

This is the Executive Summary for

Lakeview

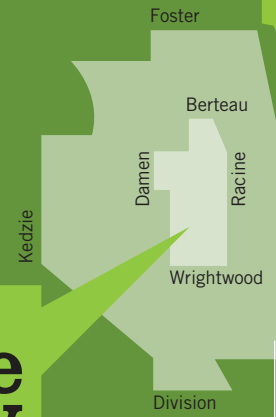


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This is
**Lake
view**

Local Trade Area



Designing the Planning Process

A Working Group was created, composed of members of neighborhood and community associations, property owners, business owners and representatives from the Lakeview Chamber staff, Board and the SSA 27 Commission. The Working Group was engaged by the planning team of PLACE and moss to review the initial scope of work, design approach and priorities. The Working Group identified extensive community outreach and communication as the primary goals of the planning process; secondary goals were innovation in planning, solid research and analysis, and clear implementation strategies.

The comprehensive communications and community outreach plan that was developed included a project website (thisislakeview.com), a Facebook fan page, shopper surveys, posters, postcards, business owner surveys, in-depth stakeholder interviews, presentations at community association meetings, and outreach at community events. Nearly 1,200 people completed a survey, attended an open house or were a “unique visitor” to the project website.

Innovation in planning was achieved by hosting two community open houses that were open to the public and designed to give participants the opportunity to interact and engage with preliminary data findings, reflect on initial conclusions, identify desired improvements and articulate visions for the commercial districts.

Peer-hosted LAMP house parties also engaged residents and neighbors in an exercise to gauge their knowledge of the neighborhood and then tested it through a timed and competitive scavenger hunt.

Claritas data, along with data sourced from the Census, ULI and the Bureau of Labor Statistics were the foundation for the demographic and psychographic analyses. Information on existing conditions of building facades, location and condition of street furniture and amenities, sidewalk conditions and traffic counts were collected and inventoried.

The plan includes a comprehensive and detailed implementation strategy with prioritized recommendations. Best practices research was conducted to ensure that recommendations had the benefit of latest trends in planning and business district management. The plan is designed to be used on a daily basis. To that end, there are several components to the plan: an Executive Summary, Recommendations and Implementation Strategies, Best Practices, Business Retention and Resource Guide and a Business Attraction Guide.

The Lakeview Chamber of Commerce and SSA 27 hired PLACE Consulting and moss to proactively plan for business, economic development and sustainability initiatives in Lakeview. The project was named LAMP: Lakeview Area Master Plan. The stated purpose of the plan was to continue to make Lakeview a place where people live, linger and long to return.

Communication, Outreach & Observations

55%
of the population
is between
25-44

Demographic, Psychographic, Economic Findings:

- Lakeview is growing, wealthy, very well educated, mostly 25-45 years old and has a very high concentration of “Young Digerati,” a psychographic cluster of people who like casual restaurants and clothing boutiques. Young Digerati are tech-savvy, affluent and highly educated. They love all kinds of bars, from juice to coffee to microbrew. They are more likely than others to read *The Economist*, *Wired*, *New York Times*, listen to NPR and read parenthood magazines.
- 55% of the population is between 25-44 years old.
- The community is becoming older, middle-aged and wealthier.
- The community spends more per household than other communities in the region, while also spending more outside their own community than others.
- Some retail categories and several iconic businesses attract people to the neighborhood.
- A higher concentration of one- and two-person households means a greater need for social opportunities and a higher rate of purchase for household goods.
- Households with children are only 12% of the population, less than half the Chicago average.
- Lakeview residents are more likely to own at least one car and more likely to take public transportation as compared to the average Chicagoan.
- There are more self-employed people and people who work from home than average.
- Many of the retail needs lacking in the local community are also under supplied in the larger community, indicating the potential for retail to appeal to a greater number of customers.

The neighborhood has an above average level of personal-, business- and amusement-related services but lacks auto repair-related services. This is good in that needs can be met locally, but an oversupply of services can also inhibit vibrant commercial areas.

Shopper Survey

A concerted effort was made to connect with customers, users and consumers in the commercial districts. Shopper surveys were administered to 316 residents and non-residents, both in-person and online. Seventy-two percent of respondents lived within one-half mile of one of the Lakeview commercial districts. Respondents were asked 42 questions about their shopping habits, preferences and desires. When asked what they most wanted to see in Lakeview, the top responses were “better landscaping” and “more or different types of businesses” to better meet their shopping needs. Their favorite business districts were those that featured the products they wanted and were conveniently located.

Other findings of the survey:

- a majority of residents shop outside of the neighborhood as their primary shopping area
- 52% of Southport Avenue area shoppers consider current retail options “Good”
- 50% of Lincoln Avenue shoppers consider current retail options “Fair”
- 54% of locals browse online “Often” before they buy
- \$15-30 was the highest amount that local residents were willing to spend per person on dining (median value)
- residents also wanted the commercial areas to become more unique.

Business Owner Survey

Business owner surveys were personally delivered throughout the commercial districts. Overall, business owners are satisfied with their location, although Lincoln Avenue businesses are more likely to only rate their district “Fair.”



Shopper Survey Findings, Fall 2010

Slightly more than one-third of businesses own their location. The median lease rate is in the low \$30s/sf. Just under half of business owners live within 2 miles of Lakeview; 33% live within the neighborhood. Sales continue to be lower as compared to pre-recession levels, although sales have improved for one-third of owners. Cost of goods sold is also rising and is a major concern.

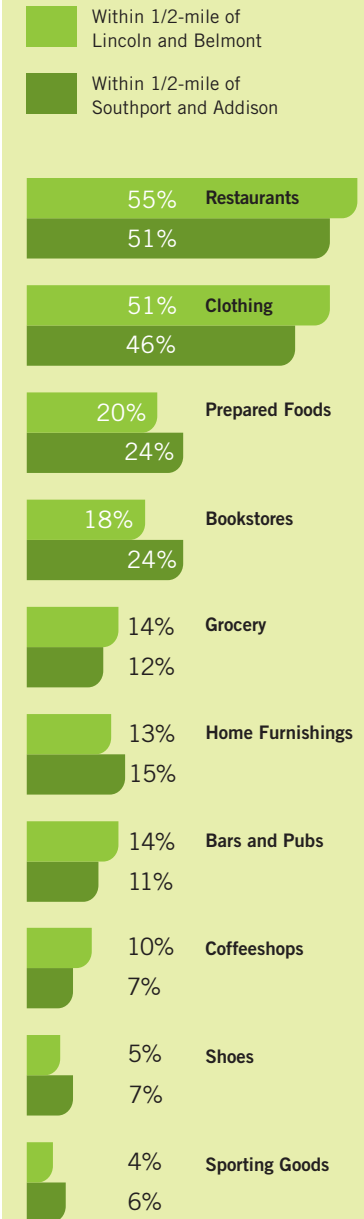
Foot traffic is the same or has decreased. Nearly 60% of businesses believe that the economy will improve and 42% are planning an expansion either in or outside the neighborhood; 16% are planning to close or cut back.

Businesses need assistance with marketing, advertising, internet visibility/e-commerce and business market analysis. Financing is a concern for Lincoln Avenue businesses.

Over half of employees drive to work and find a shortage of dedicated employee parking spaces.

Just over 30% have not heard of the SSA.

Top Businesses Desired by Residents



Thisislakeview.com

was created and used throughout the project to communicate information, announce events, and solicit feedback and ideas.

A comprehensive communications and community outreach plan was developed that included the project website, a Facebook fan page, shopper surveys, business owner surveys, in-depth stakeholder interviews, presentations at community association meetings and outreach at community events.

Communications



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This is Lakeview

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Lakeview Area Master Plan (LAMP)

Overview

The Lakeview Chamber of Commerce, in partnership with Special Service Area #27, is creating a comprehensive master plan. This plan will produce a map that will attract new businesses, thus creating a commercial district that people will want to live, linger and have a longing to come back to.

If you'd like more information please contact the Lakeview Chamber of Commerce at 472.7171

Stay Informed

enter email address



SHARE



A screenshot of the Redeye website. The header features the 'redeye' logo and navigation links: HOME, POPCULTURE, SPORTS, EAT&DRINK, 'HOODS, CTA, CRIME. Below the header is a search bar and a 'Go' button. The main content area has a blue banner for 'WRIGLEYVILLE' with the headline 'Wrigleyville Trending Topic: Not your typical community meeting' by John Lendman. Below this is a video player showing a community meeting. To the right is an advertisement for 'where2™ GPS' and another for 'YOU GET OUT!' with details about an 'OPEN MIC NIGHT' and '\$1 BEER CANS'.

Stakeholder Interviews

The Chamber identified seventeen business owners to interview in order to gain a greater understanding of the issues facing the district. Six owners made themselves available for interviews. Those owners were satisfied with their business location, although several commented that operating a business in Chicago is difficult. They were concerned about the lack of adequate and affordable parking, customer retention and attraction, the ability of other businesses to succeed in Lakeview and enhancing the image and brand of Lakeview.

Field Surveys/Physical Findings

- Lincoln Avenue has clusters of façades that detract from the pedestrian experience.
- There are vacancies throughout the area; targeting key vacancies could have a broader positive impact.
- Several retail clusters of similar and complementary uses can be further developed for greater critical mass.
- Sidewalk conditions are worst on Lincoln Avenue, south of Belmont Avenue, due to a combination of deteriorating sidewalks, non-transparent façades, façades in poor condition and signage.
- Nearly 12% of the buildings in the commercial areas have some historical value. Lincoln Avenue has the highest concentration. There is discord between the poor first floor façades and the beauty and architectural detail that exists in the upper floors of the buildings.

Green Business Practices

More than 70% of businesses are open to adopting more sustainable business practices and implementing energy efficiency improvements. Other interests include local product sourcing; 63% of businesses have a recycling program. Over half of businesses have made sustainability upgrades.

Types of businesses desired by current business owners by district include:

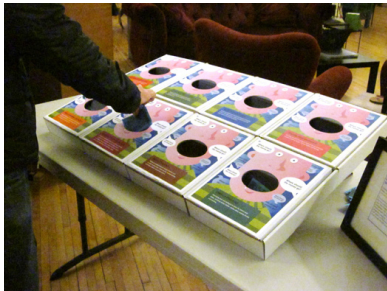
- More shoes, men's clothing, children's-related stores and restaurants (high-end and lunch) on Southport Avenue
- More restaurants, local grocery/prepared foods, book-stores and clothing stores on Lincoln Avenue



70%
of businesses are open to adopting more sustainable business practices.

63%
of businesses have a recycling program.

Open Houses



Community-wide open houses were held at Flourish Studios (3020 N. Lincoln Avenue) and at the former Fianco space (3440 N. Southport Avenue). Attendees interacted with the preliminary findings at four different stations, and gave feedback about concerns, assets and priorities.

1 Station

The first station was designed to validate or refute the initial survey findings and expound on them.

Attendee responses supported the survey findings, and also shed light on the types of retail, events and experiences residents desire. Participants listed districts where they shop most often; Southport Avenue was listed twice as often as Lincoln Avenue. The next two most popular districts were Lincoln and Belmont in Lakeview and Lincoln Square. When voting on the types of new businesses they most wanted to see in the district, people selected bookstores, restaurants, fruit market/health stores and wine bars. The top four activities or events people wanted to see in the district were a farmers' market, street festivals, cultural events and art fairs. Last, attendees were asked to agree or disagree with statements made by business owners who had been interviewed. Business owners and attendees agreed that Lakeview has great events, that the neighborhood needs more retail and activity on the streets, that Southport Avenue is considered the heart of the neighborhood and other districts are ignored, and that residents expect all Lakeview businesses to be family-friendly. Both groups also agreed that crime has decreased substantially in the last 15 years and that Lakeview businesses need to reach residents with a more robust online presence. Residents did not agree that residential permit parking hurts businesses, that businesses were not appreciated by residents and that Southport Avenue has too many bars.

2 Station

The second station engaged participants in deciding what aspects of Lakeview should be preserved, enhanced or changed.

Overwhelmingly, the top concern was the LAB (Lincoln-Ashland-Belmont) intersection. Concerns included the need for further development, poor business mix, heavy traffic and lack of pedestrian safety. Preservation of the Music Box and the Mercury Theatre was a top priority. There was interest in pedestrian-friendly and safety improvements in areas throughout the neighborhood. Change was desired at the corner of Ashland Avenue and Addison Street and at the MB bank at the corner of Southport Avenue and Addison Street. Sheil Park Fieldhouse and community centers were targeted as places to be enhanced as was Belmont Avenue between Ashland Avenue and Southport Avenue. Additional concern existed about the Lincoln Avenue streetscape south of Belmont Avenue and people identified the need for more public open space, particularly adjacent to the El stops.



3 Station

The third station focused on the big ideas and sustainability initiatives that people most wanted to see incorporated into the district.

The clear choices were more diverse and usable public open space. Shops featuring local goods, recycling access, bike parking/infrastructure and urban agriculture were also very popular. When participants were asked to choose the type of open space/park features for the neighborhood, the top selections were urban farm, plaza and fountain. The last exercise at this station asked for people's "Big Ideas" for Lakeview. The top big ideas centered around additional or improved open space, bike infrastructure, local food production and pedestrian safety.



4 Station

The fourth station was the culmination of the previous three stations.

Participants were shown a video of representative programs for each category that SSAs can fund. They were asked to prioritize programs and services in the SSA through a budgeting exercise in which each person received \$100 in SSA dollars and placed them in different categories. Generally, the priorities were ranked in the following order:

1. Aesthetics
2. Maintenance
3. Retention and Attraction
4. Façade Improvements
5. District Planning
6. Parking/Transit/Accessibility
7. Advertising and Promotion
8. Safety

There were differences in opinion between residents and non-residents. Residents prioritized aesthetics, business retention and attraction and maintenance. Non-residents prioritized aesthetics, maintenance and district planning.

Safety ranked either last or next-to-last at both open houses. Aesthetics was important at the two open houses for residents and non-residents alike.

A vertical poster design for Community Open Houses. It features a large, stylized illustration of a person's face in shades of pink and purple, with a blue and orange striped nose and a green balloon. The background is a mix of green, blue, and orange. At the bottom, there is a dark grey section with white and yellow text.



Community

Join us here for a fun, interact your vision for Lakeview!

Saturday, November
Flourish Studios, 3020 North

And also on Friday, December
3440 North Southport Avenue

Visit ThisIsLakeview

  Help shape t

Poster design used to promote Community Open Houses. ►

LAMP Activities



Audio Story Contest

Residents and visitors were invited to submit short audio stories of their favorite tree in the commercial districts and to discuss the businesses, attractions and other points of interest that surround the tree. The contest was used to engage youth in the planning process and provide a greater connection to the urban forest.

The submissions will be combined into a unique podcast tour of the neighborhood.

Residents and visitors were invited to submit a photo of their favorite business and a promotional picture of the area.

Photo Contest

Residents and visitors were invited to submit a photo of their favorite business and a promotional picture of the area. The contest was used to engage a broader range of people in the planning process and give the Chamber additional resources for continuing to promote Lakeview.



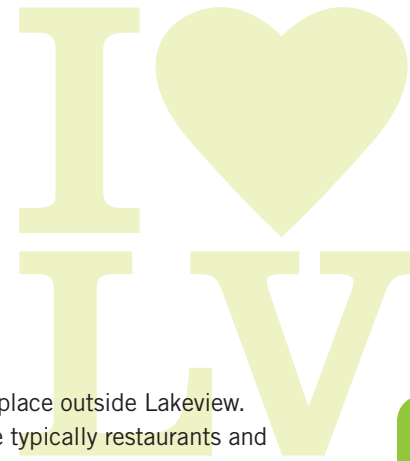
PHOTO CONTEST

Photograph Lakeview's best postcard view or your favorite business. Best photos win gift certificate to Julius Meinl, Indira Salon and more!

LAMP Parties

Residents and visitors were invited to host their neighbors and friends in a fun and casual environment, engaging in activities that demonstrated what they knew about their community and provided additional clues as to how the neighborhood's commercial districts are used on a daily basis. First, people mapped the neighborhood individually, revealing how well they knew the various parts of the community and showed their shopping and walking patterns. Then, the entire group went on a scavenger hunt throughout the community. The team that found the most items listed on the scavenger hunt list won prizes and bragging rights.

Youth Summit



Seventeen students, sent as representatives by their principals from local schools, participated in a mapping exercise and discussions to share how they use the neighborhood, what they love, and what they'd like to see more of in Lakeview.

The students worked individually, in small groups, and then as a large group throughout the course of the Youth Summit.

The youth listed their favorite activities as:

- lasertag
- sports (group and school-sponsored)
- movies
- shopping
- eating out
- music and dance

The majority of these activities takes place outside Lakeview. Their favorite places in Lakeview were typically restaurants and coffee shops, such as Starbucks, S&G, Dinkle's and Anthony's Italian Ice. Their favorite places outside of Lakeview were Starfruit (Lincoln Park), Michigan Avenue and Bunny Hutch (Lincolnwood).

Challenges that they face as young people in Lakeview were:

- crossing streets because of too much traffic
- bikes not following traffic signals or laws
- a lack of age-appropriate and affordable activities in the neighborhood.

Young people can be involved in improving Lakeview through clean-up days, charity fundraisers, events and youth mentoring.

Students at the Youth Summit generated a list of activities and spaces that they wanted to see in the neighborhood:

- arts-related spaces for all kinds of crafts and art classes and to host their own fundraisers
- a mural to be repainted by youth every year
- more quiet places to study
- buildings that are renovated
- clothing/shoes for young people,
- ice skating rink
- dance studios/dance space
- specific spaces for youth grades 6-12
- band performance space
- more activities for them in the Sheil Park Fieldhouse.

The #1 thing Lakeview businesses can do to increase sales to young people is to greet them and be friendly. Customer service is the most important factor for this age group in determining whether or not they will patronize a business.



General Recommendations

Advocate.
Encourage.
Collaborate.
Support.
Facilitate.



Enhance the Pedestrian Environment

1. Advocate for physical improvements to the sidewalks.
2. Turn blank walls into murals and “living walls.”
3. Encourage property owners to emphasize the historical elements of key buildings at the ground floor.
4. Encourage public art through competitions, in street furniture, vacant storefronts and murals.
5. Encourage programming for vacant land and/or facilitate alternative uses until development occurs.

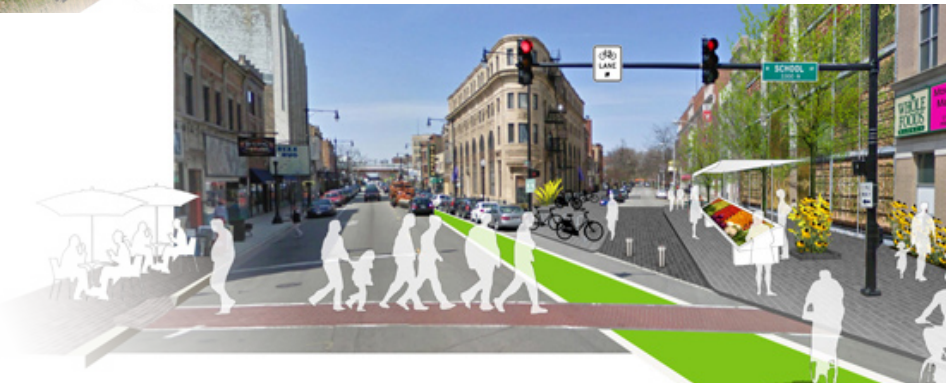
Improve the Mix of Uses and Programming

1. Collaborate and share the vision for the community with property owners and brokers.
2. Recruit targeted businesses described in the sub-district section to develop or enhance niche districts.

3. Support and encourage office and shared work space in the community, especially on side streets and 2nd floor spaces, to help support day-time businesses.
4. Facilitate and advocate for shared business models where possible.
5. Develop regularly programmed activities throughout the commercial districts in underused areas and in the new proposed plaza spaces.
6. Support regular activities and events in the commercial districts to generate more activity, especially targeting events to different major groups in the community including 25-35 year-olds, middle-aged couples with children, and the growing 35-55 year-old group.

Strengthen Existing Businesses

1. Share the wealth of data and information gained during the LAMP process with local businesses.
2. Assist businesses with their online presence, rating and sales.
3. Assist businesses with their shopping experience through an opt-in secret shopper program.
4. Facilitate opportunities to share back-office expenses.
5. Develop a campaign to help residents get to know their local business owners and encourage them to shop locally.



Sustainability

1. Install rain gardens throughout the neighborhood to beautify and keep stormwater on site.
2. Advocate for street light enhancements that decrease light pollution and are focused on the pedestrian.
3. Develop a plan to enhance urban-appropriate wildlife, such as butterflies, bees, hummingbirds, caterpillars, and dragonflies through appropriate landscaping choices.
4. Improve the local bicycle infrastructure and advocate for bike sharing programs.
5. Encourage local food production and local food sales through a new open space at the vacant lot next to the Paulina El station and an improved farmers' market.
6. Leverage and facilitate the power of the Carrotmob campaign strategy to encourage local green initiatives.
7. Encourage regular design competitions to address sustainable initiatives and generate new ideas.
8. Advocate for green roofs that could be used as public space.
9. Advocate for all types of open space – from pocket parks to major improvements – to make up for the current lack of space.

Once several green initiatives have been completed, brand the North Lincoln Avenue commercial district as a Green Corridor to help spur further green enhancements.

Develop Community and Identity

1. Create a subsidiary 501(c)(3) organization to accept grants and donations that further economic development.
2. Develop an enhanced communications strategy with local businesses.
3. Develop a committee of local business owners to champion and prioritize policies for which the Chamber could advocate.
4. Enhance business-to-business networking with mentoring and skills-sharing.

5. Develop sub-committees around initiatives with common themes to help implement the plan.
6. Develop a stronger sense of community and identity for each sub-district once physical elements are put in place and critical mass is achieved.
7. Develop achievable and measurable baselines to track progress, then promote successes.
8. Develop a Local School Youth Advisory Council to continue engaging local youth to find better ways to provide activities and create a mutually beneficial relationship with local businesses.

Create Connections

1. Strengthen the connections between businesses both within and among commercial districts.
2. Develop collaborative efforts to engage shoppers outside the district to encourage a visit.
3. Advocate for physical enhancements that will improve the connections and accessibility among different parts of the community, including the proposed “Low-Line” and LAB intersection enhancements.
4. Facilitate shared parking agreements to maximize underused lots.

Develop.
Strengthen.
Create.
Enhance.
Improve.



General Recommendations

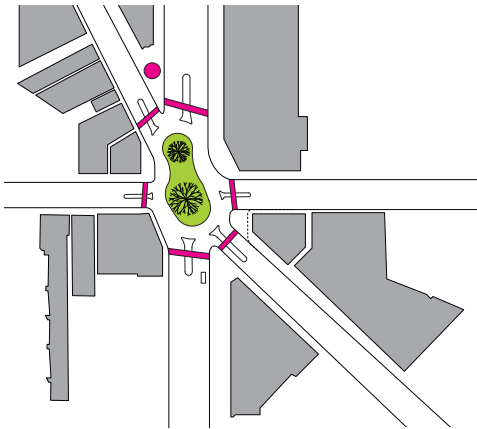
● Lincoln Avenue (North of Belmont Avenue) & Belmont Avenue (West of Ashland Avenue)



VISION: To develop a village-like character along Lincoln Avenue through an integration of programmed pedestrian plazas, sustainable open space and an infill of complementary businesses while expanding its late-night offerings near LAB.

Main recommendations:

- Focus on developing continuous active retail between the Paulina El station and Melrose Street with regular programmed activities in new open spaces.
- Develop a new open space that could grow food at the vacant lot, just south of the Paulina El station.
- Create a more visible and usable plaza at the north side of School Street and Lincoln Avenue.
- Target, then expand, façade improvements and renovations between the Paulina El station and School Street.
- Encourage office use on second floors.
- Encourage temporary installations and public open space in vacant lots.



● Lincoln Avenue (South of Belmont Avenue)

VISION: To become a shopping destination with an enhanced furniture-, home furnishings- and general spiritual/self-improvement-related cluster of businesses, improved pedestrian experience and attractive storefronts at eye-level, consistent greenscaping and more businesses that better serve the local community.

Main recommendations:

- Focus façade improvement, sidewalk treatments and landscaping efforts on the 2900 and 3000 blocks to create a noticeable impact.
- Recruit complementary home good stores like kitchen stores and unique furniture stores to develop a critical mass.
- Evolve efforts for an “improvement-related” business district, everything from home improvement to spiritual growth (leveraging a concentration of those businesses) – a place to learn and grow. Attract and encourage uses that complement that theme.
- Recruit businesses that meet local needs with frequent visitation like prepared foods and pharmacy.
- Encourage property owners to continue historic elements on the ground floor of buildings.

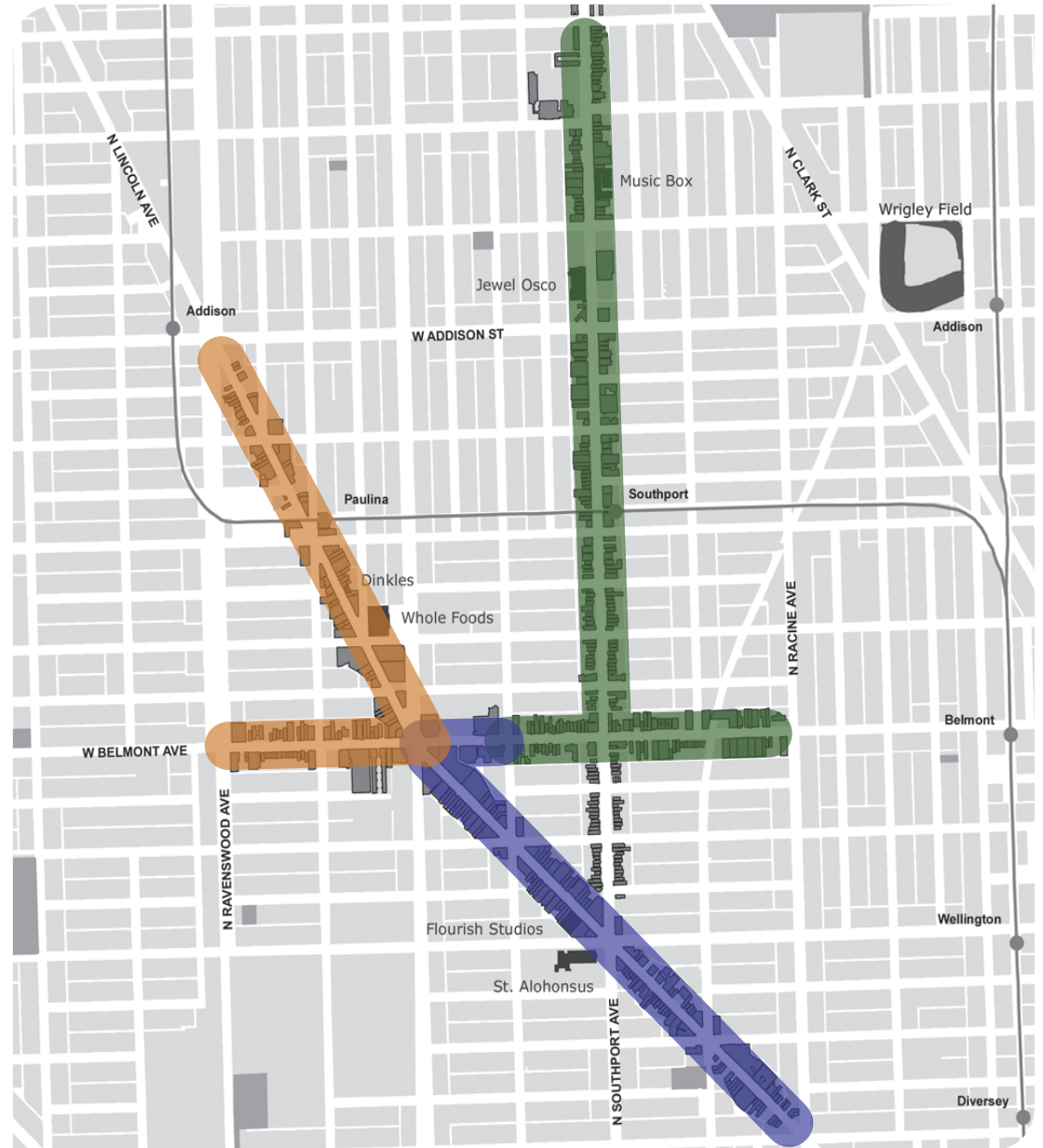
● **Southport Avenue**
(North of Belmont Avenue)
& **Belmont Avenue**

VISION: To become the premier pedestrian-oriented corridor in Chicago with a better integration of landscaping, sustainable design and an enhanced sidewalk experience. Southport Avenue south of Addison Street will become a more complete clothing destination, with more prepared foods or indoor market options, while Southport Avenue north of Waveland Avenue will become a dining destination that embraces the design elements of the Music Box Theatre. Belmont Avenue between Racine Street and Greenview Avenue will continue to develop an ambiance that reflects the theaters and live music venues, and provide a more visible evening sidewalk presence.

Main recommendations:

- Transform the area from a good place to walk to a great place.
- Implement a “living wall” or combination of design features to improve the blank CVS wall and MB Bank building at or near the intersections of Addison Street and Southport Avenue.
- Complement the mix of clothing stores to create a stronger destination.
- Recruit a fine dining establishment near the Music Box Theatre and develop a more cohesive outdoor dining area.
- Advocate for a reduction in unneeded curb cuts.
- Support an improved farmers’ market.

Sub District Map



Not So Little Ideas

Before



After



PLACE Consulting and moss developed recommendations based on the extensive LAMP process. Visions of some of the more popular recommendations, intended to “stir men’s blood” as Daniel Burnham would say, are shown here.

1. The “Low-Line”: A unique green walking path beneath the CTA El tracks between Southport Avenue and Paulina Avenue. The path is envisioned with decorative lighting and native landscaping as a means to connect different parts of the community.
2. A new community park in the vacant lot next to the Paulina El station, to serve as open space, local food production and generate positive activity in the area.
3. Improvements at the LAB intersection that can be used as a starting point for enhancing safety and accessibility for pedestrians.
4. The transformation of Lincoln Avenue and School Street into a triangle plaza for regular performance and gathering space that can be extended across the street to the back of Whole Foods Market (3300 N. Ashland Avenue) to create a larger plaza space for bigger community events.



Before



After

Local Support

SSAs are a funding mechanism to raise money for services to a designated commercial area. Illinois State statute determines many of the restrictions on SSAs. A Sponsor Organization, in this case, the Lakeview Chamber of Commerce, coordinates the development of the SSA. A Sole Service Provider, which is typically the Sponsor Organization, administers the SSA-funded programs once the SSA is established.

The Lakeview Chamber of Commerce is organized so that the local business community shall prosper. All necessary means of promotion shall be provided with particular emphasis given to retail, professional, educational and economic interests of the area.

Lakeview Chamber of Commerce SSA 27

1609 W. Belmont Ave.
Chicago, IL 60657

P 773.472.7171
F 773.472.0198

