



Jefferson Park Milwaukee/Lawrence Corridor Study

August 2008

CITY OF CHICAGO
Skidmore, Owings & Merrill LLP
Applied Real Estate Analysis, Inc.
Fish Transportation Group



JEFFERSON PARK
CHICAGO ILLINOIS 60648

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Introduction

Skidmore, Owings & Merrill LLP (SOM) in conjunction with Alderman Patrick Levar of the 45th ward, the City of Chicago Department of Planning and Development (DPD), Applied Real Estate Analysis (AREA) and Fish Transportation Group, is pleased to present this Plan for Downtown Jefferson Park along Milwaukee Avenue from the Kennedy Expressway on the east and north, and Wilson Avenue on the South (the Corridor).

The goal of this project is to identify means to strengthen and enhance Downtown Jefferson Park through preservation, renovation, and redevelopment. The project team assessed market conditions, physical site conditions and traffic patterns.

This plan sets forth a vision for Downtown Jefferson Park and identifies development strategies for improving the function and character of the Corridor. The Plan establishes the framework for private development projects, as well as goals for public improvements within the Corridor.

Community Involvement

This plan was developed with input from neighborhood representatives. Alderman Levar appointed a group of long-time residents, including representatives from the Neighborhood Association, to the planning task force. Over the course of several months the project team met with the task force to identify the goals for the project, to develop a vision for Downtown Jefferson Park, and to guide development recommendations.

In addition to the Task Force meetings, members of the planning team spent time getting to know the neighborhood through numerous site visits, speaking with local business owners, developers, and residents.

Key Meetings

1	September 12, 2007	Existing Conditions Challenges & Opportunities
2	December 10, 2007	Goals & Principles Priority Projects Market Analysis
3	April 1, 2008	Development Guidelines Transportation Analysis

Report Organization

Planning Assessment: This section presents a look at the physical and regulatory conditions of the Corridor and represents the first step of the planning process. It includes maps and text that describes the neighborhood context, transportation, land use, community assets and zoning.

Issues and Opportunities: Based on the Planning Assessment, the project team identified the existing strengths and weaknesses of the Corridor and identified opportunities for strengthening the Corridor.

Market Analysis: This section provides an overview of the Market Analysis. It outlines opportunities for commercial and residential development. Detailed analysis is available in the appendix.

Planning Principles: This section articulates the “big ideas” for the Corridor and establishes the principles to guide sensible growth in the Corridor.

The Vision for Downtown Jefferson Park: This section articulates the vision and sets a direction for new development, redevelopment, and improvements in the Corridor.

District Vision: The Corridor is divided into several distinct sub-neighborhoods or "districts". A unique vision is established for each district that responds to its unique context within the neighborhood. This section contains physical plans for the Corridor that present development prototypes for the previously identified opportunity sites.

Next Steps: The final section outlines short term, mid term, and long term actions that can be taken to improve the Corridor and implement the strategies identified in this study.

Downtown Jefferson Park

Downtown Jefferson Park is centered at the intersection of Milwaukee Avenue and Lawrence Avenue. Milwaukee Avenue is a key diagonal roadway in the City of Chicago, carrying vehicles, bicycles, buses, and pedestrian traffic from downtown to the northwest suburbs. It is a major arterial street that serves as a regional traffic carrier. Lawrence Avenue is a major east-west arterial street that connects many of the north and northwestern neighborhoods to Lake Michigan and major north-south connectors including the Kennedy (I-90) and Edens (I-94) Expressways and Lake Shore Drive (US-41).

Downtown Jefferson Park is largely defined by the Jefferson Park Transit Center, older small scale commercial and retail buildings, vacant lots, two large parks and several civic buildings. Most buildings are developed on small, single parcels, with upper floor residential units or offices. The adjacent neighborhood is comprised mostly of single family homes and bungalows. There are some apartment buildings along Milwaukee Ave and a few interspersed throughout the neighborhood. There has been some recent development of new condominium buildings.

Public parking is provided along streets, with numerous private parking lots throughout the Corridor. There are several irregular intersections resulting in irregular shaped parcels and difficult traffic patterns. Land uses include retail, restaurants, service, office and residential (mainly multi-family rental and condominium units), parks and civic buildings.

The neighborhood is fortunate to contain a number of community and regional assets. It has 2 large parks, Jefferson Park and Wilson Park. The Jefferson Park Transit Center and proximity to major expressways provides easy access to downtown Chicago, O'Hare airport and the northwestern suburbs. The Copernicus Center attracts visitors from all over Chicago. There are also many local community centers including the Gift Theater, the Jefferson Park Branch Library, a branch post office, Northwestern Business College, a Chicago Fire Station and nearby schools including Beaubien School and Our Lady of Victory Church and School. The neighborhood has a strong identity, and quality housing stock.

Downtown Jefferson Park has many opportunities for redevelopment. It currently has many opportunities for the reuse of existing buildings and development of vacant lots and surface parking lots. Downtown Jefferson Park struggles to reinvigorate Milwaukee Avenue as a strong neighborhood retail corridor that is pedestrian oriented and vibrant. Major impediments to this development include the low density residential development throughout the neighborhood and competition from nearby shopping districts. Proposed here are recommendations to help create a vibrant commercial corridor.

PLANNING PRINCIPLES

Planning Principles are the big ideas addressed in this plan. These principles should be utilized by community residents and leaders to guide growth in a responsible and effective manner to promote positive change in the neighborhood.

Key Planning Principles:

1. Regenerate "Downtown" Jefferson Park
2. Embrace Transit
3. Increase Housing Opportunities
4. Make Great Streets
5. Complete the Street Edge
6. Focus Initial Phases Around Transit
7. Anticipate Continued Investment
8. Celebrate & Integrate Civic Sites

Planning Assessment

This Planning Assessment is a collection of pertinent information regarding the current state of the Corridor. This information serves to identify the issues and opportunities that will be addressed in this plan. The intent is to provide information upon which community residents and leaders can base decisions regarding the future direction of the Corridor. This section is organized into five categories:

Context

Jefferson Park's relationship to the Greater Chicago Area and its Regional transportation connections.

Transportation

An overview of transportation networks, including Metra and CTA commuter trains, CTA and PACE bus operations, relative corridor street hierarchies and expressway connections.

Community Assets

Institutions that make a neighborhood complete. These include civic buildings, parks and other physical elements that are unique to the neighborhood.

Land Use

Existing patterns of land use as well as identification of areas of vacant and underutilized lands and buildings.

Development

Current zoning in terms of allowable land use, building height, and bulk density.



Planning Assessment: Regional Context

REGIONAL CONTEXT

Jefferson Park is located between the Loop and O'Hare International Airport along the Kennedy Expressway and the CTA Blue Line commuter train.

The Neighborhood proper is indicated in orange.

Downtown Jefferson Park is circled in blue.



O'Hare airport is a 15-minute drive/train ride from Jefferson Park



Downtown is a 30-minute drive/train ride from Jefferson Park



Aerial View of the Study Area



Planning Assessment: Regional Context

AERIAL

MILWAUKEE AVE

LONG
5400 W

LOCKWOOD
5300 W

LAPAMIE
5200 W



ARGYLE
5000 N

AINSLIE
4900 N

LAWRENCE
4800 N

WILSON
4600 N

Jefferson
Park Transit
Center

CTA Blue Line
Kennedy Expressway
METRA

1/2 MILE



0 100 500 1000 FEET

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Planning Assessment: Transportation

PUBLIC TRANSIT

Jefferson Park is well served by transit. The Jefferson Park Transit Center is a major feature of the corridor.

Jefferson Park Transit Center
 11 CTA bus lines
 3 Pace bus lines
 1 CTA rail line (Blue Line)
 1 Metra rail line (UP Northwest)

Daily Boardings:

CTA Bus	8,200
CTA Blue Line	6,365
PACE Bus	2,107
Metra	800
Total	17,472



Interior of Jefferson Park Transit Center

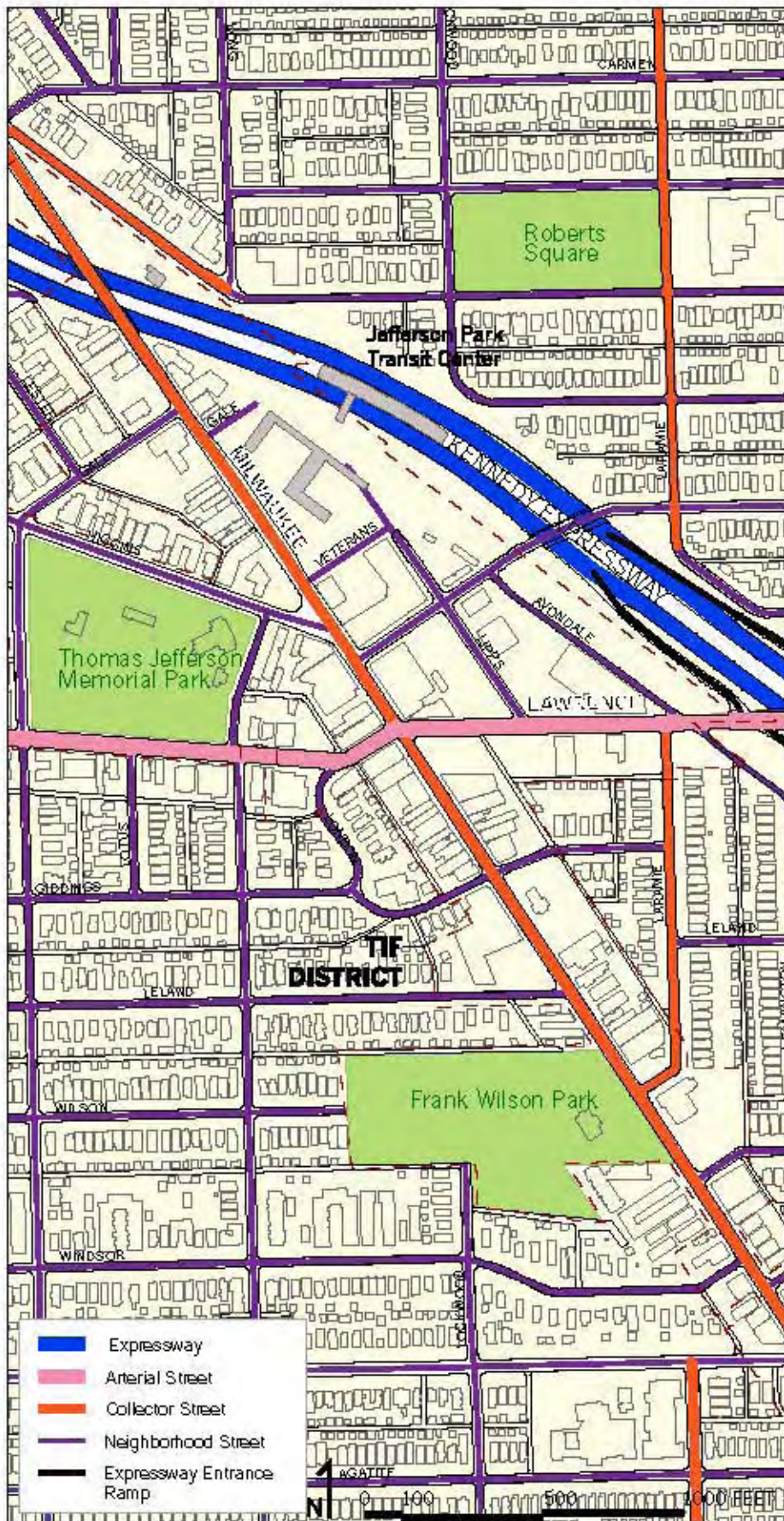


CTA Blue Line leaving the Transit Center



Metra platform at the Transit Center

Planning Assessment: Transportation



HIERARCHY OF ROADS

The neighborhood is easily accessible to and from the Kennedy Expressway, which links Jefferson Park to O'Hare Airport and Downtown Chicago.

Lawrence Avenue and Milwaukee Avenue handle most of the vehicular traffic in the neighborhood. Average daily traffic volumes follow:

Milwaukee Avenue	
North of Foster	18,200
North of Lawrence	18,900
South of Lawrence	14,500
South of Montrose	11,000
Foster Avenue	
East of Milwaukee	24,400
Lawrence Avenue	
West of Central	13,400
East of Central	17,900
Higgins Road	
West of Milwaukee	9,100
Laramie	
North of Montrose	11,400
Central Avenue	
North of Lawrence	20,500
Montrose	
West of Laramie	20,700



Milwaukee Avenue



Intersection of Milwaukee and Lawrence

Planning Assessment: Community Assets

CHICAGO LANDMARKS

Jefferson Park contains buildings identified in the Chicago Landmarks Building Survey as "Orange - Potentially Significant."

Orange buildings are considered to have distinguished architectural character and, as such, are subject to higher standards of review by the City of Chicago as part of the permitting process.

Jefferson Park also contains a few "Green" coded buildings that may become significant in the future.



Jefferson Park Field House



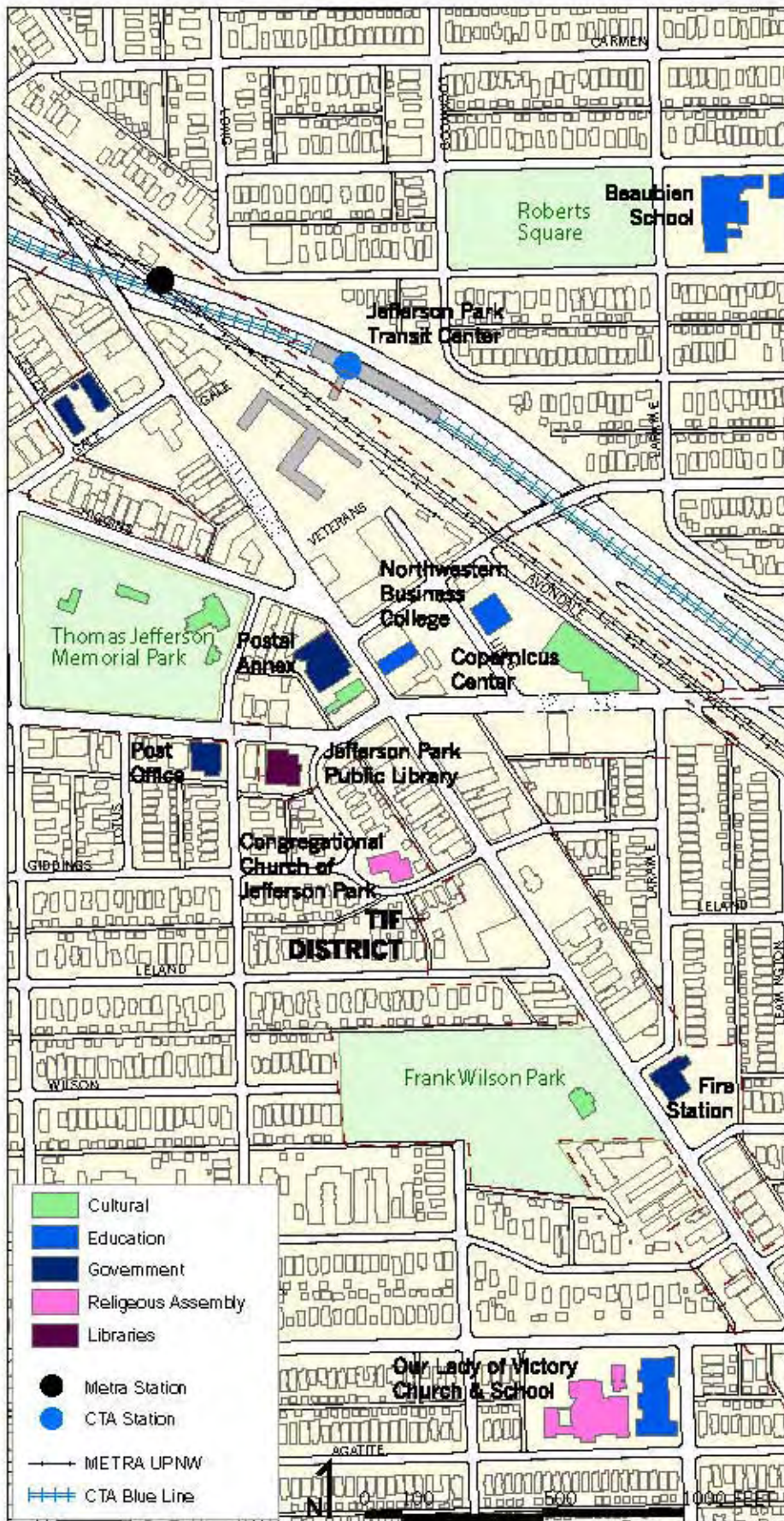
4931 N. Milwaukee Avenue



4800 N. Milwaukee Avenue



Planning Assessment: Community Assets



CIVIC INSTITUTIONS

Jefferson Park is rich in civic institutions and parks. The neighborhood contains the Copernicus Center, a business college, a small theater, three parks and religious buildings.



Copernicus Center



Post Office on Lawrence Avenue



Frank Wilson Park

Planning Assessment: Land Use

CURRENT LAND USE

Commercial land uses dominate the Corridor with the exception of the Jefferson Park Transit Center and a few pockets of park, residential and civic land uses. The commercial character of the street is a mix of auto-oriented retail and traditional main street-type retail.



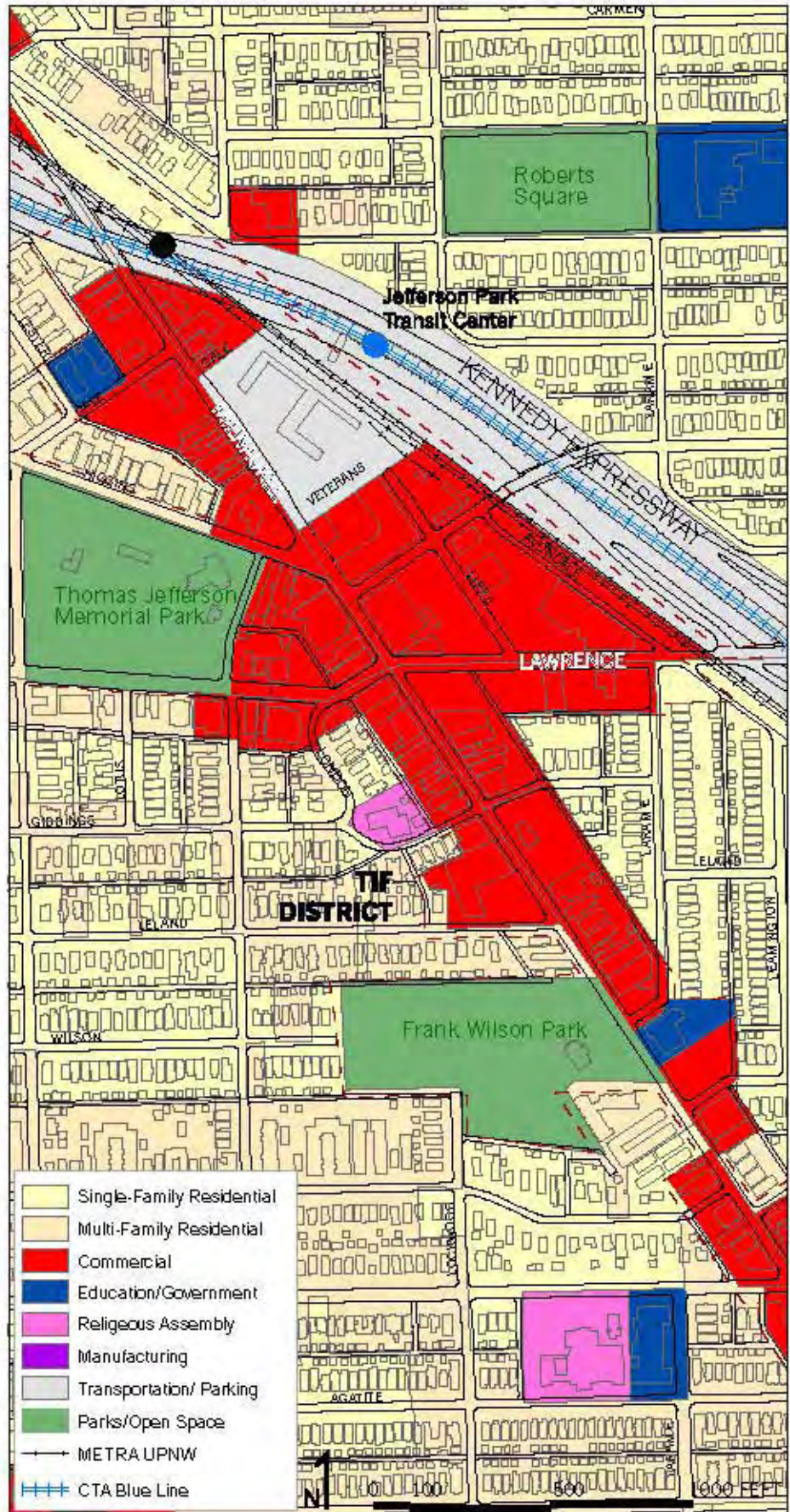
Gale Street Inn is an example of traditional main street-type retail



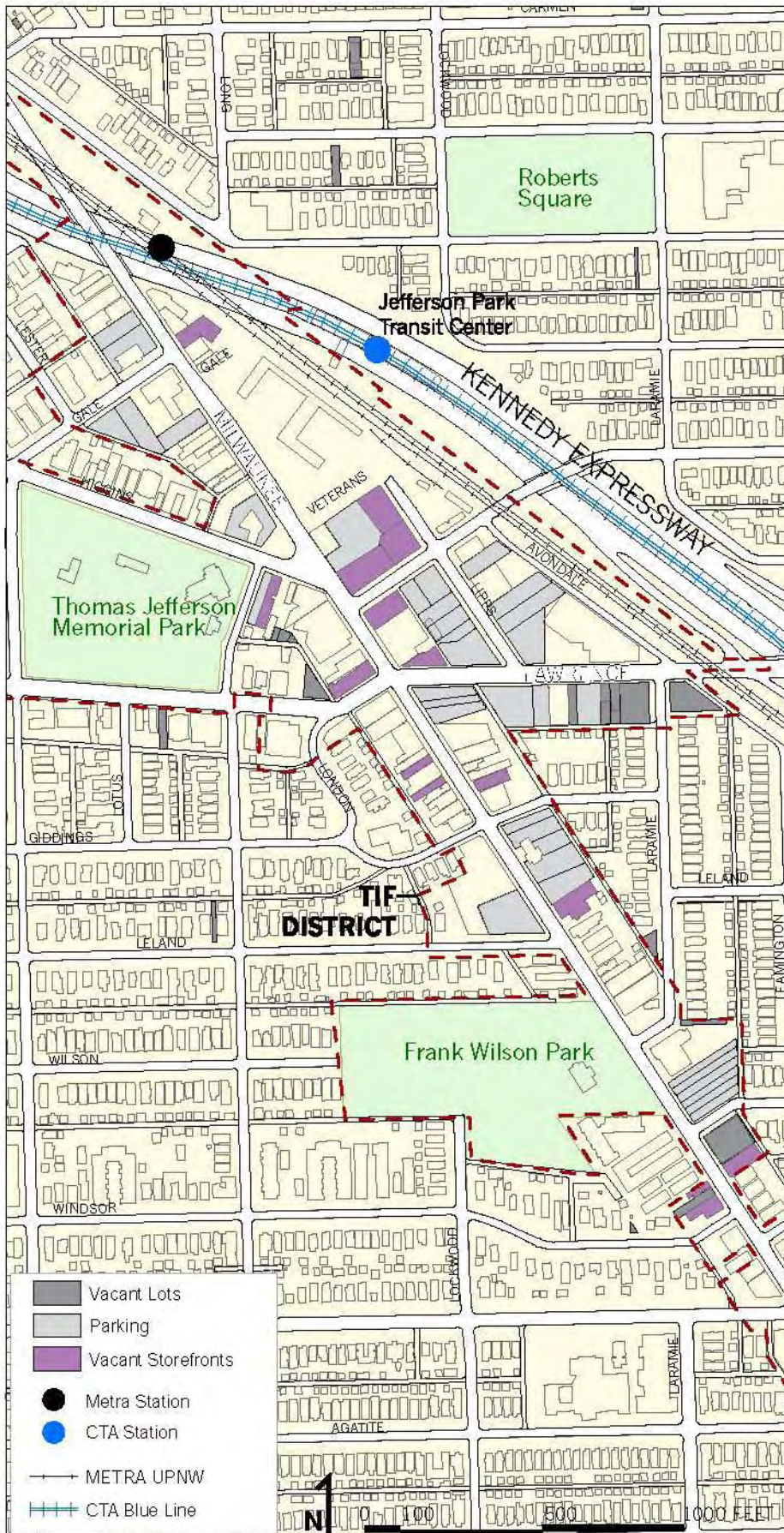
This strip mall on Milwaukee Avenue is an example of auto-oriented retail



Veterans Plaza is a mix of auto-oriented and traditional main street retail



Planning Assessment: Land Use



VACANT LOTS, SURFACE PARKING & VACANT STOREFRONTS

Vacant lots and surface parking are a dominant use along much of the Corridor and areas adjacent to the Transit Center. Several buildings are vacant and/or have blank storefronts.



Vacant lot on Milwaukee Avenue



The Copernicus Center parking lot remains empty most of the time



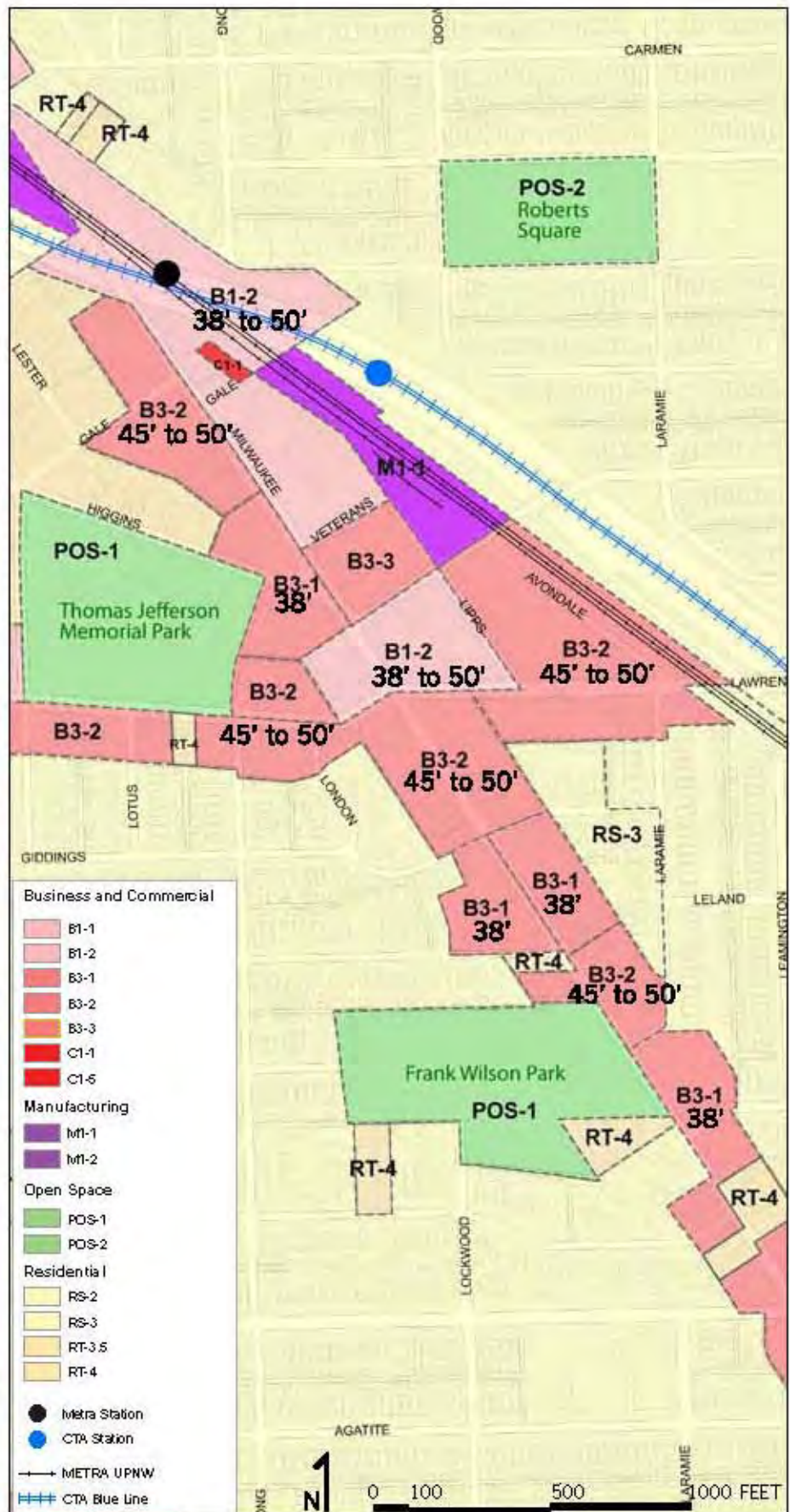
One of many vacant buildings along Milwaukee Avenue

Planning Assessment: Zoning

EXISTING ZONING

The Corridor is zoned primarily business (B) with pockets of residential (R) and open space zones (POS). Allowable uses include neighborhood retail and auto-oriented commercial uses. Residential uses are allowed in all zones. One area is zoned for manufacturing (M).

Current allowable building heights are provided on this map.



Example of RT zone on Milwaukee Avenue



Business can accommodate drive through



Veterans Plaza tower exceeds the B3-3 height limit.

Planning Assessment: Zoning

Business Zones

ZONE	B1-2	B3-1	B3-2	B3-3
Lot Area/Unit	1,000 SF	2,500 SF	1,000 SF	400 SF
FAR	2.2	1.2	2.2	3
Setbacks	Front: 0'	Front: 0'	Front: 0'	Front: 0'
	Side: 0'	Side: 0'	Side: 0'	Side: 0'
	Rear: 30'	Rear: 30'	Rear: 30'	Rear: 30'
Height	45'-50'	38'	45'-50'	50'-65'
Parking	Residential: 1/du	Residential: 1/du	Residential: 1/du	Residential: 1/du
	Office: none for first 4,000 SF, then 2/1000 SF	Office: none for first 4,000 SF, then 2/1000 SF	Office: none for first 4,000 SF, then 2/1000 SF	Office: none for first 10,000 SF, then 2/1000 SF
	Retail: none for first 4,000 SF, then 2.5/1000 SF	Retail: none for first 4,000 SF, then 2.5/1000 SF	Retail: none for first 4,000 SF, then 2.5/1000 SF	Retail: none for first 10,000 SF, then 2.5/1000 SF

Residential Zones

ZONE	RS-3	RT-4	M1-1
Lot Area/Unit	2,500 SF	1,650 SF	N/A
FAR	0.9	1.2	1.2
Setbacks	Front: 20'	Front: 15'	N/A*
	Side: 20% lot width	Side: 20% lot width	N/A*
	Rear: 50'	Rear: 50'	N/A*
Height	30'	38'	Determined by FAR
Parking	Residential: 2/du	Residential: 1/du	1 per 3 employees

* Setbacks dependent on adjoining uses.

Manufacturing Zones

BUSINESS ZONES

B1

The B1, Neighborhood Shopping District, is intended to accommodate a broad range of small-scale retail and service uses.

B3

The primary purpose of the B3, Community Shopping District, is to accommodate a very broad range of retail and service uses in shopping centers or larger buildings than those found in B1 and B2 districts.

RS

The primary purpose of the RS districts is to accommodate the development of detached houses on individual lots.

RT

The primary purpose of the RT districts is to accommodate detached houses, two-flats, townhouses and low-density, multi-unit residential buildings at a density and building scale that is compatible with RS districts.

M1

The primary purpose of the M1, Limited Manufacturing/Business Park District, is to accommodate low-impact manufacturing, wholesaling, warehousing and distribution activities that occur within enclosed buildings.

POS 1 & 2

The primary purpose of the POS zone is to provide open space and recreational opportunities. These areas are not expected to change but could be expanded to include larger areas.

Issues & Opportunities

“Issues” are the items identified through the planning process that need to be addressed by a long-term vision and action plan. These typically fall into categories such as the disposition of vacant buildings and land, the relationship between transit, automobiles and pedestrians, and area aesthetics, among others. Addressing such issues provides opportunities to strengthen both the business climate of the Corridor and overall resident quality of life.

“Opportunities” are instances where the community can take action to capitalize on a situation for positive change. The neighborhood has existing infrastructure that can be improved, significant architecture that can be restored, vacant lots that can be redeveloped, a vibrant and important transit center that can be further leveraged, a strong cultural identity that can be marketed, and a strong civic infrastructure that should be preserved and built upon.



ISSUES

VACANT & UNDERUTILIZED BUILDINGS & SITES

Vacant and underutilized sites are prevalent on the Milwaukee and Lawrence Avenue corridors, as well as key sites close to the Transit Center. These sites contribute to a feeling of emptiness and lack of economic vitality. In addition, many existing buildings are vacant and in disrepair. Strategies should focus on ways to reinvigorate buildings and sites with appropriate uses that foster community and economic growth.



Above: The corridor has many store front vacancies



Above: How should underutilized sites be developed?

PARKING

The perceived lack of available and low-cost public parking is an issue for businesses, commuters, visitors and residents in the neighborhood.



Above: Many private parking lots are full during certain times of the day and empty during others.

ISSUES



Above: Lack of crosswalks and intersections around the Transit Center creates dangerous pedestrian situations.

PEDESTRIAN SAFETY

Awkward intersections, long blocks and frequent bus congestion create conflicts with pedestrian activity. The area immediately across from and adjacent to the Transit Center lacks sufficient signal control and crosswalks to ensure safe and efficient street crossings. Limited sight lines at the intersection of Milwaukee and Lawrence pose pedestrian risks.



Above: Sidewalk conditions need to be improved.

ABSENT & POORLY MAINTAINED LANDSCAPE

The neighborhood would benefit from comprehensive streetscape enhancements that include street trees to soften hard edges, ornamental plantings for beauty, and renovated pavement to fix damage and provide an interesting walking experience.



Above: Outdated building height limits could be increased to accommodate modern, transit-oriented development.

ZONING LIMITATIONS

Zoning around the Transit Center generally prohibits building heights over 50' (4+ stories). This outdated zoning designation does not support transit-oriented development, which is a City priority. This issue should be addressed to unlock the potential of the Corridor.

OPPORTUNITIES

TRANSIT

Thousands of people travel through the Transit Center each day. There are significant opportunities to promote transit-oriented development to increase commercial and residential activity within the Corridor.

Mixed-density housing, retail, and office uses should be built adjacent to the Transit Center so that convenient urban living without an automobile can be accommodated. This type of development also enhances the vitality of existing businesses throughout the Corridor and Jefferson Park.



Above: The Jefferson Park Transit Center is one of the neighborhood's biggest assets.

VACANT & UNDERUTILIZED BUILDINGS & SITES

While vacant and underutilized lots convey a blighted image of the Corridor, they can be viewed as untapped opportunity. Economic development related to transit oriented development will fuel the need for more office and retail space. Underutilized and vacant buildings can be renovated and reused.



Above: View vacant sites as opportunities for improvement.

CULTURAL IDENTITY

Jefferson Park's Polish Identity makes it a destination for cultural exploration. This identity can be built upon as a place making opportunity.



Above: Taste of Polonia brings thousands of visitors to Jefferson Park each summer.

OPPORTUNITIES



Above: Wilson Park and Jefferson Park are valuable assets to attract new residents

CIVIC INFRASTRUCTURE

The Jefferson Park neighborhood contains two important parks for the region, Wilson Park and Jefferson Park.

There are also important civic buildings that contribute to the identity of the neighborhood. These buildings and open spaces form a civic infrastructure that should be maintained and enhanced.



Above: Jefferson Park has attractive buildings worth saving.

ARCHITECTURE/LANDMARKS

The neighborhood has a number of architecturally interesting buildings located throughout the Corridor. Several of these buildings are listed on the Chicago Landmarks survey.

The neighborhood's rich architectural legacy serves an important role in place-making and identity. Architecturally significant buildings should be preserved and maintained.

In addition, there are many buildings throughout the Corridor that can be enhanced and restored. These buildings contribute to the overall feel and scale of the Corridor.

Market Analysis

A market analysis was conducted so that design team may better understand the market forces at play in the area. This analysis informed the Vision for the Corridor.

In preparing the Market Analysis there were several visits to the study area, real estate professionals and other persons familiar with the neighborhood were interviewed, major retail concentrations that constitute the area's competitive environment were identified, and a general market area from which most shoppers will be drawn was defined. After conducting this preliminary assessment, two facts became apparent:

- The area is currently best suited for neighborhood-supported retail.

- The strength of the area is its proximity to the Jefferson Park transportation center.

The area around Jefferson Park has a wide variety of businesses that draw customers from surrounding neighborhoods. The Six Corners shopping district at Irving Park Road and Cicero Avenue, just one mile south of the Jefferson Park Corridor, is anchored by a Sears department store; it has suffered from a decline the past decade. To the north, several strip malls and big box retailers are scattered along Milwaukee Avenue; this automobile-oriented district draws shoppers mostly from Jefferson Park. These concentrations, plus other neighborhood centers, limit the potential for attracting business to Downtown Jefferson Park (the Lawrence Avenue–Milwaukee Avenue business district).



Conversely, the concentration of transportation facilities in the Corridor constitutes an ideal location for dense, transit-oriented development. Access to transit facilities can provide reinforcement to retail establishments located nearby. More importantly, proximity to transit is a magnet for residential development that reinforces the potential for retail development.

SUMMARY OF FINDINGS

The current retail environment in the Corridor is essentially a neighborhood-level retail center. That is, retail establishments rely primarily on the population of the immediate area for their business. Several factors affect the retail potential for this corridor.

Population in the immediate area has been declining. The 21-to-34 age group that is the target market of most retailers is comparatively small and is declining. New, dense residential development is occurring closer to competitive retail concentrations. Retailers follow the rooftops. The current demand for neighborhood convenience retail goods and services is met by existing stores in the greater Jefferson Park area.

To expand retail offerings in the Jefferson Park business district, actions must be taken to build on the area's two primary strengths: 1) its accessibility and 2) its ethnic identity. Jefferson Park's location at a nexus of public transit lines, an interstate highway, and major local thoroughfares makes it one of the more accessible retail locations in the city. It also makes the area convenient to major employment centers, including the Loop and the Rosemont/O'Hare area. Its location on the Blue Line also gives it direct access to the University of Illinois at Chicago/Rush-Cook County Medical Center employment complex. This accessibility makes the area a great residential location, and residential development can generate retail development.

Milwaukee Avenue has long been considered the "Main Street" of Chicago's Polish community, and for at least the past 30 years, Jefferson Park has been identified as the center of Polish cultural activities in Chicago. Chicagoans embrace their city's cultural diversity. Developing and promoting the ethnic character of the area can be a way to draw persons from outside the neighborhood and introduce them to a convenient and attractive neighborhood.

Residential Market Potential

Although there is currently an oversupply of new residential units in the market area, there is potential demand for new housing around the Jefferson Park transit center. The short-term target market for this housing would be younger persons in the neighborhood who have few housing alternatives available and who often leave the neighborhood when forming their own households. In the longer term, the area could attract a diverse group of young singles and families drawn by the variety of the housing stock and access to transit. In a society increasingly concerned about energy cost and environmental issues, transit access will be of growing importance in household residential decisions.

Our analysis indicates a potential demand for:

- Approximately 68 condominium units per year over five years.
- Approximately 258 rental apartment units per year over five years.
- A total of approximately 1,600 units over five years.

This magnitude of residential development would bring considerable attention to the Jefferson Park area and spark interest among business owners as well as potential business owners. It would also help publicize the area and draw persons who are currently only familiar with Jefferson Park as a stop on the rapid transit line to O'Hare.

RECOMMENDATIONS

A combination of physical improvements and promotional efforts to strengthen and expand the Jefferson Park commercial corridor are recommended. Physical improvements include:

- Concentrating commercial uses in nodes along the corridor, filling in the gaps with medium-density residential development.
- Developing underutilized sites in the vicinity of the transit station with high-density residential developments.

Promotional efforts should focus on:

- Building on the area's identity with Polish culture.
- Emphasizing the area's accessibility and livability.

Residential development should include affordable rental housing and then progress to condominiums as local market conditions allow.

Planning Principles

“Planning Principles” are the big ideas addressed in this plan. These principles should be utilized by community residents and leaders to guide growth in a responsible and effective manner to promote positive change in the neighborhood.

Key Planning Principles:

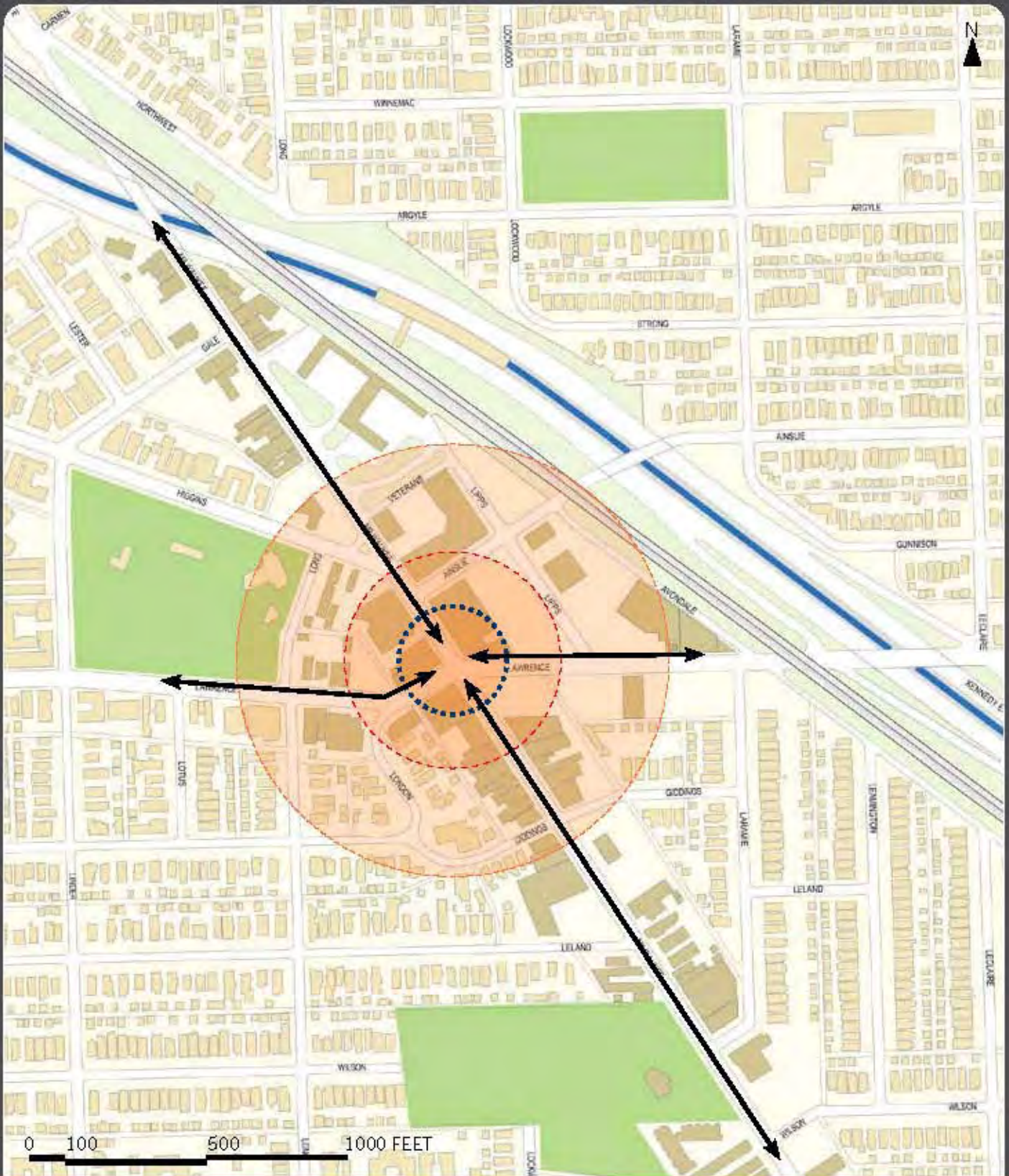
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8. Celebrate & Integrate Civic Sites





1

Regenerate “Downtown”
Jefferson Park



Strategies

1. Create a strong active hub at Lawrence and Milwaukee Avenues.
2. Maintain feel of traditional 2-3 story shopping street from Lawrence to Leland.

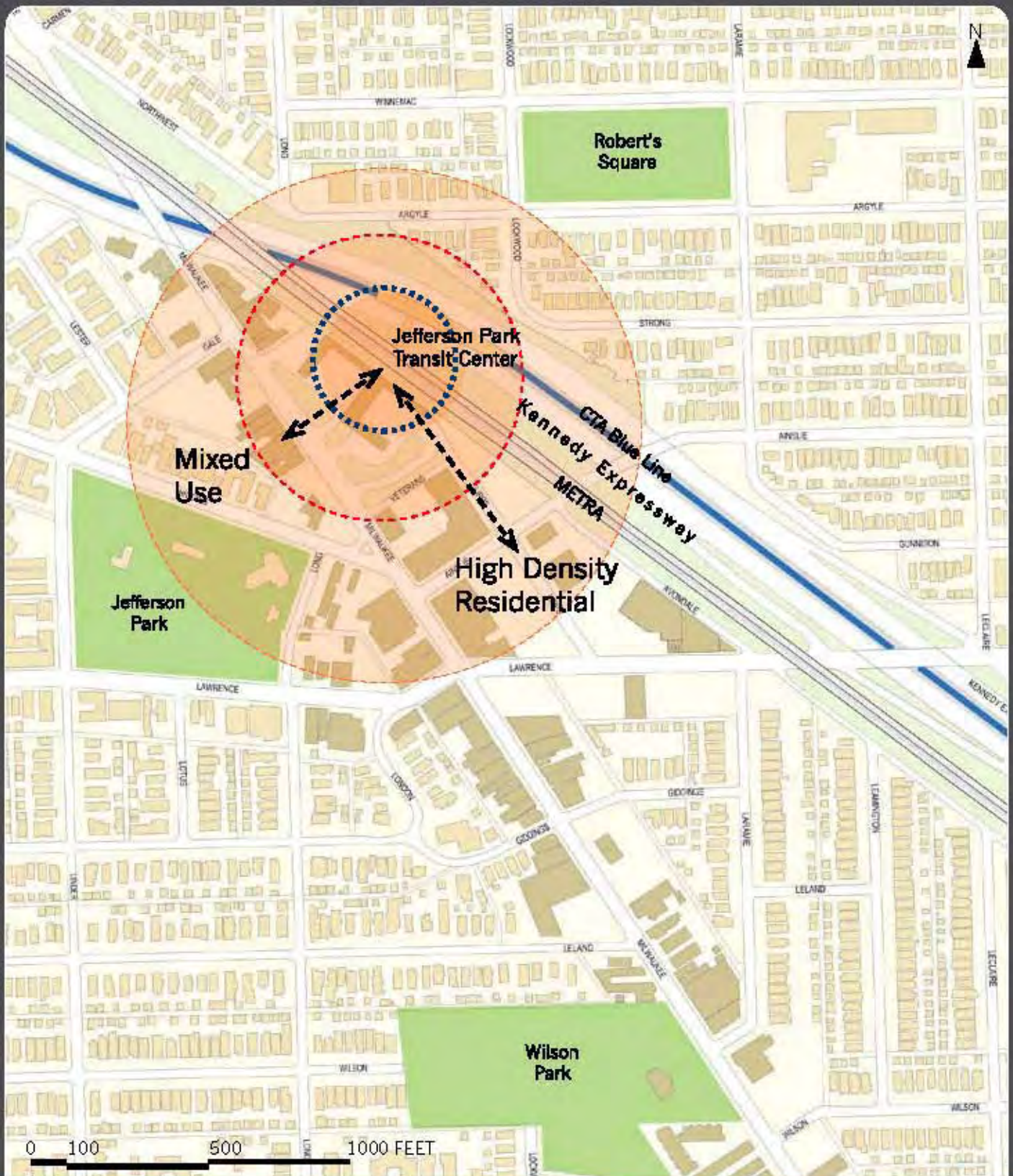
A photograph of the Jefferson Park Transit station. The station's name and address, "Jefferson Park Transit 4917 N. Milwaukee Avenue", are displayed on a white sign above the entrance. In the foreground, a bronze statue of a man in a military uniform stands on a pedestal, holding a map. The scene is set outdoors with a clear blue sky and several pigeons perched on the roofline of the station.

Jefferson Park Transit

4917 N. Milwaukee Avenue

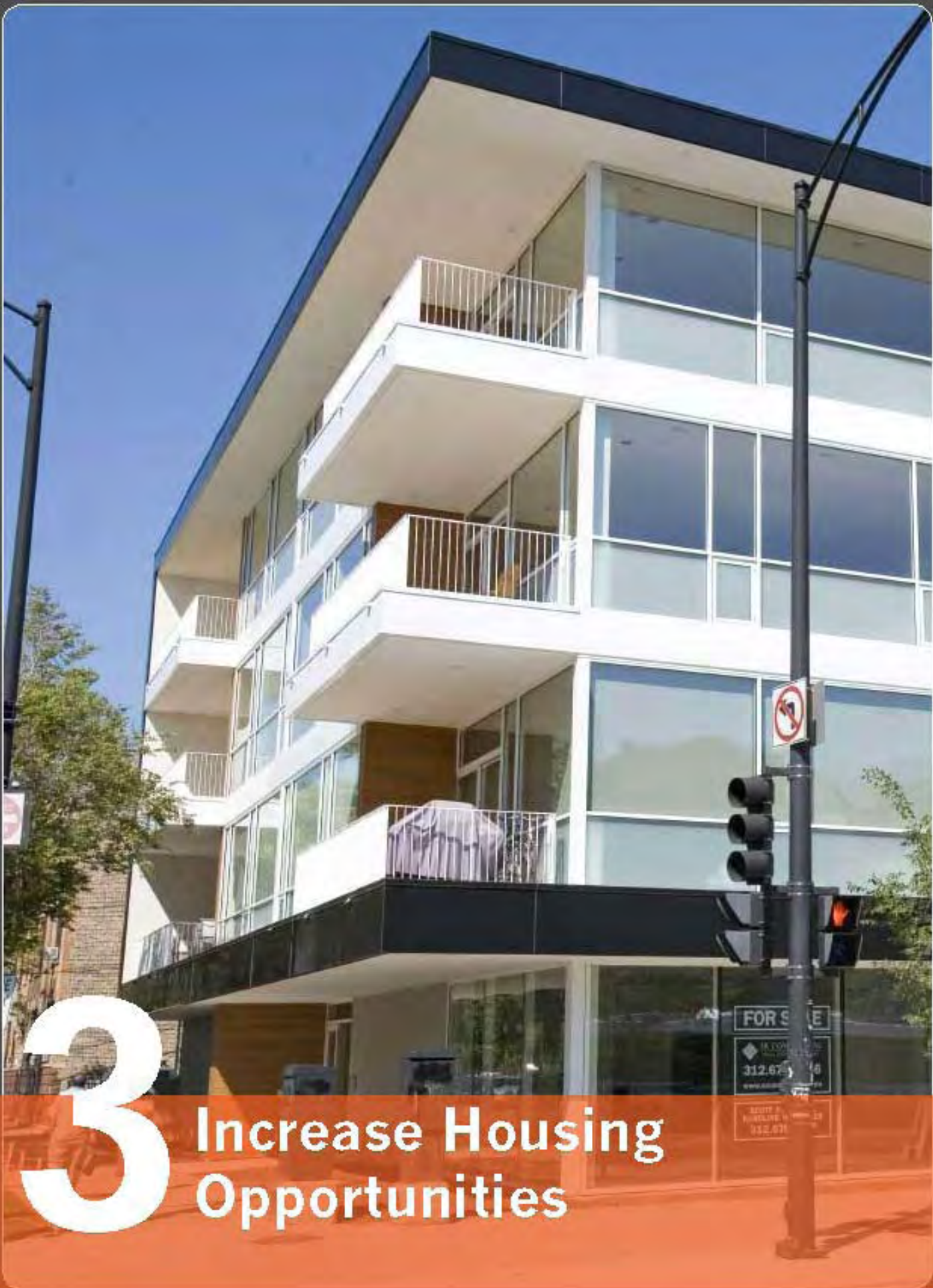
2

Embrace Transit



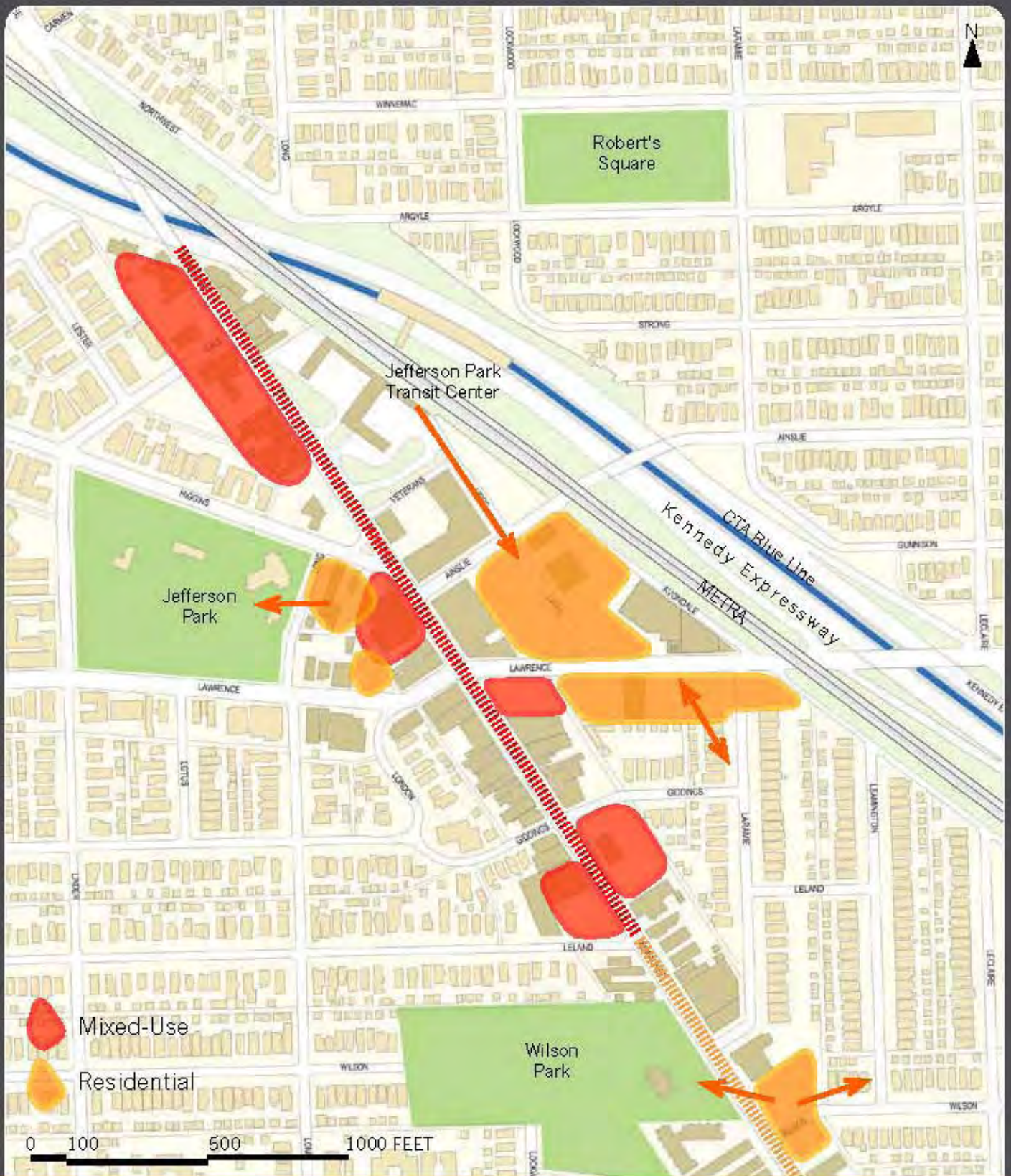
Strategies

1. Leverage bus and rail to bring vibrancy to neighborhood.
2. Establish Jefferson Park as a cultural destination.
3. Create a mixed-density urban environment near transit.



3

Increase Housing Opportunities



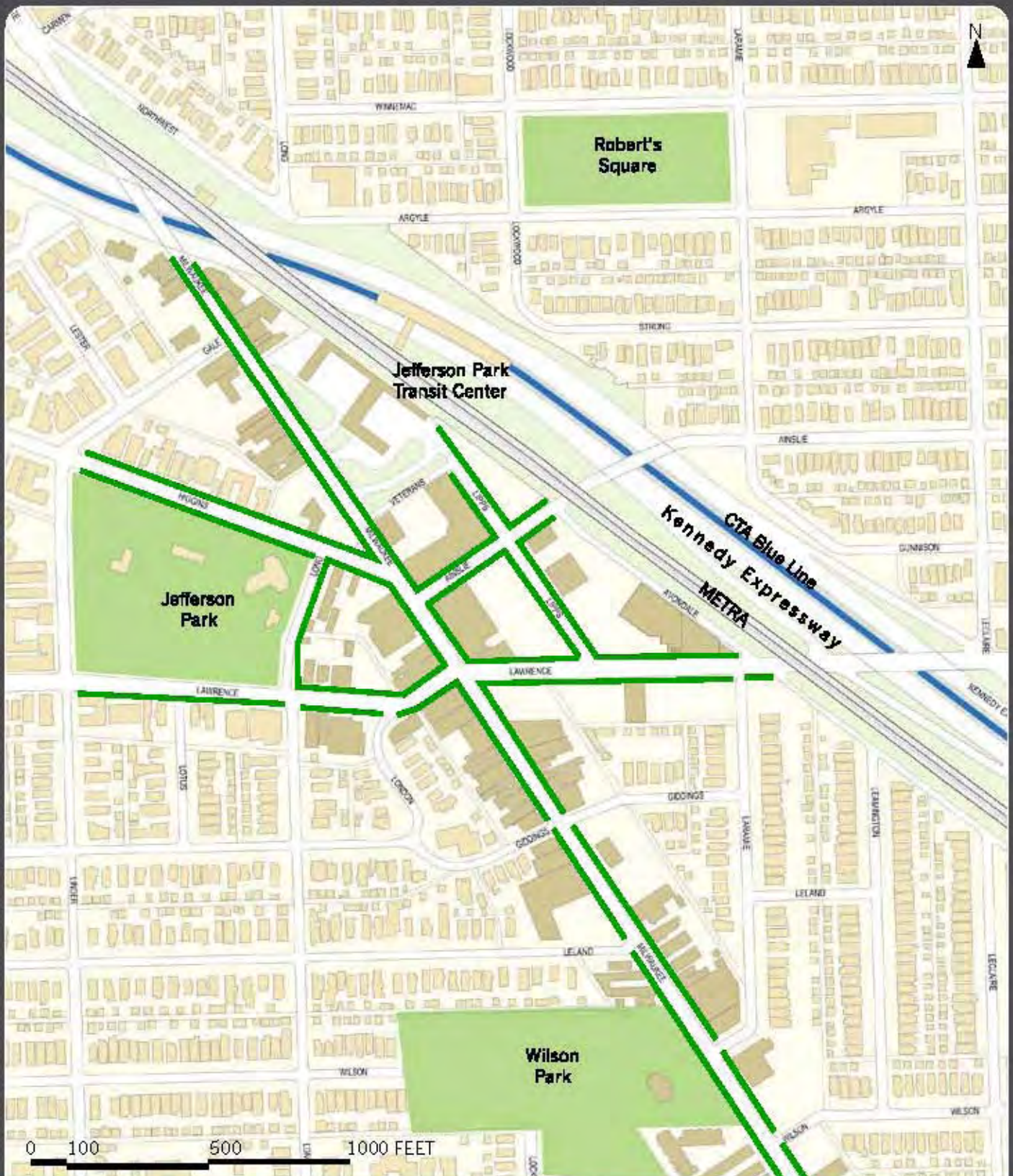
Strategies

1. Create mixed-density urban living environment near transit.
2. Utilize parks & transit to anchor initial phases of new development.
3. Encourage mixed-use development with residential units above lower-story retail, office and parking uses.



4

Make Great Streets



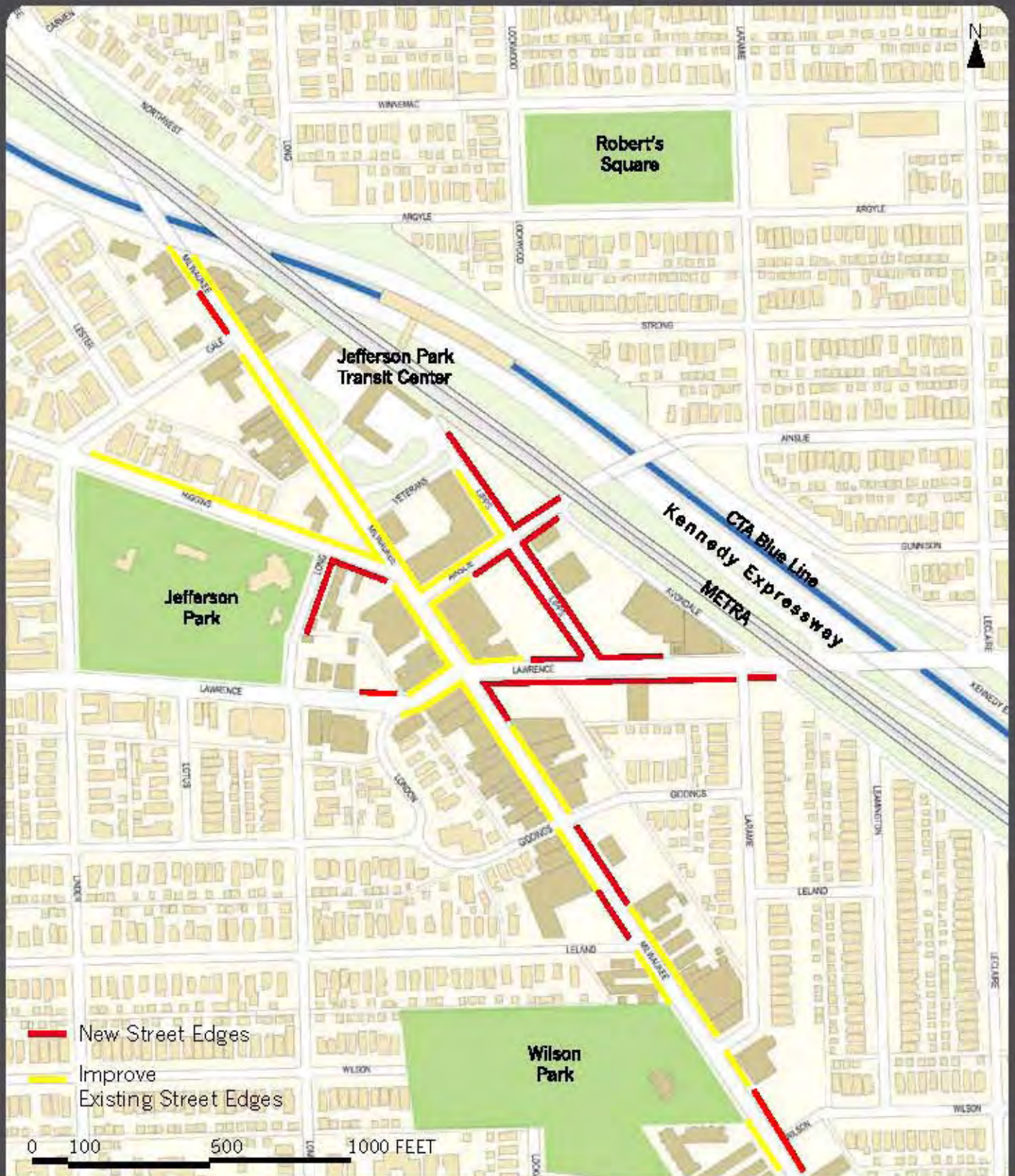
Strategies

Establish Milwaukee and Lawrence Avenues as great streets.
 Define edges with improved landscaping and infill development.
 Improve the pedestrian experience through increased safety measures and active buildings at ground level.
 Balance the function of streets to accommodate safe mobility for pedestrians, bicyclists and motorists.



5

**Complete the
Street Edge**



Strategies

1. Infill vacant lots and parking lots to reduce voids along the Corridor.
2. Improve building facades, signage and lighting.
3. Minimize curb cuts and driveways.
4. Improve crosswalks and related pedestrian features at intersections.
5. Introduce streetscape character elements.



6

Focus Initial Phases Around Transit



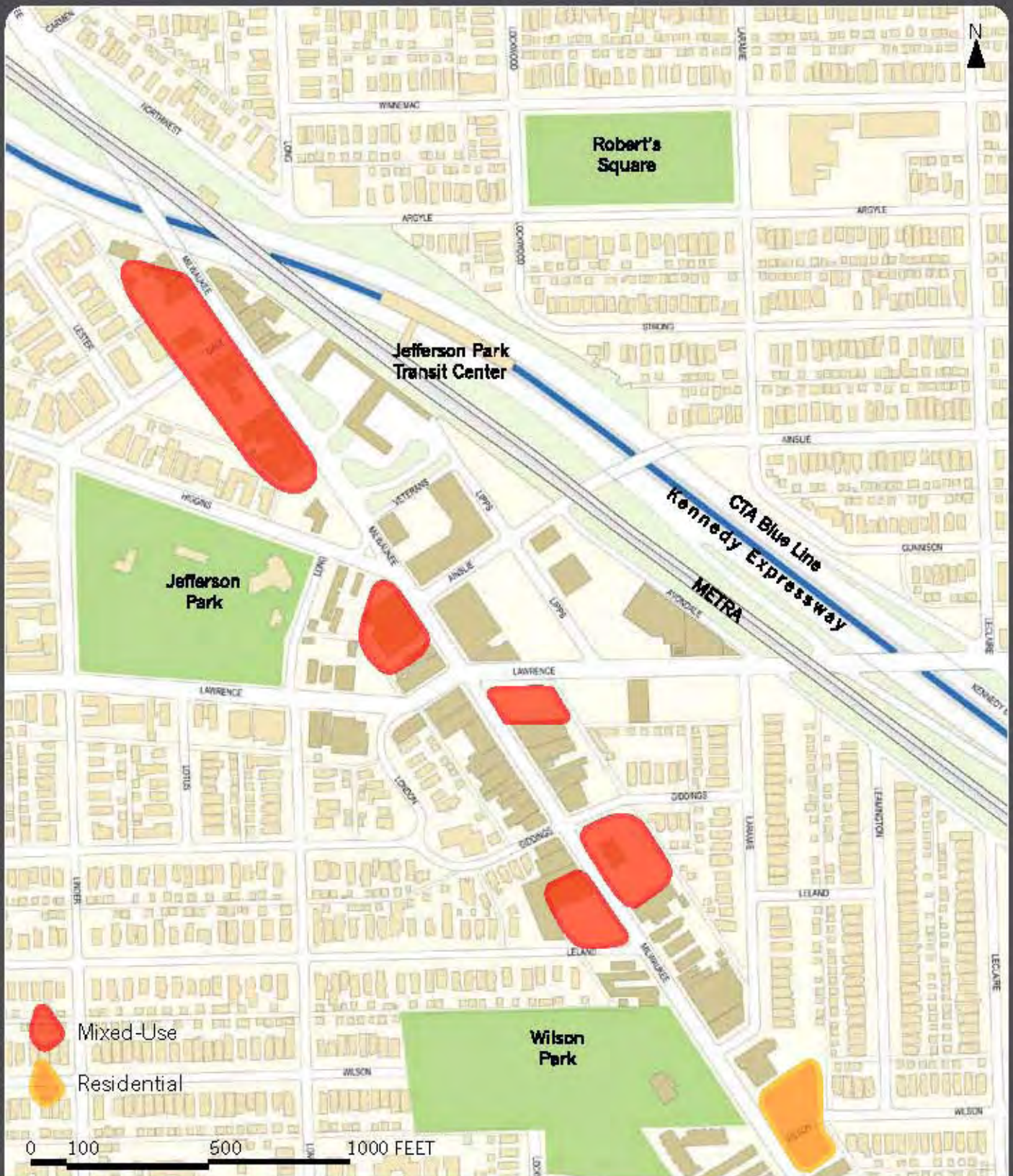
Strategies

1. Leverage transit to build residential and customer base.
2. Focus near term development around transit station.
3. Improve pedestrian connections throughout the Corridor.
4. Add streetscape/gateway and wayfinding elements.



7

Anticipate Continued Investment



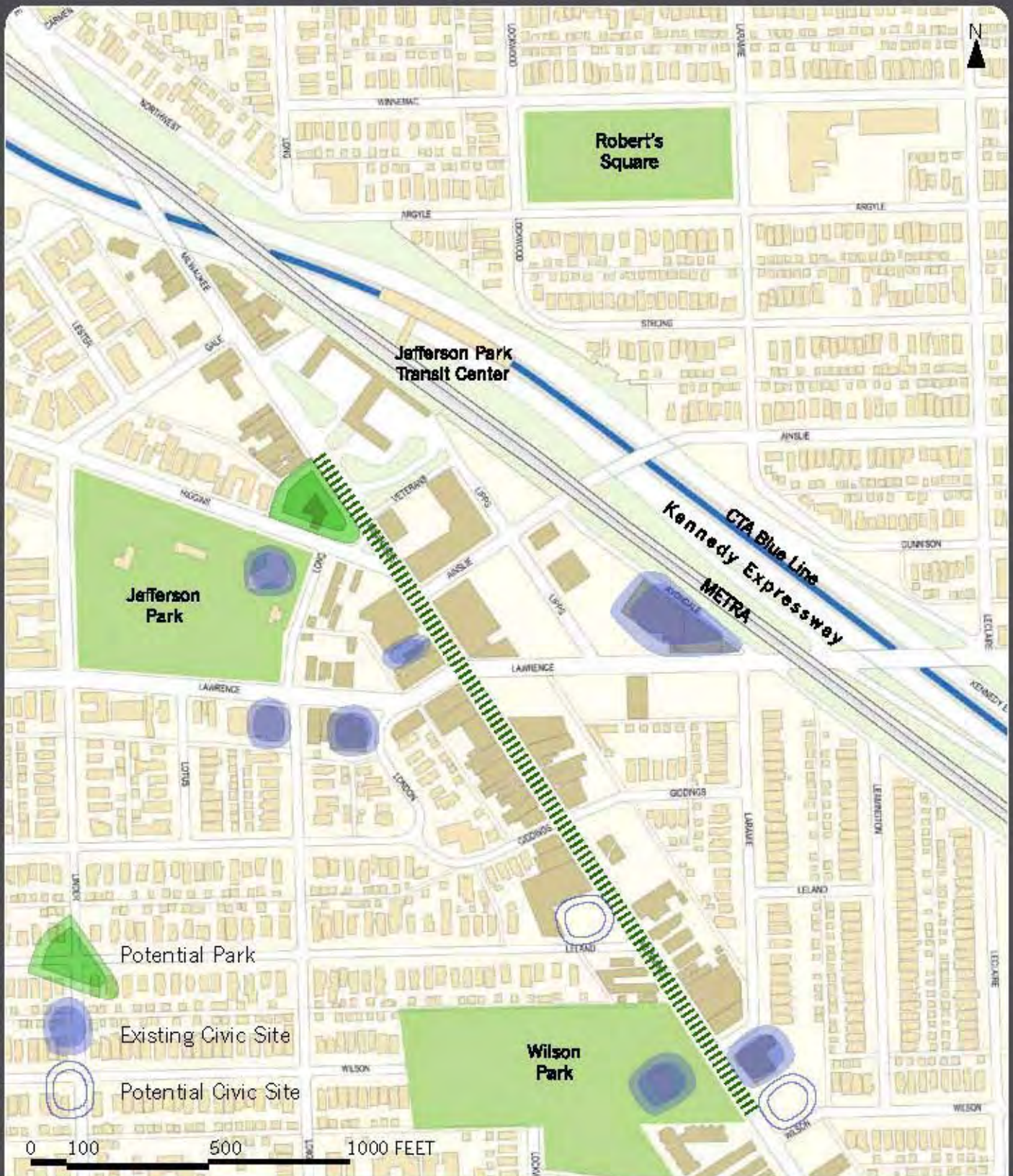
Strategies

1. Leverage increase in market demand to develop underutilized sites.
2. Encourage relocation of incompatible uses.
3. Improve quality of existing buildings.



8

**Celebrate & Integrate
Civic Sites**



Strategies

Utilize community parks to anchor new investment by strengthening pedestrian connections to them.
 Expand programming for neighborhood civic functions to improve resident quality of life and attract visitors to the neighborhood.

The Vision

“The Vision” for the Corridor is to strengthen the current business base of Jefferson Park while managing growth, to round out the community's business mix, increase options for residential accommodation, and improve the pedestrian orientation of the Corridor with great streets anchored by high-quality parks and public plazas. The community has a unique cultural heritage that is reflected in its people, buildings and traditions. This heritage will guide future development.

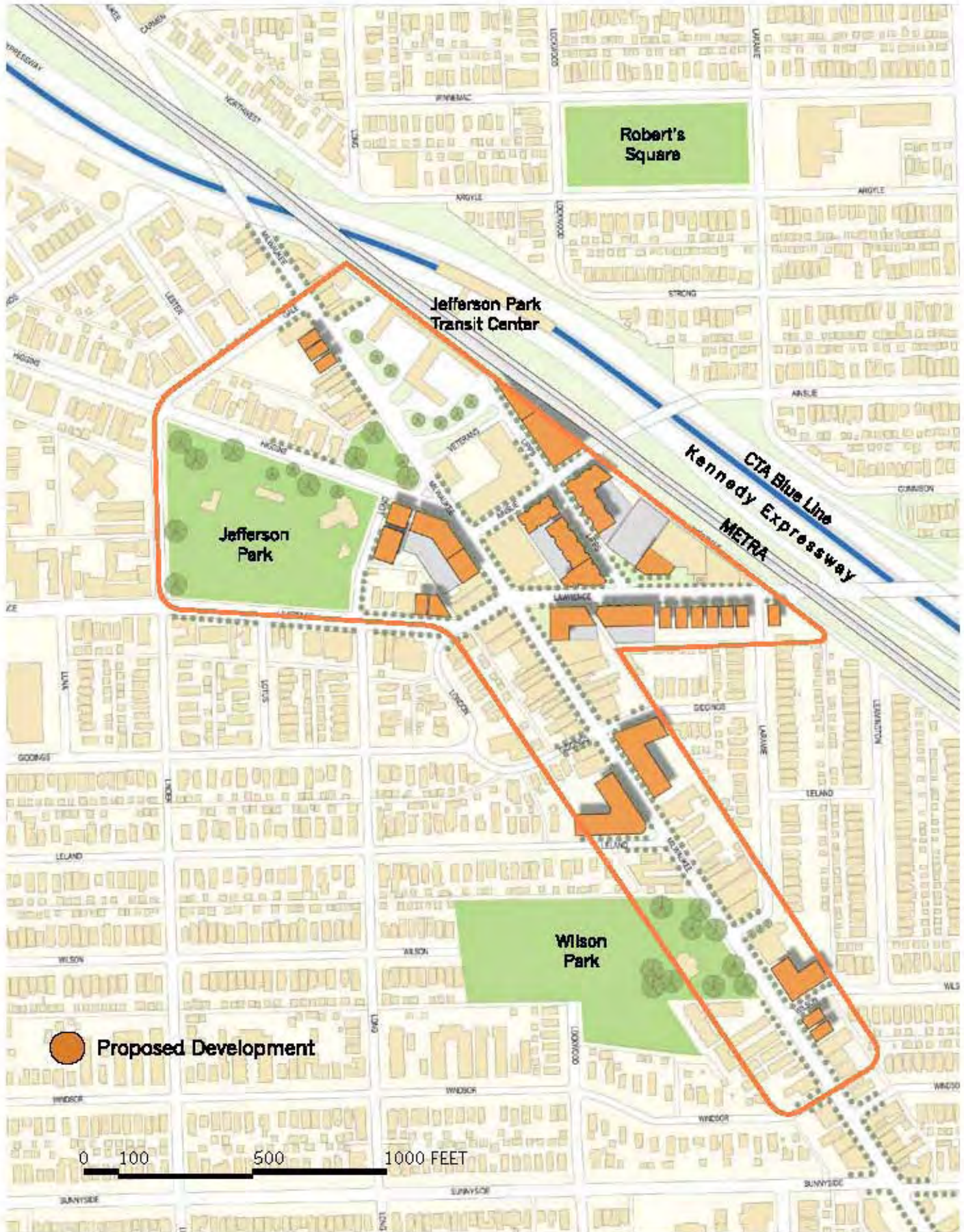
The illustrations that follow depict redevelopment opportunities in the Study Area. Detailed recommendations and illustrations are provided for each of six distinct areas of the Corridor.

Proposed Development Program

The following proposed development program is based upon an assessment of area market conditions and land supply in the Study Area.

Residential Units	+/- 664 Dwelling Units
Retail Space	+/- 76,000 ft ²
Public Parking	+/- 300 Parking Stalls (1 garage)
Park	+/- 28,000 ft ² or .64 Acres
Plaza	+/- 16,000 ft ² or .36 Acres

Master Plan



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Current Conditions

This illustration depicts current conditions within the Corridor. Large parking lots and vacant lots convey a blighted image of the Corridor and the business and amenity mix of the neighborhood has suffered as the result.



2030 POTENTIAL

This illustration depicts the redevelopment of key sites along the Corridor. Surface parking and vacant lots have been replaced with mixed-use development at a variety of scales.