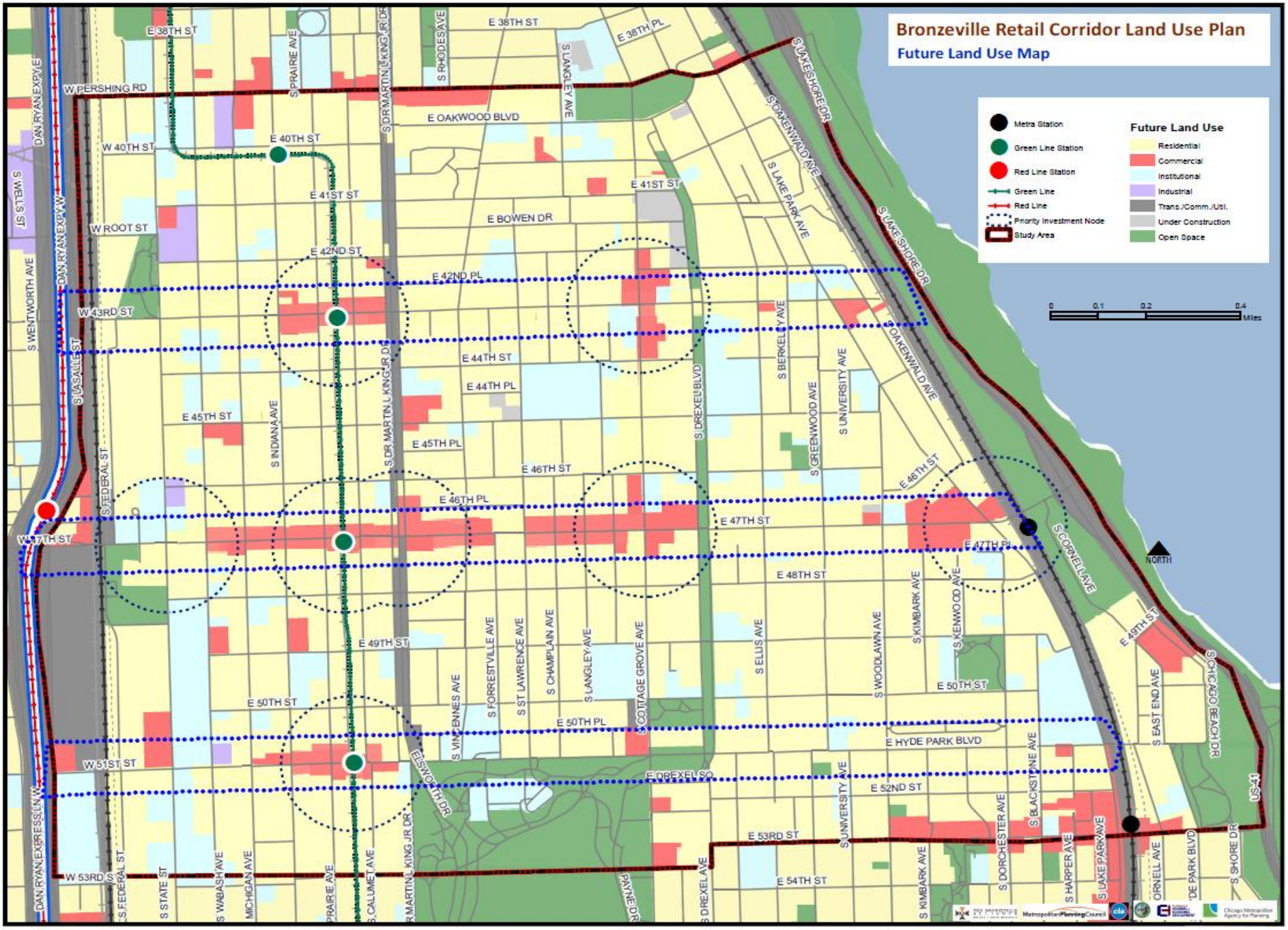
Open House/Town hall - March'13

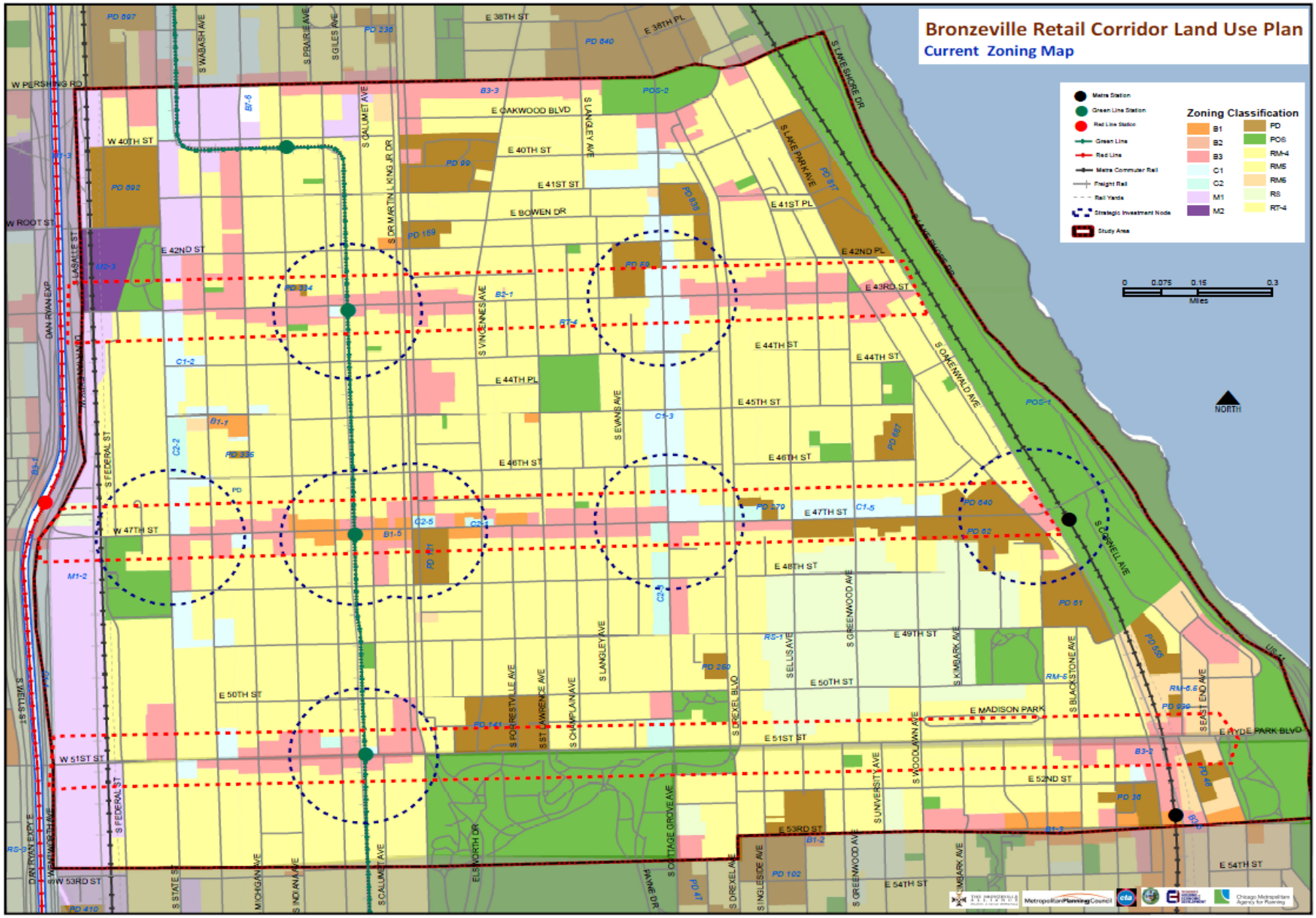
**Finalize the Plan**: March'13

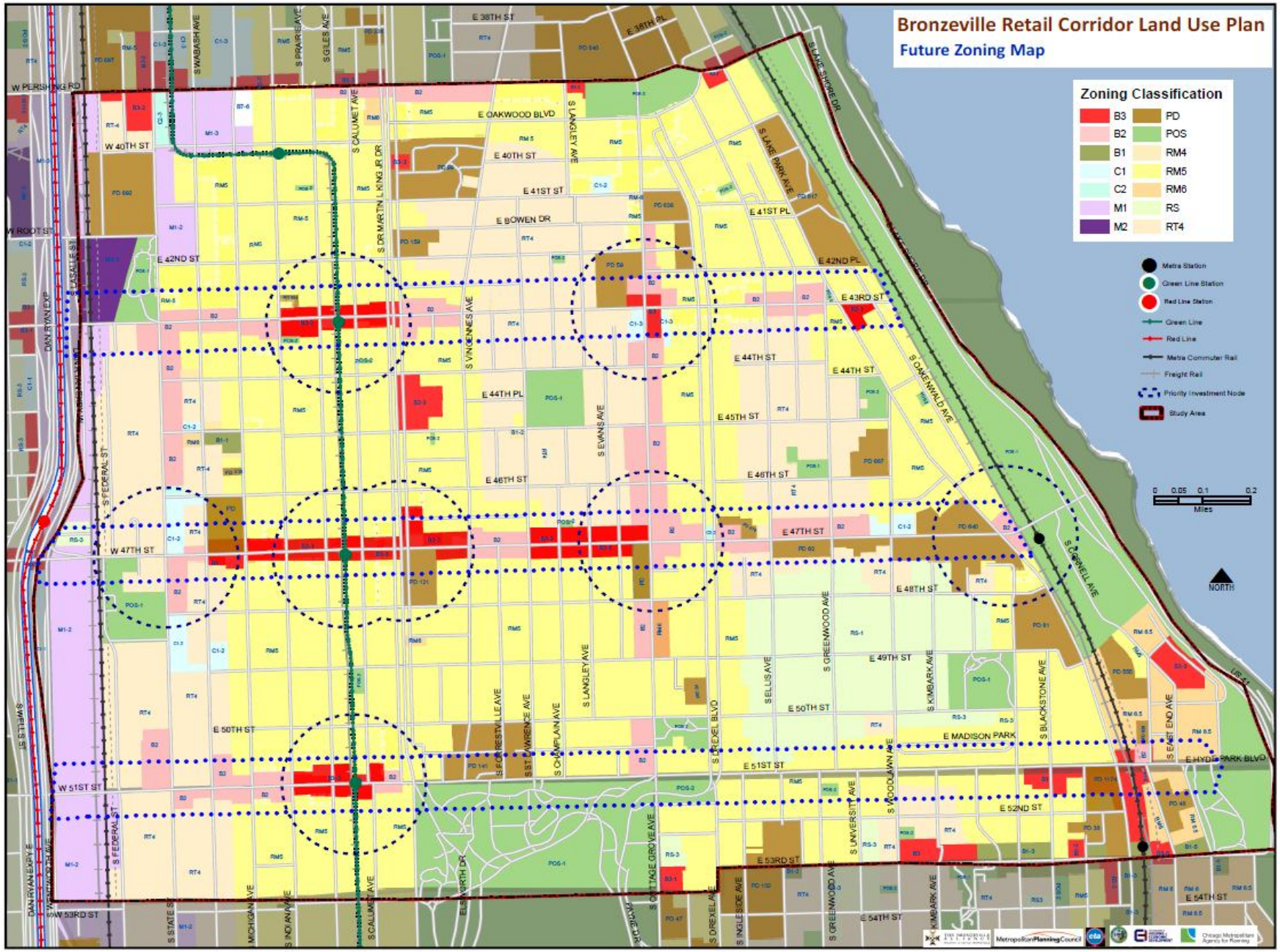
## VISIONING FINDINGS

- Higher development density
- Too many vacant lots & buildings
- Lack of private sector jobs- Office/Industrial Uses (B & C zoning )
- Lack of retail diversity
- Diffused retail: lack of retail clustering and pedestrian friendly retail
- Parking: limited parking available (47th street)/ Commuter Parking
- Lots are too small & not deep enough to support large format retail (big box)
- Infill development (TOD opportunities) near train stations & nodes
- Opportunity for cultural tourism
- Corridor identity and character- preserve historic /landmark buildings
- Preserving neighborhood character / adaptive reuse of buildings
- Crime and public safety
- Needs a youth-oriented space/community center


Bronzeville Retail Corridor Land Use Plan
Current Land Use Map
LAND USE
Metra Station
Green Line Station
Red Line Station
Green Line
Red Line
Streets
Metra Rail
Freight Rail
Priority Investment Node
Study Area
Residential
Commercial
Institutional
Industrial
Trans./Comm./Util.
Under Construction
Agriculture
Open Space
Vacant
0 0.1 0.2 0.4 Miles
NORTH
E 38TH ST
E 38TH PL
E PERSHING RD
E OAKWOOD BLVD
W 40TH ST
E 41ST ST
W ROOT ST
E BOWEN DR
E 42ND ST
W 43RD ST
E 44TH ST
E 45TH ST
E 45TH PL
E 46TH ST
E 46TH ST
E 47TH ST
W 47TH ST
E 48TH ST
E 49TH ST
E 50TH ST
E HYDE PARK BLVD
W 51ST ST
E 52ND ST
E 53RD ST
W 53RD ST
E 54TH ST
E 54TH PL
S RHODES AVE
S LANGLEY AVE
S LAKE PARK AVE
S LAKE SHORE DR
OAKENWALD AVE
S CORNELL AVE
S CHICAGO BEACH DR
S EAST END AVE
S WELLS ST
S WENTWORTH AVE
S LASALLE ST
S FEDERAL ST
DAN RYAN EXPY
DAN RYAN EXPRESS LNE
S DR MARTIN L KING JR DR
S FORESTVILLE AVE
S ST LAWRENCE AVE
S CHAMPLAIN AVE
S COTTAGE GROVE AVE
S DREXEL BLVD
S ELLIS AVE
S GREENWOOD AVE
S STATE ST
S MICHIGAN AVE
S INDIANA AVE
PRAIRIE AVE
S CALUMET AVE
PAYNE DR
S UNIVERSITY AVE
S WOODLAWN AVE
S KIMBARK AVE
S DORCHESTER AVE
S BLACKSTONE AVE
S HARPER AVE
S CORNELL AVE
HYDE PARK BLVD
US-41


Bronzeville Retail Corridor Land Use Plan
Future Land Use Map
Metra Station
Green Line Station
Red Line Station
Green Line
Red Line
Priority Investment Node
Study Area
Future Land Use
Residential
Commercial
Institutional
Industrial
Trans./Comm./Util.
Under Construction
Open Space
0 0.1 0.2 0.4 Miles
NORTH
E 38TH ST
E 38TH PL
W PERSHING RD
E OAKWOOD BLVD
W 40TH ST
E 40TH ST
E 41ST ST
E BOWEN DR
W ROOT ST
E 42ND ST
E 42ND PL
W 43RD ST
E 44TH ST
E 44TH PL
E 45TH ST
E 45TH PL
E 46TH ST
E 46TH PL
E 47TH ST
E 47TH PL
E 48TH ST
E 49TH ST
E 50TH ST
E 50TH PL
E HYDE PARK BLVD
W 51ST ST
E DREXEL SQ
E 52ND ST
E 53RD ST
W 53RD ST
E 54TH ST
DAN RYAN EXPY
S WELLS ST
S WENTWORTH AVE
S LASALLE ST
S FEDERAL ST
S INDIANA AVE
S DR MARTIN L KING JR DR
S RHODES AVE
S PRAIRIE AVE
S LANGLEY AVE
S LAKESHORE DR
S OAKENWALD AVE
S LAKE PARK AVE
S BERKELEY AVE
S GREENWOOD AVE
S UNIVERSITY AVE
S DREXEL BLVD
S CORNELL AVE
S KIMBARK AVE
S KENWOOD AVE
S WOODLAWN AVE
S ELLIS AVE
S COTTAGE GROVE AVE
S LANGLEY AVE
S CHAMPLAIN AVE
S ST LAWRENCE AVE
S FORRESTVILLE AVE
S VINCENNES AVE
ELLSWORTH DR
S EAST END AVE
S CHICAGO BEACH DR
S BLACKSTONE AVE
S DORCHESTER AVE
S HARPER AVE
S LAKE PARK AVE
S SHORE DR
S STATE ST
S WABASH AVE
MICHIGAN AVE
S CALUMET AVE
S DREXEL AVE
IS-41


Bronzeville Retail Corridor Land Use Plan
Current Zoning Map
Metra Station
Green Line Station
Red Line Station
Green Line
Red Line
Metra Commuter Rail
Freight Rail
Rail Yards
Strategic Investment Node
Study Area
Zoning Classification
B1
B2
B3
C1
C2
M1
M2
PD
POS
RM-4
RM5
RM6
RS
RT-4
0 0.075 0.15 0.3
Miles
NORTH
W PERSHING RD
E 38TH ST
E 38TH PL
E OAKWOOD BLVD
W 40TH ST
E 40TH ST
E 41ST ST
E 41ST PL
E BOWEN DR
W ROOT ST
E 42ND ST
E 42ND PL
E 43RD ST
E 44TH ST
E 44TH PL
E 45TH ST
E 46TH ST
E 47TH ST
W 47TH ST
E 48TH ST
E 49TH ST
E 50TH ST
W 51ST ST
E 51ST ST
E 52ND ST
E 53RD ST
W 53RD ST
E 54TH ST
E MADISON PARK
E HYDE PARK BLVD
S WABASH AVE
S PRAIRIE AVE
S GILES AVE
S CALUMET AVE
S DR MARTIN L KING JR DR
S LANGLEY AVE
S LAKE SHORE DR
S LAKE PARK AVE
S OAKENWALD AVE
S VINCENNES AVE
S EVANS AVE
S LASALLE ST
S FEDERAL ST
DAN RYAN EXP
S WELLS ST
S STATE ST
S MICHIGAN AVE
S INDIANA AVE
S FORESTVILLE AVE
S ST LAWRENCE AVE
S CHAMPLAIN AVE
S DREXEL BLVD
S ELLIS AVE
S GREENWOOD AVE
S KIMBARK AVE
S BLACKSTONE AVE
S UNIVERSITY AVE
S WOODLAWN AVE
S CORNELL AVE
S EAST END AVE
ELLSWORTH DR
S COTTAGE GROVE AVE
HYDE PARK
S DREXEL AVE
S INGLESIDE AVE
S GREENWOOD AVE
S KIMBARK AVE
PD 697
PD 236
PD 640
POS-2
B3-3
B7-5
M1-3
PD 692
PD 99
PD 159
M2-3
PD 334
B2-1
RT-4
C1-2
B1-1
C2-2
PD 335
B3-2
PD
C2-5
C2-4
B1-5
PD 401
M1-2
C2-3
C1-3
PD 279
C1-5
PD 640
PD 62
PD 61
PD 607
POS-1
PD 260
RS-1
RM-5
RM-6.5
PD 929
PD 141
PD 68
PD 36
B3-2
B1-2
PD 102
PD 47
PD 410
RS-3
Metropolitan Planning Council
cta
Chicago Metropolitan Agency for Planning


Bronzeville Retail Corridor Land Use Plan
Future Zoning Map
Zoning Classification
B3
B2
B1
C1
C2
M1
M2
PD
POS
RM4
RM5
RM6
RS
RT4
Metra Station
Green Line Station
Red Line Station
Green Line
Red Line
Metra Commuter Rail
Freight Rail
Priority Investment Node
Study Area
0 0.05 0.1 0.2
Miles
NORTH
E 38TH ST
E 38TH PL
W PERSHING RD
W 40TH ST
E OAKWOOD BLVD
E 40TH ST
E 41ST ST
E 41ST PL
E BOWEN DR
W ROOT ST
E 42ND ST
E 42ND PL
E 43RD ST
E 44TH ST
E 44TH PL
E 45TH ST
E 46TH ST
W 47TH ST
E 47TH ST
E 48TH ST
E 49TH ST
E 50TH ST
E MADISON PARK
E HYDE PARK BLVD
E 51ST ST
W 51ST ST
E 52ND ST
E 53RD ST
W 53RD ST
E 54TH ST
S WABASH AVE
S PRAIRIE AVE
S GILES AVE
S CALUMET AVE
S DR MARTIN L KING JR DR
S LANGLEY AVE
S LAKE PARK AVE
S LAKE SHORE DR
S OAKENWALD AVE
S CORNELL AVE
S VINCENNES AVE
S EVANS AVE
S FEDERAL ST
LASALLE ST
DAN RYAN EXP
S FORESTVILLE AVE
S ST LAWRENCE AVE
S CHAMPLAIN AVE
S DREXEL BLVD
S ELLIS AVE
S GREENWOOD AVE
S KIMBARK AVE
S BLACKSTONE AVE
S EAST END AVE
S WOODLAWN AVE
S UNIVERSITY AVE
S COTTAGE GROVE AVE
S INGLESIDE AVE
ELLSWORTH DR
S STATE ST
S MICHIGAN AVE
S INDIANA AVE
SWELLS ST
MetropolitanPlanningCouncil
Chicago Metropolitan Agency for Planning

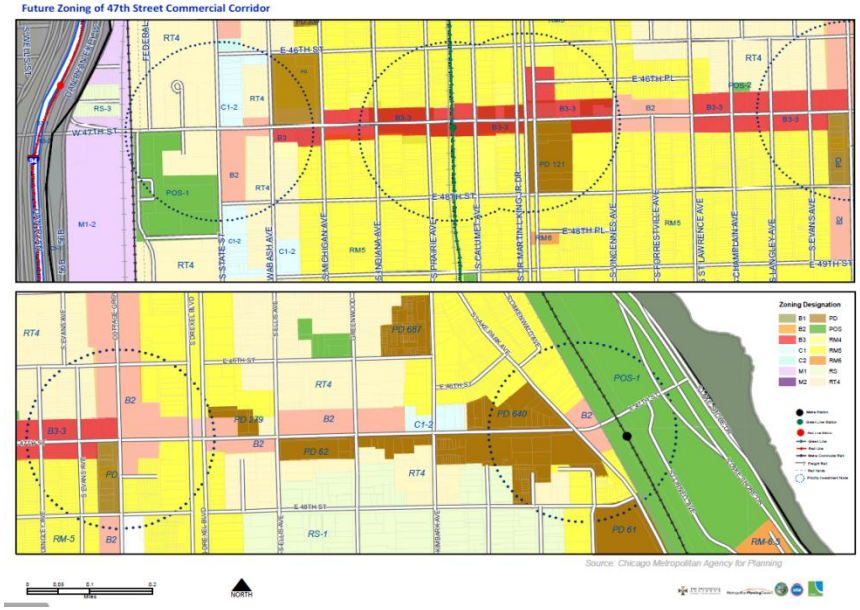
## Plan Recommendations/Policy Directions

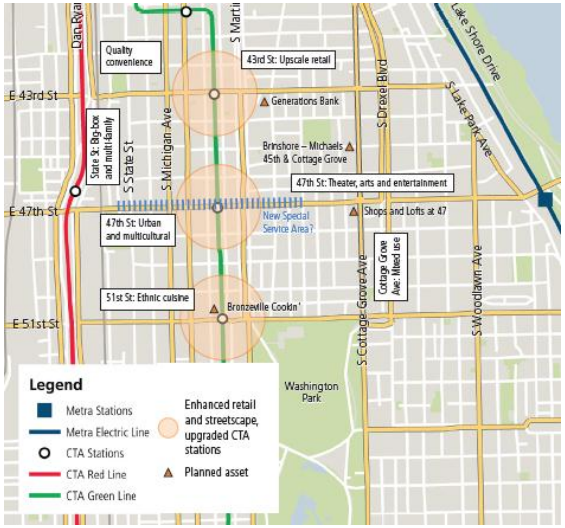
1. **Focus and increase development density** and mixed use/commercial use (office and retail) near retail nodes and transit stations to support pedestrian-friendly retail and promote use of public transit
2. **Rezone areas** not in high demand for retail use to **permissive or flexible zoning**, allowing for other potential uses in appropriate areas between the primary retail nodes
3. **Focus retail uses along east-west streets** within the study area
4. Encourage **new residential development,** redevelopment, and investment, particularly multifamily buildings, near but **outside of retail nodes** and transit stations to help provide appropriate population density and customer base for businesses within the priority nodes and easy access to transit
5. Prioritize **vacant parcels** for use according to their location
6. Do not increase **parking capacity** within the primary retail nodes, beyond that required by zoning

## Plan Recommendations Cont.

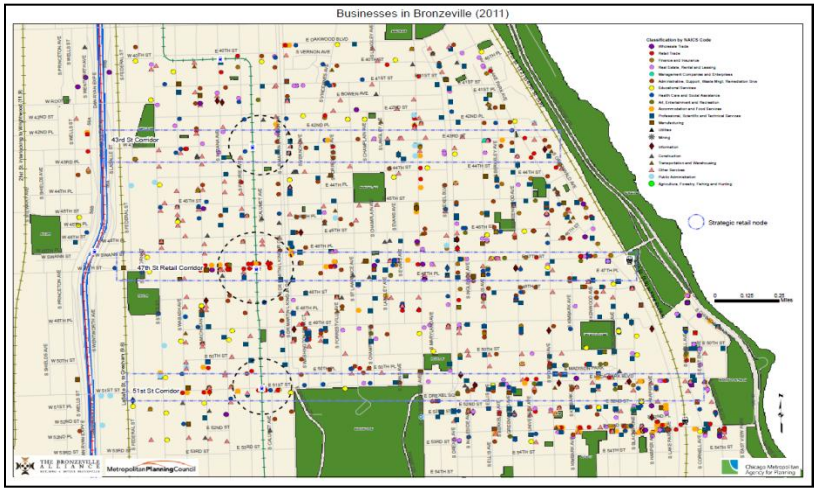
- **Stimulate redevelopment** within the primary retail nodes by using incentives to direct development and facilitating potential catalytic projects
- Where there is limited access to parks, **locate parks and open space**, including public plazas, near but **outside of retail nodes** and transit stations
- Encourage a **diversity of businesses**, goods, and services, some of which should be locally-owned, and **expand the buy local campaigns**
- **Continue coordinating efforts** of local organizations to combine resources and to achieve greater and faster success
- Implement **urban design and enhancement strategies** to improve the streetscape, identity, and safety of retail nodes

# Plan Recommendations Cont.




# Focus retail along east-west streets

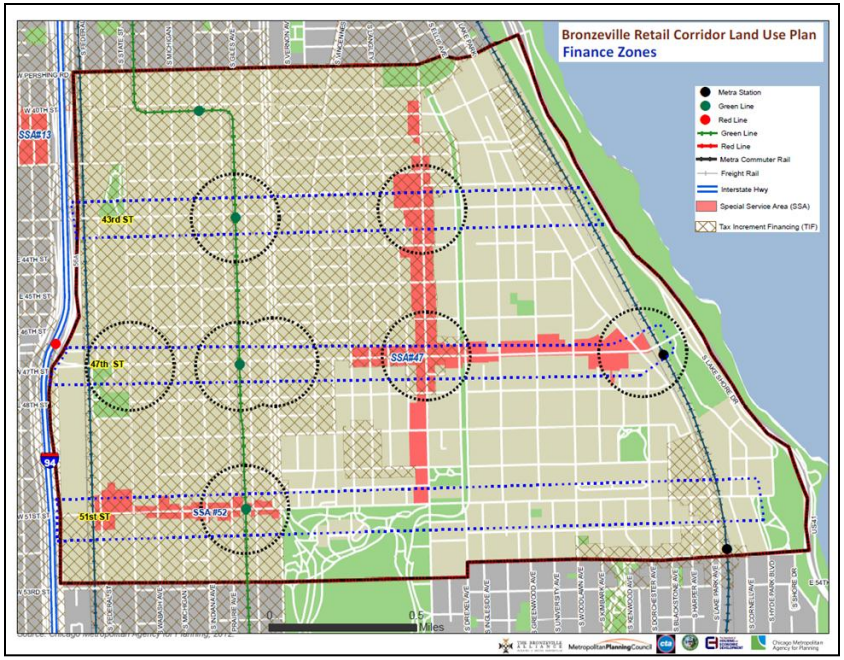


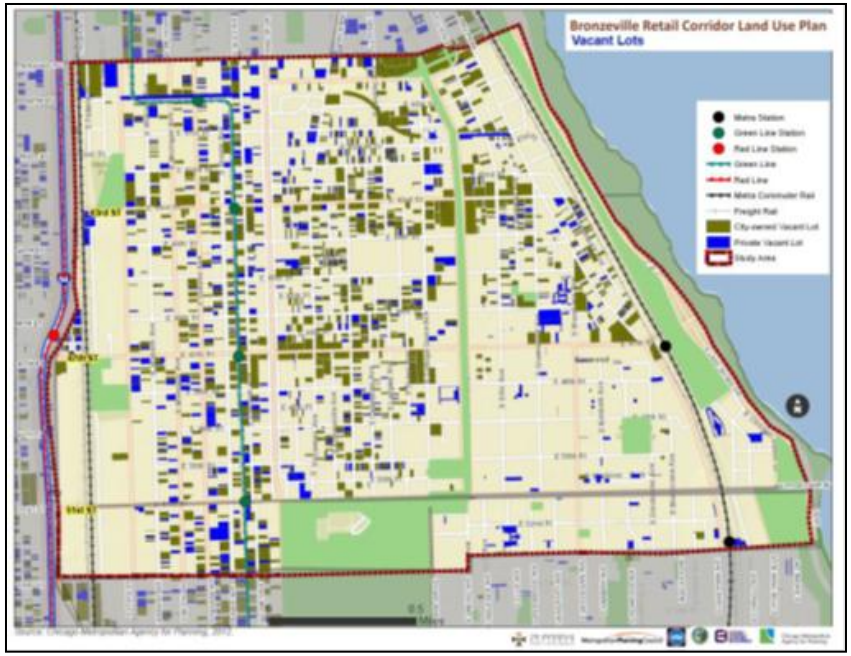
## Plan Implementation Actions

- Designate a **local staff** person to help **expedite development approval** and business licensing
- Continue using the **façade improvement program** to improve the appearance of structures in the corridors
- **Align capital budgeting** and programs in Bronzeville **to the strategies of this Plan**
- **Market and promote** the commercial corridors (branding)
- Continue to develop the capacities of neighborhood organizations to take expanded role in corridor development
- Prioritize completing **catalytic projects** to demonstrate success in the corridors

## Implementation Actions

- Explore **innovative financing** options for corridor development projects
- Continue **recruiting desired businesses** while working to retain existing ones
- Initiate pilot project to **reclaim vacant lots** and vacant buildings
- Improve the **management of existing parking** in the commercial corridors
- Institute **pedestrian and bicycle safety improvements** in the corridors



## Expected Implementation Barriers

- Political context
  - Aldermen prefer more restrictive zoning to flexible zoning (don't want to lose control over land use)
  - Aldermen don't want the plan to go to the planning commission
  - Prefer that the plan doesn't deal with streetscape and design issue because it will raise the expectations of residents
- Community focused on building capacity and accessing resources, not zoning and land use
- Community is cynical of the City and government-led initiatives, yet want the City to build and provide resources
- Crime is a major impediment to the revitalization of the corridors but cannot be addressed through this planning effort

# Thank You!

**Sef Okoth, AICP**

**312-386-8729**

**sokoth@cmap.illinois.gov**