



**Application form:  
Community Planning Program and  
Local Technical Assistance Program**

**DEADLINE: Noon on Thursday, June 26, 2014**

This application form is online at [www.rtachicago.com/applications](http://www.rtachicago.com/applications). You may submit the form by email to [applications@rtachicago.com](mailto:applications@rtachicago.com).  
Upon receipt of application, you will receive an e-mail verifying that your application has been received.

**1. Name of Applicant:**

South Shore Planning and Preservation Coalition {"The Planning Coalition"}

**2. Main Contact for Application (please include name, phone number and email):**

Val Free  
773.963.4293  
vfree@theplanningcoalition.org

**3. Type of Applicant (please check any that apply):**

Local government

Multijurisdictional group\*  $\longrightarrow$  Please list the members of the group (including government and nongovernmental organizations):  
South Shore Chamber of Commerce, Black United Fund of Illinois, Reclaiming South Shore for All, Jackson Park Highlands Association, Hassan Park Neighbors, Young Leaders Alliance, Southside East Block Club Alliance, 5<sup>th</sup> Ward Alderman Leslie Hairston, and 7<sup>th</sup> Ward Alderman Natasha Holmes

Nongovernmental organization\*  $\longrightarrow$  Name of local government partner(s):  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\*Applications submitted by multijurisdictional groups and nongovernmental organizations must include a letter indicating support from each relevant local government. See the FAQs for more information. Nongovernmental applicants are strongly encouraged to contact CMAP or the RTA prior to submitting their application to discuss their project and the demonstration of local support.

#### 4. Project Type (please check any that apply):

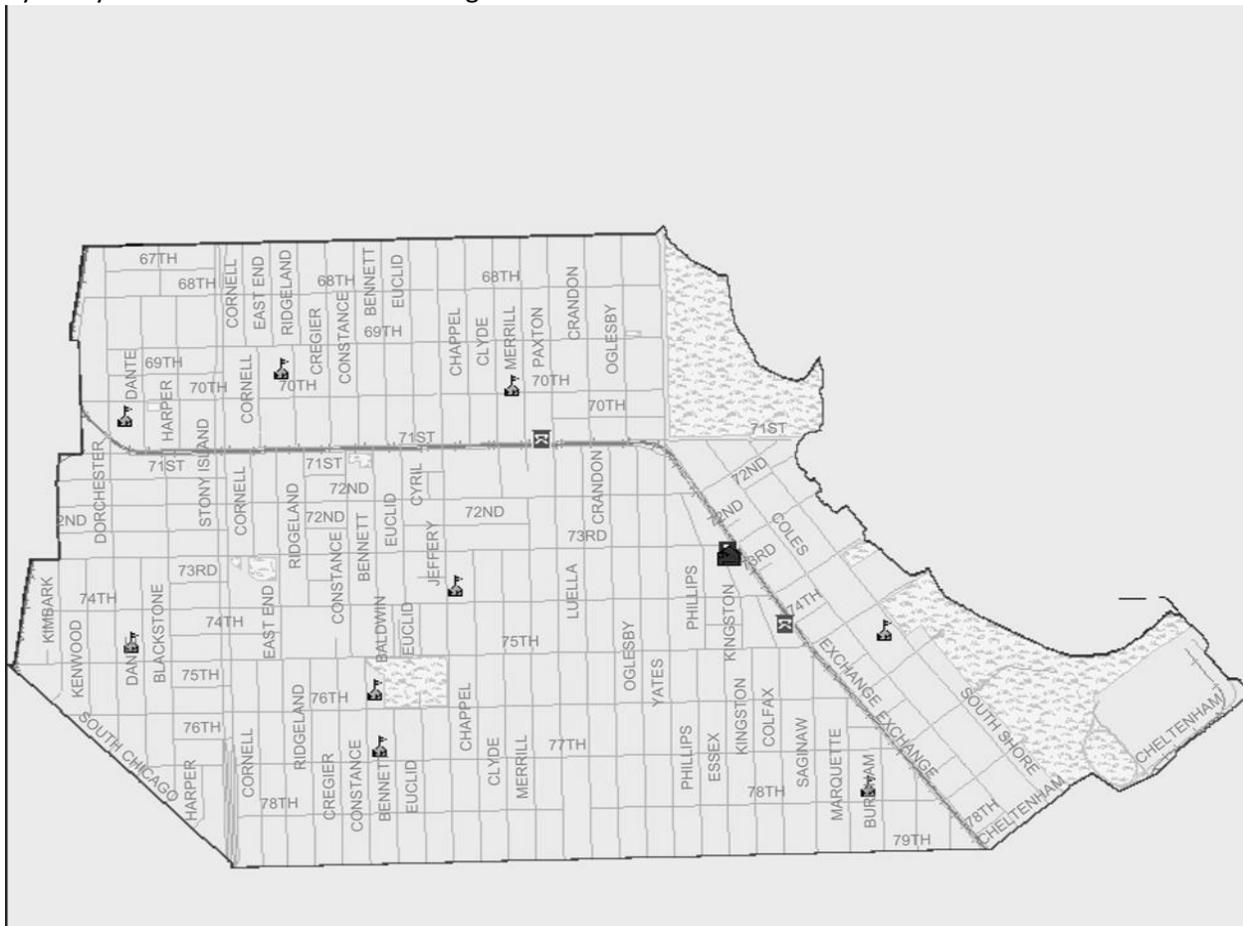
Please check all statements below that describe characteristics of your project. (This will help us determine whether your project is best handled by CMAP or RTA.)

- My project involves preparation of a plan.
- My project helps to implement a past plan.
- My project links land use, transportation, and housing.
- My project has direct relevance to public transit and supports the use of the existing transit system.
- My project is not directly related to transportation or land use, but implements GO TO 2040 in other ways.

#### 5. Project Location:

##### South Shore

South Shore is Community Area 43, 9 miles (14 km) southeast of the Loop. A 1939 description of South Shore stating that it was "predominantly middle class—upper middle class, to be sure, but not social register," offers an apt though antiquated characterization of this South Side community. Though the class gap among its residents has at times run quite wide, for most of its history South Shore has been a solidly middle-class enclave. The area, boundaries are 67th and 79th streets to the north and south and by Stony Island Avenue and Lake Michigan to the east and west.



## 6. Project Description:

### **Please tell us what you would like to do in your community, and what assistance is needed**

The intent of this proposal is for CMAT to provide a Marketing Analysis and recommendations describing current marketing conditions in the South Shore Trade District to inform the decisions of the South Shore Planning and Preservation Coalition {"The Planning Coalition"} and its collaboration partners in their neighborhood economic development plans. Those plans focus on improving the overall conditions of the neighborhood and its residents by focusing on strengthening, retaining, expanding and attracting new businesses and investors to the retail businesses in the 4 key retail corridors of 71<sup>st</sup> street, 75<sup>th</sup> street, 79<sup>th</sup> street and Exchange.

Benefits will inure to Local residents, who will have access in their own neighborhoods to higher quality, affordable, goods and services, jobs in the expanded retail establishments, and a more stable housing market. Additional benefits will include the added revenues from new consumers and visitors from other neighborhoods who will come shop, recreate and, possibly, to live in the community as a result of a stronger retail profile and a more attractive image. Finally, the community residents will benefit from the plan's community consumer education focus which will educate them to value and use their concentrated spending choices with the local retailers that offer them quality goods and services and to actively participate in the community's economic and social transformation.

### **BACKGROUND**

The South Shore Community is a 2.4 square mile area on Chicago's South Side with a current population of approximately 44,000 residents. 90% African Americans, the community's residents are racially and economically diverse with a very high percentage and density of middle class households. 27% of the residents earn more than \$50,000 and there is a total aggregated income in this concentrated area of over half a billion dollars , the 2nd highest concentration of middle class consumers in Cook County and the 2nd largest on Chicago's whole South Side. \*1

South Shore has an impressive number of assets that are important factors in the potential for success in the community's development plans. In addition to an economically vibrant resident population, it is very well located. Bounded on the north by 67<sup>th</sup> Street, on the East by Stony Island, on the South by and on the east by Lake Michigan / Lake Shore Drive and has within its boundaries or is in close proximity to such attractions as Lake Michigan, world class museums, public beaches, parks, golf courses, and an elegant cultural center. It's next door neighbor is the University of Chicago and the very affluent neighborhood of Hyde Park. It is ripe for development. Other communities surrounding it have attracted private and public investments and participation in major economic development projects, including Lakeside Development, Bronzeville and Washington Park. Other assets include strong and diverse transportation options and easy street access to major roadways such as Lake Shore Drive and the Dan Ryan Expressway. Finally, the neighborhood also has a viable housing market of rentals, condominiums and multi- bedroom single family brick homes

The other side of the picture is that South Shore, in recent years, has economic and social challenges that have stymied its growth, tarnished its image and dimmed its attractiveness to outside visitors, investors and commercial retailers. Problems include population loss, retail vacancies, crime, and stagnation in the real estate market. The businesses closures are especially problematic for residents because many provided necessities such as quality food and banking services. These challenges often overshadow the strong, historic health and economic vitality of South Shore. The Planning Coalition and its plan partners are uniquely positioned to address both the retail development challenges and to promote and advance South Shore because of its collaborations and relationships.

## PLAN CONCEPT AND RATIONALE

A marketing analysis of the South Shore Trade area was done in 2010 by Local Initiatives Support Corporation (LISC) and presented to the South Shore Chamber of Commerce and other key Stakeholders. Economic challenges brought on by the severe national economic recession took a toll on these community planners as well as the retailers they sought to assist and the planning was put on hold.

In 2014, under the leadership of The Planning Coalition, the planners are prepared and eager to go forward with the revised neighborhood retail revitalization plans focused on the original goals.

However, a new market analysis is needed because significant changes in the community demographics have rendered the 2010 study unreliable. For example, the 2010 analysis referred to the neighborhood having three (2) major full service grocery stores. In 2014, there is only one (1) such store, making access to fresh food a major problem for the entire community. Other changes include the closure of a major bank and hardware store. Unemployment and underemployment is a much larger issue than it was 4 years ago, particularly among African Americans who are still the great majority in South Shore's racial demographics.

The Marketing analysis will assist The Planning Coalition to make informed decisions in the light of new Market conditions to identify the business opportunities and gaps in the trade area and achieve The Planning Coalition's current goals and thereafter doing a comprehensive plan.

## THE PLANNING COALITION AND PLANNING PARTNERS

The South Shore Planning and Preservation Coalition (SSPC)" is a community-based 501 c 3 organization, a collaboration of diverse organizations, businesses, residents, and concerned stakeholders, united to serve as a catalyst to improve the quality of life within the South Shore community. Its mission is: To promote and facilitate the building of community partnerships toward a shared vision that strengthen and connects family, community, and economic development.

Some of the collaborating partners include: The South Shore Chamber of Commerce, Black United Fund of Illinois, Reclaiming South Shore for All, Jackson Park Highlands Association, Hassan Park Neighbors, Young Leaders Alliance, Southside East Block Club Alliance, and the support of alderman Hairston and Holmes.

\*1





2325 EAST 71ST STREET  
CHICAGO, ILLINOIS 60649  
TELEPHONE: (773) 324-5555  
FAX: (773) 324-1585

**CITY COUNCIL**  
**CITY OF CHICAGO**  
**COUNCIL CHAMBER**

THIRD FLOOR - CITY HALL  
121 NORTH LA SALLE STREET  
CHICAGO, ILLINOIS 60602  
TELEPHONE: 312-744-6832

**LESLIE A. HAIRSTON**  
ALDERMAN, FIFTH WARD

**COMMITTEE MEMBERSHIPS**

ECONOMIC, CAPITAL AND  
TECHNOLOGY DEVELOPMENT  
(VICE-CHAIRMAN)  
BUDGET AND GOVERNMENT OPERATIONS  
COMMITTEES, RULES AND ETHICS  
FINANCE  
HEALTH AND ENVIRONMENTAL PROTECTION  
SPECIAL EVENTS, CULTURAL AFFAIRS  
AND RECREATION

June 25, 2014

Mr. Daniel Olson  
Chicago Metropolitan Agency for Planning  
Senior Planner  
Local Technical Assistance Program  
233 S. Wacker Dr., Suite 800  
Chicago, IL 60606

Dear Mr. Olson,

As Alderman of the Fifth Ward for 15 years some of my major goals have been to revitalize commercial development, stabilize the housing market and provide safety and security for my constituents, all in an effort to strengthen the community. On occasion there have been community organizations that assist me in achieving these goals. One such organization is The Planning Coalition (TPC).

Therefore, I support and endorse TPC's application to the Chicago Metropolitan Agency for Planning for the 2015 Community Planning and Local Technical Assistance Program.

I thank you in advance for your assistance in this matter. If you have any questions please call my Chief of Staff, Kimberly Webb at your earliest convenience.

Sincerely,

Leslie A. Hairston  
Alderman, Fifth Ward



**CITY COUNCIL  
CITY OF CHICAGO**

CITY HALL-ROOM 200  
121 NORTH LA SALLE STREET  
CHICAGO, ILLINOIS 60602  
TELEPHONE: 312-744-6825  
FAX: 312-744-4843

June 24, 2014

Mr. Daniel Olson, Senior Planner  
Chicago Metropolitan Agency for Planning  
Local Technical Assistance Program  
233 South Wacker Drive, Suite 800  
Chicago, IL 60606

Dear Mr. Olson:

I am writing this letter of support for The Planning Coalition's (TPC) application to the Chicago Metropolitan Agency for Planning's 2015 Community Planning and Local Technical Assistance Program. I believe the work that TPC is undertaking will be a model to other urban neighborhoods throughout the Chicagoland area and thus deserving of resources to support their planning efforts.

The work of TPC is vital to the growth and development of South Shore and adjoining neighborhoods. My staff and I have worked collaboratively with TPC to address many of the issues and concerns of residents, which include lack of viable retail options, neighborhood redevelopment plans, and workforce education and training. These are basic components which drive a community vision and reinvestment in the neighborhood. I am confident that TPC will work tirelessly to make these visions and goals a reality for South Shore.

Thank you in advance for your consideration of the TPC's application. If you require any additional information, please feel free to contact me at 773.731.7777.

Sincerely,

Alderman Natasha L. Holmes, 7<sup>th</sup> Ward

**NATASHIA L. HOLMES**

**ALDERMAN, 7TH WARD**  
7TH WARD PUBLIC SERVICE OFFICE  
2450 E. 75TH STREET  
CHICAGO, ILLINOIS 60649  
TELEPHONE: (773) 731-7777  
FAX: (773) 731-5540  
EMAIL: [WARD07@CITYOFCHICAGO.ORG](mailto:WARD07@CITYOFCHICAGO.ORG)

**COMMITTEE MEMBERSHIPS**

COMMITTEES: RULES AND ETHICS  
ECONOMIC, CAPITAL AND TECHNOLOGY DEVELOPMENT  
HEALTH AND ENVIRONMENTAL PROTECTION  
HUMAN RELATIONS  
PUBLIC SAFETY  
TRANSPORTATION AND PUBLIC WAY



2325 EAST 71ST STREET  
CHICAGO, ILLINOIS 60649  
TELEPHONE: (773) 324-5555  
FAX: (773) 324-1585

**CITY COUNCIL**  
**CITY OF CHICAGO**  
**COUNCIL CHAMBER**

THIRD FLOOR - CITY HALL  
121 NORTH LA SALLE STREET  
CHICAGO, ILLINOIS 60602  
TELEPHONE: 312-744-8832

**LESLIE A. HAIRSTON**  
ALDERMAN, FIFTH WARD

**COMMITTEE MEMBERSHIPS**

ECONOMIC, CAPITAL AND  
TECHNOLOGY DEVELOPMENT  
(VICE-CHAIRMAN)

BUDGET AND GOVERNMENT OPERATIONS

COMMITTEES, RULES AND ETHICS

FINANCE

HEALTH AND ENVIRONMENTAL PROTECTION

SPECIAL EVENTS, CULTURAL AFFAIRS  
AND RECREATION

June 25, 2014

Mr. Daniel Olson  
Chicago Metropolitan Agency for Planning  
Senior Planner  
Local Technical Assistance Program  
233 S. Wacker Dr., Suite 800  
Chicago, IL 60606

Dear Mr. Olson,

As Alderman of the Fifth Ward for 15 years some of my major goals have been to revitalize commercial development, stabilize the housing market and provide safety and security for my constituents, all in an effort to strengthen the community. On occasion there have been community organizations that assist me in achieving these goals. One such organization is The Planning Coalition (TPC).

Therefore, I support and endorse TPC's application to the Chicago Metropolitan Agency for Planning for the 2015 Community Planning and Local Technical Assistance Program.

*I thank you in advance for your assistance in this matter. If you have any questions please call my Chief of Staff, Kimberly Webb at your earliest convenience.*

Sincerely,  
*Leslie A. Hairston*

Leslie A. Hairston  
Alderman, Fifth Ward