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Adopted by Chicago Plan Commission
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SOUTH SHORE CORRIDOR STUDY



CITY OF CHICAGO



DEPARTMENT OF PLANNING AND DEVELOPMENT



MAY 2020



Acknowledgments

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This document has been prepared in coordination with representatives from the South Shore community, local aldermen, the City of Chicago Department of Planning and Development, and the Regional Transportation Authority.

This plan is not a replacement of the City of Chicago zoning and building permit processes or City ordinances. All diagrams included in the plan are conceptual and included for illustrative purposes only.

The recommendations outlined in the plan depend on the availability of funding mechanisms (private and/or public), and consent from property owners. Additional coordination will be necessary to implement any of the strategies included in this plan.

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Download the document at

https://www.chicago.gov/city/en/depts/dcd/supp_info/south-shore-corridor-study.html

01 Introduction

Why 75th Street and 79th Street Commercial Corridors in South Shore Need a Plan

South Shore is a stable South Side lakefront residential community located about eight miles south of the Chicago Loop. South Shore has multiple local assets, including several major investments happening nearby, and with good access to jobs downtown, in Hyde Park, at far south side industrial locations, the south suburbs and northwest Indiana.

75th Street and 79th Street were historically significant retail and commercial corridors that thrived through the middle of the 20th century, met the needs of residents on nearby blocks and served workers at major industrial facilities to the south.

Research shows that in the 1980s and 1990s, jobs in the area left rapidly, regional malls and large format retail began to out-compete local small businesses, and people took to their cars to shop, causing 75th Street and 79th Street to decline. Multiple business cycles and a major recession also took their toll. Similar to other Chicago retail corridors, there is a high rate of retail vacancy along these key corridors, a problem made more challenging by the growth of online retail.

Today, 75th and 79th Streets need a new blueprint, one that can raise their visibility, promote the opportunities that do exist, and attract and steer investment appropriately to position these corridors and the South Shore community more broadly for success.



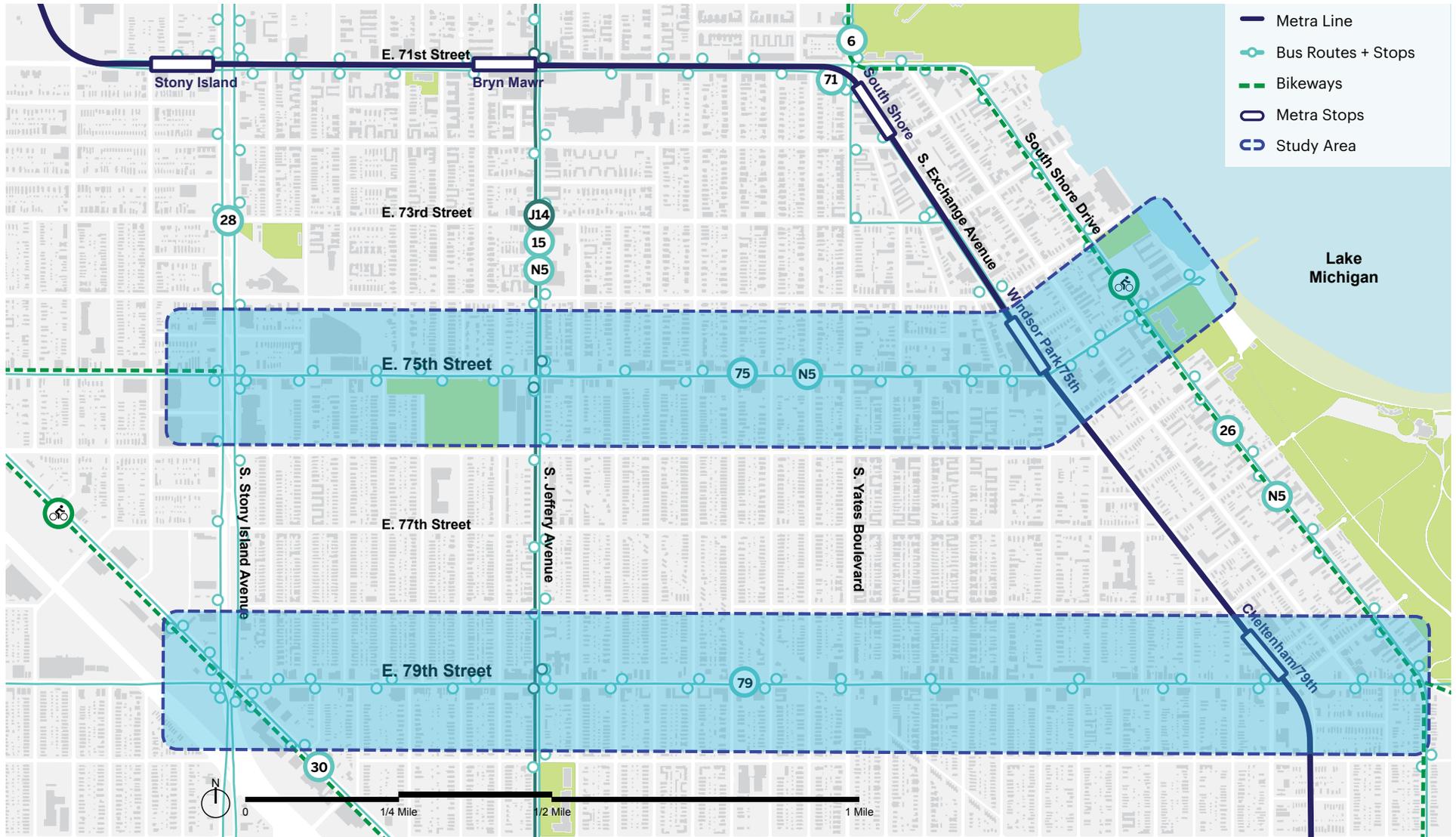
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South Shore Back Alley Jazz

Study Area

The areas of focus for this South Shore Corridor Study include 75th and 79th Streets between Stony Island Avenue and Lake Michigan.



South Shore's Connectors and Corridors

Assets in South Shore and the South Side more broadly can be layered together to create a framework that shapes the approach to the 75th and 79th Street Corridors.

Corridors

This plan focuses on 75th and 79th Streets because of their importance as key transportation corridors and their potential to support the future success of the community.

75th Street Corridor

This street is a gateway to the community from Stony Island Avenue, has frequent east-west bus service, is home to the South Shore International College Preparatory High School and Rosenblum Park, and once served as a retail corridor. East of S. Yates Avenue, it links the community to the Windsor Park Metra Station. It also has the highest retail vacancy in the neighborhood and a significant number of vacant lots and unused surface parking lots.

79th Street Corridor

79th Street, where it intersects Stony Island Avenue, provides a key gateway to the community for people entering the city from the Chicago Skyway; has a potential landmark feature in the Avalon Regal Theatre; one of the highest ridership bus routes; active business hubs; a collection of distinctive and high-quality buildings; concentrations of retail activity; links to the Cheltenham Metra Station; and provides access to Rainbow Beach Park. 79th Street is also marked by a high retail vacancy rate, clusters of vacant lots and surface parking lots, although it is stronger than 75th Street.

Connectors

Three major north-south corridors have assets and anchor institutions that fall into common categories that can help shape strategies for South Shore.

Arts and Culture on Stony Island Avenue

With the Stony Island Arts Bank and the Museum of Science and Industry in place, the Obama Presidential Center moving forward and the Avalon Regal Theater undergoing renovation, Stony Island Avenue is poised to become a future visitor gateway and cultural corridor.

Education along Jeffery Avenue

Jeffery is home to several schools and is frequented by students and other educational staff. This can steer relevant community, youth and arts programming as well as influence the types of commerce that could be supported in the area.

The Lakefront / South Shore Drive

Higher density housing, higher volume traffic routes, Metra stations, lakefront bike routes and access to the South Shore Cultural Center and lakefront parks can be used to promote higher density infill housing, retail and community services in proximity to these lakefront assets.

South Shore organized around common assets



Community Engagement

What we heard from the South Shore Community

Throughout the South Shore Corridor Study, the planning team engaged the community in several ways. At the beginning of the process, the team conducted a walking and driving tour of both corridors, and conducted a series of one-on-one stakeholder interviews as well as a focus group of residents from local block clubs. A Stakeholder Advisory Group was established, consisting of local residents, representatives from local organizations and institutions, and from governmental agencies and departments that would be engaged in the implementation of the Ideas for Action. The Stakeholder Advisory Group met three times over the course of the Study.

Additionally, the project team hosted three larger public meetings in the community at key points in the process to gather input and direction. After the first public meeting, an online survey was also conducted to gather additional feedback from community members who were unable to attend the meeting.

In total, more than 500 residents, business owners, and other community stakeholders were engaged during the planning process.

The ideas and input they provided were key in shaping this study and ensuring that the vision and goals of the community are reflected in the Ideas for Action. A summary of what the project team heard can be found below:

- There is a fundamental sense of **pride in South Shore**, its history, the quality of its housing and the members of the community.
- People see **opportunity in the future**, and the potential to attract businesses and residents who can add to a vibrant, welcoming, trendy, safe and affordable neighborhood.
- People want to see more and better **grocery and fresh produce options** within the neighborhood.
- People want **cafés and sit-down restaurants**.
- There is a desire to see **entertainment and culture** that serves residents and attracts visitors.

- There needs to be balance of **local amenities that people can walk to** wherever they live in the neighborhood.
- **New and denser housing** could be provided along both corridors.
- **75th Street could have more of a residential focus**, but some local retail services should still be supported around major intersections.
- The pedestrian realm should be improved to make it feel **safer and more comfortable to walk**.
- **Access to Metra stations** could be improved, along with sidewalks, lighting and parking around them.
- Some would like to see **more frequent bus services**.
- The community could use **more open space** and places for the community to gather outside.

The community also described concerns regarding safety, stating that residents and visitors need to feel safe in order for them to spend more time and patronize businesses along the corridors. Community feedback also identified the importance of supporting and improving neighborhood schools, working with them to provide programming for neighborhood youth, as well as the need for additional educational and supportive facilities and services for children with special needs in the community.

While concerns around safety and education are beyond the scope of this plan, they are critical elements in providing a safe and attractive community for residents, visitors and potential investors in South Shore. The INVEST South/West initiative, launched by the City of Chicago in late 2019 — as well as ongoing efforts by the City, local aldermen, and the community more broadly — can and should continue to address these concerns.



Community Meeting #1 - May 2019
Attendees: 110



Community Meeting #2 - September 2019
Attendees: 80



Community Meeting #3 - February 2020
Attendees: 75



Community Meeting #1 - May 2019
Attendees: 110



Community Meeting #2 - September 2019
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Community Meeting #3 - February 2020
Attendees: 75

A Roadmap for South Shore

Purpose of the Plan

This plan focuses on several elements, including: growing the role of local organizations; applying proven temporary public realm and tactical urbanism techniques; focusing public realm and transit facility upgrades; targeting renovation and infill development; and anticipating long term capital improvements. This plan recognizes that everything cannot be done along these corridors at once, is intentional about focusing on specific areas in the near term with the strongest assets as a foundation for future expansion, and anticipates growing out from these over time.

This plan looks at the existing conditions and market context, and offers three themes that can organize partners and provide a clear layering and sequencing of activity over time:

- **Advance Community-Led Initiatives:** Create visible impact in the near-term, using local and citywide knowledge, skills and resources among non-profit partners.
- **Improve Public Spaces and Transit Facilities:** Invest in the medium-term by building up the scale of visible change and encouraging more people to walk, bike and use transit to move around.
- **Steer Investment and Development:** Attract investment to the places where it has the best chance of success and of meeting community needs.

The plan proposes 10 “Ideas for Action” to realize these themes, and an implementation structure is articulated that details the sequencing of these Ideas for Action.



Metra Windsor Station at 75th Street and Exchange Avenue



79th Street near Jeffery Boulevard



79th Street and Burnham Avenue



Avalon Regal Theater



Back Alley Jazz



Back Alley Jazz



South Shore Cultural Center Beach



75th Street near Coles Avenue



Our Lady of Peace Catholic Church



Single Family Housing in South Shore



Slab BBQ Restaurant

02 The Planning Context

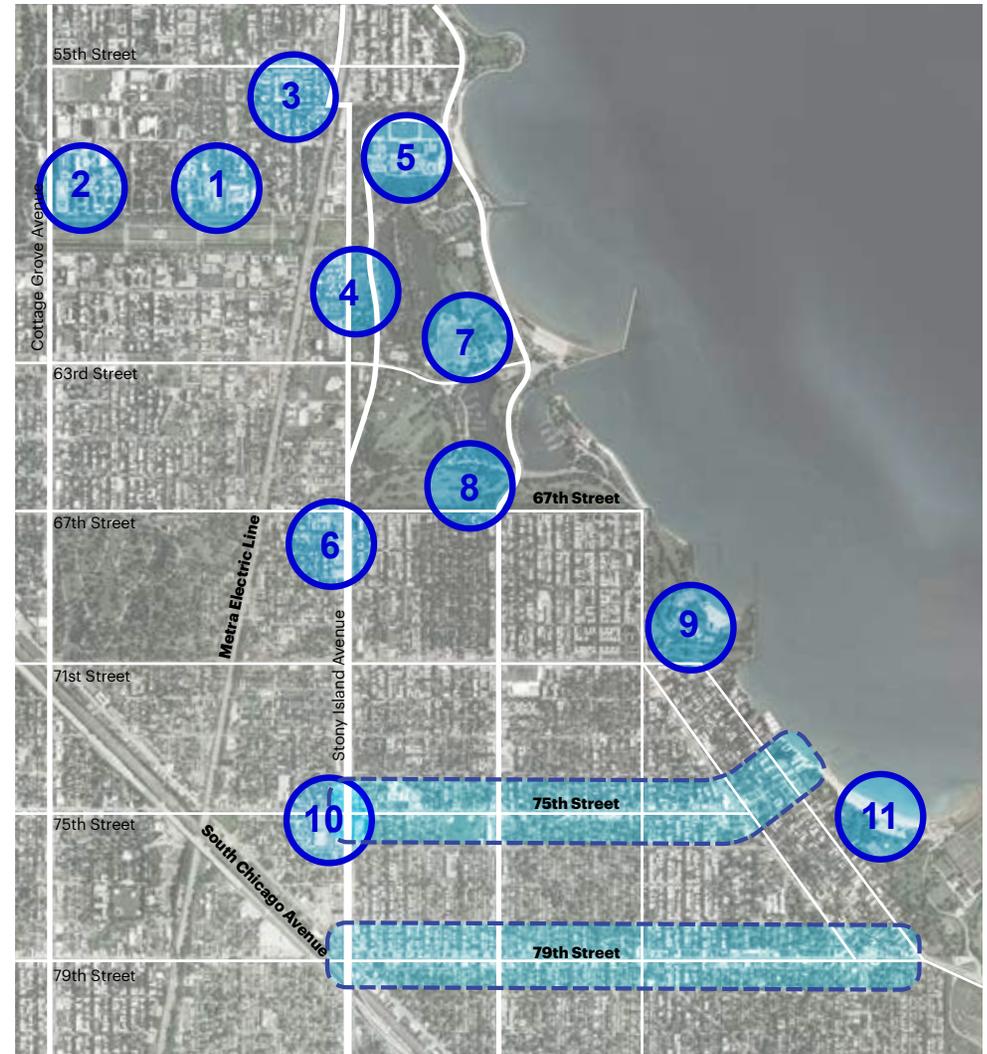
South Side Assets

South Shore and its neighboring communities have significant assets that bring people to the area. They anchor residential markets, provide jobs, and bring visitors from across Chicago and further afield.

Nearby South Side assets include the following:

1. The **University of Chicago**, a leading national and international institution of learning and research.
2. The **University of Chicago Medical Center**, nationally ranked
3. The **Hyde Park** neighborhood, which is a thriving residential, retail and dining hub.
4. The future **Obama Presidential Center**, which will bring visitors from around the nation and world.
5. The **Kenneth C. Griffin Museum of Science & Industry**, the recent recipient of a major donation to create new exhibits and programs
6. The **Stony Island Arts Bank**, which has become a contemporary art destination, and offers art and community programming.
7. **Jackson Park**, a major regional park with a range of recreation, programmed spaces, natural areas and historic landscapes.
8. The future **Tiger Woods-designed golf course**.
9. The **South Shore Cultural Center**, a longstanding historic events destination.
10. The **Jackson Park Hospital** serving south side communities.
11. The **South Lakefront**, including **Rainbow Beach Park**.

These assets should be leveraged to bring more people to the 75th and 79th Street corridors.



Existing South Side Assets



Future Obama Presidential Center



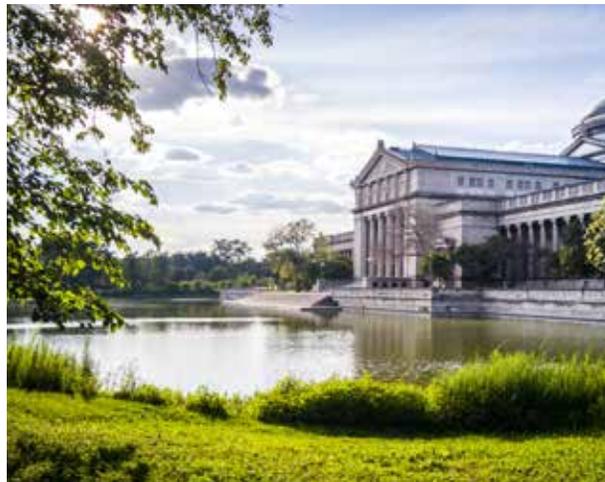
University of Chicago Campus North Residential Commons



Downtown Hyde Park



Stony Island Arts Bank



Museum of Science and Industry



South Shore Cultural Center

South Shore Demographics

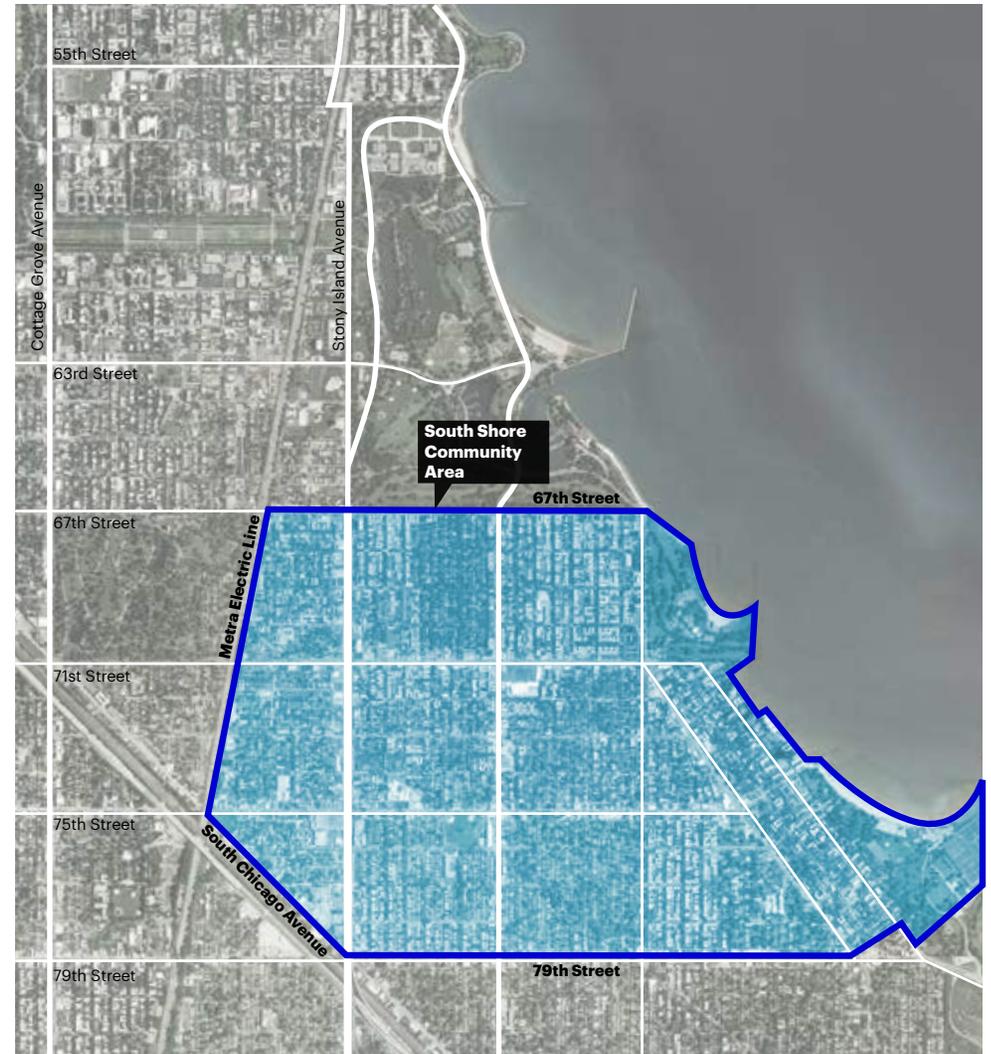
South Shore by the numbers

The South Shore community had a population of 50,418, in 2017 according to CMAP's community data snapshot. South Shore is a predominantly black community with 93.8% of residents identifying as black.

The median age of the community is 37.9 which is higher than the median age for the city, which is 34.1 years old.

Median household income in the community is approximately \$24,345 per year, compared to \$52,497 for the city of Chicago.

South Shore has a high percentage of renter-occupied housing with 60.5% of the housing units being rental and 17.1% owner-occupied.



South Shore Community

Population

2017 Estimate	50,418
Growth 2010-2017	-3.1%

Age 2017

Median Age	37.9
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Households

2017 Estimate	22,654
Average Size	2.2

Ethnicity 2017

Black	47,315	93.89%
White - non-hispanic	1,459	3.40%
Hispanic or Latino	660	1.30%
Asian - non-hispanic	270	0.50%
Other	714	1.40%

Source: CMAP 2017 Community Data Snapshot

Housing Tenure 2017

Renter Occupied	17,669
Owner Occupied	4,985
Total	22,654

Employment 2017

In Labor Force	22,835	57.3%
Employed	18,598	81.4%
Unemployed	4,237	18.6%
Not In Labor Force	17,036	42.7%

Source: CMAP 2017 Community Data Snapshot

The Transportation Context

The South Shore community is served by Metra commuter rail, CTA bus service, and a comprehensive network of roads, Divvy bike share, walking and bicycling amenities.

Transit Options

The Metra Electric District (ME) commuter rail line has stops on 71st Street at Stony Island and Bryn Mawr station and along Exchange Avenue at South Shore, Windsor Park at 75th Street, and Cheltenham at 79th Street. These stations provide critical access to job locations in Hyde Park and the Loop. There has been a decline in ridership for both stations in the study area from 1999 to 2016. The highest ridership bus routes in the study area include Route #79. See appendix for full transit report.

CTA Bus Routes and Ridership in South Shore (2018)

Route	Name	Avg Weekday	Avg Saturday	Avg Sunday	Year to Date Rides
J14	Jeffery Jump	11,354	5,212	3,472	2,682,009
15	Jeffery Local	7,943	5,096	3,766	1,904,952
28	Stony Island	6,253	3,059	2,021	1,516,479
75	74th-75th	7,085	4,852	3,510	1,795,268
79	79th	25,045	17,408	12,641	6,364,159

Metra Electric Line Ridership in South Shore (2016)

Station	Boardings	Alightings
Bryn Mawr	112	93
South Shore	182	142
Windsor Park	95	76
Cheltenham	55	97



Windsor Park at 75th Street

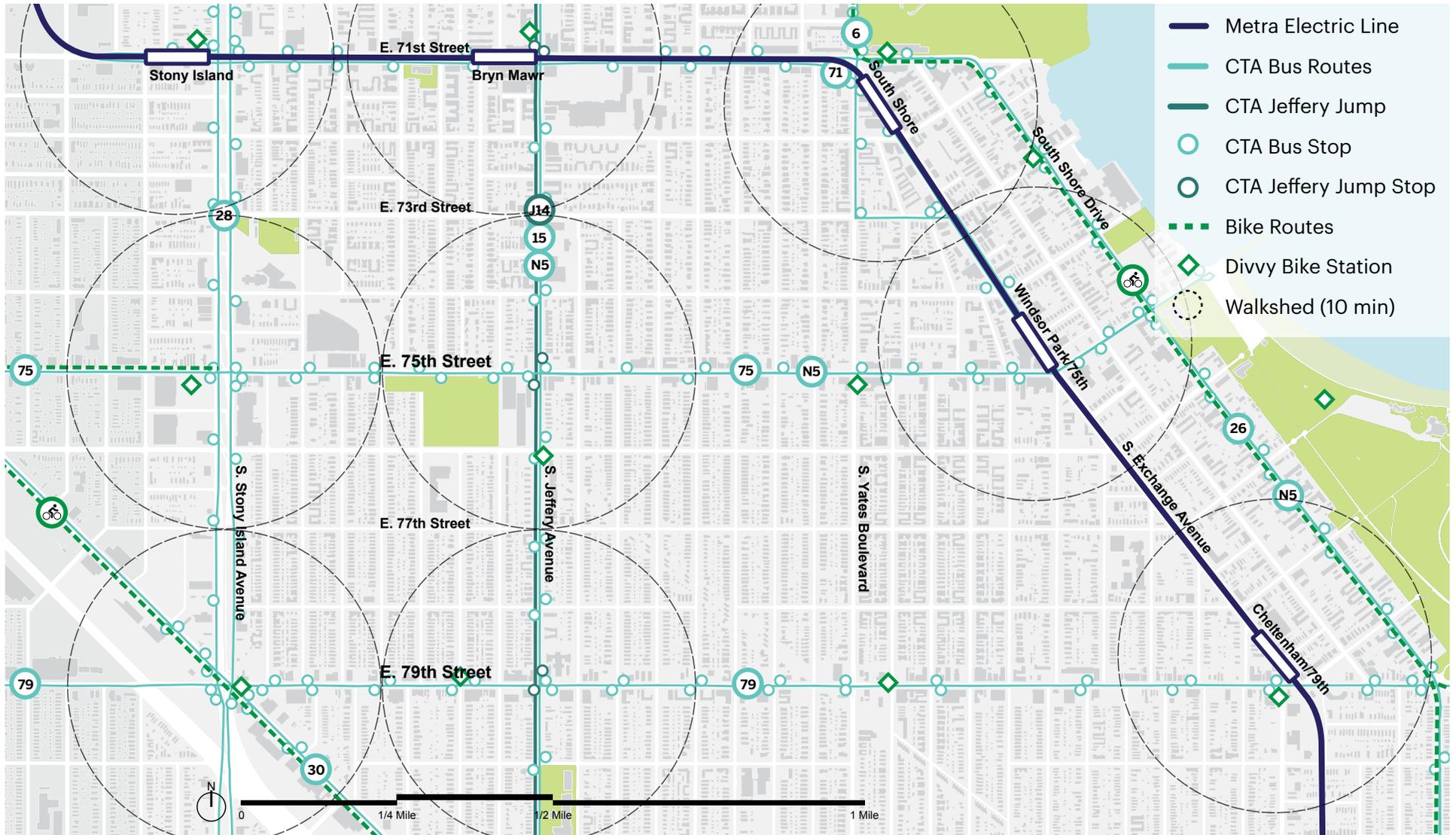


Bus Stop at 75th and Stony Island Avenue

Transit Network

Within the study area, Metra has commuter rail stations at 75th Street and 79th Street along Exchange Avenue. CTA provides express bus service to the Loop along Jeffery Boulevard, which utilizes bus only lanes for peak hours. Additionally, Route #79 79th Street is one of the highest ridership

routes in the system. The neighborhood is also served by several other bus routes including Route #28 Stony Island, Route #6 South Shore Drive and others. Transit stops, and higher volume intersections may provide an opportunity for retail to tap into demand from these riders and transit options.



The Bike Network

The bike network in South Shore consists of buffered bike lanes, marked shared bike lanes and off-street trails. Buffered bike lanes exist on South Shore Drive, South Chicago Avenue, and a section of 75th Street between Cottage Grove Avenue and Stony Island Avenue. The marked shared bike lanes run along 76th Street and Jeffery Avenue. South Shore Drive provides an off-street trail until the Lakefront Trail ends (adjacent to the South Shore Cultural Center) then turns into a buffered bike lane. Divvy bicycle share stations are available outside of many Metra train stations including Stony Island, Bryn Mawr, South Shore, Windsor Park and 75th Street. They are also available at Rosenblum Park and Rainbow Beach. South Shore Drive is the most used path for bikes, followed by Jeffery Avenue and 71st Street.

The Pedestrian Network

All South Shore streets have sidewalks that are typically 11 feet wide but vary in size and condition. The pedestrian network also includes intersections with marked crosswalks as well as intersections with signals provided for protected pedestrian crossings. Street furniture, including trash cans and planters along 75th Street and 79th Street are limited, and where they do exist many are in need of maintenance and repair.



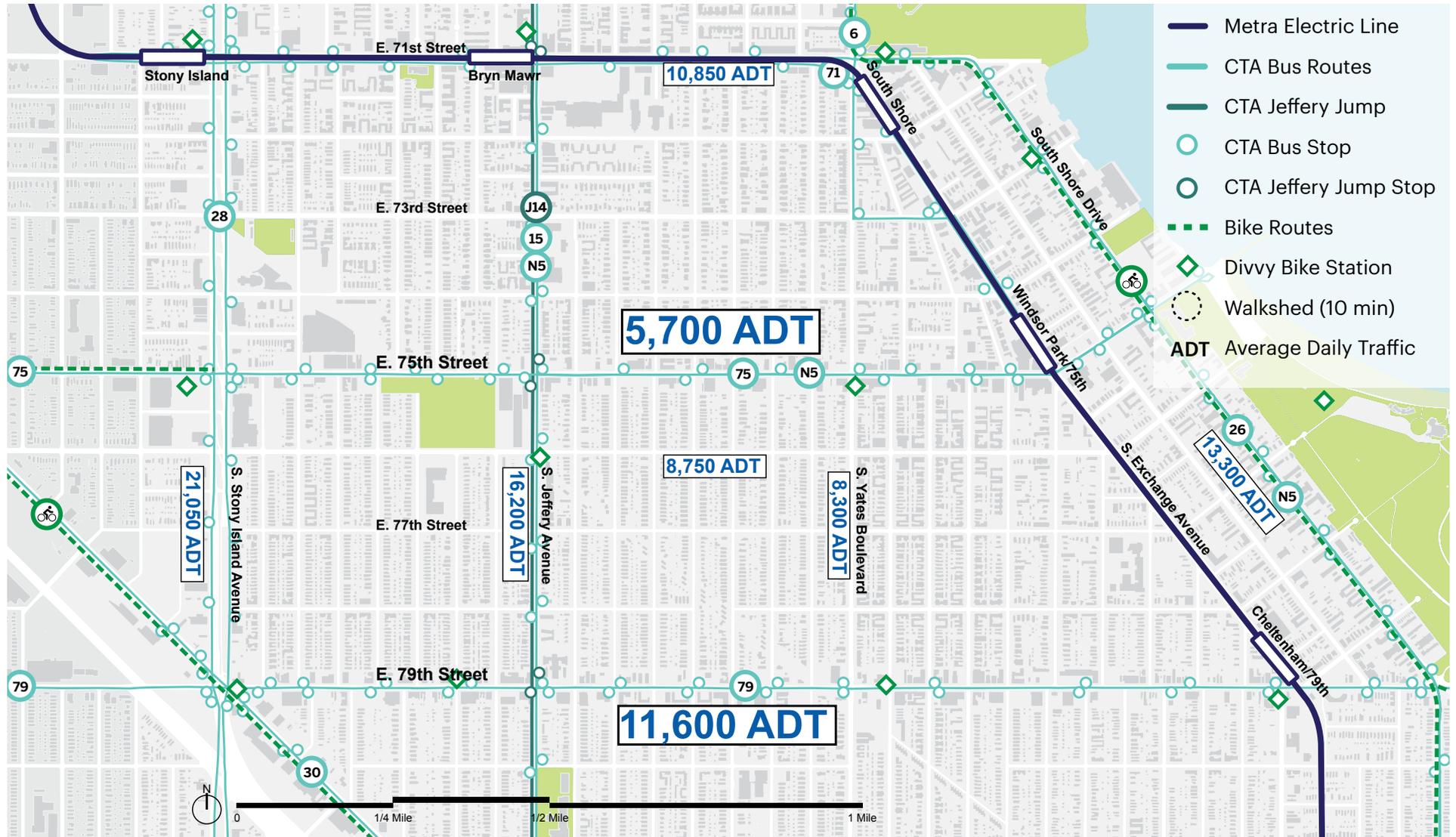
79th Street

The Road Network

The highest traffic routes are South Stony Island Avenue with an average daily traffic (ADT) count of 21,050 vehicles, South Jeffrey Avenue (16,200), South South Shore Drive (13,300) and East 79th Street (11,600). East 75th Street has a lower traffic count (5,700) than 76th Street (8,750). Residents report this is because East 76th Street has fewer traffic signals and stop signs and has a more direct access to the Dan Ryan Expressway, while 75th is not a through street.

Traffic Volumes

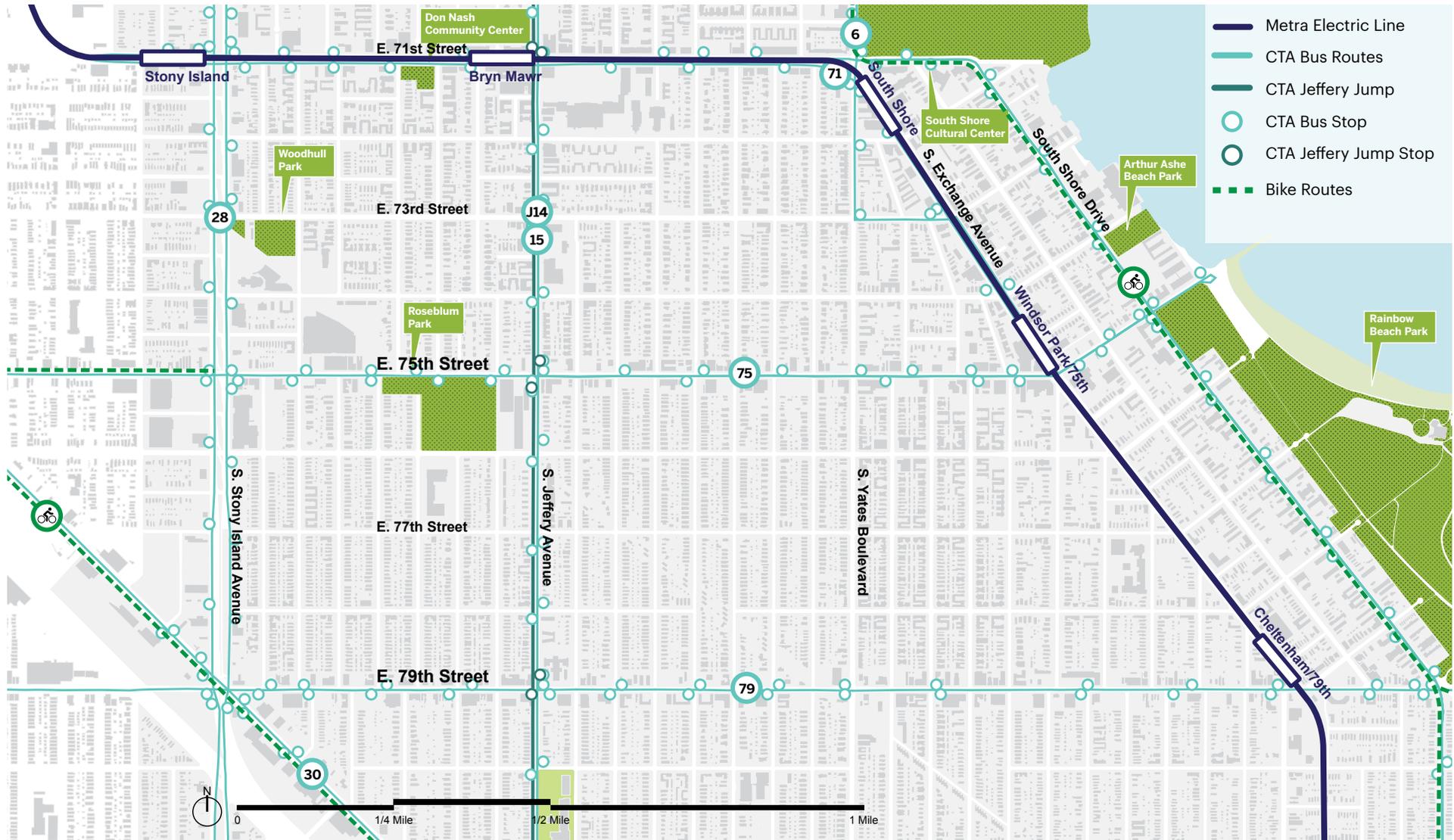
Stony Island Avenue and South Shore Drive have the highest traffic volumes passing through the area, which provide an opportunity to capture some of these passing motorists and draw them into South Shore to patronize local businesses.



Open Space

South Shore residents have access to larger open spaces at Jackson Park and the South Shore Cultural Center to the north. Rainbow Beach Park is accessible from 79th Street and South Shore Drive on the east. Rosenblum Park is also an important neighborhood park at 75th Street and South Jeffery Avenue.

The existing framework of residential blocks, however, does not provide for a network of smaller neighborhood parks and open spaces found in other Chicago neighborhoods.





South Shore Cultural Center



Rainbow Beach Park



Rosenblum Park on 75th Street



Rosenblum Park on 75th Street

Land Use and Zoning

South Shore and its neighboring South Side communities are made up of a framework of extensive residential blocks. Like 71st Street to the north, 75th Street and 79th Street are distinct in their emphasis on retail, commercial, institutional and some limited light industrial uses.

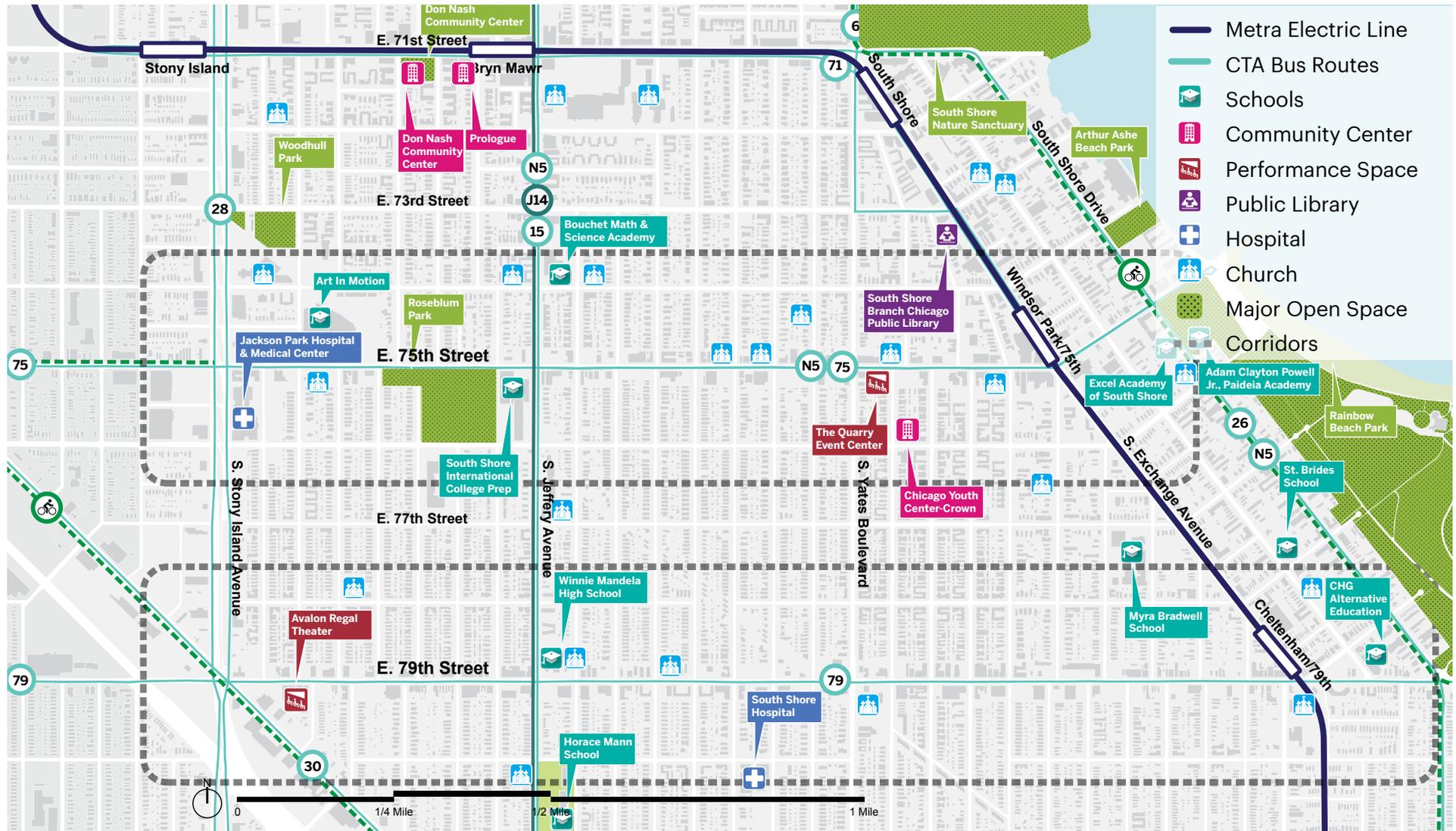
The corridors were originally built so residents and workers could walk to local stores and services. This is reflected in different zoning designations and higher densities than surrounding areas, but this commercial zoning may no longer be appropriate given larger trends in retail.



Community Assets

South Shore has several educational amenities including four high schools and two elementary schools, including the recently opened Art in Motion school and recently constructed South Shore International College Preparatory High School, which has created a new neighborhood landmark and anchors this educational corridor.

The concentration of students and staff provides opportunities for retail along the corridors on weekdays. The community is also home to three community centers, two hospitals and a public library. Jackson Park Hospital at 75th Street and Stony Island is an anchor and has a staff base that could support local retail on weekdays.



The Retail Market Context

Retail Market Size

The South Shore study area sits within the context of a wider retail market area that includes Hyde Park, Greater Grand Crossing, Woodlawn, Chatham, Avalon Park, Calumet Heights, and the South Chicago community areas. ESRI has identified a population of 52,965 people for the South Shore community area in 2018, while the wider retail market area has 224,586 people. Both geographies are projected to have modest population growth over the next five years. South Shore's median household income is \$29,533 per year, compared to \$34,313 for the Retail Market Area, and \$57,238 for the City of Chicago.

The average household size of 2.14 people and a higher than average and rising age of residents suggest a generally aging population, and fewer children than other neighborhoods. 94% of the study area is African American. Overall 25% of South Shore has a bachelor's degree or higher, compared to a citywide average of 39%.

South Shore and its neighboring South Side communities have well-defined edges. Lake Michigan defines the eastern edge of the community. This also limits the retail catchment area. The Chicago Skyway creates a real and perceived boundary to the west.

Current Retail Mix

Nail and hair salons are among the most common retail businesses in the area, along with gas stations, auto care, fast food, and convenience stores. Less frequent are sit-down restaurants, café, apparel shops and entertainment.

Retail Spending, Gaps and Surpluses

Retail spending data compares the total annual amount existing households in an area spend overall, with the amount spent in stores and businesses in just that area. Where there is a gap, it means that residents are spending money outside their neighborhood. This is a clue to the types of businesses that could be supported in a community and that could capture more spending locally. Where there is a surplus, a neighborhood is capturing spending from visitors who live elsewhere but spend in the neighborhood.

Data shows that approximately \$200 million of resident retail spending leaves the South Shore study area. This is the area between 73rd Street to the north and 81st Street to the south, South Woodlawn Avenue to the west and Lake Michigan to the east.

The largest categories are:

- General Merchandise Stores – with a \$69 million gap
- Grocery Stores – with a \$47 million gap
- Restaurants/Other Eating Places – with a \$29 million gap

This indicates that South Shore residents are leaving the neighborhood for a clear majority of their everyday retail needs. A field inventory also identified a lack of small local grocery stores, cafes and sit-down dining options. This profile means it can be difficult to attract a critical mass of shoppers to visit storefronts in local retail areas, and make multiple stops while they are in South Shore.

See the appendix for detailed retail market report.



Sit-down restaurant on 75th Street



Currency Exchange on 75th Street



National chain drug store on 79th Street



Vacant storefront with residential above

The Housing Market Context

South Shore Housing Types

The “Greater South Shore” community is defined by the DePaul Institute of Housing Studies as the area between 67th and 79th Streets, from Lake Michigan to approximately South Dorchester Avenue. Housing stock in this area is largely composed of single-family (30%) and 2-4-unit buildings (48%). Around the 75th and 79th Street corridors housing types are highly concentrated by geography.

The areas west of Yates Boulevard are predominantly single-family blocks, while apartments are found to the east. The area between Yates Boulevard and Saginaw Avenue has the largest concentration of 5-49 unit (mid-sized) buildings, as well as the largest concentration of condominiums.

The area from Saginaw Avenue to Exchange Avenues offers a mix of single-family and 2-4 unit buildings. Rental buildings with 50+ units are generally located east of Exchange Avenue. Multi-family buildings can be found along both 75th and 79th Streets.

The South Shore Corridor Market

The South Shore residential rental market consists of 291 buildings with approximately 5,400 units.

South Shore has one of the largest concentrations of affordable housing voucher usage, as well as one of the highest demands for affordable rental housing, in Chicago. Many rental properties in South Shore participate in the Section 8 Housing Choice Voucher (HCV) program, which provide assistance to very low-income families to afford decent, safe, and sanitary housing. Average monthly rents average between \$780 and \$800 per month, and have been increasing at a moderate rate in line with general inflation. Studios can be rented for around \$600 per month while 3-bedroom units average \$1,007 per month.

Where stock is currently available to rent, it can be in poorer condition. Demand for updated and new studio and 3+ bedroom units is high. The low inventory of desirable apartments (specifically studios and 3+ bedroom units) presents a challenge to potential tenants who want to live in South Shore and an opportunity for residential property owners and developers.

While single-family and condominium sales have remained active, fewer properties were sold in 2018 and 2019 compared to previous years. The total number of sales in South Shore in recent years has ranged from 469 units in 2014 to 566 units in 2018. Single family home sales ranged from 146 in 2014 to 186 in 2018. There is a wide range of single-family home values in South Shore however, there have been recent sales have been in the \$200,000-300,000 range.

Since 2009, properties in South Shore have been purchased by a significantly higher number of institutional owners (approximately 50% in 2018) than the City of Chicago average (approximately 21% in 2018).

There is evidence the private investment market sees opportunity in South Shore, and expects future housing demand in the community. Engagement responses suggest a desire for additional studio and 3+ bedroom units, single-family homes and infill development on vacant and underutilized lots.

The absence of significant renovation of existing vacant buildings and the absence of new development in recent years, present a challenge in meeting needs. Actions to improve the stock of desirable properties and begin development (or infill) of vacant and underutilized land could jumpstart a residential resurgence. See the appendix for detailed housing report.



Typical 2 flat in South Shore



Typical single family character



Apartment complex in South Shore



Typical mixed use retail+residential along the corridors

South Shore Assets, Summary of Opportunities and Challenges

South Shore Assets

South Shore today has multiple assets, both within and around the neighborhood. These provide a strong foundation for future growth and the success of 75th Street and 79th Street.

Transportation

- **Metra and CTA bus access** to jobs in Hyde Park and Downtown
- Recently **reconstructed Metra platforms and shelter** facilities
- **Enhanced bus stops and shelters** for Route #J14 Jeffery Jump
- **Highway connections** to jobs, whether industrial districts to the south, the University of Chicago and its hospitals to the north or Downtown
- **Passing traffic**, on Stony Island on the west and South Shore Drive on the east
- Attractive and **walkable neighborhood streets**

Housing

- A **stable and diverse housing** stock with single-family homes, walk-up apartments and high rises
- A higher density residential corridor around S. South Shore Drive
- **Large signature buildings** at corridor gateways on 75th and 79th Street, including the Avalon Regal Theater.
- Recent acquisition and **investment in multi-family buildings** in the area.

Parks and Institutions

- **Jackson Park** to the north, **Rainbow Beach Park** on Lake Michigan and **Rosenblum Park** on 75th Street.
- **A network of schools**, including a new signature high school and libraries as anchoring community institutions.
- **Nearby cultural institutions** including the Stony Island Arts Bank, the South Shore Cultural Center and the Museum of Science and Industry.
- The **future Obama Presidential Center** a mile and a half to the north.
- **Local leadership and organizations** that want to see progress and change in the neighborhood.

South Shore Opportunities

There are also opportunities which can be leveraged to support South Shore's corridors in the future:

- **New demands and preferences in housing markets**, with increased demand for city living and a recent shift to rental housing.
- **Significant change in retail markets**, with convenience retail, personal services and food and beverage growth in cities and a decline in large-format stores.
- **Generational change in travel behavior**, with a growing preference for transit, and the use of new ride-sharing technologies, and “last mile” travel offered by Uber, Lyft and others, instead of personal car ownership.
- **A strong desire for walking and biking options**, as a convenient alternative to automobile travel and as part of a healthy lifestyle choice.

South Shore Challenges

There are, however, also some clear challenges facing South Shore, and the 75th and 79th Street corridors specifically:

- There has been long-term decline of industrial jobs on the South Side, exemplified by the closure of the U.S. Steel Works nearby.
- The corridors have several vacant lots and vacant storefronts following a long-term decline in population from mid-20th Century peaks, and new retail options that residents can now drive to elsewhere. This pattern is not unique to South Shore and can be seen across several neighborhoods in Chicago and the country.
- A slow recovery in home-ownership values since the recession.
- A modest rate of development, although the scale of renovation and infill opportunities is significant.
- A lack of senior housing options for older residents as the population ages.
- Metra ridership has declined over the last ten years, potentially reflecting a lower proportion of residents living in South Shore and working Downtown following the great recession.
- Signage, sidewalks and pedestrian access is missing or deteriorated in some locations.
- The South Shore corridors have limited visibility and are not seen as destinations for those passing in cars or on bikes, residents in adjacent neighborhoods or elsewhere in the city.



Vacant retail storefront along 79th Street



Underused lakefront



Surface parking lots

03 Ideas for Action

Building Momentum in South Shore

South Shore is an established residential community with a strong basis to move forward, but also has some challenges that must be addressed. This chapter provides 10 Ideas for Action that aim to address these challenges and build on community strengths.

Positive change can be achieved on South Shore's corridors by leveraging local strengths, growing the capacity of local organizations, applying temporary public realm and tactical urbanism approaches in the near term and then advancing into longer term capital and development projects. Promoting South Shore assets to future residents and businesses should continue throughout this process.

The goal is to achieve self-sustaining success, as determined by the community.

Building Local Partnerships

The Ideas for Action are also organized as a sequence of steps that can be implemented over time. In early stages there is a key role for the South Shore Chamber of Commerce as a leader, implementer and coordinator of others.

Raising Visibility

The opportunity and potential of South Shore can be promoted beyond the neighborhood itself. This plan can be used to communicate the market potential of South Shore to government, non-profit funders, foundations and the private sector right away.

Building City-Wide Partnerships

Partnerships with city-wide technical assistance providers and non-profit housing and mixed-use development funders can be established and capacity building for existing or new South Shore organizations be put in place. This will provide the foundation for later interventions in building renovation and infill development.

Demonstrating Change on the Ground

In parallel, small scale and temporary public realm and tactical urbanism site interventions will engage the community, signal physical change and raise the quality of place for residents.

Three Principles for Corridor Futures

This plan offers three themes which will organize partners and provide a clear layering and sequencing of activity over time.

Advance Community Led Initiatives

Near term activities can create visible change, using local and city-wide knowledge, skills and resources among non-profit partners.

Improve Public Spaces and Transit Facilities

Medium term investments, to build up the scale of visible change and encourage more people to walk, bike and use transit to experience their neighborhood.

Steer Investment and Development

Attract investment to the places it has best chance of success and can meet community needs.

Other City Resources

The Department of Planning and Development has several resources and programs that can provide support to several of the Ideas for Action and implementation steps outlined in this document, including tax incremental financing, Neighborhood Opportunity Fund, New Markets Tax Credits, and Class 7(a) and 7(b) tax incentives, among others. Portions of 75th and 79th Street also fall within Census tracts that are eligible for the federal Opportunity Zones program and other incentive zones, including: Empowerment Zone and Enterprise Zone. More information can be found at: www.chicago.gov/dpd

In addition to resources and programs administered by DPD, several partner agencies and city departments, including BACP, CDOT and DCASE have resources and programs that can be leveraged to advance several of the Ideas for Action outlined here.

Ideas for Action

1

Have a Clear Framework for Development

Offer a blueprint to guide the mix and scale of activities and development along 75th Street and 79th Street.

2

Market South Shore Corridor Opportunities

Raise awareness of South Shore assets and opportunities.

3

Advance Community-Led Arts and Culture

Build the visibility of South Shore as a destination for arts and culture.

4

Advance Community-Led Greening and Open Space Enhancements

Leverage local and city-wide expertise to activate available land and open spaces for high quality greening, landscape, urban agriculture and creative management of storm-water.

5

Market Corridors as Places for Culture and Entertainment

Support existing culture and entertainment venues and attract more.

6

Enhance Key Node Public Realm and Transit

Improve access to Metra stations and create more attractive and easier to navigate bus intersections.

7

Encourage Building Renovation at Key Nodes

Bring vacant storefronts and buildings back into active use by leveraging transit and pedestrian routes.

8

Attract In-fill Development at Key Nodes

Attract new homes, businesses and community development to vacant land around transit, key intersections and transit hubs over time.

9

Activate Corridors between Nodes

Attract other activities and uses to replace vacant buildings and land, particularly where retail is no longer viable, over the longer term.

10

Plan for Long-Term Capital Investment

Build aspirational ideas into long-term capital replacement and upgrade programs.



Have a Clear Framework for Development

The Challenge

The 75th and 79th Street Corridors are extensive, covering more than three miles in length. Both have vacant storefronts and vacant land. Retail and housing market analysis indicate that the level of new development coming to South Shore's Corridors will be modest in the near and medium terms.

The Opportunity

With a clear framework, South Shore can steer retail, business and housing investment where it has the best chance of success, and where it can be linked to, and supported by, other investments. This should occur at key nodes along the corridors which are 79th Street and Stony Island Avenue, 79th Street and Exchange Avenue, and 75th Street and Exchange Avenue. This framework can also guide investment by non-profit partners and public agencies.

The Key Nodes and secondary nodes are also places where the 75th and 79th Street Corridors intersect with the north-south connectors identified earlier in this plan.

79th Street and South Stony Island Avenue could have a cultural and entertainment focus and be a gateway for many arriving in Chicago from the points south and east to experience the Obama Presidential Center, Museum of Science and Industry and the Stony Island Arts Bank. The education renovated of South Jeffery Boulevard and local and express bus can drive local retail services at intersections with 75th Street and 79th Street. Traffic and bike routes along South Shore Drive, destinations provided by the South Shore Cultural Center and Rainbow Beach Park, higher density housing and population and the pedestrian focus provided by Metra Stations could be leveraged along the lakefront.

Strategies

1.1 - Focus at key South Shore nodes

Neighborhood nodes are where major streets meet, where there are transit stations or interchanges, or an existing density of activity should be prioritized due to their visibility to residents, businesses and people passing by on transit or in cars.

1.2 - Steer retail to locations with demand

71st Street to the north and Stony Island Avenue to the west are the strongest retail streets in the immediate area. New retail can be steered to 75th Street and 79th Street, east of Yates Boulevard where there is both less competition and a higher density of housing and residents. At the same time, local services can be steered to major intersections across the corridors, to provide walk-to convenience retail and café services.

1.3 - Encourage residential where retail is less viable

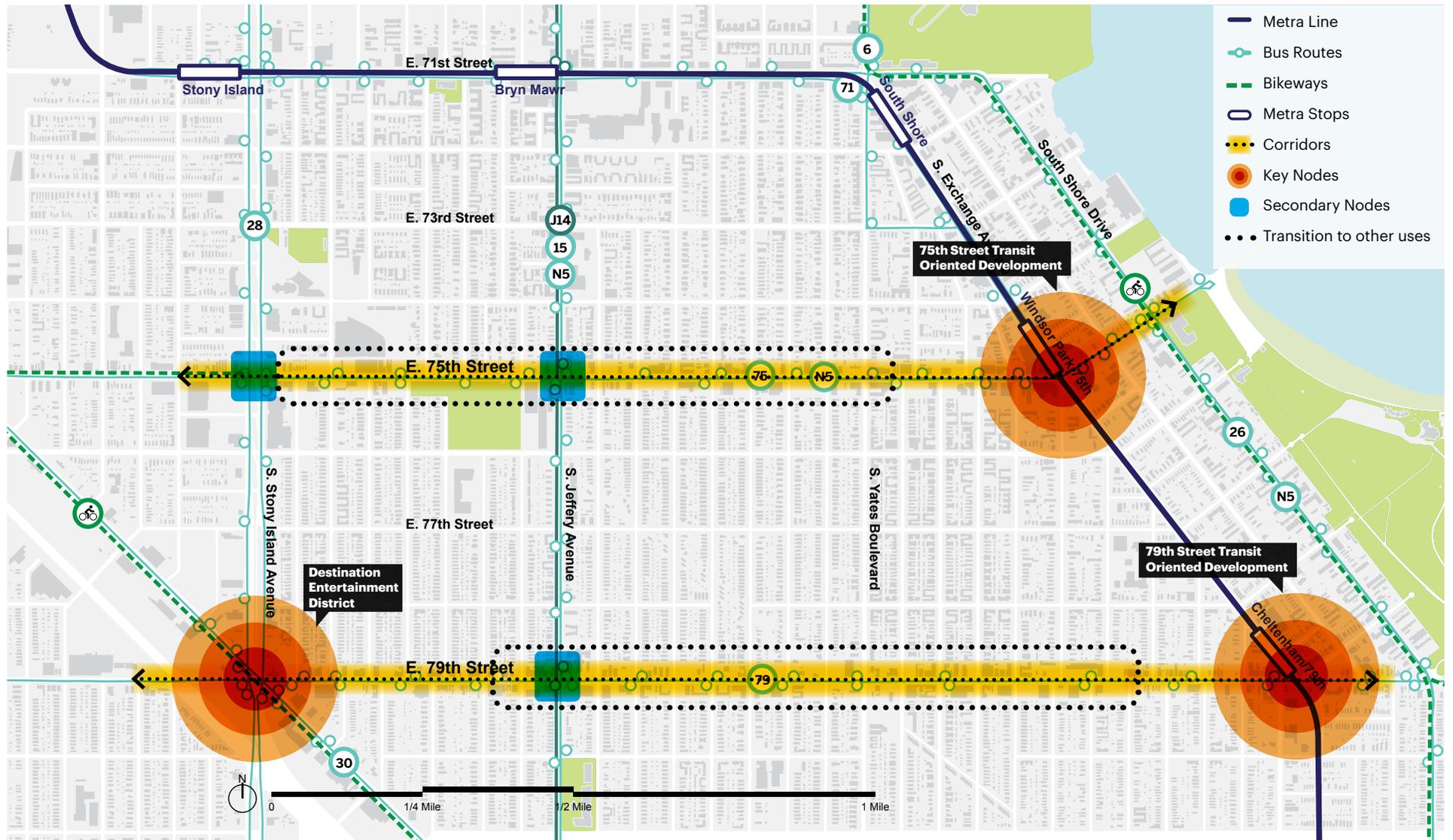
Housing can be accommodated closer to transportation, retail and other amenities. This can be in multi-family buildings at a range of scales and can be allowed at the ground floor with change of zoning designation. 75th Street west of Yates Boulevard can accommodate townhomes and single-family homes in the future, matching the character of surrounding residential blocks.

Implementation

Key implementers include the city, Alderman's office and local organizations.

Timeframe: Immediate

This framework prioritizes: investment at key nodes and secondary nodes first.





Market the Corridor Opportunity

The Challenge

The 75th Street and 79th Street corridors have many vacant retail space, within mixed-use and stand-alone retail buildings.

Retail market analysis shows that residents leave South Shore to meet a large proportion of their retail needs. In fact, approximately \$200 million of retail spending leaves the study area.

People do have choices, there are retail destinations and malls around the region and few neighborhoods have a surplus of retail spending. However, the needle could be moved for South Shore's corridors if more resident spending could be retained, and more visitors attracted.

The Opportunity

Retail spending dollars could be captured by new retail on 75th and 79th streets to support revitalization, provide local services to residents, bring vacant spaces back into active use and create visible pedestrian activity on streets.

There is a role for the South Shore Chamber of Commerce, the City of Chicago, and World Business Chicago in highlighting the market opportunity to investors who could locate new retail businesses in the area.

Strategies

This initiative includes working with existing businesses and others across the city and the region to provide new retail services in South Shore. Components include the following:

2.1 - Market the potential for neighborhood-scale café and sit-down breakfast, lunch and dining options

This opportunity can be promoted to existing building owners, local entrepreneurs and businesses in other neighborhoods.

2.2 - Market the potential for produce and small-scale grocery store

There is demand for local produce or small-scale grocery store, particularly further away from current offerings on 71st street and Stony Island in the southeast part of the neighborhood. This could involve a new retailer or working with the existing South Shore Food Mart to improve its offerings.

2.3 - Attract independent businesses from Chicago neighborhoods

Café, dining, clothing and fashion, housewares, and personal care businesses have all been successful across South Side neighborhoods. These entrepreneurs could be encouraged to expand to South Shore's corridors.

Implementation

Key implementers include local chamber of commerce, Alderman's office, SSA and nonprofit organizations.

Timeframe: Immediate



Pete's Fruit Market - Bronzeville, Milwaukee, WI



The Quarry Event Center - South Shore, Chicago, IL



Bonne Sante Fresh Foods - Hyde Park, Chicago, IL



L&G Family Restaurant - South Shore, Chicago, IL



Advance Community-Led Arts and Culture

The Challenge

South Shore has existing arts and culture activities and is also home to visual artists, musicians and writers.

The wider area also has cultural institutions including the Stony Island Arts Bank, the Logan Center for the Arts, the Museum of Science and Industry and the South Shore Cultural Center. The renovation and re-use of the Avalon Regal Theatre could also serve as a potential anchor. However, South Shore does not have a strong arts and culture identity.

The Opportunity

South Shore's Corridors can have a stronger arts and culture identity through a range of tactical and community led initiatives focused on the visual arts and special events. Vacant lots that are currently owned by the City of Chicago or Cook County Land Bank Authority (CCLBA) could host temporary open spaces and pop-up activities. The South Shore can serve as a gateway neighborhood to those who are traveling from areas south of the neighborhood to destinations north of the neighborhood.

Strategies

This initiative can include working with local organizations, and city-wide arts groups and institutions to implement public art, tactical and temporary public realm treatments and activation of underutilized spaces. Components include the following:

3.1 - Add public art through an expanded mural program

Engage local residents, youth and building owners in adding murals to high visibility facades and side walls at transit hubs and intersections where they can be seen.

3.2 - Add tactical and temporary public realm treatments

Include targeted painting of streets and sidewalk surfaces, landscape, lighting and seating areas in locations close to the strongest retail locations and highest foot traffic locations.

3.3 - Program and activate underutilized spaces

Bring temporary and permanent art installations to city-owned, CCLBA-owned, and if possible private vacant lots.

Implementation

Key implementers include local chamber of commerce, Alderman's office, Special Service Area (SSA), nonprofit organizations, with support from Chicago Department of Transportation (CDOT), Department of Planning and Development (DPD) and the Department of Cultural Affairs and Special Events (DCASE).

Timeframe: Immediate



Back Alley Jazz - South Shore, Chicago, IL



Mural at 79th and Cornell - Chicago, IL



"Dining at the 5", Chatham - Chicago, IL



Advance Community-Led Initiatives: Greening and Open Space

The Challenge

South Shore benefits from large-scale open spaces in the form of Jackson Park, South Shore Cultural Center and Rainbow Beach Park at the edges of the neighborhood. Rosenblum Park serves as a neighborhood park within the community. However, South Shore was built with a dense framework of residential blocks and does not have a network of open spaces within it.

The Opportunity

Visible greening and open spaces for use by residents and visitors can enhance the character and experience of 75th Street and 79th Street, minimize the visual impact of vacant lots along the corridors and help attract new retail and housing investment.

Strategies

This initiative includes working with local organizations, and city-wide open space and urban agriculture groups to implement greening and open space initiatives. Components include the following:

4.1 - Add urban greenery to vacant lots

This can include the installation of temporary and permanent landscape, vegetation, trees, paths and seating areas, where appropriate.

4.2 - Add stormwater-based greening to vacant lots

This can collect, channel and process stormwater run-off in a way that demonstrates progressive best practices and enhances greenery along corridors.

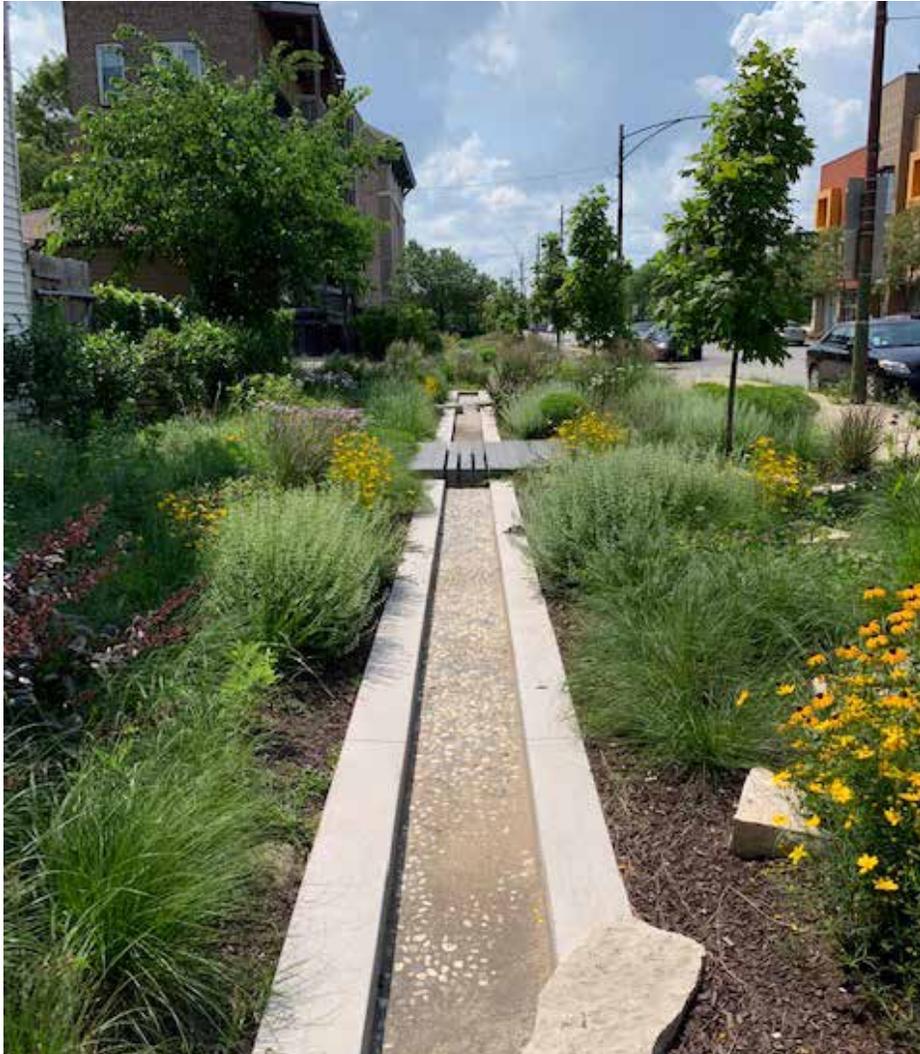
4.3 - Grow food along South Shore corridors

If community stakeholders are interested, vacant sites can be used for community-led gardening, allowing residents to produce their own food.

Implementation

Key implementers include local chamber of commerce, Alderman's office, SSA, nonprofit organizations, with support from Chicago Department of Transportation (CDOT), Department of Planning and Development (DPD) and NeighborSpace.

Timeframe: Immediate



Stormwater based greening - Chicago, IL



Greening vacant lots - Chicago, IL



Greening vacant lots - Chicago, IL



Promote South Shore as an Entertainment and Culture Destination

The Challenge

South Shore had a historic role as an entertainment destination through local theatres, movie houses and clubs. South Shore is no longer on the circuit for regional and national scale performers.

The Opportunity

South Shore can host entertainment and culture at a range of scales. New activities can attract audiences from within South Shore, surrounding neighborhoods, and across Chicago. There is also an opportunity to capture the attention of national and international visitors to the future Obama Presidential Center as they seek other activities in the area.

Strategies

This initiative includes working with local organizations, and city-wide arts and culture groups, entertainment, food and beverage, and other related industries to re-activate and leverage the assets in South Shore. Components include the following:

5.1 - Focus on re-activating the Avalon Regal Theatre

Completing the renovation of the Avalon Regal Theatre to a standard to allow opening the facility for performances is encouraged. Recruitment of an experienced talent booking agency and venue management entity to consult on a three-year program that can expand capacity is also encouraged.

5.2 - Define 79th Street and Stony Island as an entertainment district

Promote available storefront spaces as teaching, studio and rehearsal spaces and encourage café, dining and club uses. Add signage and banners to attract visitors to turn in from Stony Island Avenue to 79th Street. Promote pop-up events and activation of underutilized new land to bring music and performance to city-owned, or private, vacant lots for weekend and evening activity. This could also be linked to lots with art installations or open spaces.

5.3 - Encourage cultural programs in youth centers

Local performers and teachers are encouraged to work with youth service and library staff to provide events and programs at community institutions as a bridge to the neighborhood and city-wide cultural offer.

Implementation

Key implementers include property owners, local chamber of commerce, Alderman's office, Special Service Area (SSA), with support from Department of Cultural Affairs and Special Events (DCASE), Chicago Public Library (CPL) and Department of Planning and Development (DPD).

Timeframe: Immediate



Avalon Regal Theatre - Chicago, IL



Delmar Loop Tivoli Theatre - St. Louis, MO



Hip Hop Architecture Exhibition - Chicago, IL



The Quarry Event Center - Chicago, IL



Encourage Public Realm Upgrade at Key Nodes

The Challenge

75th Street and 79th Street have miles of sidewalks, curbs, street-lighting, signage and furniture. This public realm plays an important role in how residents, visitors and those passing through the neighborhood on transit, in cars or on bike experience South Shore.

Along these corridors, the highest visibility locations are where major streets meet, and where transit stations or interchanges exist, or there is an existing density of activities. Investment in public realm should be steered to where it will have the greatest impact.

The Opportunity

Upgrading the public realm can improve the daily experience of these corridors South Shore residents, visitors, businesses and property owners. It also sends a visible signal of commitment to the quality of the neighborhood.

The Chicago Department of Transportation's Make Way for People initiative aims to create public spaces that cultivate community and culture in Chicago's neighborhoods through placemaking. This supports innovation through strategic use of public-private partnerships.

- People spots: platforms in parking lanes adjacent to sidewalks
- People streets: public spaces in "excess" asphalt areas
- People plazas: opportunities in existing CDOT malls, plazas, and triangles
- People alleys: temporary space for events in city alleys

In addition to improving street safety and promoting walkable communities, public realm upgrades support economic development for local businesses and neighborhoods.

Strategies

This initiative includes working with local organizations, Aldermanic offices, the City of Chicago, CDOT, the CTA and Metra. The scale of initiatives can increase over time. Components include the following:

6.1 - Repair the existing public realm

This includes the repair of sidewalks, crosswalks, furniture and replacing or installing moveable landscape planters.

6.2 - Add pedestrian and bike signage

Local signage can direct pedestrians to transit amenities, Metra stations, community facilities, institutions and open spaces. Bike signage can also be added to direct people from the lakefront bike route on South Shore Drive to retail locations and Metra stops at 75th Street and 79th Street.

6.3 - Upgrade transit stops and stations

All Metra stations in South Shore, and some bus stops, received investments in recent years. Upgrading of bus stops and sidewalk conditions around them could enhance the customer experience. In some locations, additional shelters are needed. Metra stations would benefit from additional lighting and signage, with a focus on outdoor, grade-level fenced access between rail lines south of 78th Street and north of 76th Street.

Implementation

Key implementers include SSA, Alderman's Office, CDOT, CTA, Metra. Recommendations will be subject to further study to determine specifications and justify funding and timing by CDOT, CTA and Metra as needed.

Timeframe: Immediate



Existing light poles and banners, 79th and Exchange - South Shore, Chicago, IL



Streetscaping on 53rd Street, Hyde Park - Chicago, IL



Upgraded Metra Station - Elmhurst, IL



Encourage Building Renovation at Key Nodes

The Challenge

75th Street and 79th Street both struggle from vacant storefronts and vacant land. This has been a long-term challenge and has resulted from changes in how people shop, retail industry trends, and a reduction in the number of jobs and residents in the area. This means that new investment will need to be steered to where it has the best chance of success, and where it can be linked to and supported by other investments. This should occur at key nodes, as defined in Idea for Action #1.

The Opportunity

Renovating existing buildings is a key way to preserve existing character, bring buildings back into active use, enhance the pedestrian experiences and improve the availability to services.

Strategies

This initiative includes working with local organizations, existing owners, technical assistance providers, non-profit lenders and the City of Chicago to advance renovation of individual buildings. Components include the following:

7.1 - Renovate existing storefronts

This can include renovation of facades, including doors, windows, signage and other facade elements, as well as interior upgrade to create a welcoming and functional business space. This can also include conversion of ground-floor uses to residential where it is appropriate.

7.2 - Renovate private residential buildings

This can include working with existing owners to support a range of activities, from exterior upgrades, to gut rehabs, internal re-configurations with different types of housing, or adaptive re-use.

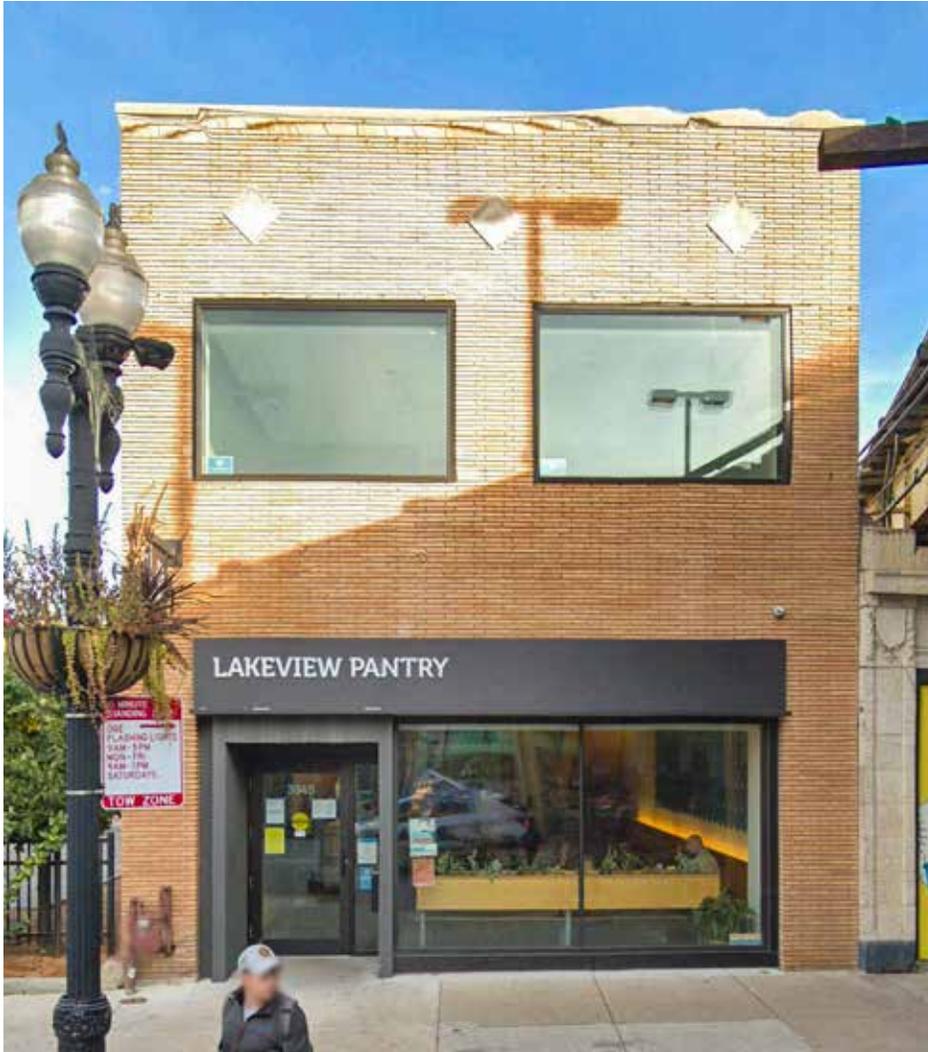
7.3 - Support non-profit efforts for residential renovation

Chicago has a long track record of acquiring and renovating existing buildings through neighborhood non-profit community development corporations, city-wide technical assistance providers and non-profit lenders and financial intermediaries. South Shore can bring together a partnership consortium to focus this activity near key nodes.

Implementation

Key implementers include existing owners, nonprofit lenders and other existing funding sources, City of Chicago Department of Buildings.

Timeframe: Immediate/Future



Renovation in Buena Park - Chicago, IL



Non-profit renovation, Dorchester Artist Housing - Chicago, IL



Strand Residences - Chicago, IL



Attract Infill Development at Key Nodes

The Challenge

South Shore Corridors have a number of vacant lots where buildings have been demolished. There are also a number of surface parking lots, some of which no longer appear to be actively used by the businesses or institutions once associated with them. The absence of activity can be problematic for neighbors and also signals a lack of investment.

The Opportunity

New infill development can provide new housing options and new business spaces as South Shore grows. Additional residents can provide a customer base to support additional services and new activity can provide eyes on the street to improve safety. Infill development will also increase demand and the viability of business and existing transit services.

Strategies

8.1 - Attract new residential development

The range of lot sizes means that a variety of new types of residential development could be supported, from townhomes, to walk-up apartments to mid and higher density development.

8.2 - Encourage senior housing

Senior housing is a way to bring larger lots into full use, with mid-density developments accommodating dozens of residents in a serviced environment. This can also provide a way for long-term home-owners to stay in the neighborhood when they no longer want or need a single-family home.

8.3 - Attract new mixed-use development

At vacant lots within key-nodes, an opportunity exists to attract new mixed-use development, which could include contemporary local grocery, café, dining, entertainment, businesses and workshop spaces.

Implementation

Key implementers include existing owners, City, Alderman's Office, and local organizations.

Timeframe: Future



The Burnham Senior Housing at Woodlawn Park - Chicago, IL



New residential development, City Gardens - Chicago, IL



Infill residential development - Chicago, IL



New mixed use development, Taylor Street Apartments and Library - Chicago, IL



Activate Corridors between Nodes

The Challenge

The scale and extent of the 75th Street and 79th Street corridors underscores the importance of focusing on areas of strength around nodes and major transit stops and hubs. In the longer term, areas between these can also see activation and investment.

The Opportunity

Over the medium and long term, corridor blocks between key nodes can be brought into fuller use, extending activity from the nodes and also implementing locally-led and distinctive approaches to the specific conditions on those blocks.

Strategies

9.1 - Convert Vacant Lots to Urban Green Spaces

Community gardens, public open spaces and urban agriculture tools and techniques described earlier can be applied to vacant lots to provide a more extensive network of green spaces for the community.

9.2 - Convert Vacant Storefronts to other Non-Retail Uses

There is an opportunity to convert former retail storefronts to office, live/work, community uses and housing.

9.3 - Infill vacant lots with new residential development

As demand for housing strengthens and success is demonstrated at key nodes, other lots on blocks between them can be promoted for infill residential development.

Implementation

Key implementers include City of Chicago, Alderman's office and local organizations.

Timeframe: Future



Infill townhouse development- Chicago, IL



Urban infill green space - Chicago, IL



Commercial use converted to residential - Chicago, IL



Infill housing development The Jackson at Woodlawn Park - Chicago, IL

10 Plan for Long-Term Capital Investment

The Challenge

South Shore has some large scale infrastructure including the Chicago Skyway flyover ramps to Stony Island Avenue, major street intersections and Metra stations. Given the scale of these infrastructure investments, their upgrades, renovations and replacement should be planned for in the long-term.

The Opportunity

There is an opportunity to begin long-range thinking about how these types of capital projects can be approached and enhanced.

Strategies

10.1 - Upgrade major intersections

This includes the potential for comprehensive upgrades to enhance bus use and traffic flow at key intersections on Stony Island Avenue and around the Metra stations.

10.2 - Upgrade pedestrian crossings

This could be linked to the above to offer comprehensive pedestrian and bike crossing improvements along with new streetscapes around intersections.

10.3 - Enhance Skyway flyovers

The structure sits close to the Avalon Regal Theater, and is also a monumental gateway into Chicago from the south, whether coming from I-94 or on the Skyway itself.

Implementation

Key implementers include CDOT, Illinois Department of Transportation (IDOT) and Chicago Skyway. Long-term new resources required. Recommendations will be subject to further study to determine specifications and justify funding and timing by CDOT, CTA and Metra as needed.

Timeframe: Future



Major intersection upgrades - New York, NY



Improved transit infrastructure - Chicago, IL



Upgraded pedestrian crossing - Chicago, IL



Skyway Structure enhancement, Lighting example - Boston, MA

Appendix



Technical Reports

Transit Report

As part of this study we produced a transit report to document and summarize in more detail the existing conditions of each corridor, understand the various modes of transportation through the community, and more detailed recommendations on potential methods to address those issues at the key nodes.

The report has three sections:

Section 1 is focused on the existing conditions of the corridors and the larger transportation network.

Section 2 contains the consultant team recommendations organized by short-term, mid-term and long-term opportunities. There is also a section on potential funding sources.

Section 3 are the appendices which shares the various maps and charts that support section 1 and 2 of the report.

Housing Market Analysis

The housing market analysis report looks to understand the composition of the South Shore neighborhood as well as the areas surrounding the 75th Street and 79th Street corridors.

The report has 3 sections:

Section A which is looking at housing stock composition for the entire South Shore neighborhood.

Section B which dives into the residential trends and projections for the South Shore neighborhood and looks to understand where the market is for a variety of product types. Single family and condominium, multifamily rental, and institutional investment.

Section C draws some conclusions from that information and outlines some potential strategies that can be leveraged in the future to position South Shore for future growth.

Retail Market Analysis

The retail market analysis report gives a more indepth picture of the existing trends and demographics for the South Shore study area and focused look at retail along 75th Street and 79th Street from Stony Island avenue to the lakefront.

The report has 4 sections:

Section 1 which is a brief introduction to outline the purpose of the report.

Section 2 focuses on existing conditions of the neighborhood, study area, and corridors.

Section 3 includes some ideas for specific sites and the district as a whole.

Section 4 focuses on resources that could be activated to support the 75th Street and 79th Street corridors in the future.

All three technical reports can be found at:

https://www.chicago.gov/city/en/depts/dcd/supp_info/south-shore-corridor-study.html

79th and Stony Island Avenue

Destination Entertainment District

The following diagrams describe how the 10 Ideas for Action might potentially be applied to this key node.

The specific timing and sequence of implementation will be determined in collaboration with local partners and public agencies.

Potential Actions

Public realm:

- 3.1 Add public art through an expanded mural program
- 3.2. Add tactical and temporary public realm
- 6.1. Repair the existing public realm
- 6.2. Add pedestrian and bike signage
- 10.1. Major Intersection upgrades
- 10.2 Upgrade pedestrian crossings
- 10.3 Skyway structure enhancements

City owned vacant land:

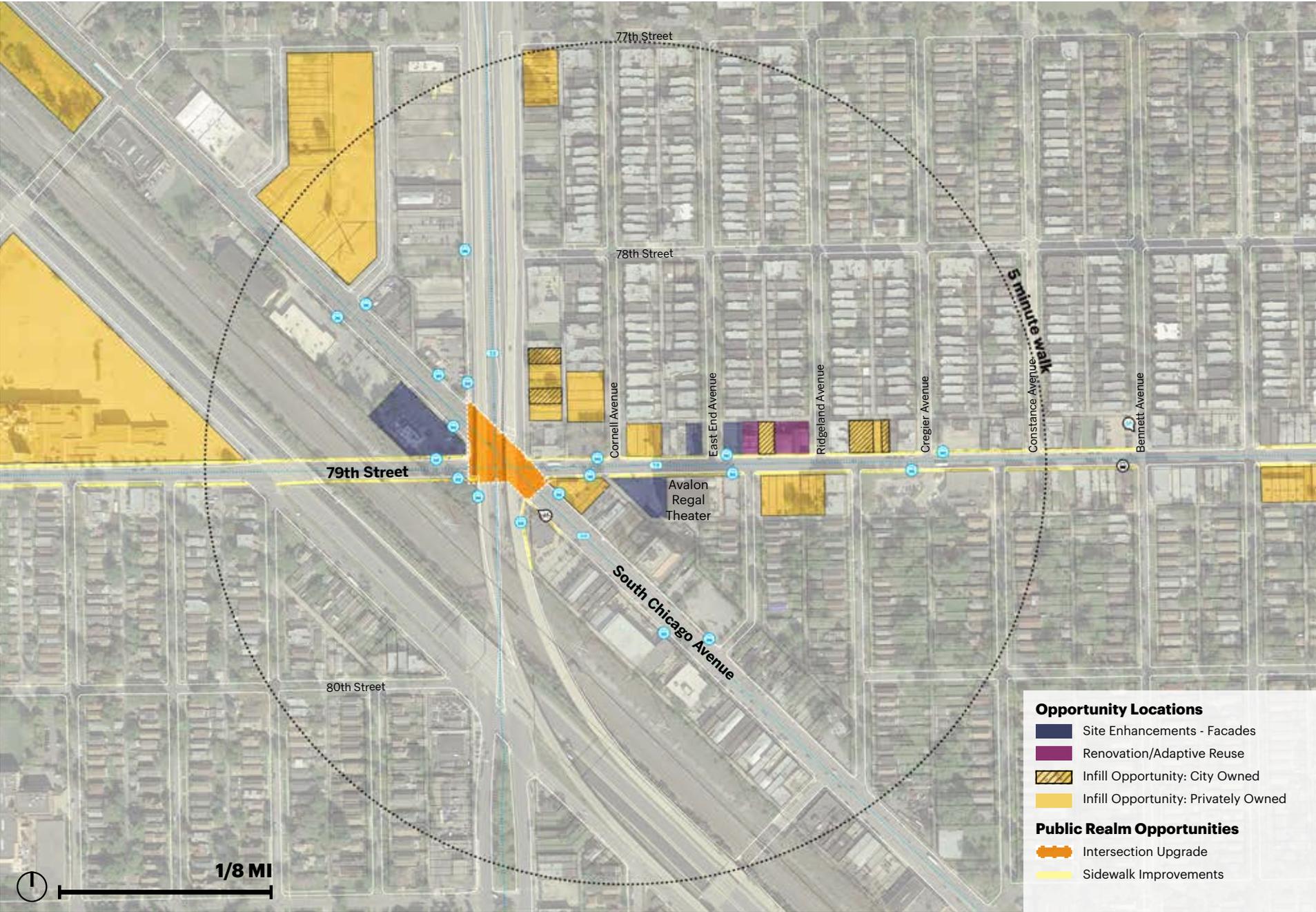
- 3.3 Program and activate under-utilized spaces
- 4.1 Add urban greenery to vacant lots
- 7.3 Support non-profit efforts for residential renovation
- 8.3 Attract new mixed use development

Private land and buildings:

- 5.1 Focus on reactivating the Avalon Regal Theatre
- 5.2 Define 79th and Stony Island as an entertainment district
- 7.1 Renovate existing storefronts
- 7.3 Support non-profit efforts for residential renovation
- 8.3 Attract new mixed use development



79th Street and Stony Island Avenue



75th and Exchange Avenue

Transit Oriented Development

The following diagrams describe how the 10 Ideas for Action might potentially be applied to this key node.

The specific timing and sequence of implementation will be determined in collaboration with local partners and public agencies.

Potential Actions

Public realm:

- 3.1 Add public art through an expanded mural program
- 3.2. Add tactical and temporary public realm
- 6.1. Repair the existing public realm
- 6.2. Add pedestrian and bike signage
- 10.1. Major Intersection upgrades
- 10.2 Upgrade pedestrian crossings

City owned vacant land:

- 3.3 Program and activate under-utilized spaces
- 4.1 Add urban greenery to vacant lots
- 7.3 Support non-profit efforts for residential renovation
- 8.3 Attract new mixed use development

Private land and buildings:

- 7.1 Renovate existing storefronts
- 7.2 Renovate private residential buildings
- 7.3 Support non-profit efforts for residential renovation
- 8.1 Attract new residential development
- 8.2 Encourage senior housing
- 8.3 Attract new mixed use development
- 9.3. Infill vacant lots with new residential development



75th and Exchange Avenue



79th and Exchange Avenue Transit Oriented Development

The following diagrams describe how the 10 Ideas for Action might potentially be applied to this key node.

The specific timing and sequence of implementation will be determined in collaboration with local partners and public agencies.

Potential Actions

Public realm:

- 3.1 Add public art through an expanded mural program
- 3.2. Add tactical and temporary public realm
- 6.1. Repair the existing public realm
- 6.2. Add pedestrian and bike signage
- 10.1. Major Intersection upgrades
- 10.2 Upgrade pedestrian crossings

City owned vacant land:

- 3.3 Program and activate under-utilized spaces
- 4.1 Add urban greenery to vacant lots
- 7.3 Support non-profit efforts for residential renovation
- 8.3 Attract new mixed use development
- 9.1 Convert vacant lots to urban green spaces

Private land and buildings:

- 7.1 Renovate existing storefronts
- 7.2 Renovate private residential buildings
- 7.3 Support non-profit efforts for residential renovation
- 8.1 Attract new residential development
- 8.2 Encourage senior housing
- 8.3 Attract new mixed use development
- 9.1 Convert vacant lots to urban green spaces
- 9.3. Infill vacant lots with new residential development



79th Street and Exchange Avenue

