



CHICAGO PLAN COMMISSION

Department of Planning and Development

1465 NORTH ELSTON AVE

West Town / 27th Ward / Ald. Burnett

Goose Island Holiday Pop Ups, LLC

NORR

Schain Banks

June 15, 2023



Community Area Snap Shot

Population: 87,781

Median household income: \$112,555

Race/ethnicity:

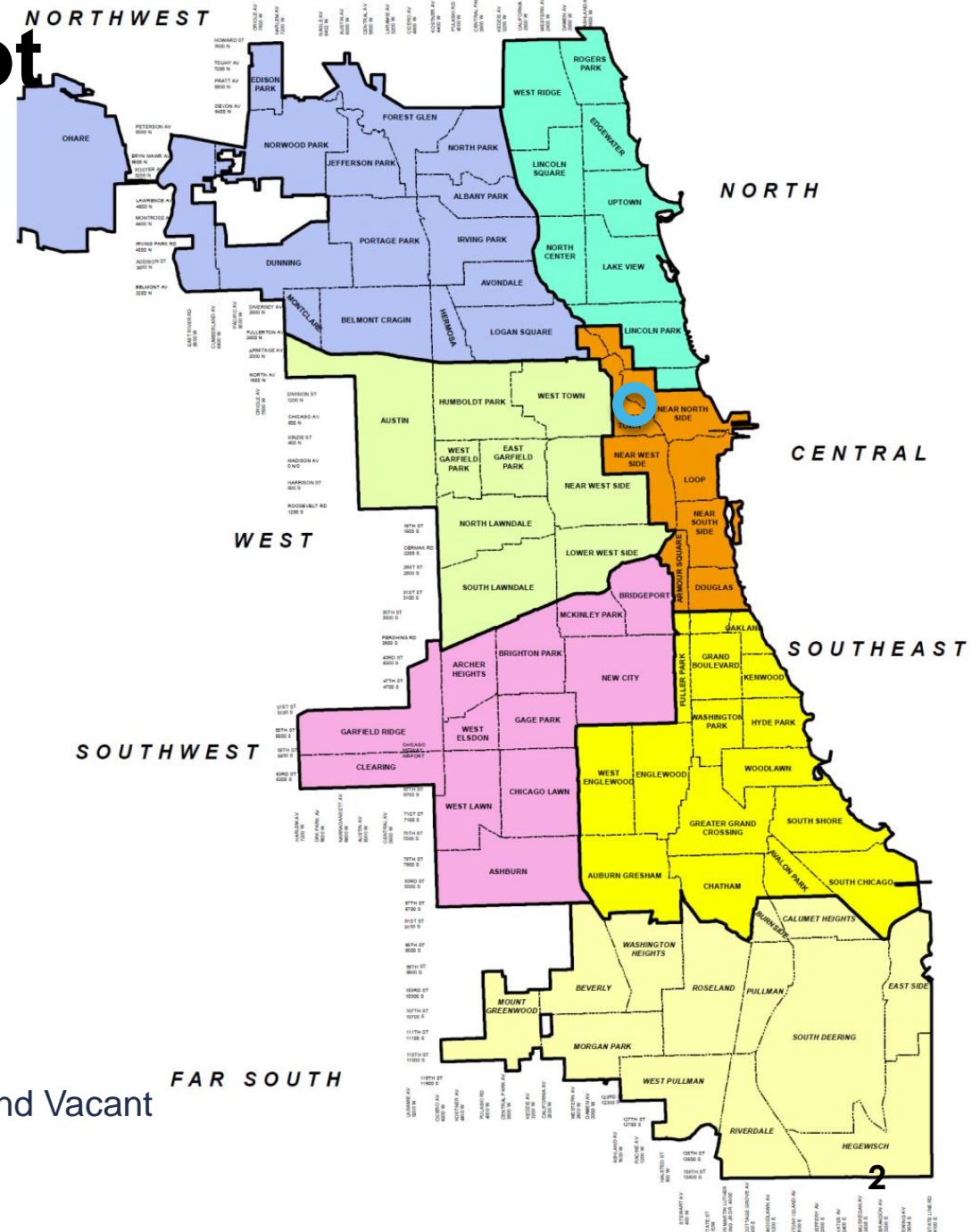
- 63.2% White (Non-Hispanic)
- 21.0% Hispanic or Latino (of Any Race)
- 6.2% Black (Non-Hispanic)
- 5.4% Asian (Non-Hispanic)
- 4.2% Other/Multiple Races (Non-Hispanic)

Age:

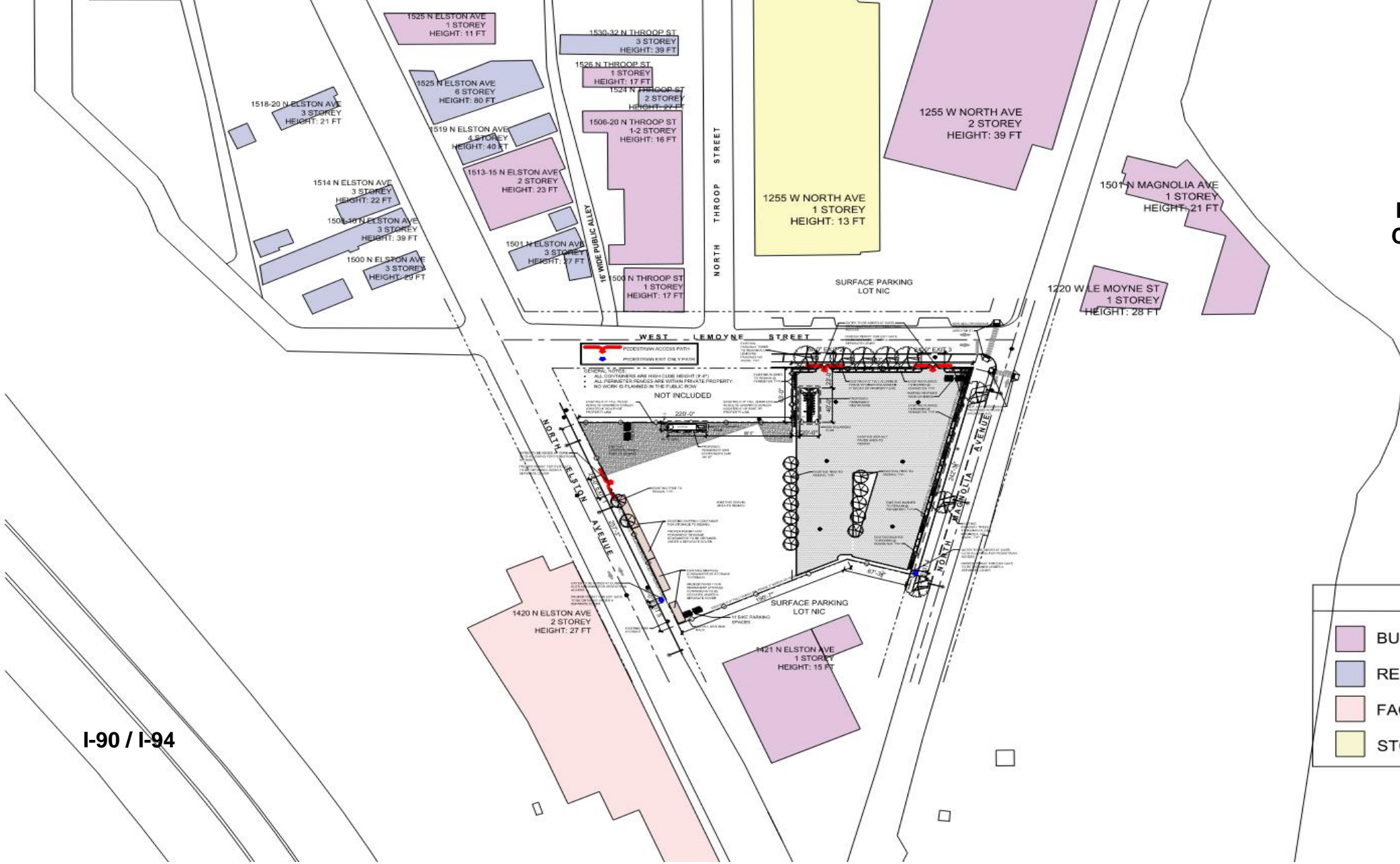
- 13.6% 19 and under
- 69.6% 20-49
- 14.1% 50-74
- 2.5% 75 and over

Land use:

- 37.1% Transportation and Other
- 11.9% Commercial/Industrial
- 8.3% Open Space
- 42.7% Institutional, Residential, Mixed Use, Open Space, and Vacant



NORTH BRANCH CHICAGO RIVER



KEY	
	BUSINESS
	RESIDENTIAL
	FACTORY & INDUSTRIAL
	STORAGE

SCALE: 1" = 100'-0"

I-90 / I-94



PROJECT SITE

1465 N Elston Ave.

Eston Materials

Gabriel Environmental Services

W Backhawk St

United Container Corporation

Mars Wmley Global HQ

Underwrap

Park No. 536

W Backhawk St

Free Street Theater

N Noble St

N Noble St

Kent

N Elston Ave

W Backhawk St

W La Moine St

W Backhawk St

W Backhawk St

Shirley Store by Comcast

Kavak Chicago

Trapp Studio

Sant'anni

The Warehouse

Public Storage Expressway

Chicago Water Taxi - North Avenue

AERIAL VIEW FROM SOUTH



PROJECT SITE

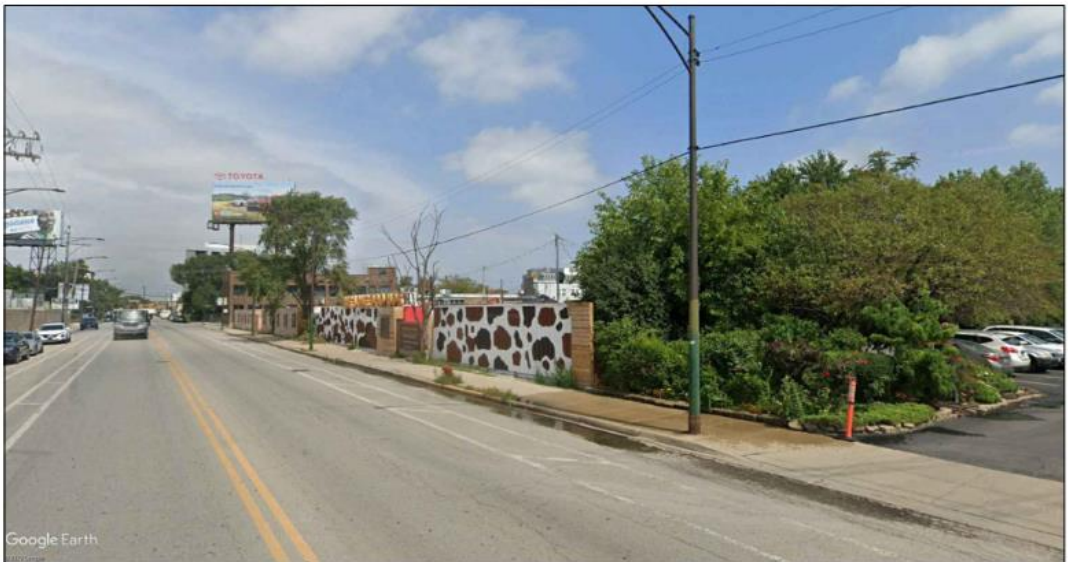
AERIAL VIEW FROM SOUTH WEST



VIEW FROM NW CORNER AT ELSTON AVE AND LE MOYNE ST



VIEW FROM NE CORNER AT LE MOYNE ST AND MAGNOLIA AVE



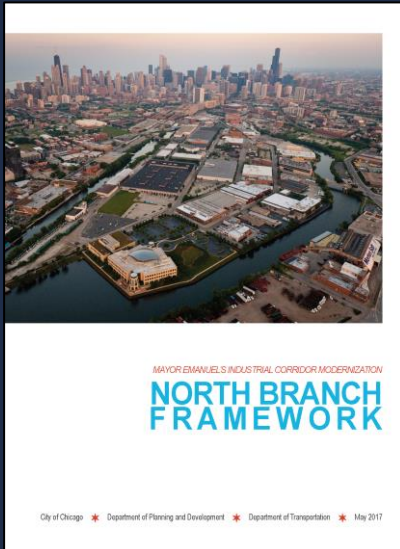
VIEW FROM SW CORNER ON ELSTON AVE



VIEW FROM SE CORNER ON MAGNOLIA AVE

PEDESTRIAN CONTEXT

Planning Context

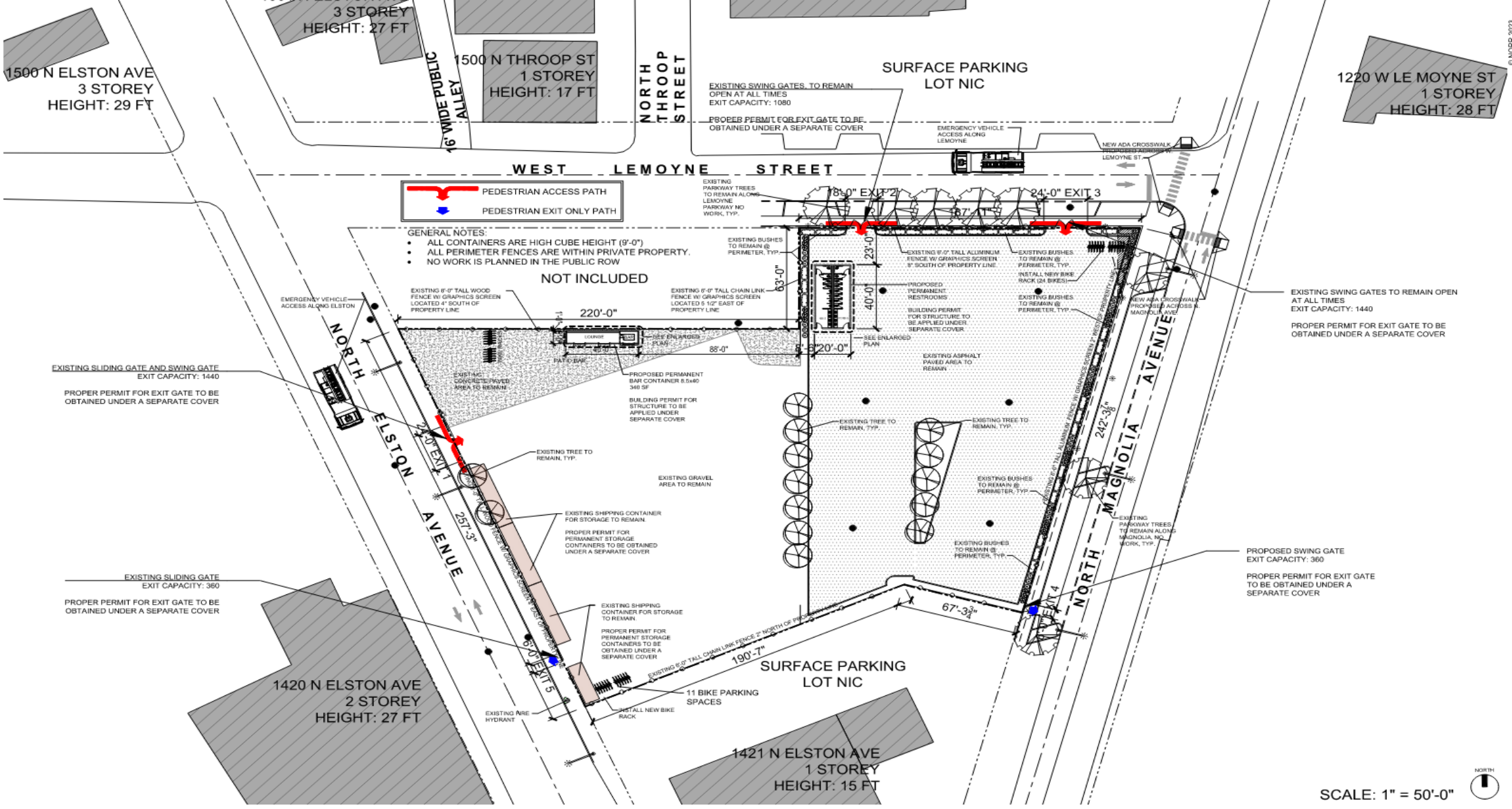


NORTH BRANCH FRAMEWORK

- May 18, 2017
- Department of Planning and Development / Department of Transportation
- Goals
 - Maximize the North Branch as an Economic and Vital Job Center
 - Provide Better Access for all Transportation Modes
 - Enhance Natural Resources and Built Assets Throughout the Corridor
- Designates future rezonings of 1465 N. Elston to B or C Districts.
 - Any rezoning from a M to a B or C District requires payment to the Industrial Corridor System Fund

Project Timeline + Community Outreach

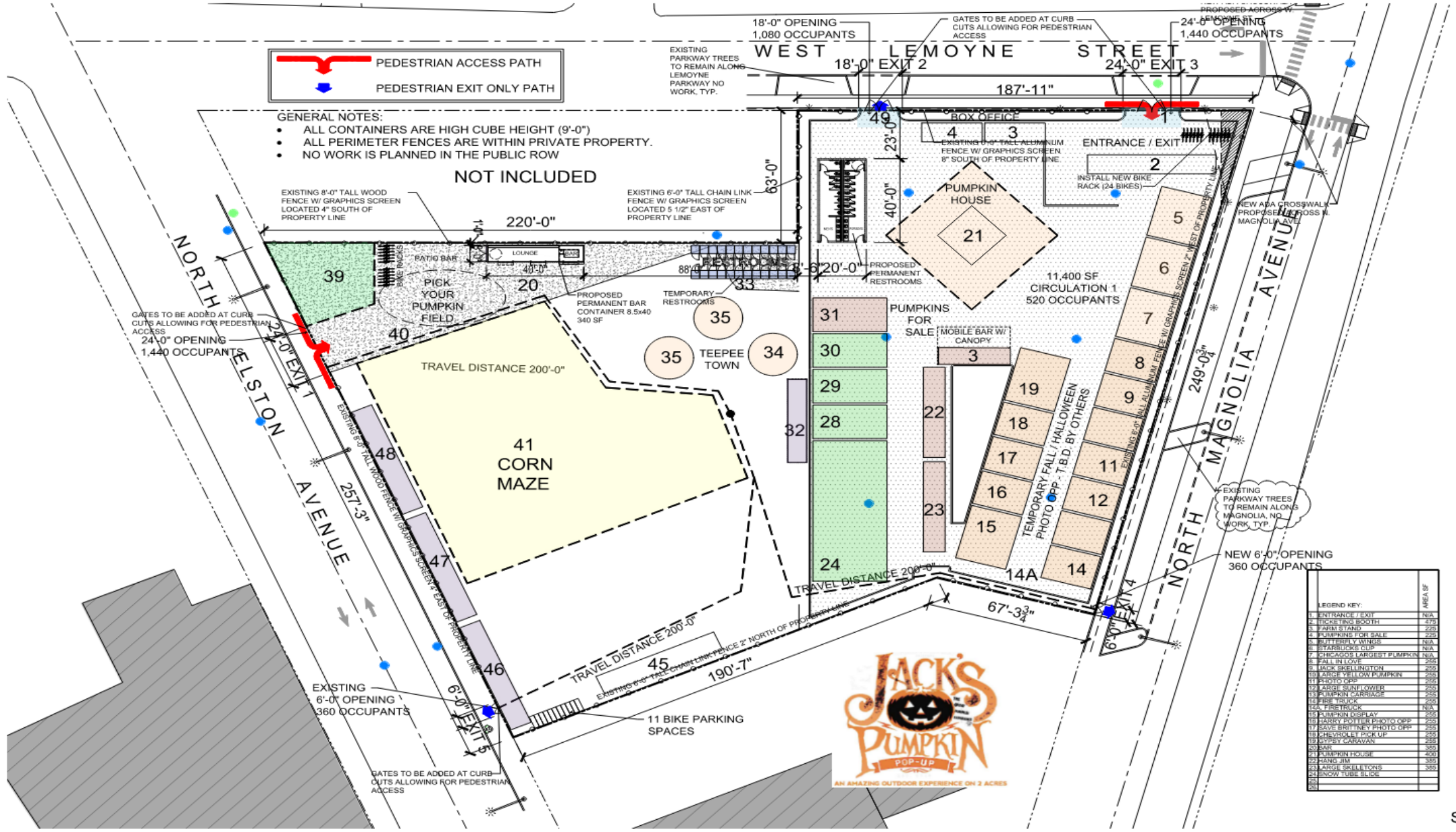
- August 29, 2022 Meeting with North Branch Works
 - **Letter of Support** from North Branch Works
- January 3, 2023 General Community Meeting
 - **No opposition** from any of the public at the General Community Meeting between Residents and Businesses within 250 feet
- January 18, 2023 City Council Introduction
- January 2023 through May 2023
 - Reviews by CDOT, MOPD, Landscaping, and Stormwater
- June 15, 2023 Plan Commission



SCALE: 1" = 50'-0"



SITE & GROUND FLOOR PLAN



- GENERAL NOTES:**
- ALL CONTAINERS ARE HIGH CUBE HEIGHT (9'-0")
 - ALL PERIMETER FENCES ARE WITHIN PRIVATE PROPERTY.
 - NO WORK IS PLANNED IN THE PUBLIC ROW

NOT INCLUDED

- EXISTING 8'-0" TALL WOOD FENCE W/ GRAPHICS SCREEN LOCATED 4' SOUTH OF PROPERTY LINE
- EXISTING 6'-0" TALL CHAIN LINK FENCE W/ GRAPHICS SCREEN LOCATED 5 1/2' EAST OF PROPERTY LINE

- ACTIVITY LEGEND:**
- ENTRY / EXIT
 - CONTAINER
 - PHOTO OP
 - ATTRACTION
 - CARNIVAL GAMES
 - FOOD & BEVERAGE
 - CORN MAZE
 - BATHROOMS
 - AXE THROWING

LEGEND KEY:

ITEM	AREA SF
1 ENTRANCE / EXIT	N/A
2 TICKETING BOOTH	475
3 FARM STAND	225
4 PUMPKINS FOR SALE	225
5 BULLHORN WHISKEY	N/A
6 STARBUCKS CLIP	N/A
7 PHOTOPASS LARGEST PUMPKIN	N/A
8 FALL IN LOVE	225
9 JACK BELLINGTON	225
10 KARGE W/ 1000 PUMPKIN	225
11 PHOTO CLIP	225
12 KARGE SKILL CHALLENGE	225
13 PUMPKIN CARRIAGE	225
14 FIRE TRUCK	225
15 KICK FRESH COCK	N/A
16 PUMPKIN DISPLAY	225
17 KARGE FOOTBALL PHOTO OPP	225
18 SAVE BRITNEY PHOTO OPP	225
19 CHEVROLET PICK UP	225
20 TRUCK GARAVAN	225
21 BAR	360
22 PUMPKIN HOUSE	225
23 HANG JIM	300
24 KARGE SKILL CHALLENGE	350
25 SNOW TUBE SLIDE	225
26	

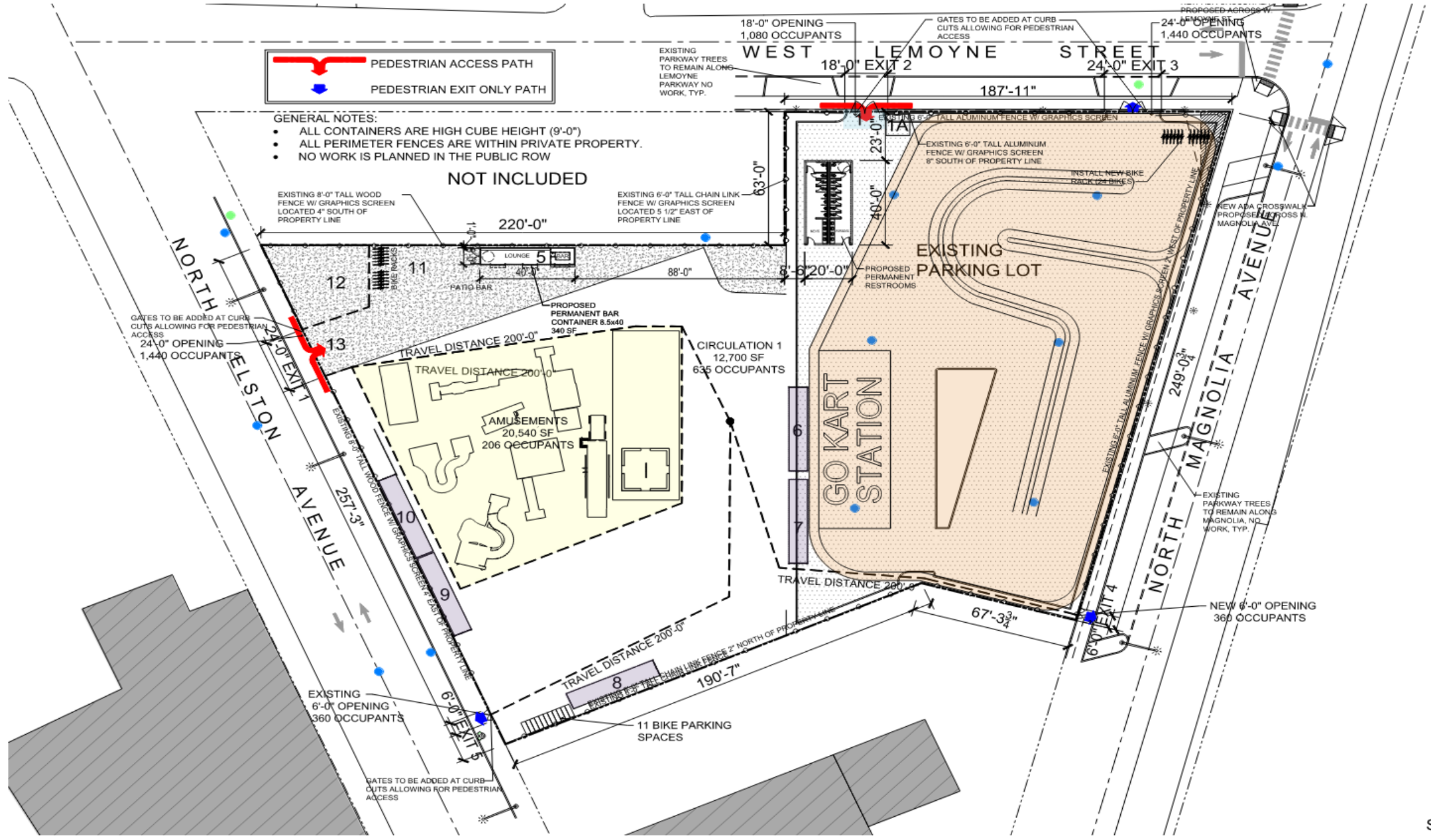
LEGEND KEY:

ITEM	AREA SF
27	
28 CORN SHOOTING GALLERY	225
29 KITY HOOPS	225
30 WEIGHT OR HEIGHT	225
31 FOOD STATION	225
32 OFFICE	360
33 BATHROOMS	360
34 TOWN	N/A
35 TEEPEE	N/A
36 PUMPKIN SIGN	N/A
37 FOOD TRUCK POTENTIAL	N/A
38 AXE THROWING	1,375
39 CORN MAZE SIGN	N/A
40 CORN MAZE	14,400
41 BIRDS-SWING	N/A
42 BIRDS-SWING	N/A
43 HARVEST MUDN PHOTO OPP	N/A
44 CORN MAZE BAR	475
45 W/ VEHICLE STORAGE	475
46 STORAGE	475
47 HIGH LOW TUB STORAGE	475
48	N/A
49	N/A
50	N/A
51	N/A
52	N/A
53	N/A
54	N/A
55	N/A
56	N/A
57	N/A
58	N/A
59	N/A
60	N/A
61	N/A
62	N/A
63	N/A
64	N/A
65	N/A
66	N/A
67	N/A
68	N/A
69	N/A
70	N/A
71	N/A
72	N/A
73	N/A
74	N/A
75	N/A
76	N/A
77	N/A
78	N/A
79	N/A
80	N/A
81	N/A
82	N/A
83	N/A
84	N/A
85	N/A
86	N/A
87	N/A
88	N/A
89	N/A
90	N/A
91	N/A
92	N/A
93	N/A
94	N/A
95	N/A
96	N/A
97	N/A
98	N/A
99	N/A
100	N/A



SCALE: 1"=40'

AUTUMN PROGRAMMING PLAN



- GENERAL NOTES:**
- ALL CONTAINERS ARE HIGH CUBE HEIGHT (9'-0")
 - ALL PERIMETER FENCES ARE WITHIN PRIVATE PROPERTY.
 - NO WORK IS PLANNED IN THE PUBLIC ROW

NOT INCLUDED

EXISTING 8'-0" TALL WOOD FENCE W/ GRAPHICS SCREEN LOCATED 4' SOUTH OF PROPERTY LINE

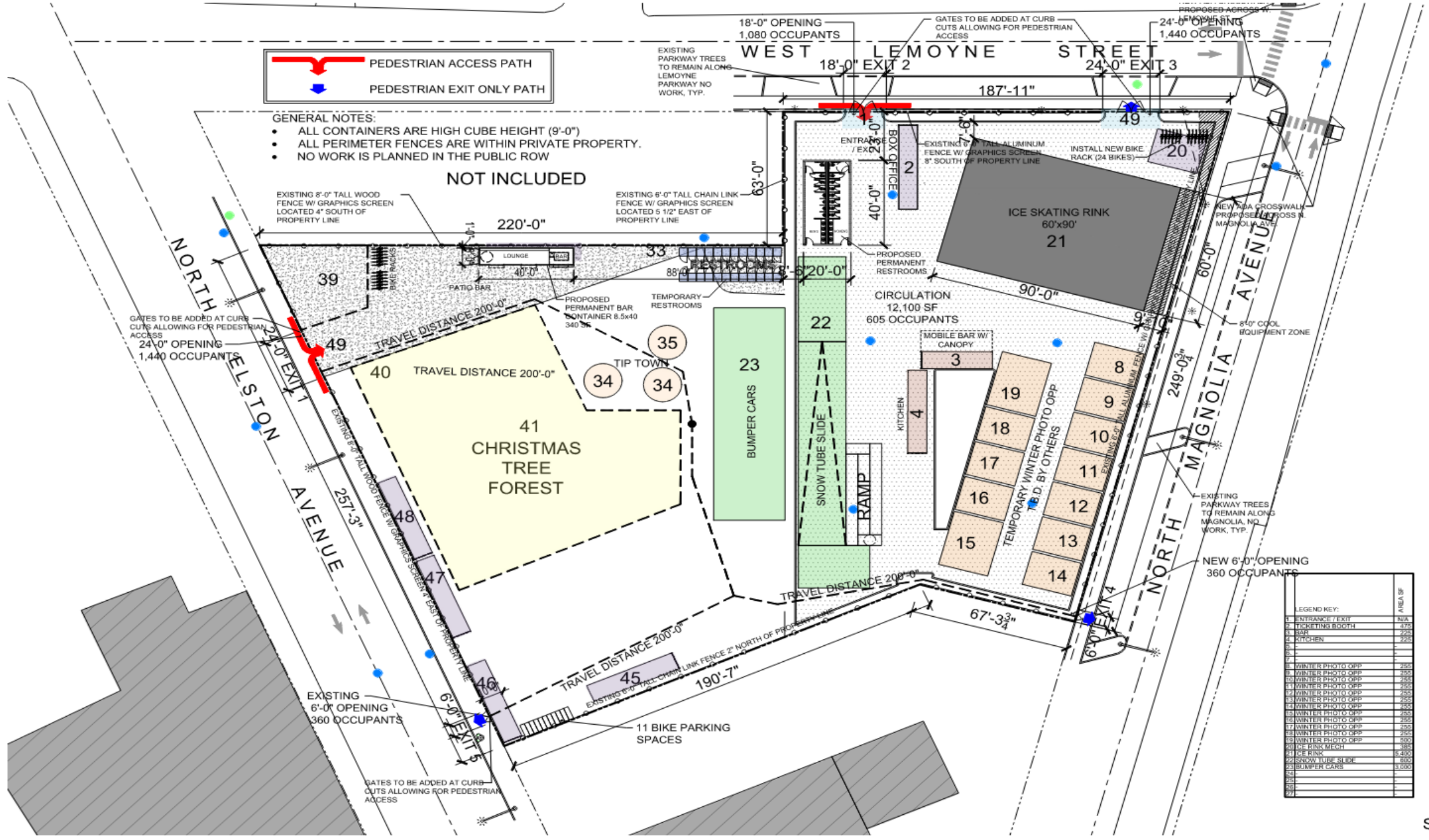
EXISTING 6'-0" TALL CHAIN LINK FENCE W/ GRAPHICS SCREEN LOCATED 5 1/2' EAST OF PROPERTY LINE

- ACTIVITY LEGEND:**
- ENTRY / EXIT
 - CONTAINER
 - GO KART CIRCUIT
 - AMUSEMENTS
 - FOOD & BEVERAGE
 - BATHROOMS
 - AXE THROWING

LEGEND KEY	AREA, SF
1 ENTRY / EXIT	N/A
2A TICKETING BOOTH	475
2B GO KART TRACK	28,800
3 AMUSEMENTS	20,540
4 RESTROOMS	N/A
5 BAR	300
6 OFFICE	300
7 STORAGE	475
8 REVERSE STORAGE	475
9 STORAGE	475
10 EMPLOYEE STORAGE	475
11 AXE THROWING	360
12 AXE THROWING	1,315
13 AXE THROWING	655
14 AXE THROWING	9,200

SCALE: 1"=40'

SUMMER/SPRING PROGRAMMING PLAN



PEDESTRIAN ACCESS PATH
 PEDESTRIAN EXIT ONLY PATH

- GENERAL NOTES:**
- ALL CONTAINERS ARE HIGH CUBE HEIGHT (9'-0")
 - ALL PERIMETER FENCES ARE WITHIN PRIVATE PROPERTY.
 - NO WORK IS PLANNED IN THE PUBLIC ROW

NOT INCLUDED

EXISTING 6'-0" TALL WOOD FENCE W/ GRAPHICS SCREEN LOCATED 4' SOUTH OF PROPERTY LINE

EXISTING 6'-0" TALL CHAIN LINK FENCE W/ GRAPHICS SCREEN LOCATED 5 1/2' EAST OF PROPERTY LINE

GATES TO BE ADDED AT CURB CUTS ALLOWING FOR PEDESTRIAN ACCESS

24'-0" OPENING
1,440 OCCUPANTS

EXISTING 6'-0" TALL WOOD FENCE W/ GRAPHICS SCREEN LOCATED 4' SOUTH OF PROPERTY LINE

EXISTING 6'-0" TALL CHAIN LINK FENCE W/ GRAPHICS SCREEN LOCATED 5 1/2' EAST OF PROPERTY LINE

- ACTIVITY LEGEND:**
- ENTRY / EXIT
 - CONTAINER
 - PHOTO OP
 - ATTRACTION
 - GAMES
 - FOOD & BEVERAGE
 - TREE FOREST
 - BATHROOMS
 - AXE THROWING

LEGEND KEY:

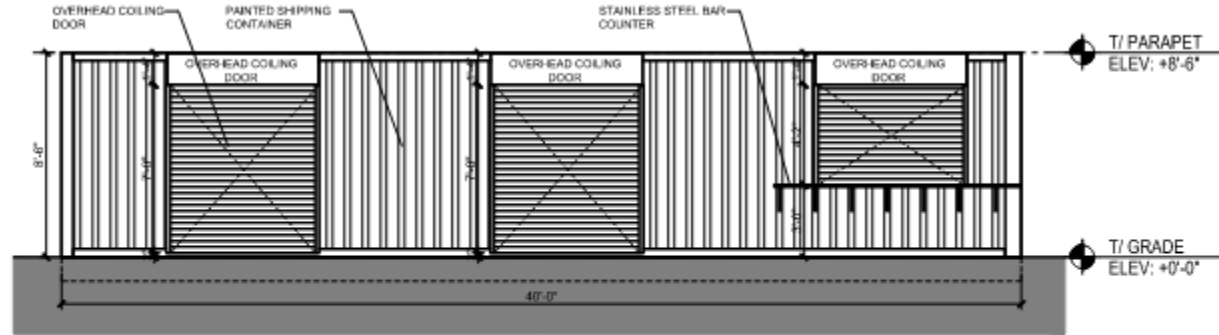
	AREA SF
1	N/A
2	472
3	228
4	253
5	-
6	-
7	255
8	255
9	255
10	255
11	255
12	255
13	255
14	254
15	254
16	255
17	255
18	255
19	255
20	254
21	5,400
22	605
23	3,000
24	-
25	-
26	-
27	-
28	-
29	-
30	-
31	-
32	-
33	-
34	-
35	-
36	-
37	-
38	-
39	-
40	-
41	13,200
42	-
43	-
44	-
45	475
46	475
47	475
48	475
49	475
50	N/A
51	N/A
52	N/A
53	N/A
54	N/A
55	N/A
56	N/A
57	N/A
58	N/A
59	N/A
60	N/A
61	N/A
62	N/A
63	N/A
64	N/A
65	N/A
66	N/A
67	N/A
68	N/A
69	N/A
70	N/A
71	N/A
72	N/A
73	N/A
74	N/A
75	N/A
76	N/A
77	N/A
78	N/A
79	N/A
80	N/A
81	N/A
82	N/A
83	N/A
84	N/A
85	N/A
86	N/A
87	N/A
88	N/A
89	N/A
90	N/A
91	N/A
92	N/A
93	N/A
94	N/A
95	N/A
96	N/A
97	N/A
98	N/A
99	N/A
100	N/A

LEGEND KEY:

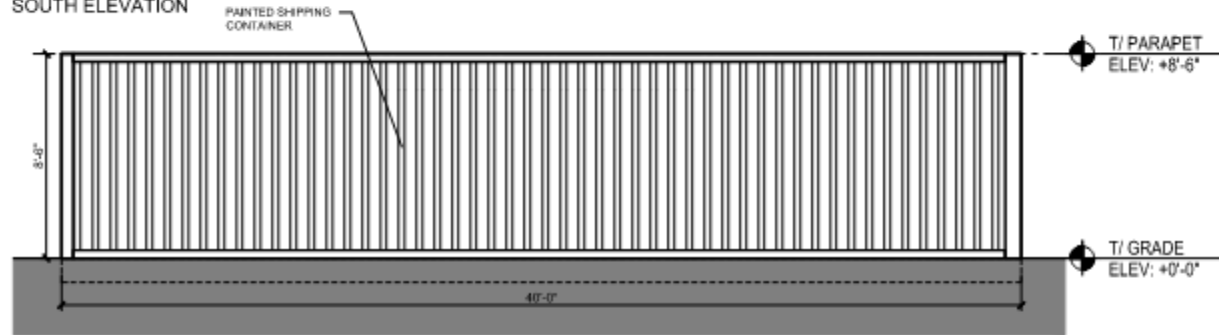
	AREA SF
28	-
29	-
30	-
31	-
32	-
33	385
34	N/A
35	N/A
36	N/A
37	-
38	475
39	475
40	475
41	13,200
42	-
43	-
44	-
45	475
46	475
47	475
48	475
49	475
50	N/A
51	N/A
52	N/A
53	N/A
54	N/A
55	N/A
56	N/A
57	N/A
58	N/A
59	N/A
60	N/A
61	N/A
62	N/A
63	N/A
64	N/A
65	N/A
66	N/A
67	N/A
68	N/A
69	N/A
70	N/A
71	N/A
72	N/A
73	N/A
74	N/A
75	N/A
76	N/A
77	N/A
78	N/A
79	N/A
80	N/A
81	N/A
82	N/A
83	N/A
84	N/A
85	N/A
86	N/A
87	N/A
88	N/A
89	N/A
90	N/A
91	N/A
92	N/A
93	N/A
94	N/A
95	N/A
96	N/A
97	N/A
98	N/A
99	N/A
100	N/A

SCALE: 1"=40'

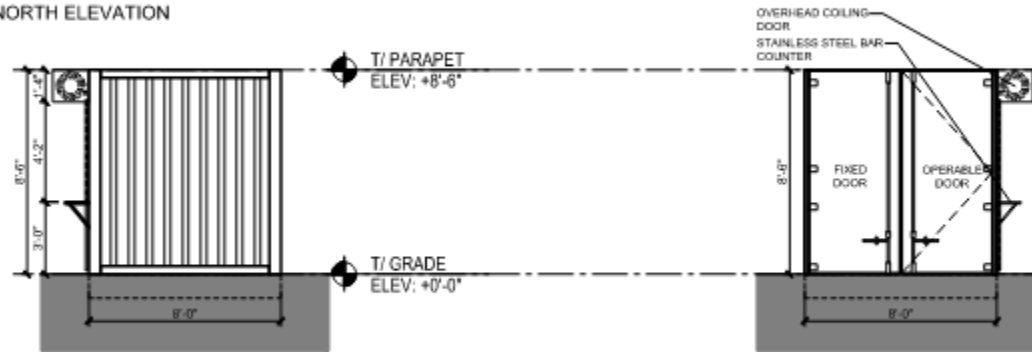
WINTER PROGRAMMING PLAN



SOUTH ELEVATION



NORTH ELEVATION



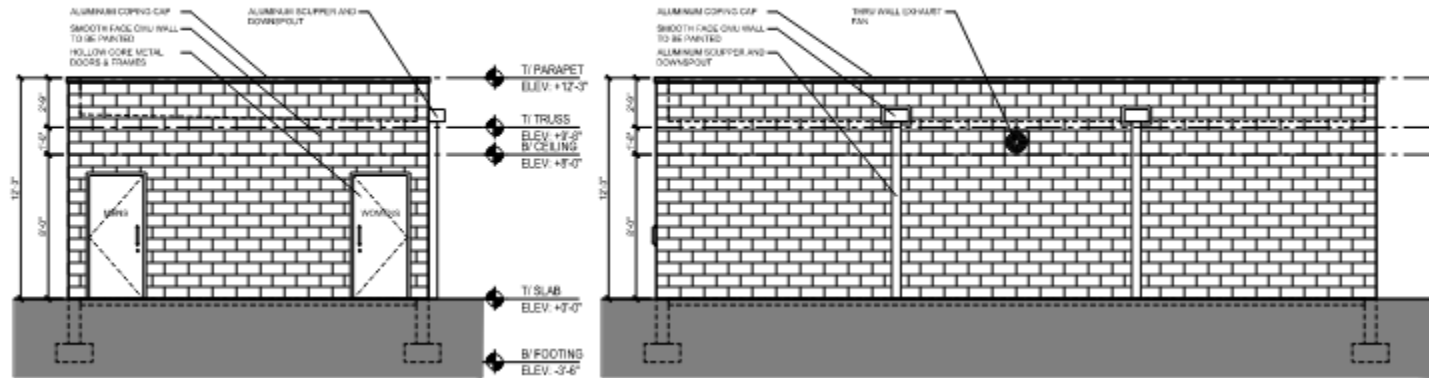
EAST ELEVATION

WEST ELEVATION

SCALE: 1/8" = 1'-0"

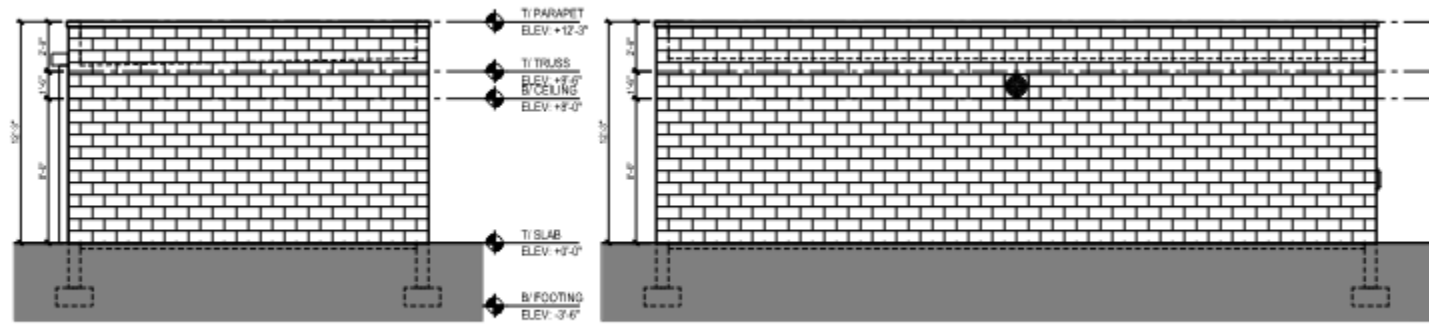


BAR & LOUNGE ELEVATIONS



SOUTH ELEVATION

EAST ELEVATION



NORTH ELEVATION

WEST ELEVATION

SCALE: 3/32" = 1'-0"



RESTROOM ELEVATIONS

1. **\$895,867.00 CONTRIBUTION** TO INDUSTRIAL CORRIDOR SYSTEM FUND to preserve, develop, and grow industrial uses in the North Branch Corridor.
2. ADDITION OF **75 JOBS** TO THE AREA.
3. ESTIMATED **\$400,000** GROWTH IN **LOCAL TAXES**.
4. New Public ADA Accessible Crosswalks on LeMoyne and Magnolia
5. Fulfills ETOD by activating a surface parking lot with an entertainment use permitted under the North Branch Framework and adding substantial bicycle parking spaces.
5. PARTICIPATION GOALS
 - 26% Minority business enterprises
 - 5% Women-owned business enterprises
 - 50% Chicago residents

DPD Recommendations (staff to complete)