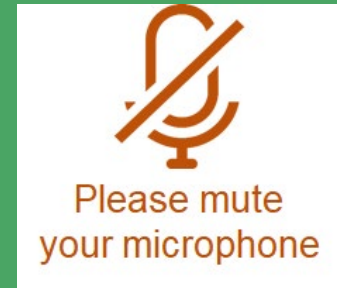


# Chicago Avenue Visioning Workshop

June 26, 2020



# Agenda

1. Welcome
2. Workshop Goals
3. Previous Planning Efforts
4. Market Conditions
- 5. Opportunity Sites**
- 6. Breakout Groups**
- 7. Full Group Discussion**
8. Next Steps

# Community

Andrea Smith

Audrey Woodley, *Changing Oasis*

Darnell Shields, *Austin Coming Together*

Flavian Prince

Grady Norwood Jr, *BCCI*

Letrusia May, *L May Creations & AAABNA*

Dr. Liz Lockhart

Malcolm Crawford, *AAABNA*

Margaret Garner

Melody Lewis, *Austin Chamber of Commerce*

Melvin Bailey

Morris Reed, *West Side Health Authority*

Rufus Pulphus, *BOWA Construction*

Shirley Fields

Tenisha Jones, *West Side United*

Vanessa Stokes, *SSA 72 Manager*

# City

Chicago Central Area Committee

- Perkins + Will
- Lamar Johnson Collaborative
- SB Friedman
- Compass Realty
- Lendlease
- Integra
- Sam Schwartz
- D'Escoto Inc

Aldermen Mitts & Taliaferro

DPD

DOH

CDOT

CTA

# Additional Challenges

## COVID-19

- Health
- Economy

Protests

Unrest

Reopening

Public Safety



# Workshop Goals

- Determine *parcel-specific development possibilities & priorities for Chicago Ave*
  - Create new amenities & businesses to benefit Austin
  - Develop publicly-owned land and, where feasible, partner with private owners for larger projects
- CCAC members provide pro-bono technical assistance:
  1. Real estate analysis & urban design work to support RFPs for development opportunities
  2. Technical assistance & relationship building with local developers & contractors
  3. Visible improvements that show residents progress on the corridor

# Previous Planning Efforts

2018 LISC & ACT



2020 CCAC & WBC







# Previous Development Priorities *on Chicago Ave*

## Entertainment & Attractions

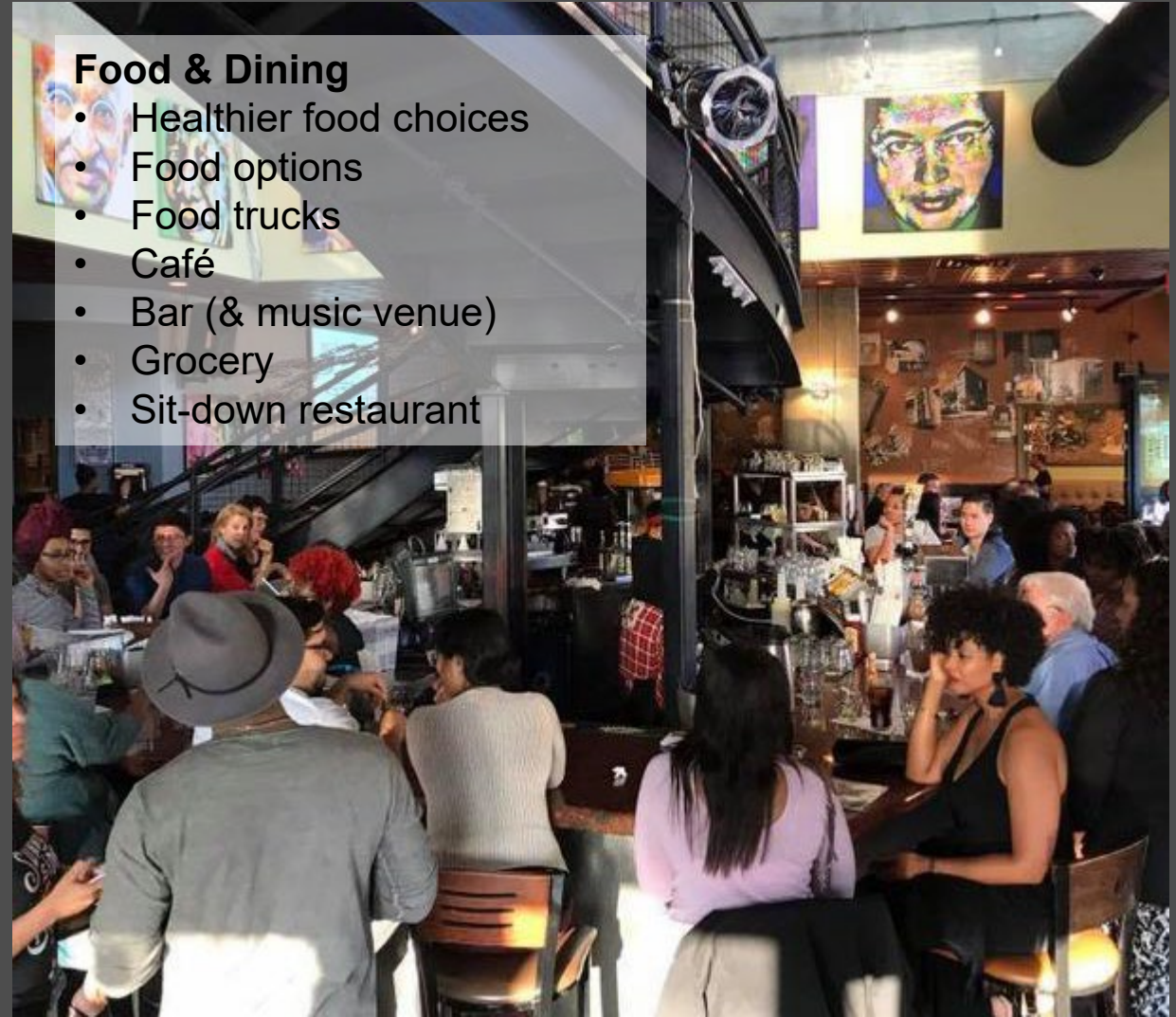
### *Soul City*

- Entertainment Hub @ Mayfield
- Soul Center @ Menard
  - Food trucks
  - Café
  - Amphitheater
- Bar/music venue
- Public plazas / markets



## Food & Dining

- Healthier food choices
- Food options
- Food trucks
- Café
- Bar (& music venue)
- Grocery
- Sit-down restaurant





# Previous Development Priorities *on Chicago Ave*

## Health & Wellness

- Medical Office
- Family Care, Urgent Care
- Fitness & Training
- Rec Center



## Business Support

- Improve local businesses
- Shop local campaign
- Better signage, placemaking

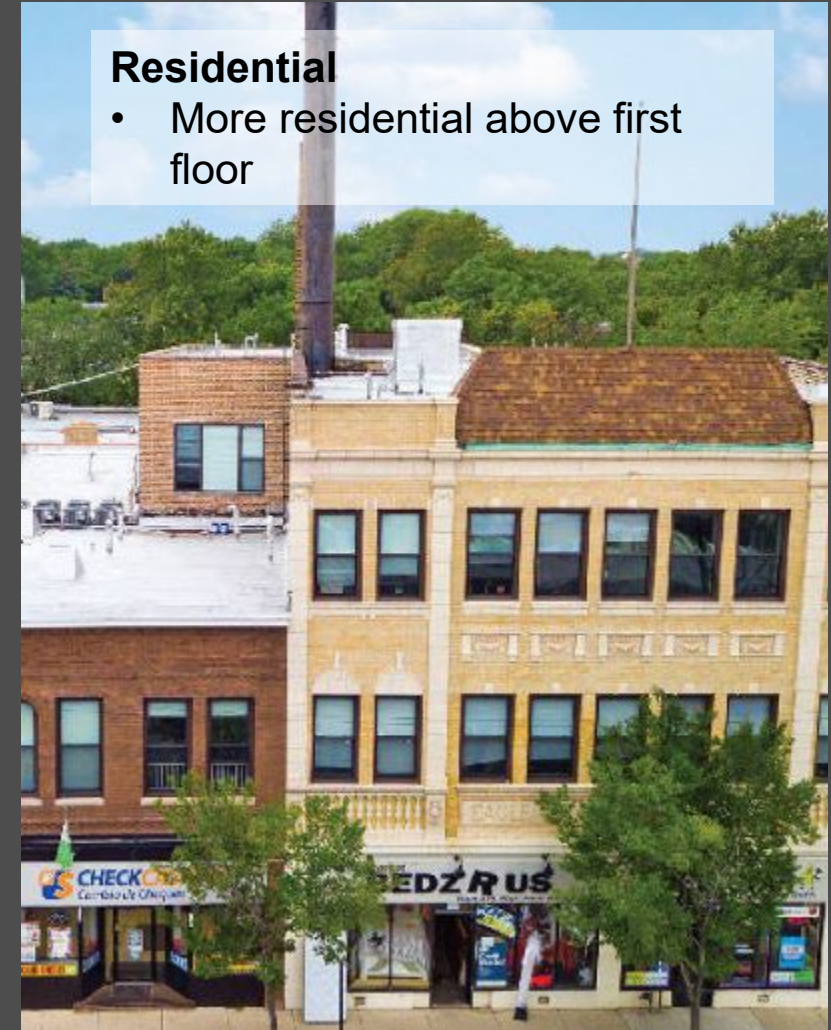
## Workforce Support

- College Satellite
- Trade School / Learning Center
- Library-Focused Space



## Residential

- More residential above first floor



# Related Concerns *on Chicago Ave*

## Attract Private Investment

- Educate investors & lenders on commercial opportunities
- More profitable, job-generating, wealth-creating uses

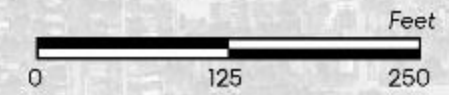
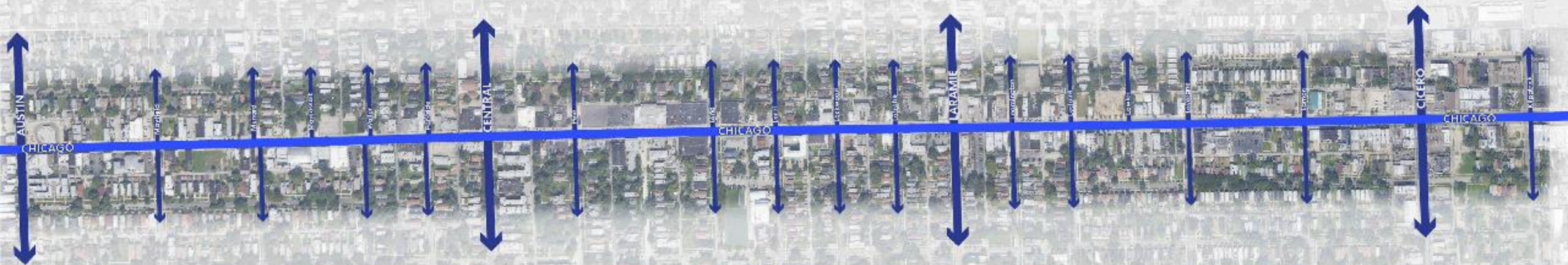
## Invest in Existing Assets

- Preserve & invest in vacant buildings
- Community arts & cultural centers
- Improve parks & vacant lots

## Public Safety Concerns

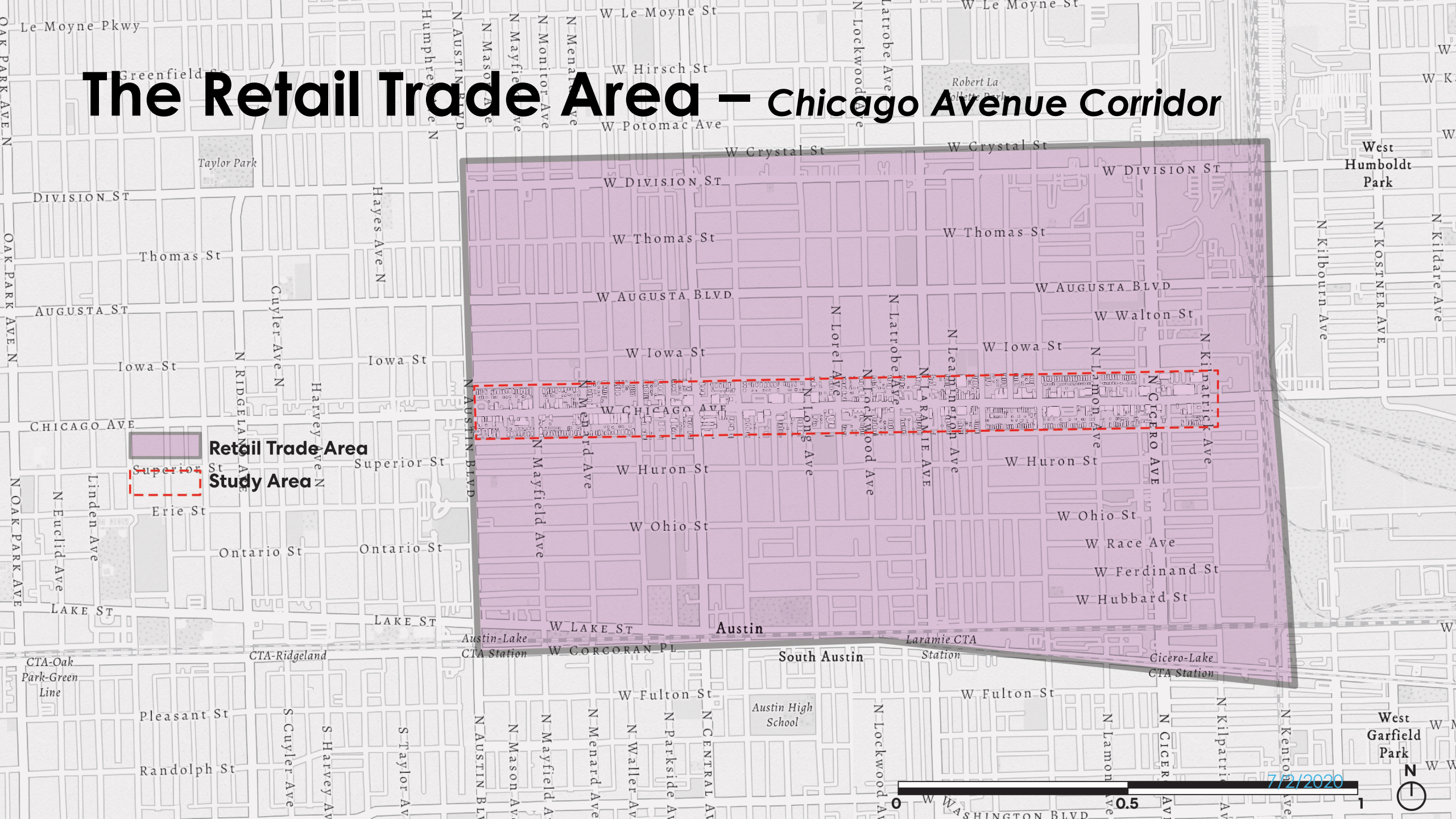


# The Study Area – Chicago Avenue Corridor





# The Retail Trade Area – Chicago Avenue Corridor



Retail Trade Area

Study Area

Austin

South Austin

7/2/2020

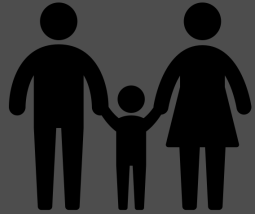




# Market Area Demographics



**9,516**  
*Households*



**3.01**  
*Households Size*



**\$32,657**  
*Median Income*



**29.8%**  
*Owners*



**52.5%**  
*Renters*

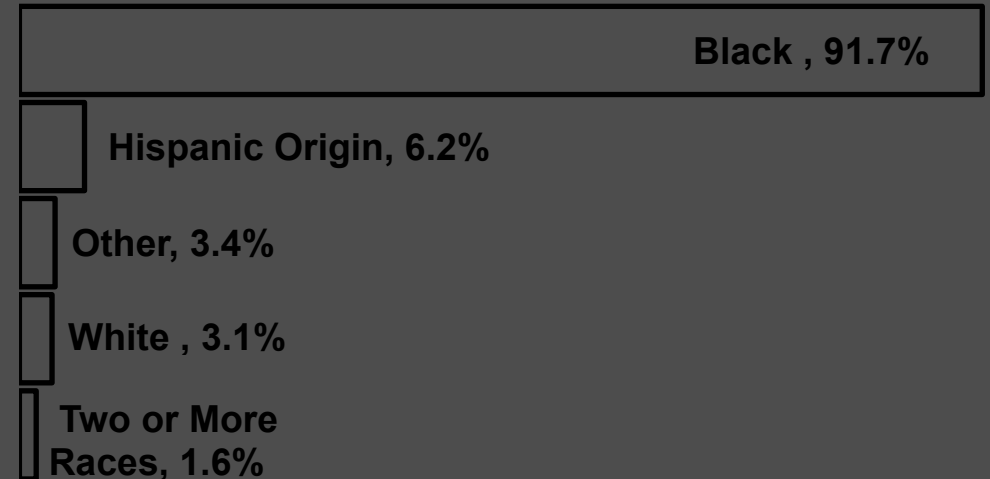


**17.7%**  
*Vacant Units*



**102 years**  
*Average age of  
buildings with available  
construction data in the  
Study Area*

## Race



# "We Would Shop Here If We Could"

**\$ -159.5 M**

**Total Retail Leakage  
In Austin**

*Austin Quality of Life Plan 2018*

	<b>Leakage</b>	<b>Supportable SF on Corridor</b>
<b>Grocery Stores</b>	<b>\$ -8.80 M</b>	<b>16,300 sf</b>
<b>Health &amp; Personal Care Stores</b>	<b>\$ -8.25 M</b>	<b>16,650 sf</b>

# "We Would Shop Here If We Could"



- Retail Trade Area
- Study Area
- Grocery
- Pharmacy

7/2/2020





# Active Ground Floors - *Traditional Retail*

- Chicago Avenue is a traditional commercial corridor and the Vision should address existing gaps

## Traditional Ground Floor Retail

*Food & Beverage –  
Restaurants, Bars  
Neighborhood Serving –  
Grocery Store,  
Pharmacy, Boutiques,  
Merchandise Retail*



# Active Ground Floors - *Beyond Traditional Retail*

- With changes to consumer patterns, new, traditional retail is limited on corridor
- Consider other types of uses that can activate the street frontage

## Health and Wellness

*Clinic  
Medical Office  
(incl. mental health)  
Fitness  
Fresh, Healthy Food*

## Economic/ Workforce Development

*Building Trades  
Manufacturing Training  
Entrepreneurship  
Small Business Scale-Up  
Career Counseling*

## Civic and Cultural

*Arts  
Music  
Museum  
Library*

## Services

*Professional  
Childcare  
Social  
Government*

# Market Conditions

## Positives

- Community Anchors/Assets
- Recent leasing and sales activity around Central and Chicago Intersection
- Absence of full-line grocery and pharmacy within half mile
- No nearby competing corridor (but strong competitors within 1-2 miles)
- Significant car traffic along Chicago Avenue

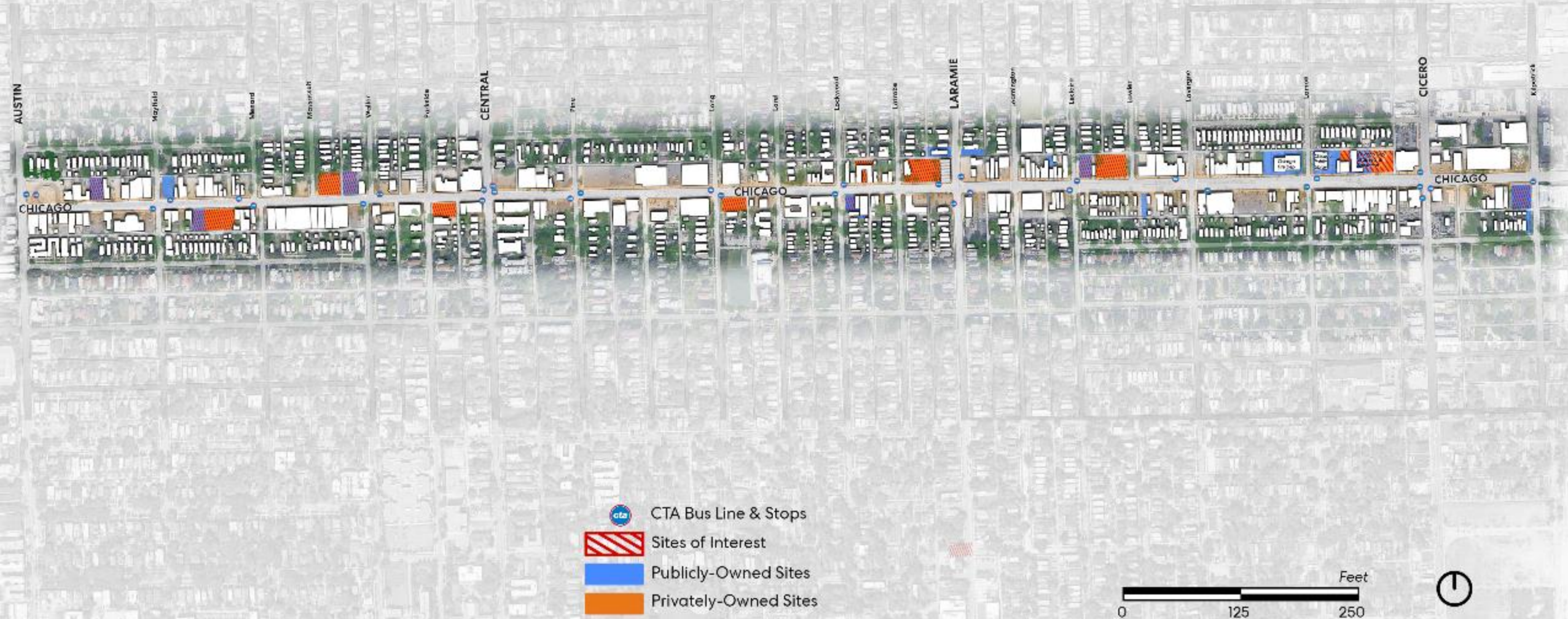
## Challenges

- Reverse pattern of spending leakage
- Difficult to fill first floor traditional retail
- Commercial rents not sufficient to support development cost
- Residential rents and pricing are below cost of new construction
- Demand/interest for multifamily residential not yet known
- *Development on the corridor will need public subsidy to be realized*

# Opportunity Sites



# Opportunities Along the Corridor

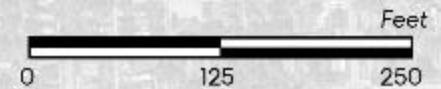




# Corridor Segments



-  CTA Bus Line & Stops
-  Sites of Interest
-  Publicly-Owned Sites
-  Privately-Owned Sites





# Focusing on Three Sites








Western Site

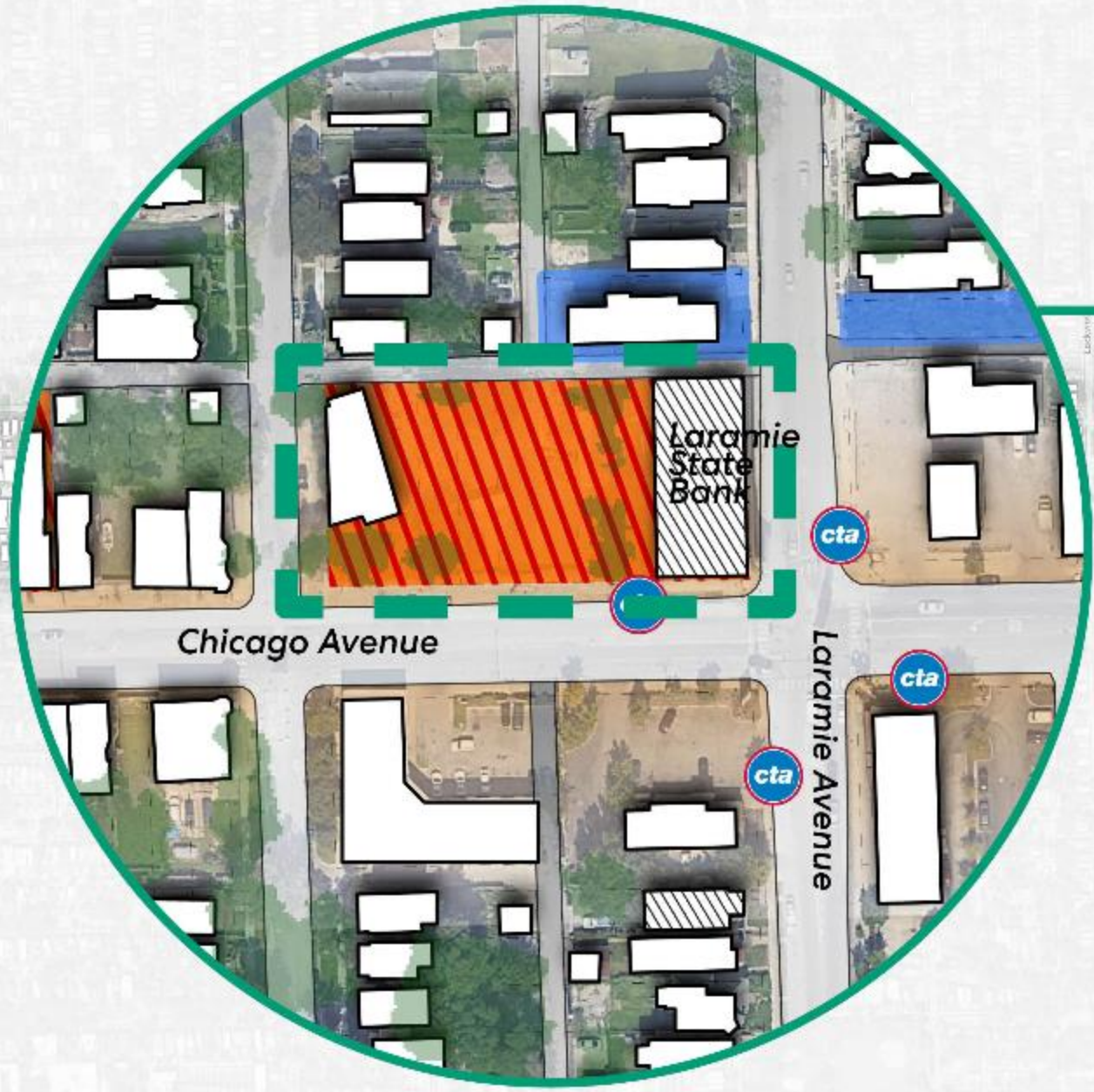
Central Site

Eastern Site



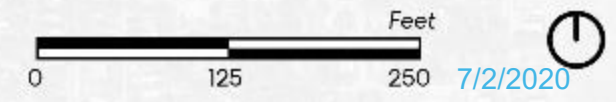
# Central Site

-  CTA Bus Line & Stops
-  Sites of Interest
-  Publicly-Owned Sites
-  Privately-Owned Sites
-  Historic Building (1995 Survey)



## Central Site


<i>(Private)</i>	
<b>Address</b>	5200 Chicago Avenue
<b>Area</b>	34,212 sf (0.79 acres)
<b>Ownership</b>	Privately Owned (John Young - tax payer)
<b>Zoning</b>	B3-1: 1.2 FAR / 38' height limitation








# Central Site

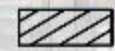


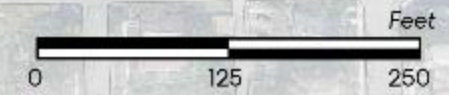
 CTA Bus Line & Stops

 Sites of Interest

 Publicly-Owned Sites

 Privately-Owned Sites

 Historic Building (1995 Survey)



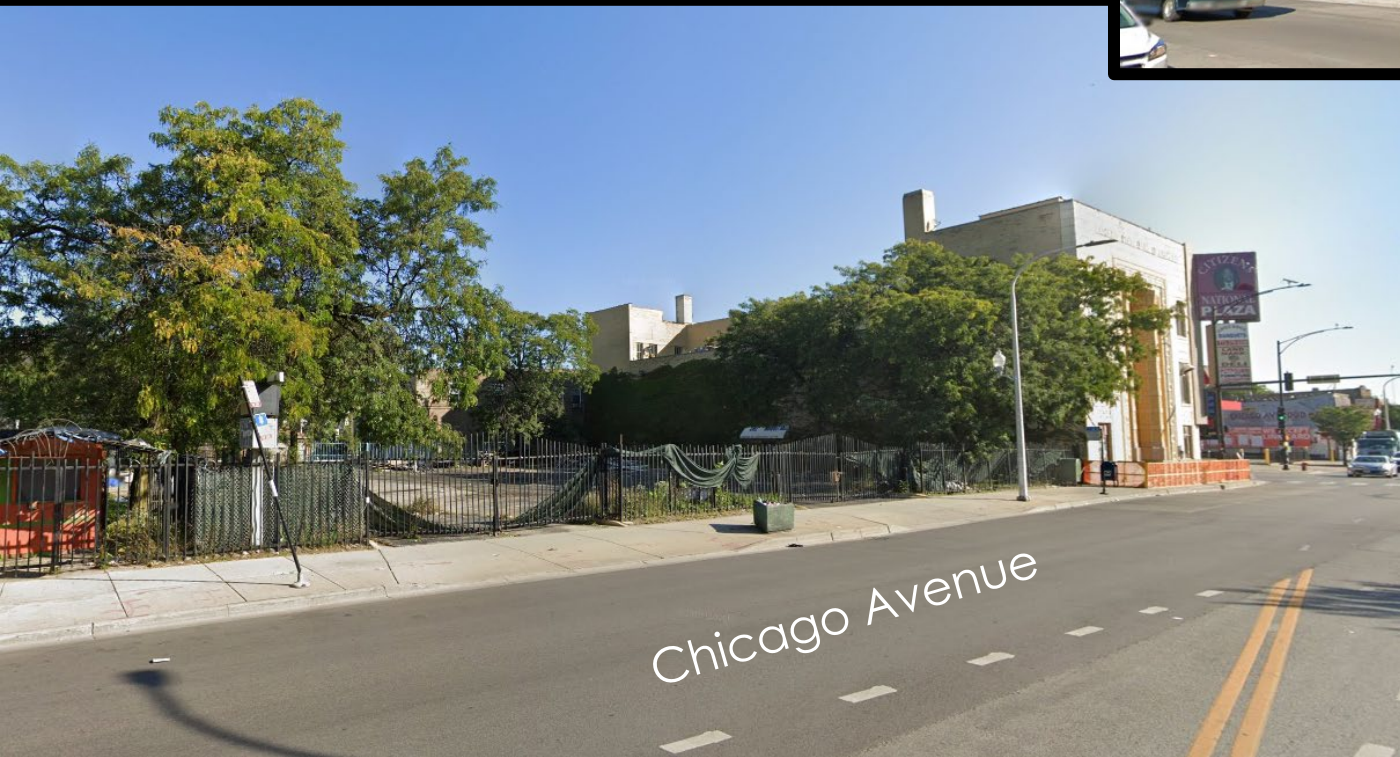
7/2/2020









# Central Site

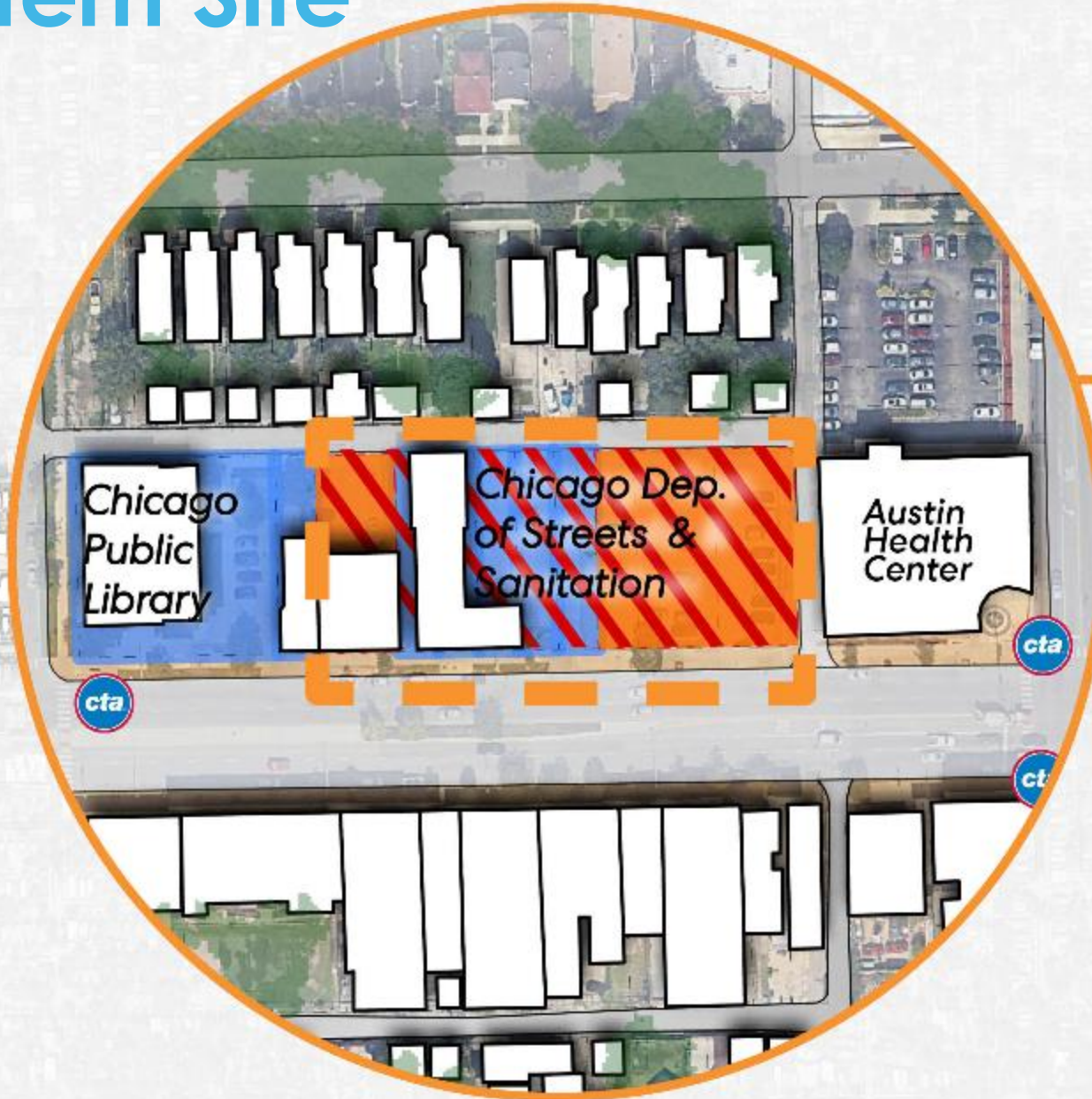
## Central Site





# Eastern Site

-  CTA Bus Line & Stops
-  Sites of Interest
-  Publicly-Owned Sites
-  Privately-Owned Sites



	(Public)
<b>Address</b>	4836-26 W Chicago Ave
<b>Area</b>	12,416 sf (0.50 acres)
<b>Ownership</b>	City Owned
<b>Zoning</b>	B3-1: 1.2 FAR / 38' height limitation
	(Private)
<b>Address</b>	4824-14 W Chicago Ave
<b>Area</b>	15,525 sf (0.35 acres)
<b>Ownership</b>	Privately Owned (Westside Health + M. Reed - tax payers)
<b>Zoning</b>	B3-1: 1.2 FAR / 38' height limitation
<b>TOTAL</b>	37,253 sf (0.63 acres)



7/2/2020

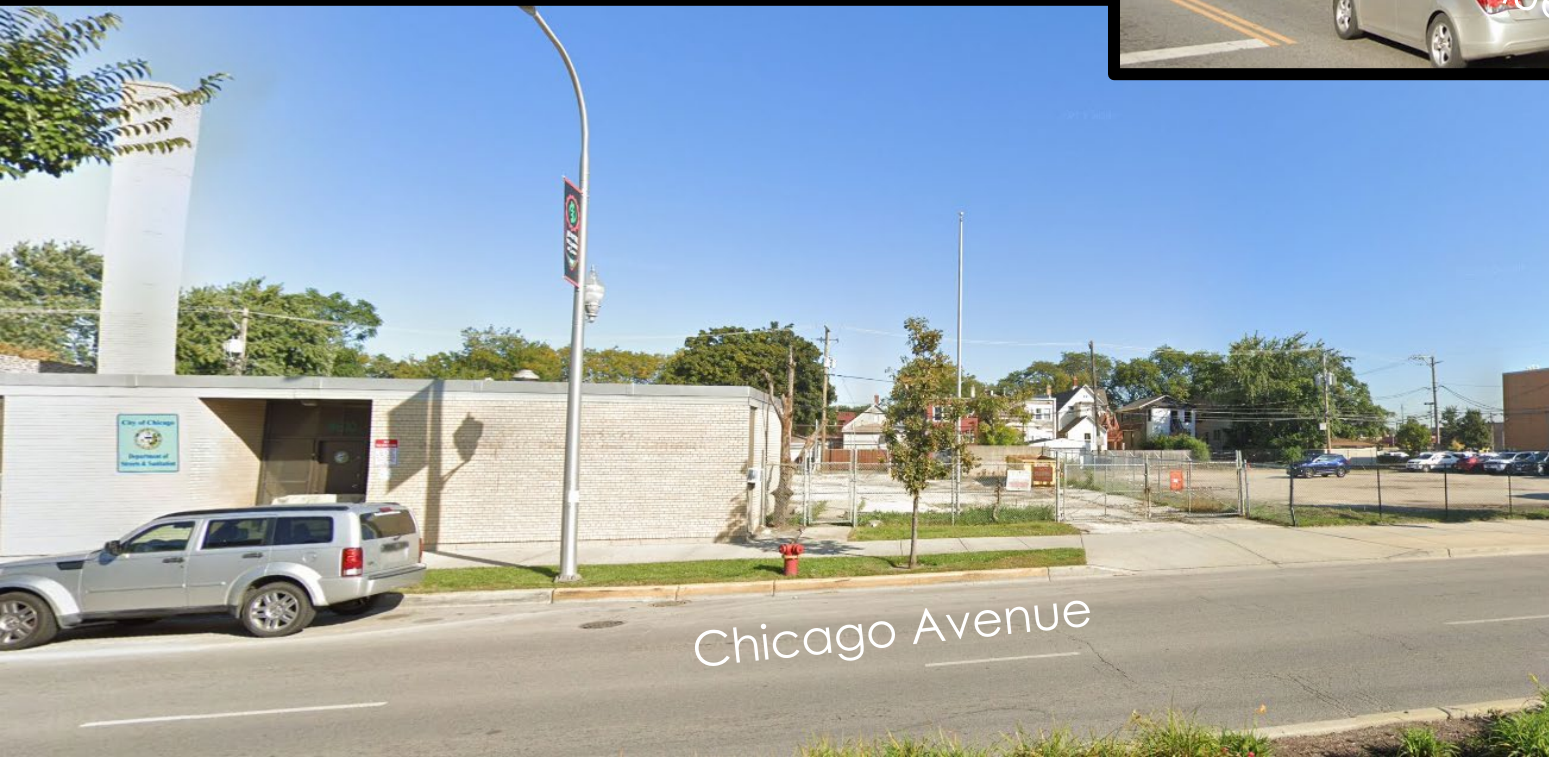


# Eastern Site










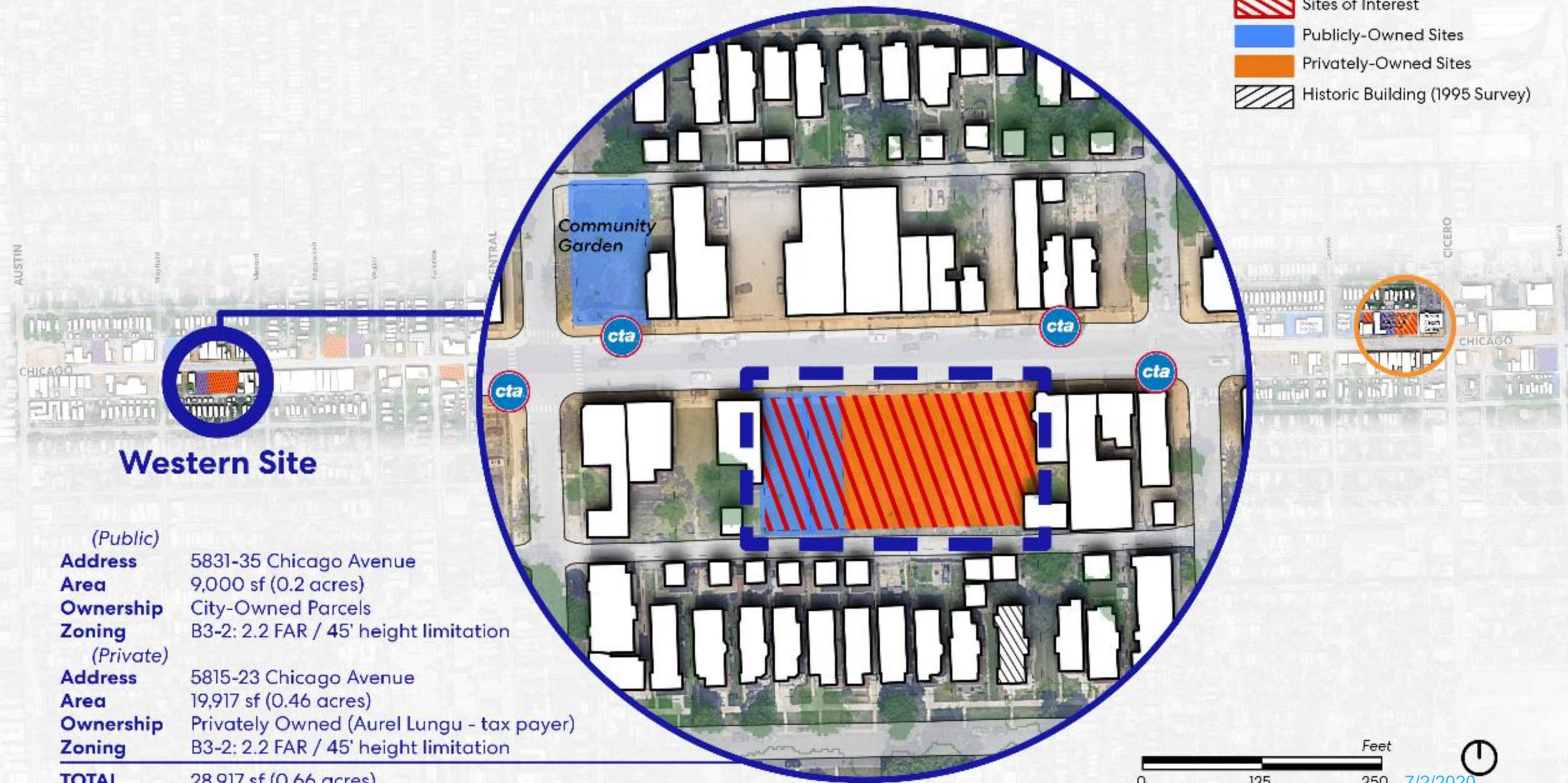
# Eastern Site





# Western Site

-  CTA Bus Line & Stops
-  Sites of Interest
-  Publicly-Owned Sites
-  Privately-Owned Sites
-  Historic Building (1995 Survey)



## Western Site

<i>(Public)</i>	
<b>Address</b>	5831-35 Chicago Avenue
<b>Area</b>	9,000 sf (0.2 acres)
<b>Ownership</b>	City-Owned Parcels
<b>Zoning</b>	B3-2: 2.2 FAR / 45' height limitation
<i>(Private)</i>	
<b>Address</b>	5815-23 Chicago Avenue
<b>Area</b>	19,917 sf (0.46 acres)
<b>Ownership</b>	Privately Owned (Aurel Lungu - tax payer)
<b>Zoning</b>	B3-2: 2.2 FAR / 45' height limitation
<b>TOTAL</b>	28,917 sf (0.66 acres)



# Western Site

AUSTIN

Mayfield

Menard

Massasoit


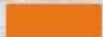
Waller

Parkside

CENTRAL

CHICAGO

66

-  CTA Bus Line & Stops
-  Sites of Interest
-  Publicly-Owned Sites
-  Privately-Owned Sites
-  Historic Building (1995 Survey)





# Western Site



Chicago Avenue

# Breakout Groups

# Breakout Groups

Everyone Assigned to a Breakout Group

## Rules of Etiquette

- One person speaking at a time
- Be courteous and respectful of other ideas and comments

## 10-Minutes Each

1. Central Site Input
2. Eastern Site Input
3. Western Site Input

# Breakout Groups

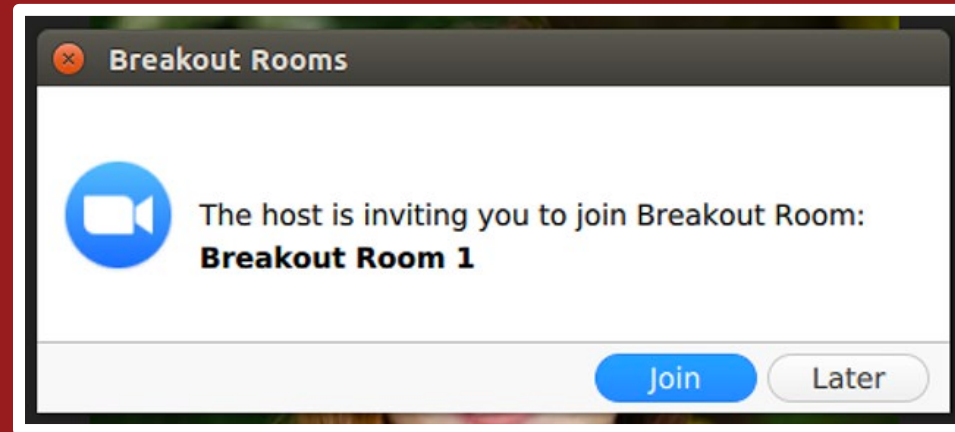
## Questions:

1. Given development priorities shown in 2020 Soul City and 2018 Quality of Life plan, ***what are your two development priorities along Chicago Ave?***
2. What building scale & program makes the most sense to you based on what we've gathered so-far?
3. What within CCAC's site options should change?
4. Is there community priority that is missing?

# Breakout Groups

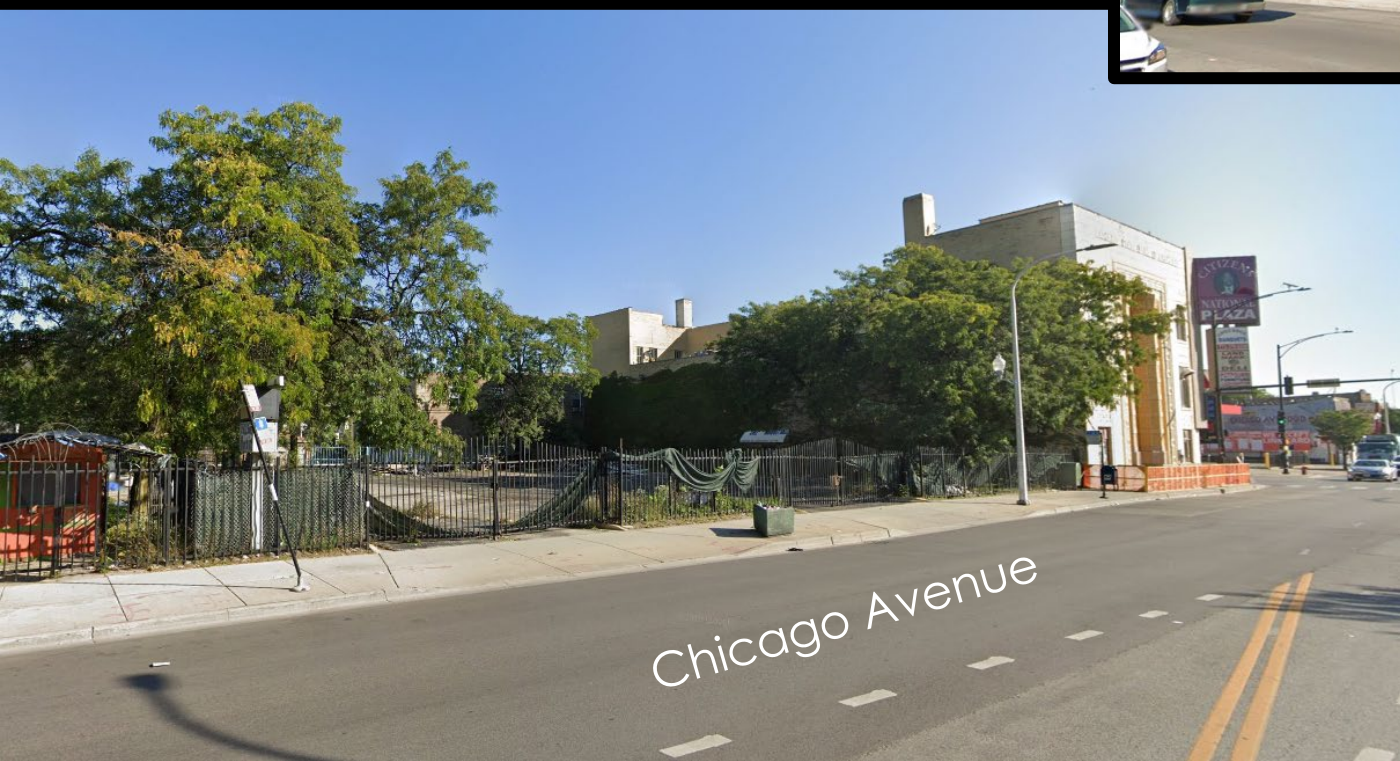
Click Pop-Up Box Now!

It looks like this:





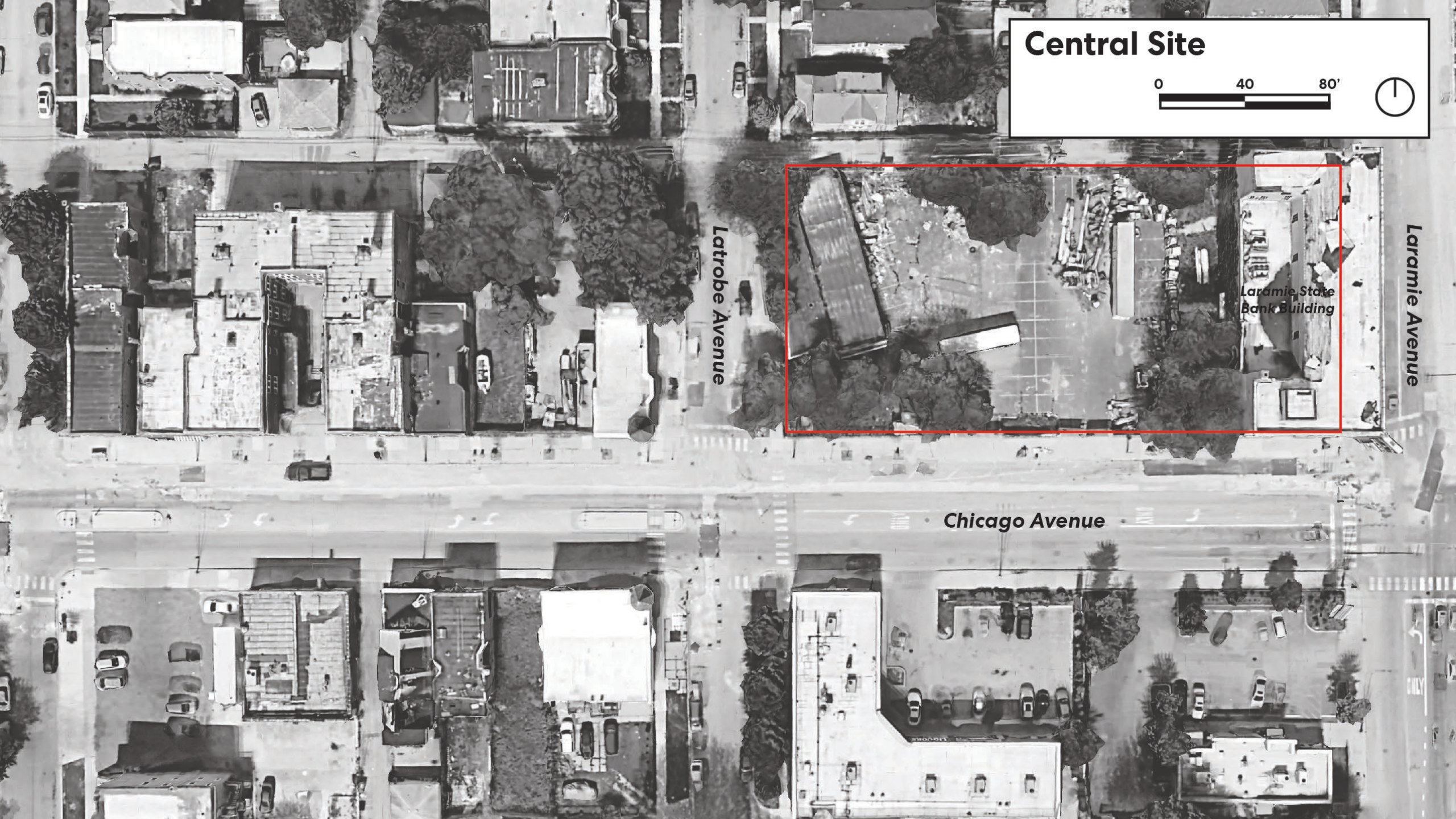

# Central Site





**Central Site**

0 40 80'



Latrobe Avenue

Laramie Avenue

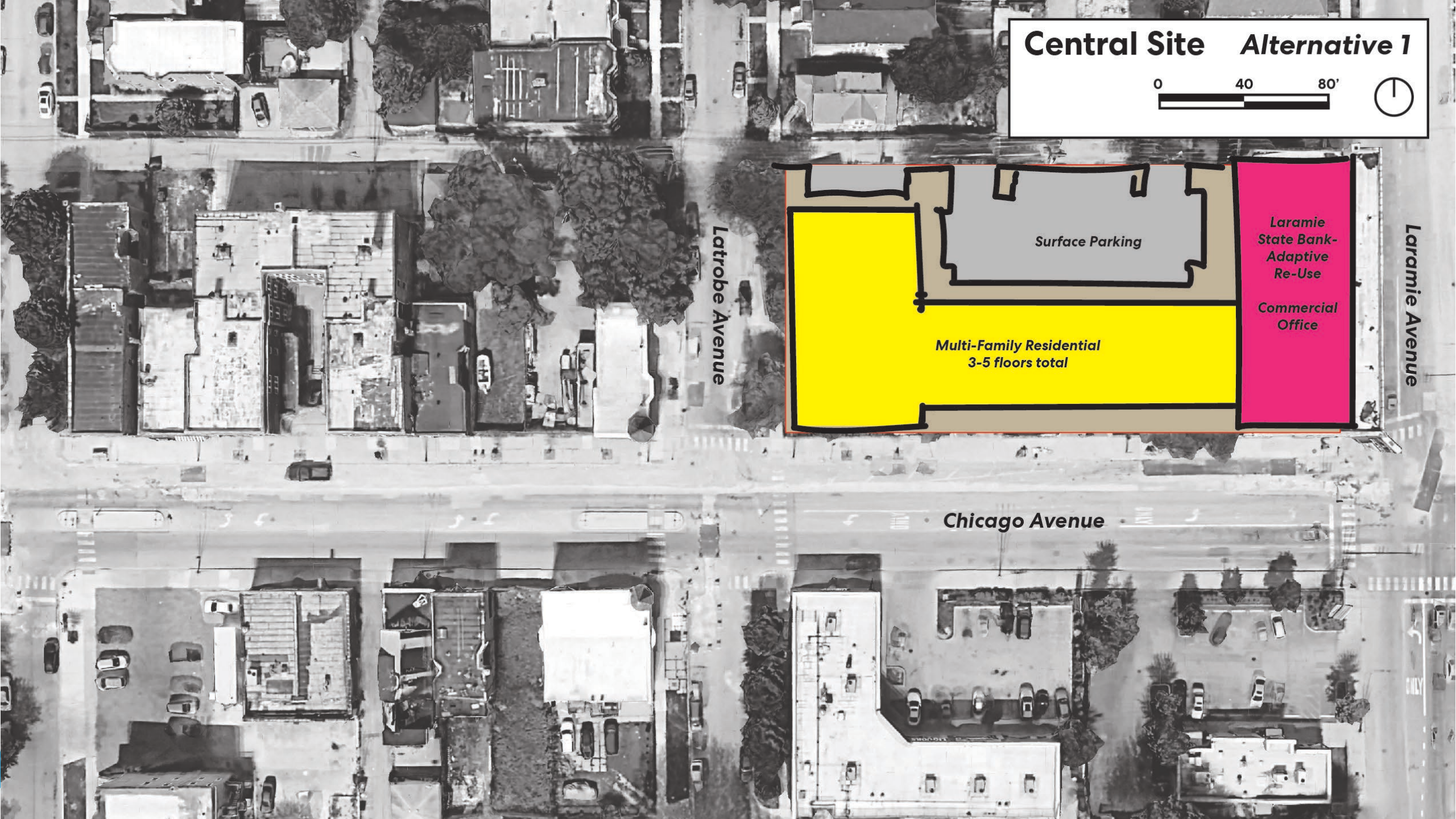

Laramie State Bank Building

Chicago Avenue



**Central Site**    **Alternative 1**

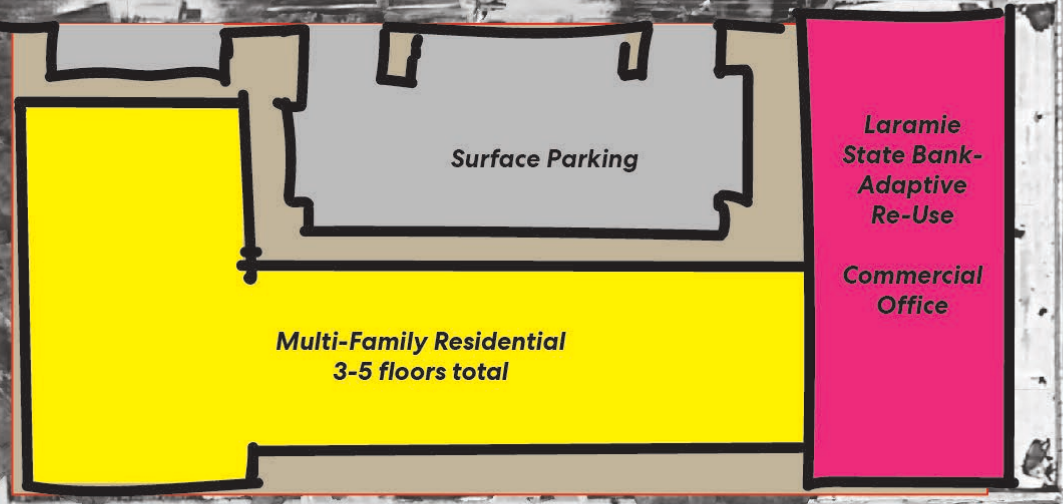
0    40    80'



Latrobe Avenue

Laramie Avenue

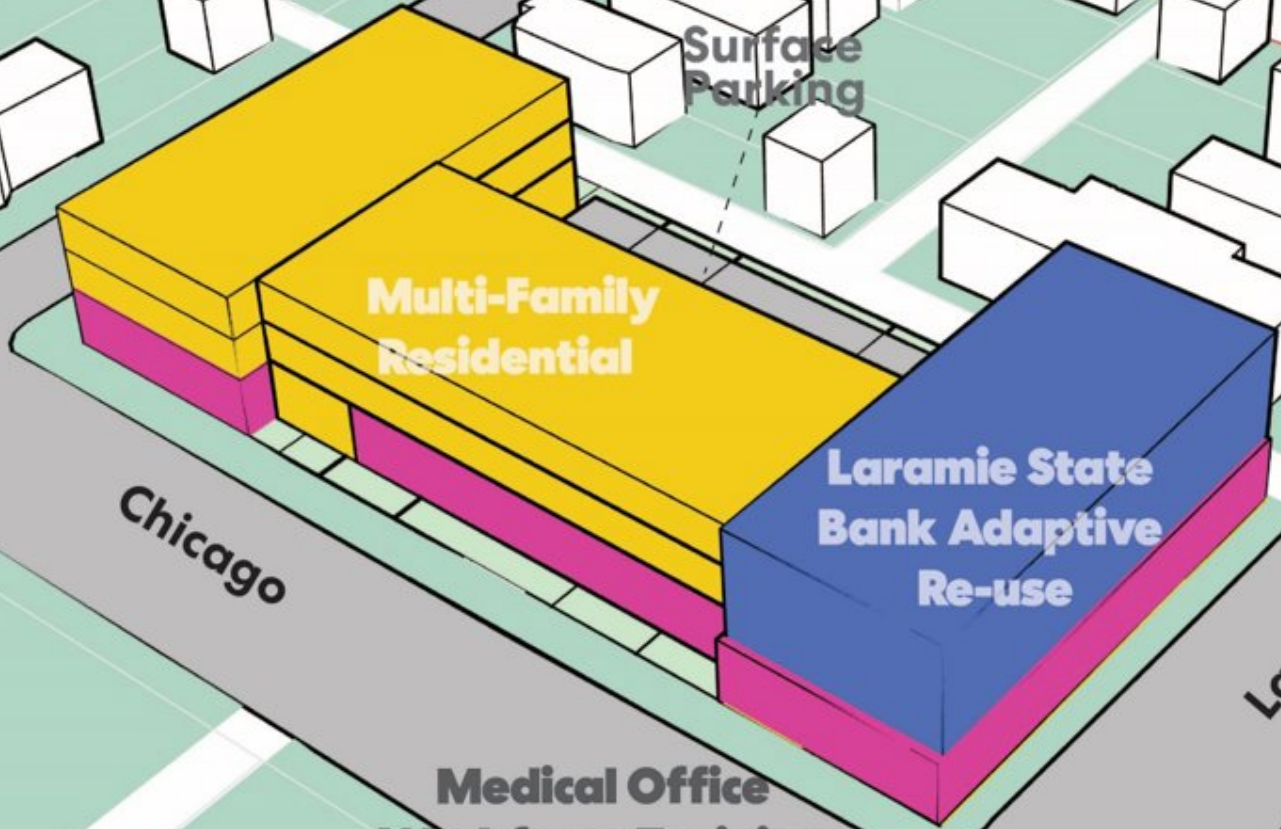
Chicago Avenue





● Residential ● Office ● Active GF Use / Retail

<b>Central Site</b>	Alt. 1
<b>Residential</b>	39,000 sf
<b>Office</b>	14,500 sf
<b>Retail</b>	11,000 sf
<b>Parking</b>	30 spaces
<b>Total GSF</b>	64,500 sf
<b>Site Area</b>	34,212 sf



Multi-Family Residential

Laramie State Bank Adaptive Re-use

Medical Office Workforce Training

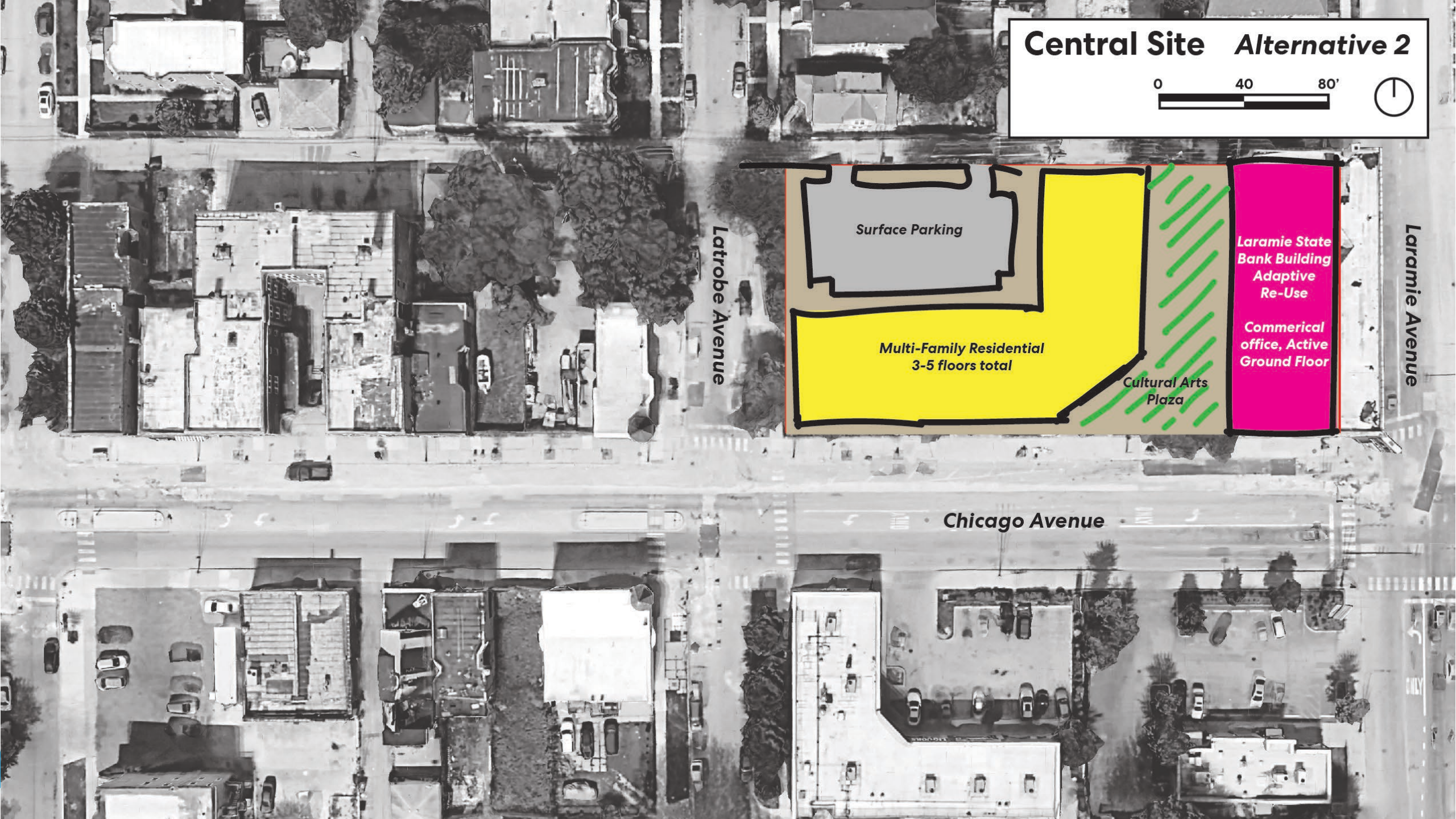
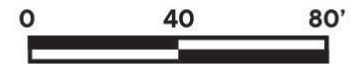
Surface Parking

Chicago

Laramie



# Central Site *Alternative 2*



Latrobe Avenue

Laramie Avenue

Chicago Avenue

Surface Parking

Multi-Family Residential  
3-5 floors total

Cultural Arts  
Plaza

Laramie State  
Bank Building  
Adaptive  
Re-Use  
  
Commerical  
office, Active  
Ground Floor



● Residential ● Office ● Active GF Use / Retail

<b>Central Site</b>	Alt. 2
<b>Residential</b>	41,500 sf
<b>Office</b>	14,450 sf
<b>Retail</b>	7,200 sf
<b>Parking</b>	20 spaces
<b>Total GSF</b>	63,150 sf
<b>Site Area</b>	34,212 sf

Surface Parking

Multi-Family Residential

Laramie State Bank Adaptive Re-use

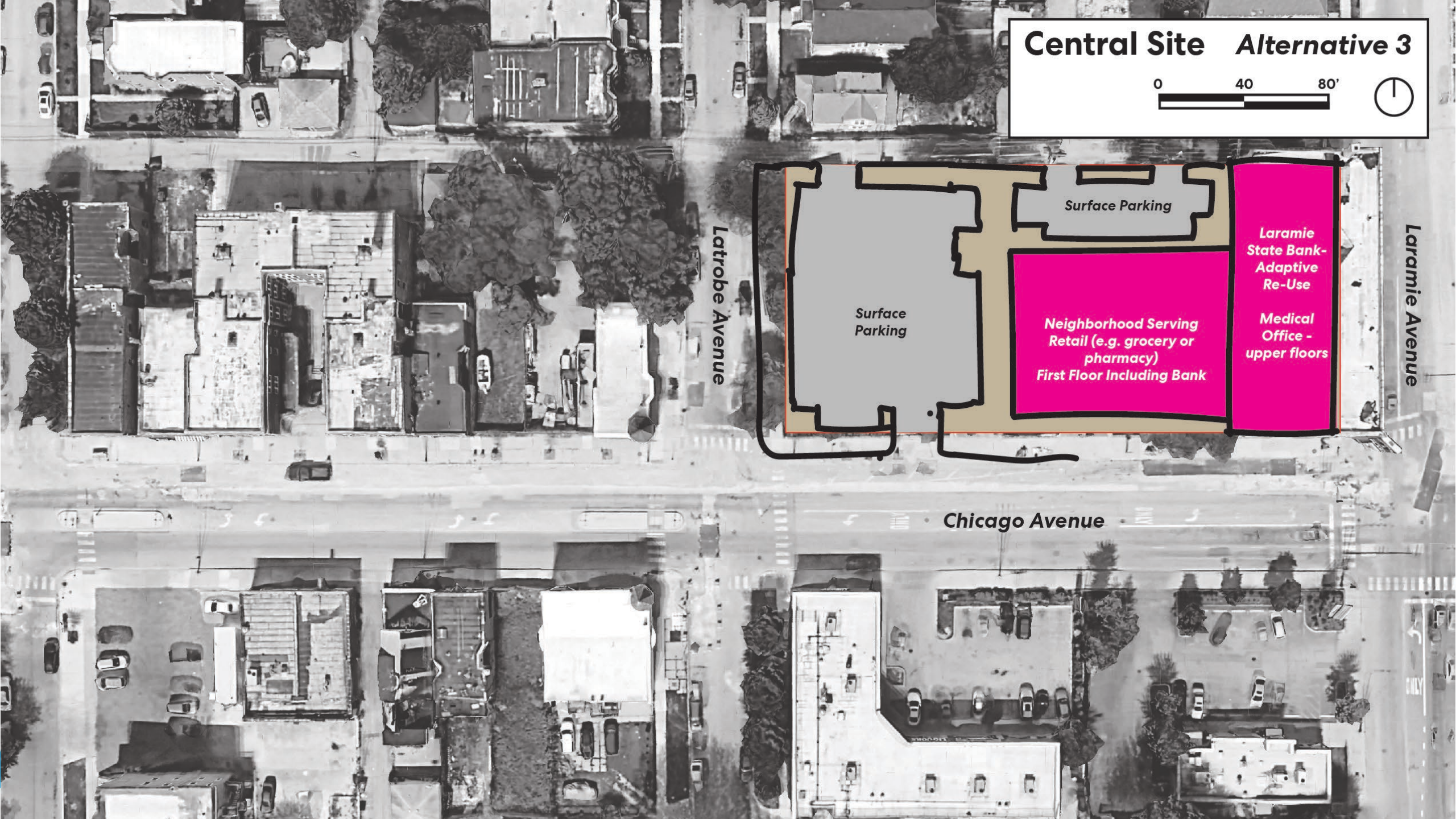
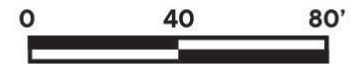
Chicago

Laramie

Workforce Development Small Business Center



# Central Site Alternative 3



Latrobe Avenue

Laramie Avenue

Chicago Avenue

Surface Parking

Surface Parking

Neighborhood Serving Retail (e.g. grocery or pharmacy)  
First Floor Including Bank

Laramie State Bank- Adaptive Re-Use

Medical Office - upper floors



● Residential ● Office ● Active GF Use / Retail

<b>Central Site</b>	Alt. 3
<b>Office</b>	14,450 sf
<b>Retail</b>	16,250 sf
<b>Parking</b>	40 spaces
<b>Total GSF</b>	30,700 sf
<hr/>	
<b>Site Area</b>	34,212 sf

Surface  
Parking

**Neighborhood  
Serving Retail**

**Laramie State  
Bank Adaptive  
Re-use**

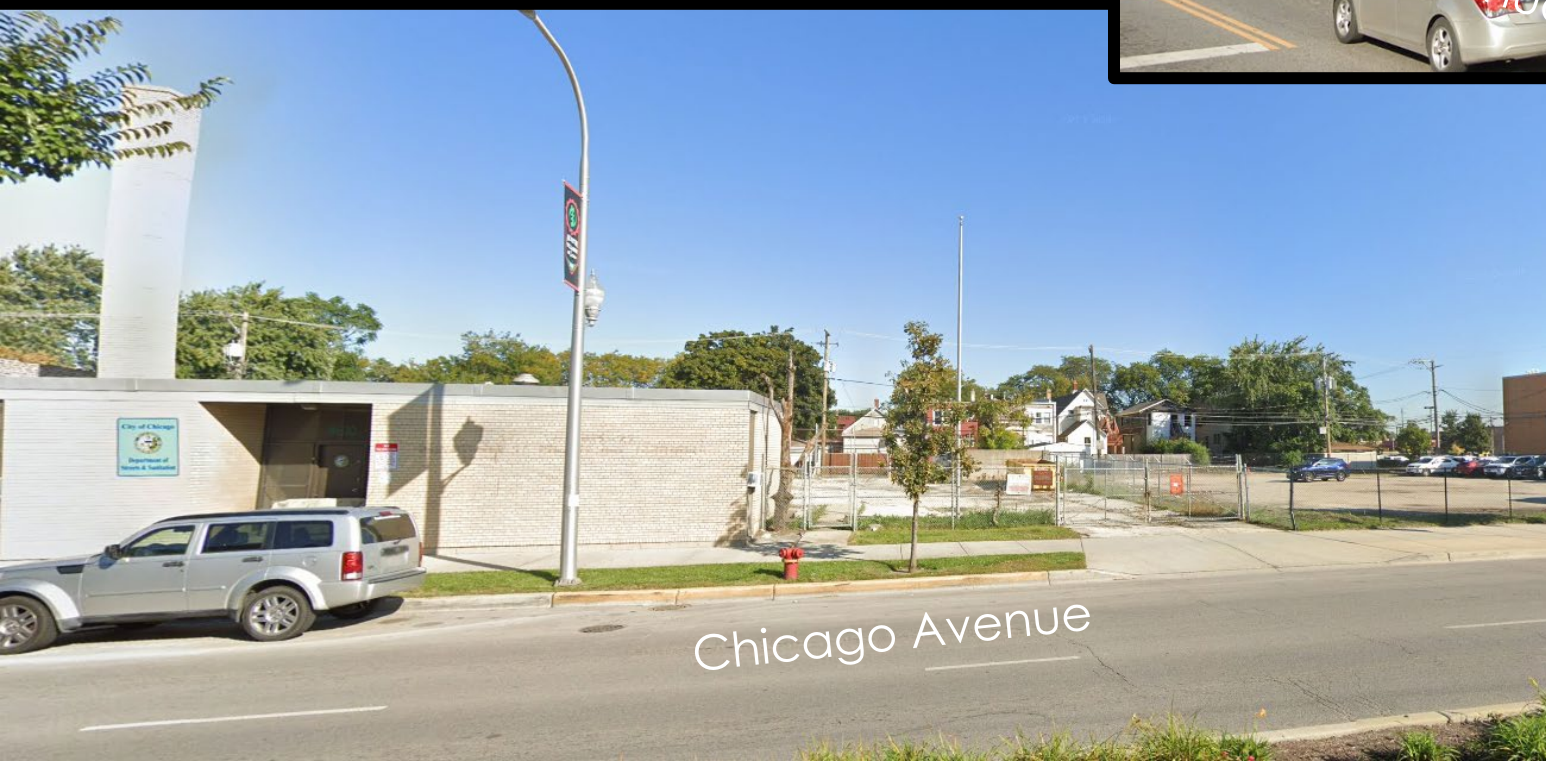
Chicago

Laramie

Medical Office



# Eastern Site





# Eastern Site



Chicago Public Library

Austin Health Center

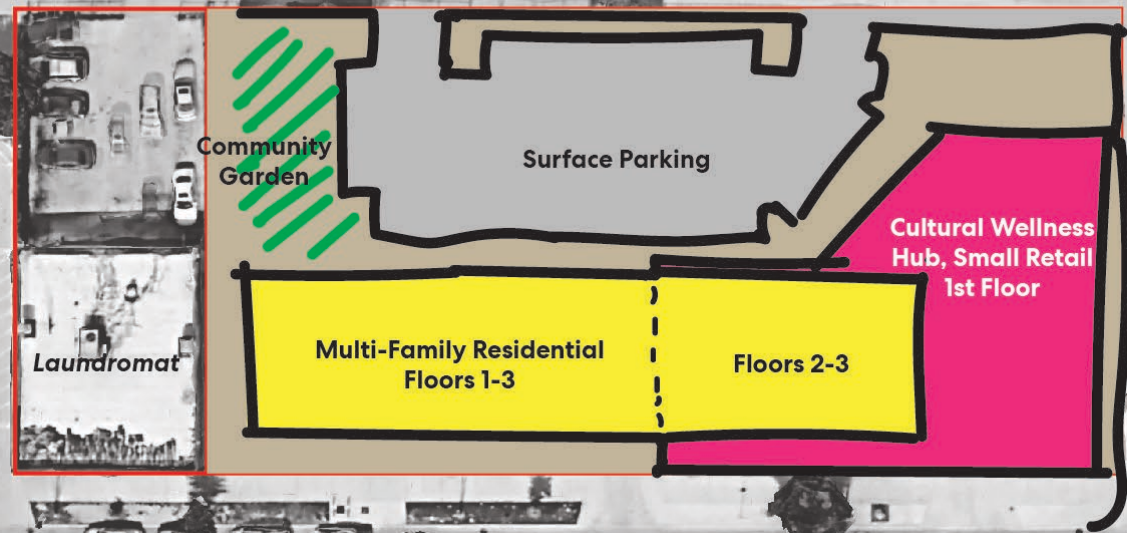
Lamon Avenue

Cicero Avenue

Chicago Avenue



# Eastern Site *Alternative 1*



Lamon Avenue

Chicago Public Library

Laundromat

Community Garden

Surface Parking

Multi-Family Residential Floors 1-3

Floors 2-3

Cultural Wellness Hub, Small Retail 1st Floor

Austin Health Center

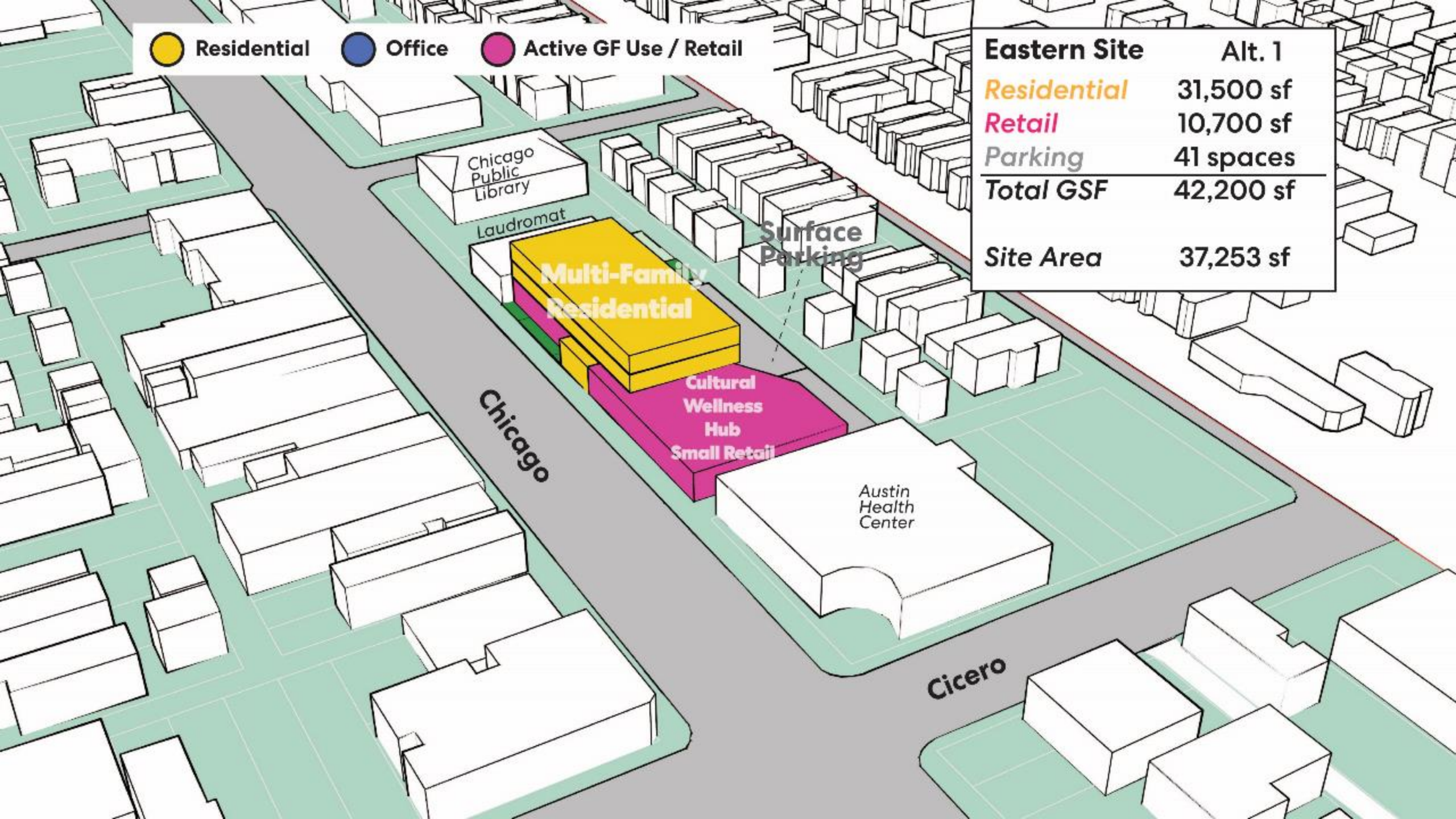
Cicero Avenue

Chicago Avenue



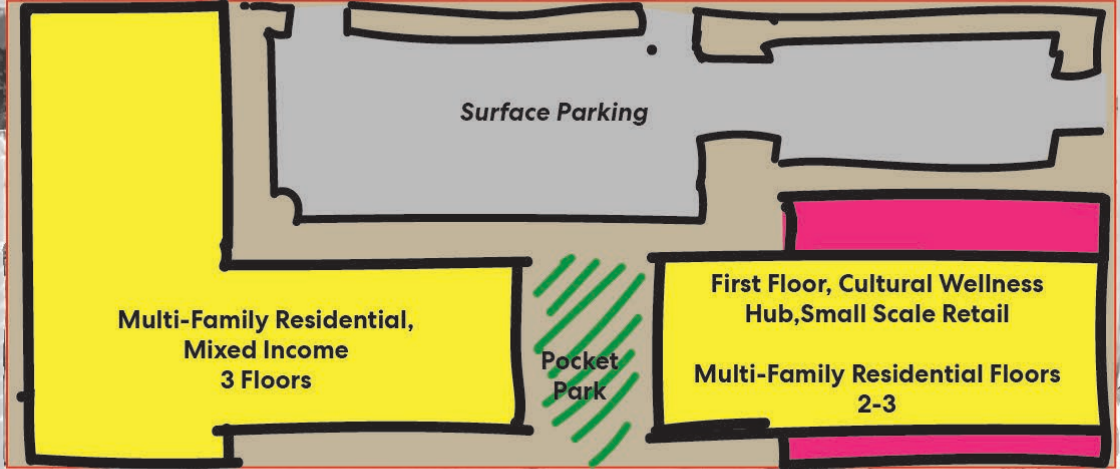
● Residential   
 ● Office   
 ● Active GF Use / Retail

<b>Eastern Site</b>	<b>Alt. 1</b>
<i>Residential</i>	31,500 sf
<i>Retail</i>	10,700 sf
<i>Parking</i>	41 spaces
<b>Total GSF</b>	<b>42,200 sf</b>
<b>Site Area</b>	<b>37,253 sf</b>





# Eastern Site Alternative 2



Lamon Avenue

Chicago Public Library

Austin Health Center

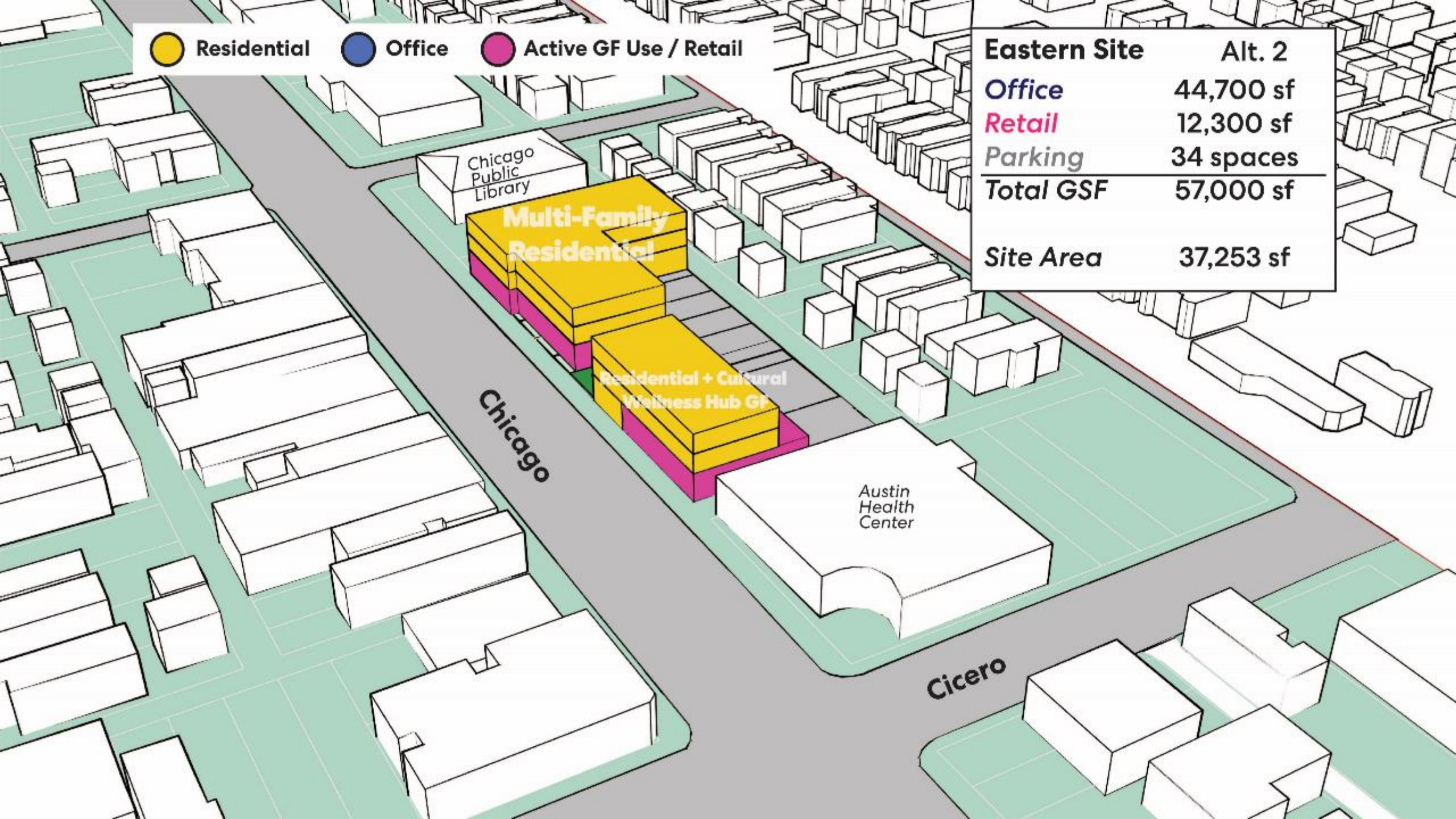
Cicero Avenue

Chicago Avenue



● Residential ● Office ● Active GF Use / Retail

<b>Eastern Site</b>	<b>Alt. 2</b>
<b>Office</b>	44,700 sf
<b>Retail</b>	12,300 sf
<b>Parking</b>	34 spaces
<b>Total GSF</b>	<b>57,000 sf</b>
<b>Site Area</b>	<b>37,253 sf</b>



Chicago Public Library

Multi-Family Residential

Residential + Cultural Wellness Hub GF

Austin Health Center

Chicago

Cicero

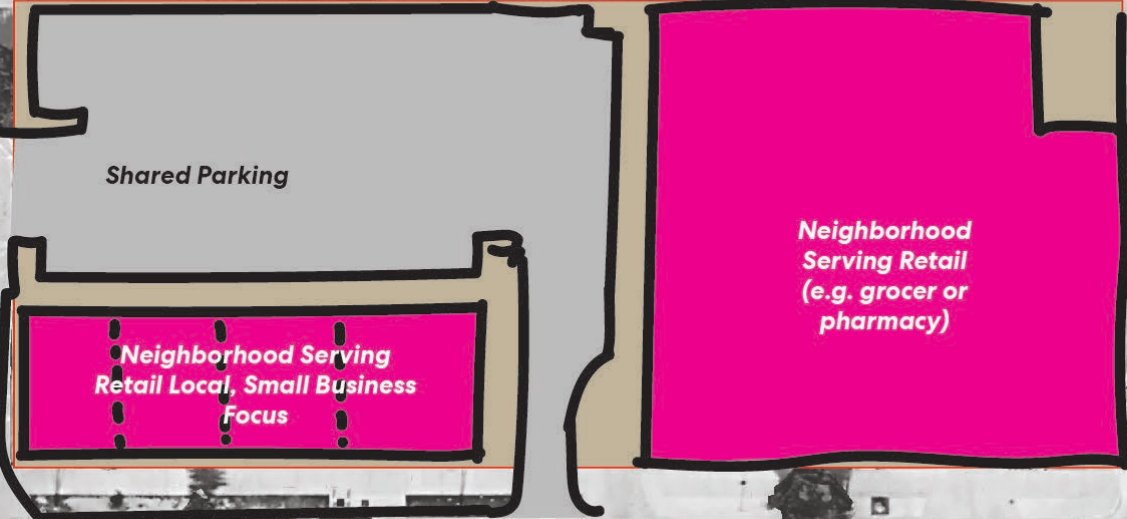


**Eastern Site Alternative 3**



Lamon Avenue

Chicago Public Library



Austin Health Center

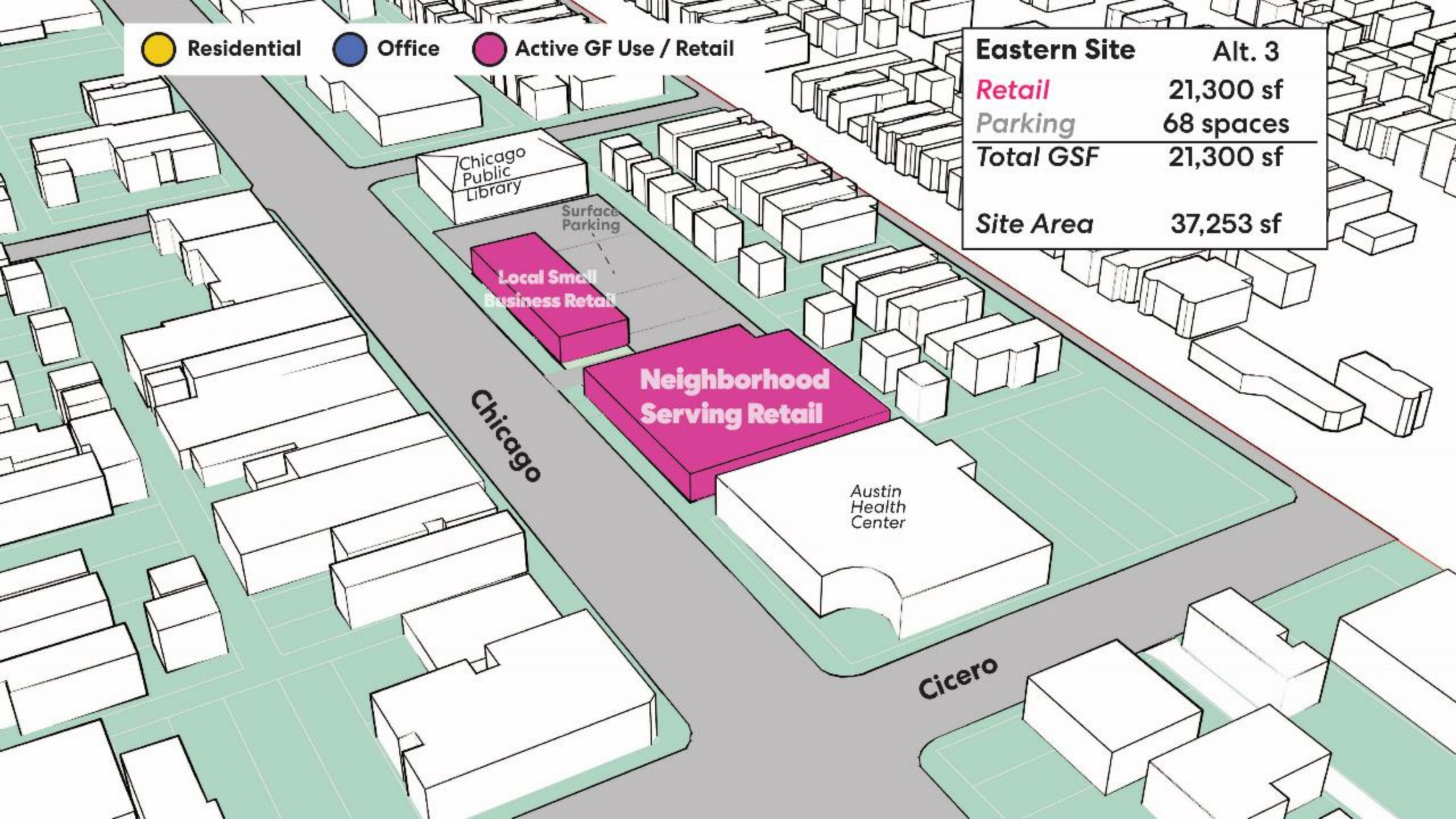
Cicero Avenue

Chicago Avenue



● Residential ● Office ● Active GF Use / Retail

<b>Eastern Site</b>	<b>Alt. 3</b>
<i>Retail</i>	21,300 sf
<i>Parking</i>	68 spaces
<b>Total GSF</b>	<b>21,300 sf</b>
<b>Site Area</b>	<b>37,253 sf</b>



Chicago

Cicero

Chicago Public Library

Surface Parking

Local Small Business Retail

Neighborhood Serving Retail

Austin Health Center



# Western Site



Chicago Avenue



# Western Site



Chicago Avenue

Menard Avenue

Mayfield Avenue



# Western Site *Alternative 1*



*Chicago Avenue*

*Mixed Use  
Development  
First Floor  
Commercial  
Upper Floors  
Multifamily  
Residential  
(2-4)*

*Menard Avenue*

*Mayfield Avenue*



● Residential ● Office ● Active GF Use / Retail



<b>Western Site</b>	Alt. 1
<i>Residential</i>	16,900 sf
<i>Retail</i>	5,600 sf
<i>Parking</i>	5 spaces
<b>Total GSF</b>	<b>22,500 sf</b>
<b>Site Area</b>	<b>8,250 sf</b>



# Western Site *Alternative 2*



Chicago Avenue

Retail or Other  
Active Ground Floor

Multi-Family Residential  
Mixed Income  
Floors 1-4

Surface Parking

Menard Avenue

Mayfield Avenue



● Residential ● Office ● Active GF Use / Retail

<b>Western Site</b>	Alt. 2
<i>Residential</i>	30,100 sf
<i>Retail</i>	12,350 sf
<i>Parking</i>	35 spaces
<b>Total GSF</b>	<b>42,450 sf</b>
<b>Site Area</b>	<b>28,186 sf</b>

Surface  
Parking

Multi-Family  
Residential

Active Ground Floor  
Sold City Cultural  
Arts Hub

Chicago

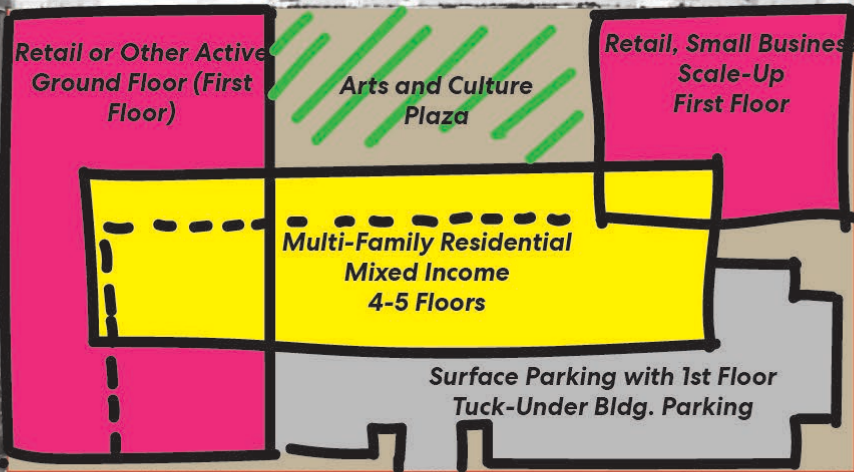


# Western Site *Alternative 3*



Chicago Avenue

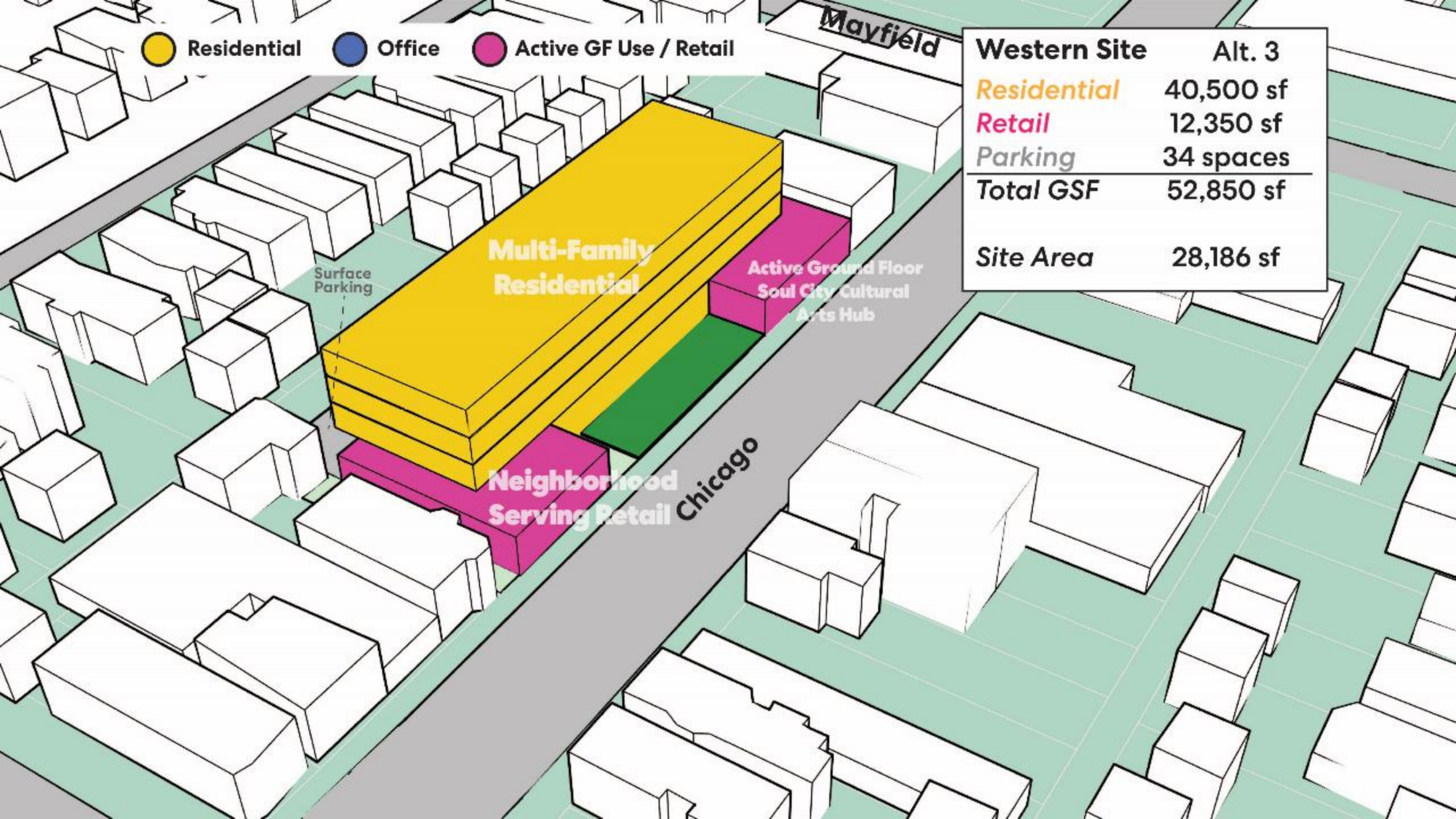
Menard Avenue



Mayfield Avenue



● Residential ● Office ● Active GF Use / Retail



<b>Western Site</b>	<b>Alt. 3</b>
<i>Residential</i>	40,500 sf
<i>Retail</i>	12,350 sf
<i>Parking</i>	34 spaces
<b>Total GSF</b>	<b>52,850 sf</b>
<b>Site Area</b>	<b>28,186 sf</b>

**Multi-Family Residential**

**Active Ground Floor  
Soul City Cultural Arts Hub**

**Neighborhood Serving Retail**

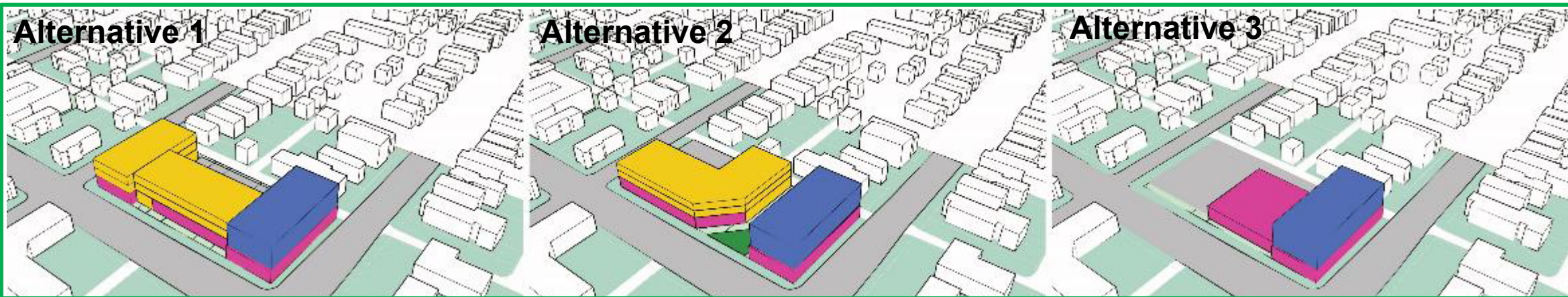
Surface Parking

Mayfield

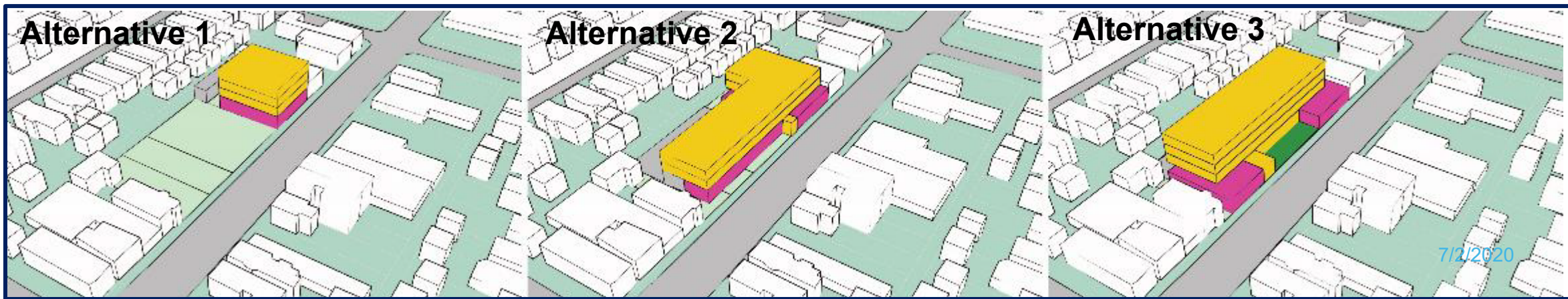
Chicago



R  
E  
C  
A



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# Report Out & Full Group Discussion

- What site opportunities generated positive feedback? Challenges?
- What surprised you the most?
- What are your main takeaways about the scenarios presented?



# Additional Comments:

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# Timeline

On-Going	Community Stakeholder & Property Owner Interviews
Monthly	Austin ISW Community Roundtable ( <i>July, August, Sept, Oct, Nov, Dec</i> )
August 12	First Developer RFP released
Fall	Community Review of RFP Bids