

# DESIGN GUIDELINES | Building Design

## Building Orientation



## Building Setbacks



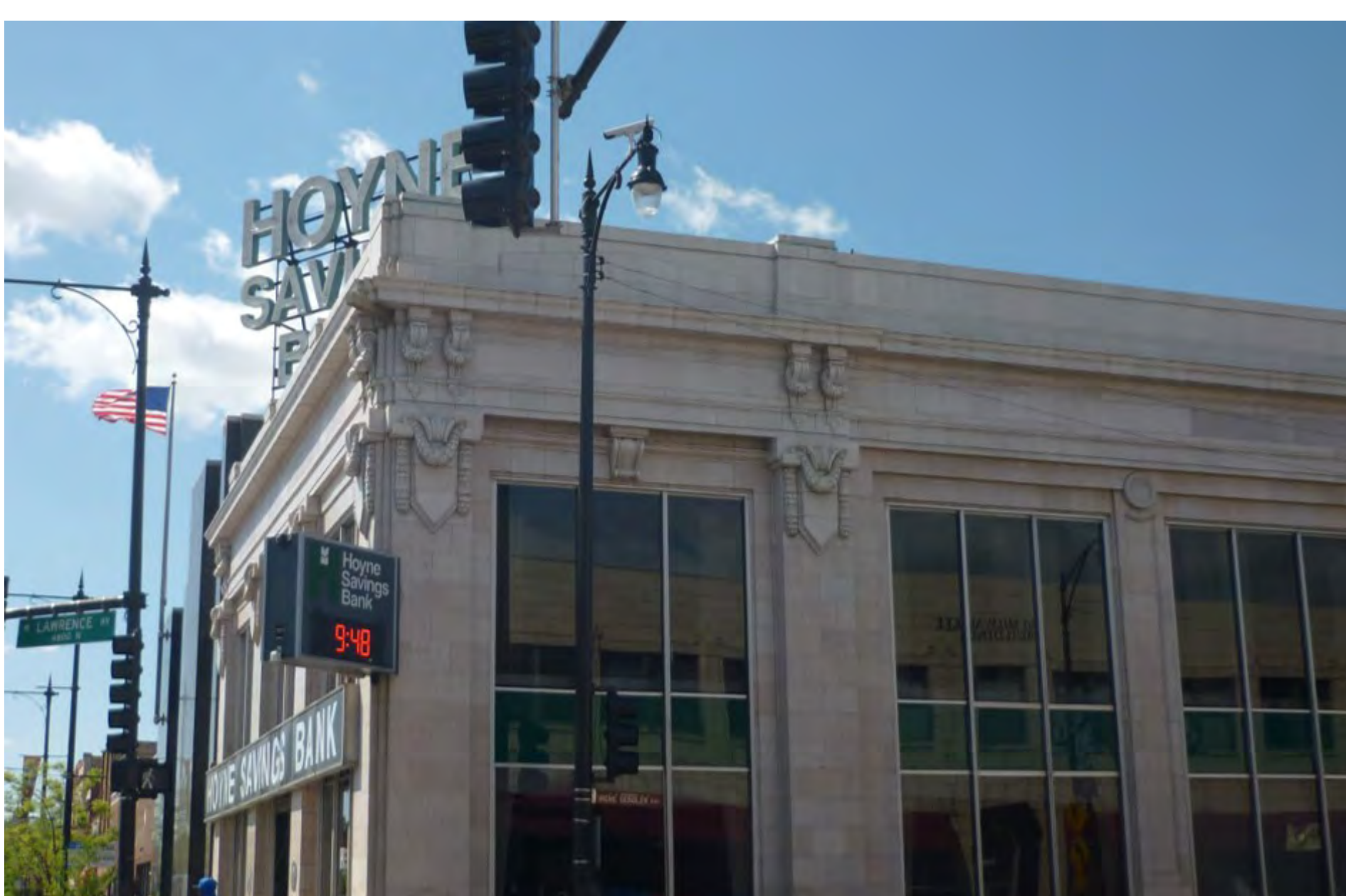
## Building Entrances



## Building Base



## Materials and Design



### SITE DESIGN

Buildings should be oriented with their main facade towards the front lot line

### FORM

Cornices should line up with neighboring properties

### PEDESTRIAN ENVIRONMENT

Building entrances should be clearly visible from public sidewalks

### SITE DESIGN

Buildings should be close to street but with space for landscaping, outdoor seating and other amenities

### FORM

Facade design should provide active street fronts through a minimum of 40% transparency with clear glass

### PEDESTRIAN ENVIRONMENT

Private spaces along the sidewalk should relate to the pedestrian through the use of awnings and signage

### SITE DESIGN

In mixed-use developments, commercial uses should face wider, busier streets while residential uses should face narrower streets

### FORM

The design of new developments should borrow from elements of existing mixed-use buildings to promote consistency of character

### PEDESTRIAN ENVIRONMENT

Commercial buildings should have primary entrances at the front lot line; on corner lots, residential buildings should provide entry from narrower streets

### SITE DESIGN

The building base should be positioned at the property line or between 5 and 12 feet back from commercial streets

### FORM

First floor height should be consistent with the block face. Floors above the building base should be set back further to respect the existing street scale and maximize access to sunlight

### PEDESTRIAN ENVIRONMENT

The base of buildings should match the scale of neighboring buildings on the block

### SITE DESIGN

Buildings along each corridor should express the unique design characteristics of each subarea of Jefferson Park

### FORM

Articulate the base of the building with high-quality materials and design elements that fit with the distinct context of the block

### PEDESTRIAN ENVIRONMENT

Design elements should be reflective of existing character features throughout Jeff Park

# DESIGN GUIDELINES | Corridor Design & Public Right-of-Way

## Retail Uses



## Signage



## Amenities



## Streetscape Elements



### SITE DESIGN

Active uses such as retail should be located on both sides of the street

### FORM

Gaps in retail corridors should be avoided such as front-facing parking lots, ground floor residential uses on retail-oriented blocks, and drive-thrus

### PEDESTRIAN ENVIRONMENT

Blank walls should be avoided, encouraging continuous visibility to the street

### SITE DESIGN

Signs, awnings, and lighting for new developments should be cohesive along corridors

### FORM

Signage for new development should complement the architectural style of each corridor

### PEDESTRIAN ENVIRONMENT

Use signage that is clearly visible to pedestrians, such as blade signs that provide community character

### SITE DESIGN

Public right-of-way amenities should enhance convenience and comfort for residents and visitors, with consistent lighting, wayfinding, and waste receptacles

### FORM

Landscaping, street furniture, awnings, lighting, fencing, signage, and bike racks should be planned and installed

### PEDESTRIAN ENVIRONMENT

Features in the right-of-way should be pedestrian-oriented and fit in with the character of the street

### SITE DESIGN

Improvements to the public realm should be included as part of development/redevelopment RFPs and proposals

### FORM

Street amenities should have a consistent design throughout each corridor

### PEDESTRIAN ENVIRONMENT

Streetscape elements should be pedestrian-oriented in scale and serve to enhance the overall pedestrian experience

# DESIGN GUIDELINES | Vehicular Access, Parking Design, & Open Space

## Curb Cuts



## Parking Location



## Open Spaces



## Sustainable Design



### SITE DESIGN

Number of curb cuts should be minimized

### FORM

If curb cuts are necessary, ensure that they are as narrow as possible and do not appear multiple times on one block

### PEDESTRIAN ENVIRONMENT

When curb cuts are present, provide other pedestrian amenities nearby to minimize the impact of a break in the sidewalk

### SITE DESIGN

Parking should be located to the rear or along the side of the building rather than in front; when possible, parking should be located underground

### FORM

Access to parking should be provided via drive aisle that is visibly marked from the street

### PEDESTRIAN ENVIRONMENT

Surface parking lots should be screened using attractive landscaping and fencing; they should clearly define pedestrian walkways and provide space for bike parking

### SITE DESIGN

Larger new developments should be encouraged to incorporate new open spaces for community interaction

### FORM

Public spaces should provide environments for both passive gathering and interactive uses, such as play spaces, splash pads, and music or cultural outdoor space

### PEDESTRIAN ENVIRONMENT

New open spaces should provide pedestrian pathways to key destinations such as the Transit Center, Copernicus Center and Thomas Jefferson Park

### SITE DESIGN

New development/redevelopment should consider impact to the environment and include new trees and plants added to the public realm

### FORM

Sustainable materials should be encouraged, such as permeable pavement and plantings to facilitate natural water absorption

### PEDESTRIAN ENVIRONMENT

Any improvements to buildings or sites should consider pedestrian use and comfort, so as to minimize the negative impacts of vehicle pollution and traffic

## MILWAUKEE & NW HWY NORTH OF FOSTER



### CONTEXT

- Milwaukee Avenue's wide right-of way provides two lanes in each direction and parking on both sides, while NW Highway's complex intersections present obstacles to pedestrians and cars.
- Corridor features an assortment of styles, from older industrial to modern commercial buildings
- Parcels are narrow in depth and create a challenge to redevelopment

### SCALE AND CHARACTER

- Encourage retail or other active uses on the ground floor
- Improve parking lots with landscaped buffers, seek opportunities for out-lot development
- Buildings should be located at the lot line with parking to the side or to the rear

### PARKING, BIKES, & PEDESTRIANS

- Frequent CTA bus and new Pace PULSE service provide transit options
- New development should pursue connections between retail center parking lots, shared parking approaches, and bike and pedestrian amenities

## MILWAUKEE AVE SOUTH OF FOSTER AVE



### CONTEXT

- Older commercial buildings contribute to community character, but many sit vacant and need to be renovated to accommodate small businesses
- Most buildings are built to the lot line, which creates a strong presence and sense of enclosure along the corridor
- This stretch of Milwaukee is considered Jeff Park's "Main Street"

### SCALE AND CHARACTER

- Older buildings should be restored through facade improvements and "vanilla box" rehabs
- Upper stories and rear or side additions could make projects more economically viable while retaining the character along Milwaukee and Lawrence
- Facades should be a minimum of 40% transparent to activate the street

### PARKING, BIKES, & PEDESTRIANS

- Shared parking is already practiced among certain businesses and can be expanded to serve more users
- Pedestrian amenities are needed, including street furniture and landscaping to improve the pedestrian experience and encourage visiting multiple stores and restaurants

## AINSLIE ST AND LIPPS AVE



### CONTEXT

- With vacant lots, a vacant former Fire Station, and a blank wall along Ainslie, this intersection nevertheless is a major entry for cars, buses and pedestrians
- New development at the NW corner will provide new retail and streetscaping on Lipps Ave.

### SCALE AND CHARACTER

- Potential adaptive reuse of the former Fire Station should provide upper story uses for new development
- The parking lot at the SW corner can become part of a larger new development
- Any new development should provide setbacks for light and air along Ainslie St.

### PARKING, BIKES, & PEDESTRIANS

- With improvements, this can become a key intersection that is welcoming to all users, including pedestrians and bicyclists
- Ainslie's sidewalks should be improved and widened to encourage cafes and outdoor seating.
- Bike facilities should be added to serve all the destinations in this area.

## Milwaukee/Lipps/Lawrence: Concept 1

This site presents an opportunity for a phased approach to work with property owners to facilitate redevelopment of vacant land.

### Vision for this site

What do people want to see...

**||** This area is a central destination for Jeff Park that provides retail, entertainment, educational and cultural activities for residents and visitors. The site features walkable streets, shared parking, and adaptive reuse of the fire station and former Woolworth's building. A cluster of restaurants and stores would line a landscaped plaza, which could have underground parking below. **||**

### Market Findings

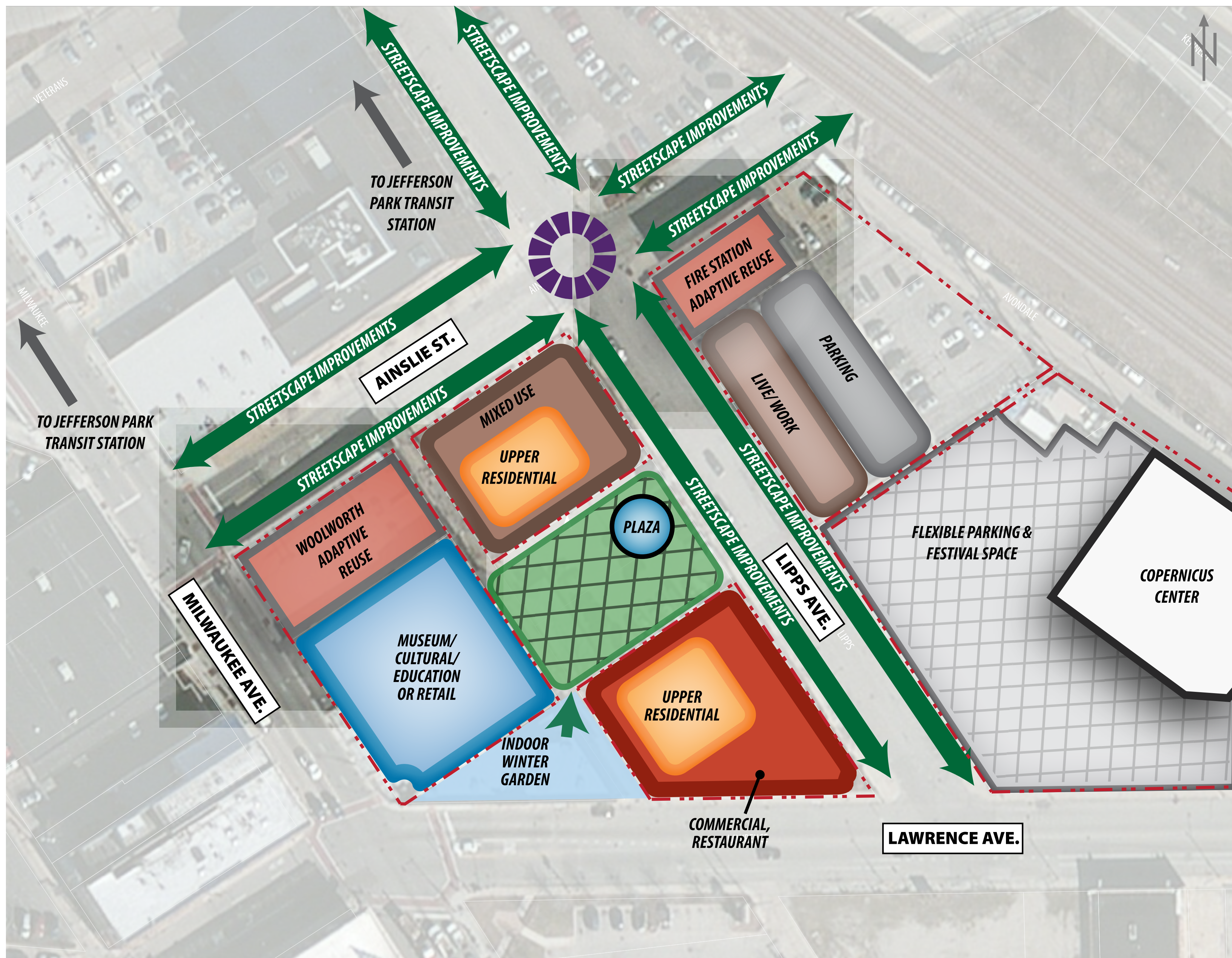
What are the market realities...

- Demand for retail uses calls for general merchandise, restaurants, and food and beverages.
- Residential uses above retail can help support the economic viability of commercial and mixed-use projects.
- Building upon the Copernicus Center and Northwestern College, cultural/entertainment and institutional uses could also be attracted to this business district.

### Transportation

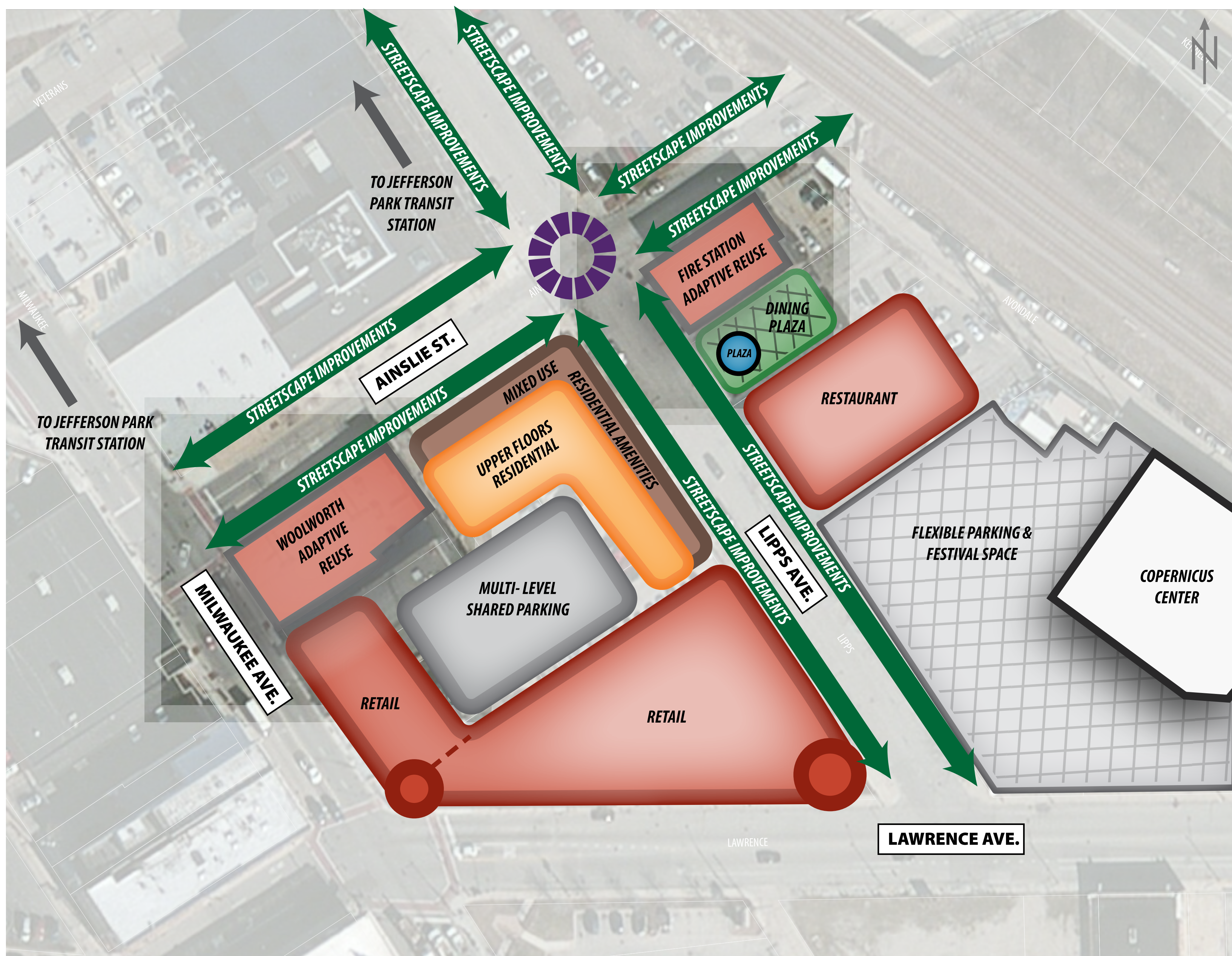
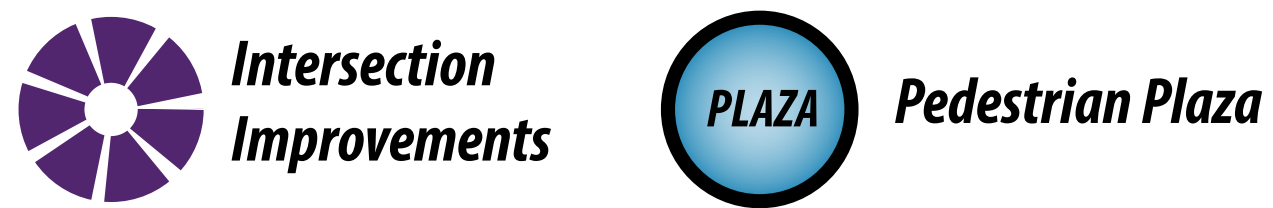
How to get around...

- Walkability:** Improved streetscaping along Lipps and Ainslie help to improve walkways to Transit Center and local destinations.
- Connectivity:** A central plaza that connects Milwaukee to the Lipps/Ainslie intersection through a winter garden facilitates better connectivity between Jeff Park's main arterial street (Milwaukee Ave.) and an improved inner activity hub at Lipps and Ainslie.
- Parking:** A shared lot at the Copernicus Center can function as flex space, serving as parking when needed and as public/event space when appropriate. More parking may be a part of new development projects.



## Milwaukee/ Lipps/ Lawrence - Concept 1

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## Milwaukee/Lipps/Lawrence: Concept 2

This site presents an opportunity for a phased approach to work with property owners to facilitate redevelopment of vacant land.

### Vision for this site

What do people want to see...

**||** This area is a central hub of activity for Jeff Park that features restaurants, a public plaza, and mcommercial/retail that serves local residents while also attracting visitors from surrounding areas. A shared parking structure is located in the center of the block and a surface parking lot next to the Copernicus Center serves as flex space that can function as parking when necessary or event space at other times. **||**

### Market Findings

What are the market realities...

- Demand for retail uses calls for general merchandise, restaurants, and food and beverages.
- Residential uses above retail can help support the economic viability of commercial and mixed-use projects.
- Due to high visibility at the intersection of Milwaukee Ave./Lawrence Ave. and strong traffic counts, a mid-size commercial store could be successful at this site.

### Transportation

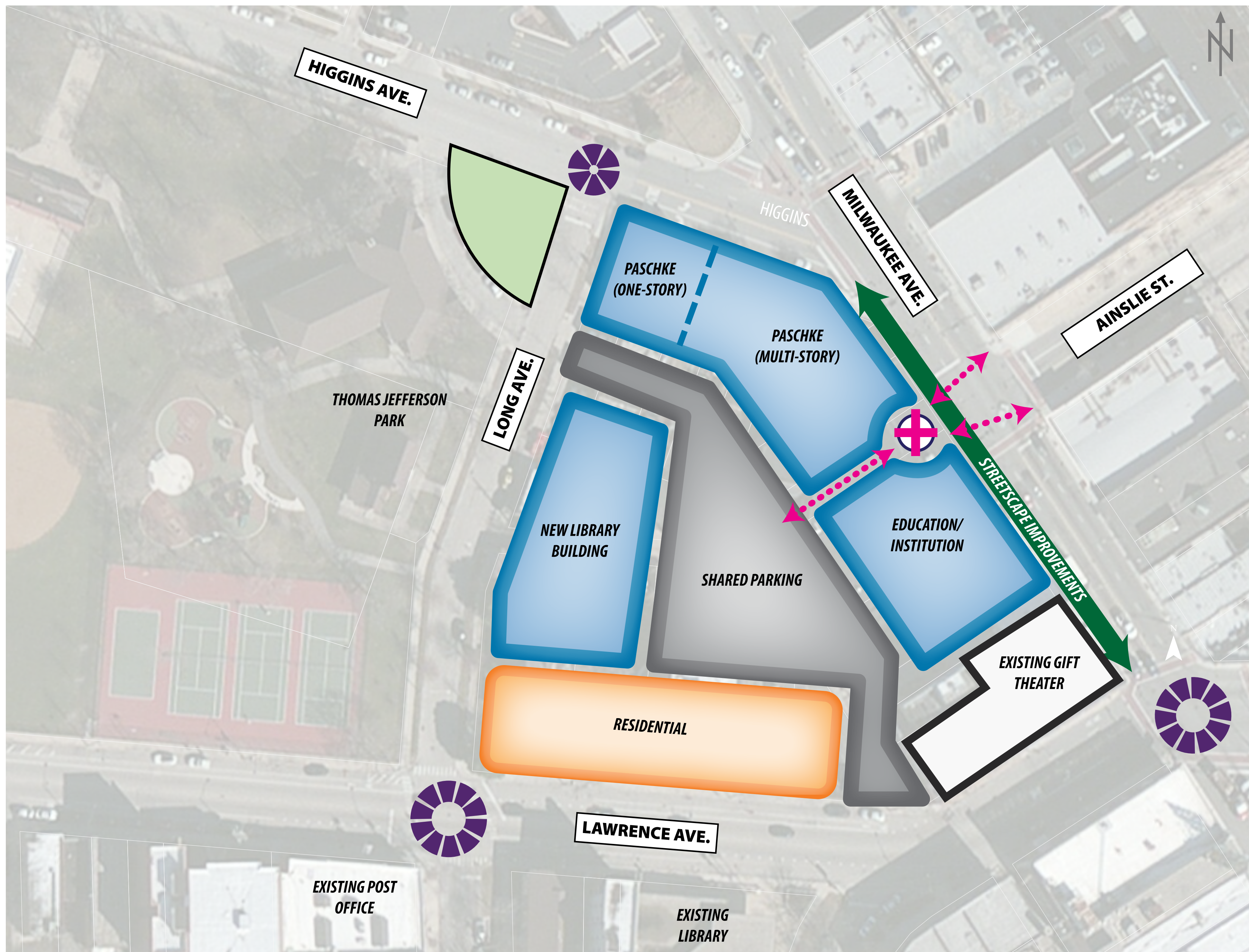
How to get around...

- Walkability:** Improved streetscaping along Lipps and Ainslie makes the pedestrian environment more comfortable and pleasant.
- Connectivity:** Wayfinding signage can direct users to the Transit Center, commercial uses, and other neighborhood destinations, such as the park and the Copernicus Center.
- Parking:** A multi-level shared parking structure is available for use by residents as well as patrons of local retail and restaurants. During summer evenings when shops are closed and there are neighborhood events, the surface parking lot at the Copernicus Center can be used for festival space.

## Milwaukee/ Lipps/ Lawrence - Concept 2

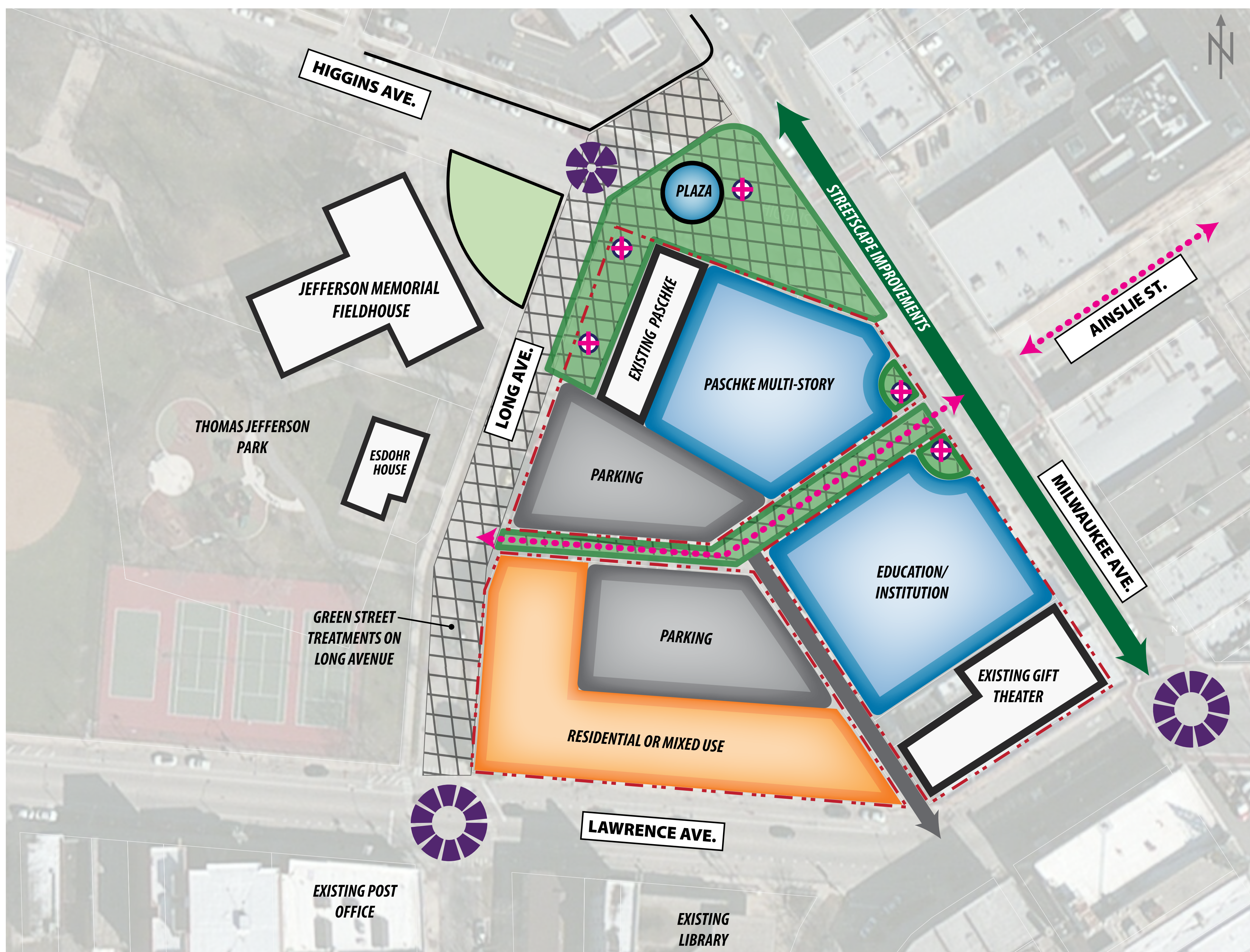
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## Milwaukee/Long/Lawrence - Concept 1

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## Milwaukee/Long/Lawrence - Concept 2

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## Milwaukee/Long/Lawrence: Concept 1

The following describes a concept for the future of this area IF the existing Post Office Distribution Facility on Milwaukee Ave. relocates and IF other landowners are interested in redevelopment.

### Vision for this site *What do people want to see...*

“ This block is a cultural destination within Jefferson Park, as it builds upon the existing Gift Theater and can include several new educational /institutional uses. A sense of place is enhanced with public plaza at Milwaukee Ave./Ainslie St. ”

### Market Findings *What are the market realities...*

- There are strong arts-related organizations in Jeff Park that have interest in expanding.
- Cultural and arts centers can serve as destinations that help to attract outside visitors.

### Transportation *How to get around...*

- Walkability:** Improved streetscaping along Milwaukee Avenue strengthens the connection between the Transit Center and the rest of Jeff Park.
- Connectivity:** Public art and a small plaza on Milwaukee at Ainslie Street help to draw in users from Ainslie and Lawrence. Vehicles can access the site's various uses via Lawrence Ave and Long Ave.
- Parking:** Shared parking is tucked behind the uses that front Milwaukee Ave and Lawrence Ave. This lot can be used by residents and visitors.

## Milwaukee/Long/Lawrence: Concept 2

The following describes a concept for the future of this area IF the existing Post Office Distribution Facility on Milwaukee Ave. relocates and IF other landowners are interested in redevelopment.

### Vision for this site *What do people want to see...*

“ This block is a cultural destination within Jefferson Park, as it builds upon the existing Gift Theater and can include a new educational /institutional use and an addition to the Ed Paschke Art Center. It would serve as a gateway to/between the Transit Center and the Park, with a public plaza that is visible from the station. Shared parking would serve multiple users. ”

### Market Findings *What are the market realities...*

- There are strong arts related organizations in Jeff Park that have interest in expanding.
- Cultural and arts centers can serve as destinations that help to attract outside visitors.

### Transportation *How to get around...*

- Walkability:** Improved streetscaping along Milwaukee Avenue strengthens the connection between the Transit Center and the rest of Jeff Park.
- Connectivity:** A new configuration at Higgins and Milwaukee allows for more public space and a safer way for cars to turn onto/from Milwaukee. A pedestrian corridor provides passage through the middle of the site for direct access from Ainslie St. to the Park.
- Parking:** Shared parking is tucked behind the uses that front Milwaukee Ave and Lawrence Ave. This lot can be used by residents and visitors.



## Milwaukee/Lipps/Lawrence Plaza Rendering - DRAFT

*View from winter garden looking out onto plaza facing Lipps Avenue*



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