

CHICAGO'S EDGE
HOWARD STREET



Howard Street: On The Edge Corridor Plan

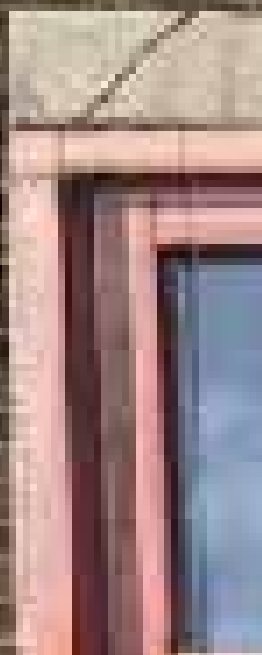
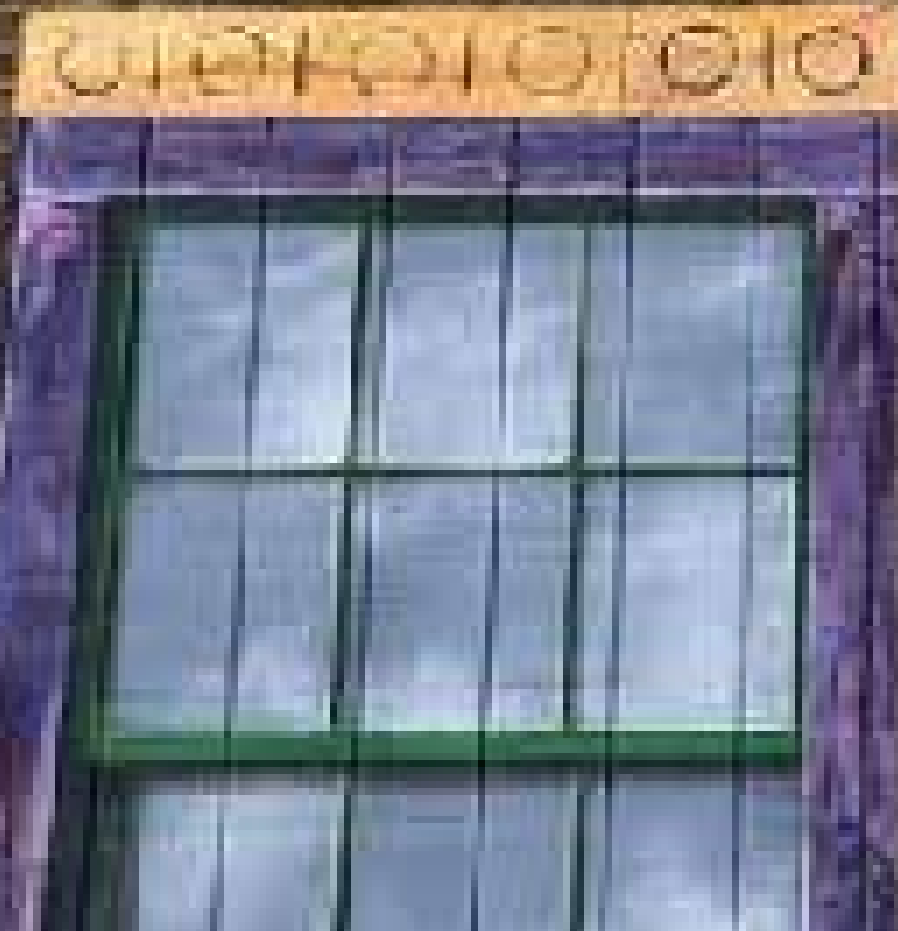
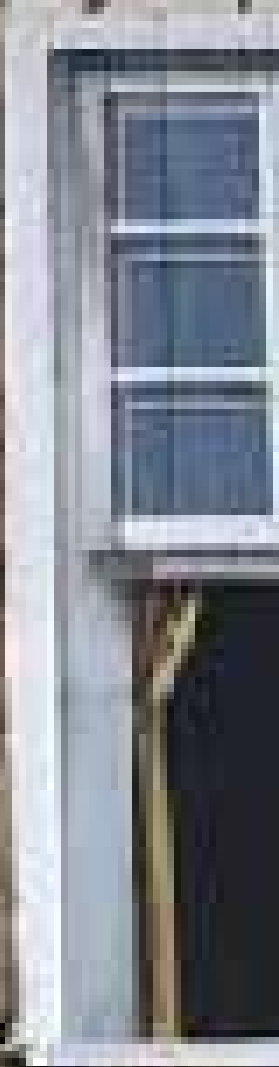
August 2020

Prepared for the 49th Ward
By: Torrence Gardner



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INTRODUCTION

SECTION ONE: INTRODUCTION

PLAN OVERVIEW

This Corridor Plan will serve as a long-term guiding document for the 49th Ward Aldermanic office and the Rogers Park Business Alliance. This plan will help them develop a framework for future decisions on developments, programs, and services. This plan will also serve to inform and engage citizens about the status of Howard Street. The most successful corridor plans involve successfully transforming a vision into a tangible implementation strategy that fosters support, political involvement, and community initiative to bring the vision to fruition.

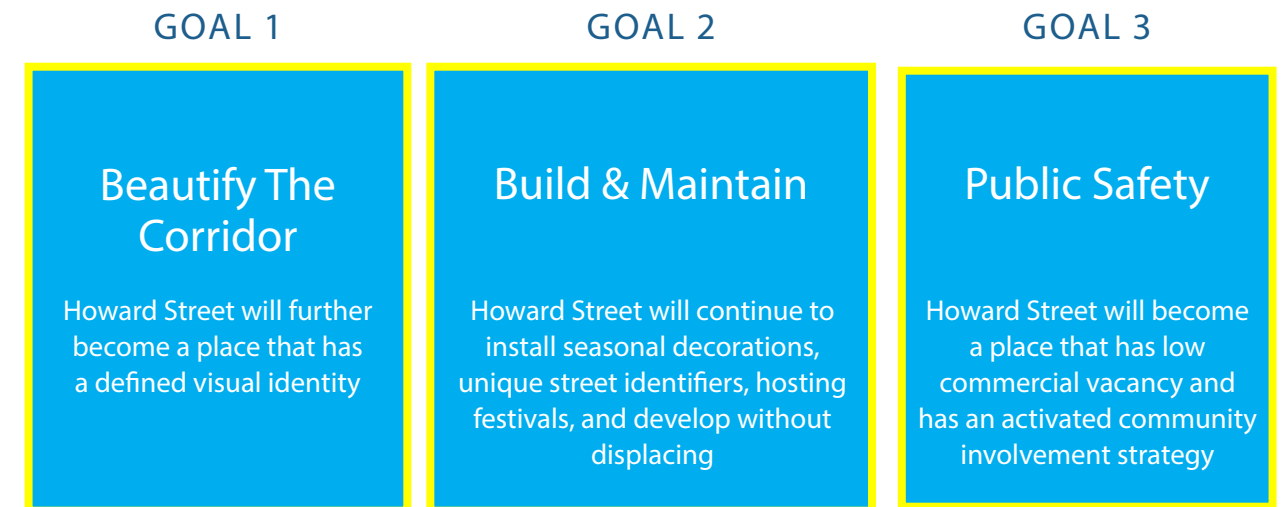
The plan will build upon former and current planning initiatives (see graphic outlining these initiatives on the following page).

PLAN ORGANIZATION

The Corridor planning process is organized around three sections: Analyze, Envision, and Implement. During the Analyze phase, I will highlight the existing conditions of Howard Street and the adjoining blocks surrounding the street. A density and retail market analysis will also be portrayed to help provide a baseline understanding of the corridor's existing density and the contextual understanding needed for future decisions made by stakeholders. This analysis will help provide insight into what type of developments best serve Howard Street and its residents.

The Envision and Implement sections will include developing and evaluating potential goals and policies for improving Howard Street in the Study Area. These phases will take inspiration from, and add to, the goals and initiatives outlined in the 2006 Commercial Corridor Plan for Howard Street.

ACTIVATE HOWARD STREET



KEY THEMES INCLUDE:

- Wide variety of shops exist along the corridor
- Violence seems commonplace
- Concern for underserved populations being potentially displaced
- Building brand and image is a challenge

STUDY AREA

STREET PROFILE

Rogers Park is a historic lakefront community, home to one of the most diverse populations in the City of Chicago. Rogers Park is characterized by a mix of mid-rise buildings and single-family residential homes set on tree-lined streets just blocks from thirteen of the loveliest and most accessible beaches in the City. Rogers Park is made up of multiple major corridors that consist of many diverse bars, shops, and restaurants. Rogers Park resides in Chicago's 49th Ward, a local authority area run by an alderman. Howard Street is one of those significant corridors but is unique in that it acts as the boundary between Chicago and Evanston. The corridor runs not entirely in Rogers Park (Chicago) and is very much perceived as being on the edge of two municipalities. Being on the edge has given Howard Street challenges but also opportunities. Residents from nearby North Shore suburbs like Evanston have historically ventured onto Howard Street for nightlife purposes. The Howard Street corridor falls within the boundaries of the Rogers Park Business Alliance's Special Service Area, SSA#19. SSA #19 boundaries include Ridge Avenue to Sheridan Road, Paulina Avenue from Rogers Avenue to Jonquil Avenue and Rogers Avenue from Greenview Avenue to Ashland Avenue and the Gateway Centre. The SSA has provided programs and services in the commercial district since 1997, according to the Rogers Park Business Alliance.

For this plan's purposes, the corridor captured and its adjacent streets will be analyzed to obtain additional information about the makeup of the people who might live, work or shop along Howard Street in the retail market and demographic analysis. The boundaries used for these sections include Western to the west, Sheridan to the east, Juneway Terrace to the North, part of Clark and Rogers Avenue to the South (figure 1). The Rogers Park neighborhood boundary ends at Ridge Boulevard going west. However, we will utilize the 49th Ward western boundary, which extends to Western Avenue for our purposes.

CONTEXT

Context is crucial in understanding the street that will be the topic of this plan. The street resides partly in Rogers Park and partly in the City of Evanston. Rogers Park is one of 77 community areas of the City of Chicago. It is in the furthest northern part of the city and was annexed back in 1893. Rogers park is made up of around 55,000 residents. Chicago is the third most populous city in the United States at just over 2.6 millions people. Chicago is part of a county known as Cook County, which consists of a population at around 5 million. It's adjacent to smaller counties like DuPage and Will. Cook County is the second-most populous county in the nation. Howard Street resides in a multi-layer context of governments that consist of millions of people with a diverse set of agendas and backgrounds. This context is essential to remember as the implementation of ideas and strategies becomes more apparent; it will need approvals from a certain government layer.

Study Area

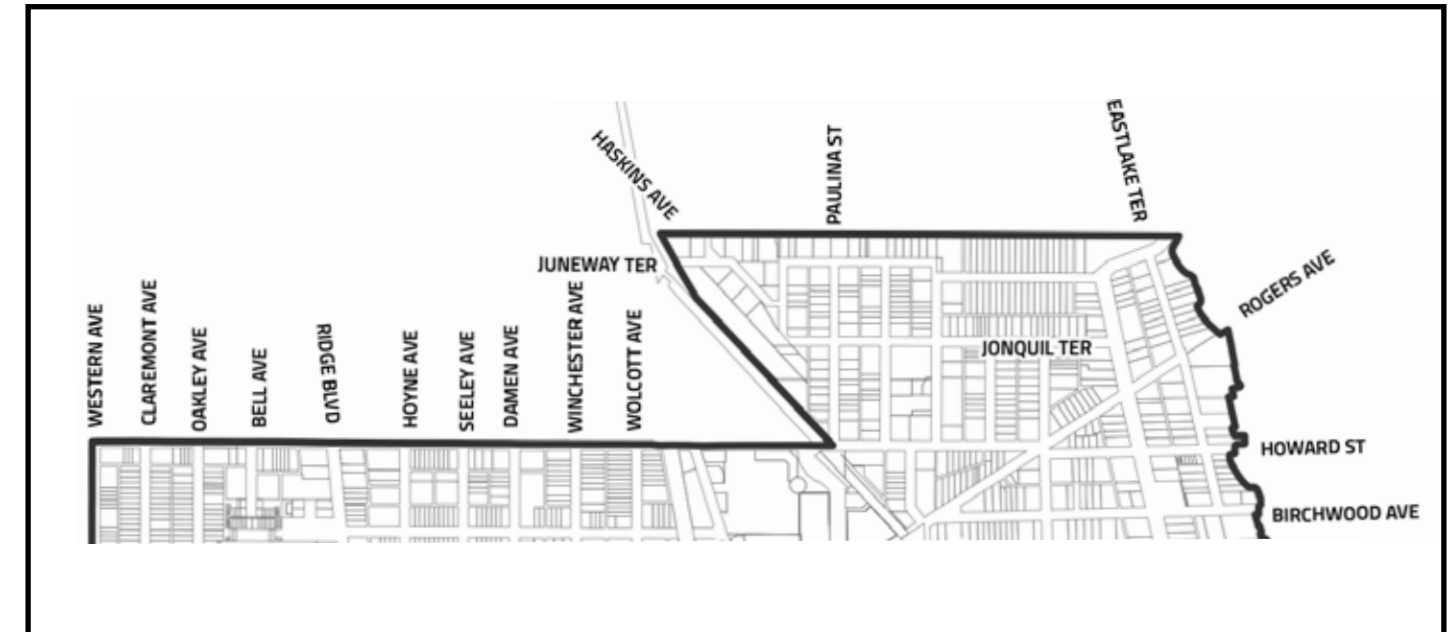
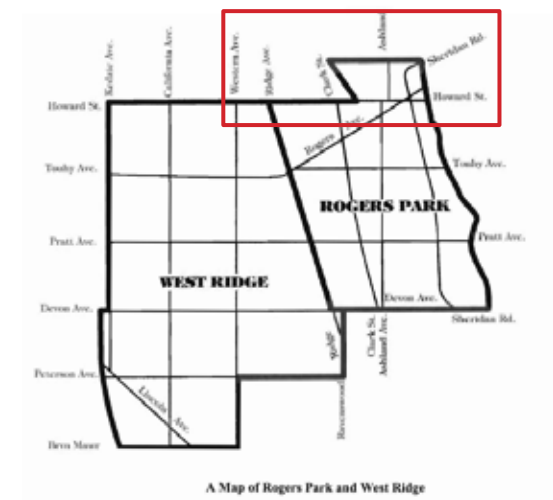


Figure 1: The Howard Street Corridor, as shown between Western Ave and Sheridan Road, for an analysis of existing density and proposed developments.

Neighborhood Scale



A Map of Rogers Park and West Ridge

Regional Scale



HISTORY

STREET PROFILE CONTINUED

The street has had multiple makeovers throughout the 20th century. A report done by Illinois Wesleyan University student Ryan McGuinness highlights much of the history. Howard Street used to be dotted with theatres that brought in talent such as beauty queens for performances in the 1920s (McGuinness 2004). In the 1940s, it became a major business strip that was packed full of cars and shops (McGuinness 2004) Over the decades, it has suffered from lack of investment and repeatedly over decades has been a location where violence can rear its ugly head. However, the vibrancy has not been fully stifled and is making a comeback thanks to new business owners, elected officials, and community organizations. It's a street as of the past 5-10 years home to new cafes, parks, eateries, breweries, and even a community garden. The one major constant is that it has remained a vital transportation hub for over a century. Multiple bus lines ride down the corridor, and multiple CTA lines end or start on the elevated tracks above Howard Street. The transportation activity has been a source of why many have moved to this area (McGuinness 2004). A number of Black-owned businesses reside on this street, which speaks to the street's identity and the residential blocks that surround it. A predominantly historically Black elementary school and multiple community service agencies sit just adjacent to the street. The street neighborhood identity is Black due to the more than 40 percent of Rogers Park African-Americans that live in the census tracts near Howard Street. The new shops and the development proposals threaten the future livelihood of many of the residents since it's becoming a street being seen as prime for redevelopment. Storefront vacancy and a lack of sidewalk activation persist, allowing new ideas and proposals to enter. The street faces a new threat known as COVID19. This pandemic will have a detrimental impact on Howard Street.

HOW DID HOWARD STREET GET IT'S NAME?

Howard Street was once a wild prairie not unlike many of the streets that cut through Chicago's landscape in the 19th century (Rogers Park West Ridge Historical Society {RPWRHS} 2009). An early settler named John F. Ure had a dairy farm in the area that took up most of what is currently east of Clark and North of Howard. John Ure donated the right-of-way for a street, named after his son, Howard Ure (RPWRHS 2009). McGuinness describes how for quite some time in the latter half of the 19th century and early decade of the 20th century, this large plot of land surrounding Howard Street was shunned. He describes that it was truly a "No Man's Land" (McGuinness 2004). Charles Ferguson, a real estate developer, saw potential and, by 1915, acted upon his ambitions. McGuinness believes, "Ferguson foresaw the shadowy images of elaborate theatres lighting the night sky with shimmering marquees, the towering apartment, and hotel buildings...and heard the nearly continual roar of a popular Elevated line" (McGuinness 2004). By 1923 it was a bustling street with, as previously described in the street profile, shops, and theatres. Howard Street quickly became from 1915 up until around 1955, an aesthetically pleasing part of Chicago (McGuinness 2004). McGuinness describes it in his report as a "suburban setting within Chicago's city limits." An aesthetically pleasing place became a "red-light" district famous for its theatres. The El was a vital asset for making the nightlife buzz as well a convenient place for those that wish to travel without dealing with traffic (not unlike today). The area became a port of entry for immigrants around the 1950s (McGuinness 2004). More impoverished eastern Europeans, Latinos, and Asians moved into the older buildings within the area surrounding Howard Street (McGuinness 2004). Development and businesses dried up as the decades rolled due to not being supported financially by the residents and xenophobia by the upper-class whites. African-Americans would start entering the area in the 1970s, but the economic vibrancy never regained its footing.



Howard Street Theatre Opened in 1917. By 1975 it was closed and by 1999 the auditorium was razed but the facade and outdoor lobby was saved.



Bustling Howard Street looking east from the "L" platform in the 1940s



The Norshore Theatre Opened in 1926. Demolished later in the 20th century. This is a picture of the beauty queens that would come and perform at the 3,500 seat theatre.



Howard Street facing west. Year unknown.



ANALYZE

SECTION TWO: PLANNING EFFORTS

OVERVIEW

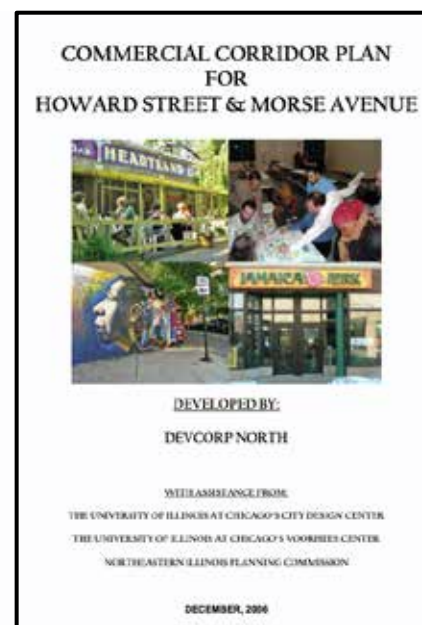
During the Analyze phase, I conducted a comprehensive analysis of Howard Street. The analysis is summarized in the following pages and includes details on zoning, land use, demographics, transportation, housing stock, business summary, vacancy, retail market analysis, economic analysis, and consumer profile. It is important to note that 2006, the Rogers Park Business Alliance prepared the most recent study on this corridor. In the future, it would benefit the community, to reestablish a working relationship between the Rogers Park Business Alliance and the Alderman's office to conduct consolidated planning efforts on a more consistent basis.

RELATIONSHIP TO THE CITY OF CHICAGO

The City of Chicago's role with respect to providing planning insights must be put into context considering that the City of Chicago, made up of a Department of Planning & Development, has not taken up a comprehensive plan for Rogers Park within 40 years. The Chicago Department of Planning & Development also has not formulated a corridor plan at least within 30 years, if ever. The most recent corridor plan study was led by Devcorp North (now Rogers Park Business Alliance) and the Northeastern Illinois Plan Commission. The Northeastern Illinois Plan Commission (NIPC) was the official comprehensive planning agency for six counties - Cook, DuPage, Kane, Lake, McHenry, and Will. The NIPC merged with another organization and is now known as The Chicago Metropolitan Agency for Planning.

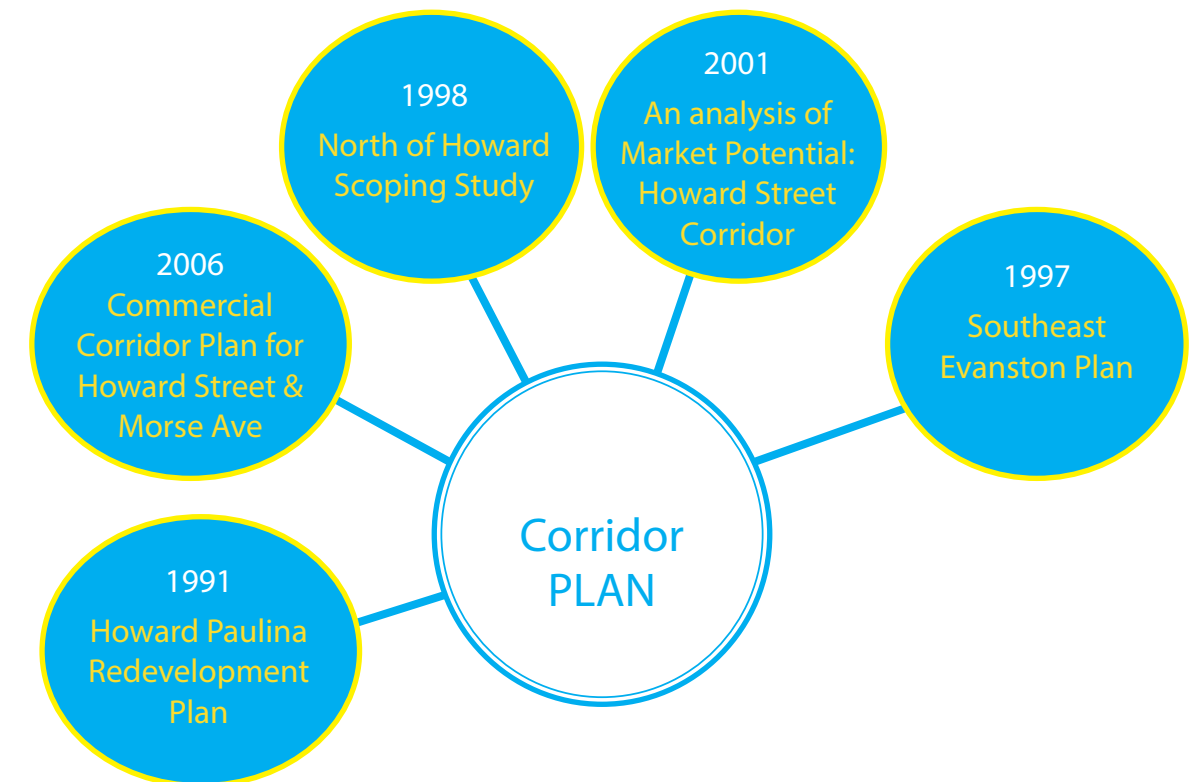
The Northeastern Illinois Plan Commission and Devcorp North with assistance from the University of Illinois at Chicago's City Design Center and Voorhees Center created a Commercial Corridor Plan in 2006. This plan focused strictly on Rogers Park's two commercial corridors. The previous plans before this 2006 plan were cited as having three common shortfalls. They were often anecdotal. They failed to see what potential opportunities could be capitalized. Thirdly, the previous plans for the neighborhood lacked a comprehensive implementation strategy. The Commercial Corridor Plan of 2006 focused on Five Main Areas, as stated in the plan:

- Celebrate the diversity of Rogers Park through a broad mix of businesses and services, varying in size and type and catering to a range of incomes, races, and ethnicities
- Enhance the safety of the streets for everyone at all hours of the day through preventative and responsive measures that reduce the opportunity for criminal activity to create a welcoming feel in the area
- Improve the appearance of the streets and buildings to cultivate a distinct district identity and encourage more pedestrian activity through better signs, greater cleanliness, and physical improvements
- Foster a healthy foundation of commerce, culture, education and community service that focuses on organizing and mobilizing community residents to improve their commercial districts
- Capitalize on Rogers Park's transportation and parking to promote stronger connections to adjacent districts and enhances neighborhood accessibility



OTHER PLANS AND REPORTS

The previous planning efforts directly associated with Howard Street or that area, numerous related planning efforts have been completed. A summary of these can be seen in the chart below:





EXISTING
CONDITIONS

SECTION TWO: LAND USE

As a business corridor, Howard Street is made up of parcels primarily consisting of commercial and mixed-use buildings. However, there is a distinct portion of the street where the pedestrian flow is interrupted due to a major shopping strip mall. A variety of uses bring draw people to the corridor, but this major outlet mall causes a break in the flow and lengthens distances between portions of some of the storefronts that line the street.

INSTITUTIONS

There are not many significant institutions that reside on Howard Street. There is healthcare center known as Access Healthcare stationed on the 1500 block of Howard Street that provides essential services to many. Adjacent to the street off of Paulina Street just north of the Howard “L” station is home to a couple of major institutions (A Just Harvest & Howard Area Community Center) that serve the neighborhood. Gale Elementary School is located a block away from Howard Street on Jonquil Terrace but connected to a significant open space that aligns with Howard Street in which many of its kids play.

OPEN SPACE

Howard Street is aligned with a 3.3-acre park that is connected to one of the Chicago Park District Field Houses in the city known as Willye B. White. The field house was constructed in 2008 and was named after Willye B. White, a track and field black Olympian and famed humanitarian. The only other spot located off Howard Street with open space is 1-acre lot at the southwest corner of Howard & Clark Street. The 1-acre lot aligns the Metra line and is an underutilized spot. There are few other parks located north of Howard Street and adjacent to Lake Michigan in the overall study area.

VACANT LOTS

While most of Howard Street is built out, few areas are underutilized that could be sites for future development. Two are located directly across from Willye B. White Park and are directly next to one another on the corner of Ashland Avenue and Howard Street.

RESIDENTIAL

The housing along Howard Street is primarily multi-family. Two- to four-story buildings above ground-level retail are common. There is a newer six-story building with elevated lofts. One- to three-unit buildings are most common. Very few buildings have no ground floor retail between Ridge and Sheridan road. Most of the buildings that have no ground-floor retail are between Greenview and Sheridan Road, where single-family homes or townhomes exist.

COMMERCIAL/OFFICE

Most commercial space in the corridor is a single story or has residential uses above. There is a strong mix of restaurants, bars, cafes, and personal service locations, such as hair salons.

AUTO-ORIENTED USES

The most noticeable spatial aspect on Howard Street within the SSA is the Gateway Center. The Gateway Centre Plaza is 31-acre site consisting of multiple curb cuts at the corner of Clark and Howard Street. The Plaza opened up in 1998 and is home to a Jewel-Osco and retail stores. There are 120,000 square feet of retail space and consists of over 100 parking spaces. There are also a couple of restaurants with over 10 parking spaces and a drive-thru. At the corner of Hoyne Avenue and Howard, there is a small strip mall that is largely vacant.



Figure 2: Land use of Howard Street within SSA 19 section of the corridor. Data provided by the Chicago Metropolitan Agency For Planning, Land Use inventory, 2013. Map prepared by Chicago Department of Planning & Development.



SECTION TWO: ZONING

About 85 to 90 percent of Howard Street is zoned for B district (business) uses, with over half of the parcels zoned for B3 - Community Shopping District. According to Chicago's zoning code, this type of zone district is generally destination-oriented, with a large percentage of customers arriving by automobile. The supply of off-street parking will tend to be higher in B3 districts. However, parts of Howard Street lie within a transit-oriented boundary, which limits the requirement for parking. B3 zoning districts permit residential dwelling units above the ground floor.

It is important to note that most of these B3 parcels are zoned a dash-3, which means that future developments can be three times the total lot area. Floor area ratio (FAR) determines the density of a parcel, thus controls how bulky a development can be. The next biggest is a B3-5, which permits building five times the total lot area. B3-5 is the highest FAR the city permits and is granted for large developments. A dash-3 permits buildings to be as high as 65 feet, which is 15 feet higher than the next lowest zone (B3-2 permits 50 feet). To the east of the CTA hub at the corner of Howard and Ashland, there have been a number of recent proposals to build a major development at the currently vacant lot, which is currently a B3-5. A B3-5 permits a building to be up to 80 feet in height. The planned development located at the corner of Clark and Howard represents the Gateway Center. Planned Development zones encapsulate large projects and are zoned as such. The Gateway Centre is a controversial parcel, and there are consistent talks on what to do with an underutilized centre.

In addition to these zoning classifications, several overlay districts can impact development in the corridor. These include:



Figure 3: Zoning map of Howard Street and the study area. Map prepared by Chicago Planning & Development Department.



TAX INCREMENT FINANCE DISTRICT (TIF)

The Howard/Paulina TIF District extended along Howard Street between Clark Street and Ashland Ave with Rogers Avenue as its southern boundary point. It was established in 1988 and survived until 2012. It was intended to coordinate the comprehensive mixed-use redevelopment of a once-vibrant commercial area around Howard, Paulina and Clark streets. In 1988 the district was a mixture of retail, industrial, commercial, and residential, which is not too dissimilar to what the area has now. The TIF was designed to foster a new retail complex, rehab of mixed-income housing for residents, and streetscape improvements. It funded four projects, two of them being the Willye B. White Field House and the Gateway Centre (The Centre cost 8 million in TIF). Reviving the TIF has yet to be seriously discussed.

TRANSIT ORIENTED DEVELOPMENT (TOD)

Chicago's transit-oriented development was passed in 2013, and it was to stimulate the development within transit zones. TODs provide density bonuses, reduced parking space requirements, and increased building heights for new constructions in these designated transit-oriented zones. In 2015 based on advocacy from the Metropolitan Planning Council, changes were made to the ordinance that would help increase the chances for projects that incorporate affordable housing. Projects within 1,320 feet of a CTA or Metra rail station entrance or a CTA bus line corridor roadway can receive the benefits of a TOD. If its designated a pedestrian street, the projects only have to be within 2,640 feet of a CTA or Metra rails station. Howard Street is not designated as a pedestrian street. On Howard Street, most of the parcels between Clark and the west and Sheridan to the south would be eligible for TOD bonuses if in a B3 or C3 zoning district because of proximity to the CTA Station.

SPECIAL SERVICE AREA 19

There is one SSA district along the stretch of Howard Street. The Rogers Park Business Alliance SSA #19 covers Howard Street from Ridge, Paulina Ave, from Rogers Avenue to Jonquil Avenue and Rogers Avenue from Greenview Avenue to Ashland Avenue and the Gateway Centre. According to RPBA, the SSA has provided programs and services in the commercial district since 1997. The SSA does not cover all of Howard Street as it stops at Ridge going west, limiting the economic resources for a part of Howard Street that could use it. An SSA is a local tax district that funds expanded services and programs through a local property tax.

LIQUOR MORATORIUM

There is a liquor moratorium district that runs the full length of Howard Street (from Sheridan Road to Western Avenue). This particular liquor moratorium applies to packaged liquor goods. Taverns and bars are permitted. Restaurants can provide liquor to patrons. Businesses cannot sell alcohol as a to-go item. There is one business that was grandfathered in; thus, they do not have to adhere to this restriction, and that is business called Around the Clock. Around the Clock is located at the corner of Howard Street and Ashland Avenue. The history of when and why the moratorium was enacted is not clear, but this could have the potential of limiting development interest in the corridor.

SECTION TWO: TRANSECT

Humans live in a diverse set of environments throughout the world. Humans live in the wilderness, suburban single-family homes, mixed-use buildings, and super high-rise developments. Understanding this concept reveals the need that the built environment is a major component of human satisfaction. Regions, cities, and neighborhoods must analyze what their physical form is mainly made-up of to help determine what potential developments can best fit within the current physical context. The City of Chicago, through its regulations of signage, awnings, storefront window displays, lighting, and landscaping, enforce a type of form the city desires within particular zoning districts. The city's design guidelines help bolster the look and feel of an area since zoning only focuses on the separation of land uses and not so much the physical design of properties. The city does not have an explicit form-based code, a code that would reside in a city's development regulation that emphasizes the physical character of a development. To better analyze what context this particular study area fits in, we need to apply the concept of transect zones. Transect zones are a tool that can be used to help determine what developments best fit within a neighborhood.

TRANSECT ZONES

A transect is a path through part of an environment that reveals a range of different habitats. To systemize this type of analysis, the firm Duany Plater-Zyberk & Company divided the transect into six zones. The zones vary based on the intensity of the natural, built, and social components that make up each environment. The zones move from rural to urban. It begins with two zones entirely rural with a transition to suburban living (northwest suburbs of Chicago is an example). The urban end of the transect spectrum consists of mixed-use buildings and small to large neighborhood centers. These zones have been applied to all levels of planning, whether at the regional, community, or individual lot scale. This zoning system is different from traditional zoning used because it provides the basis for neighborhood development (walkability, mixed-use, transportation options, etc.) rather than a separation of land uses. Transect zones are simply zoning districts.



This image was created by CodeNEXT. CodeNext was campaign that City of Austin formed to gain support to change their land development code.

STUDY AREA ZONES

Transect zones can be mixed-up throughout a neighborhood to accommodate different types of human living experiences. Residents living within general urban zones or suburban zones can walk to an urban center zone based on the built environment. As shown in the study area Howard Street and its immediate front-facing properties are part of the urban center zone (T5), consisting of higher dense mixed-use buildings. The T5 zone consists of mainly retail and wide sidewalks with buildings set close to the property line. Properties not immediately connected to Howard Street are part of the general urban zone (T4). The general urban zone consists of mixed-use buildings but is primarily residential. Single-family homes and other varying building types exist within this zone along with setbacks (properties not set close to property line). I do not foresee the City of Chicago adopting form-based code and using transect zones to govern physical development. However, it could be an optional tool for future planning efforts to ensure that the neighborhoods' physical character remains intact.

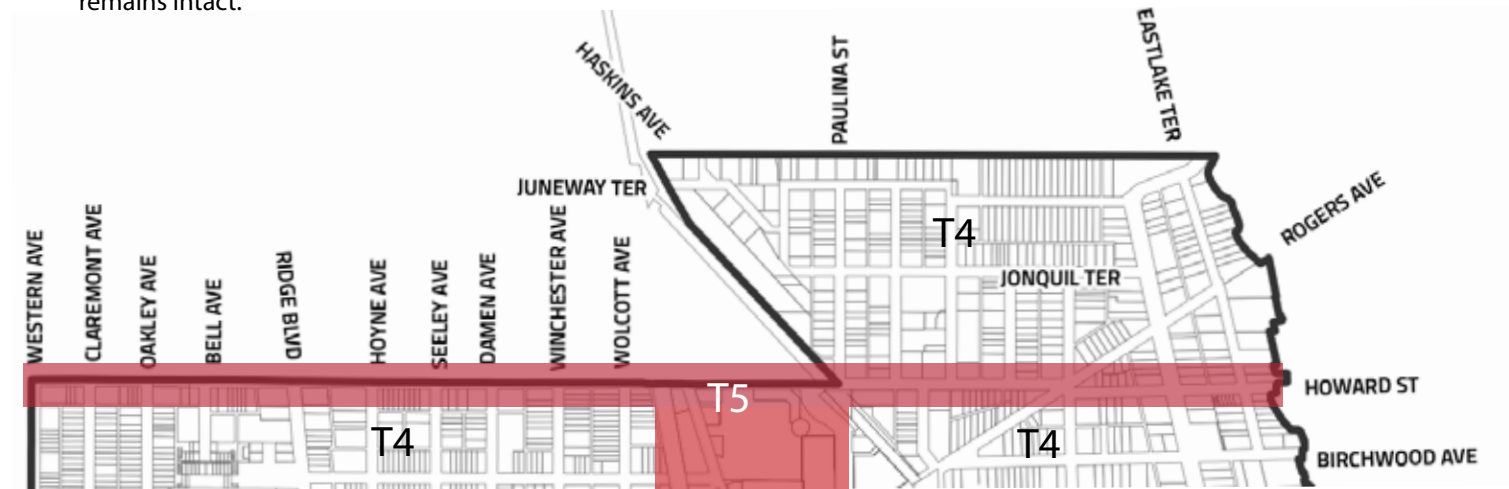
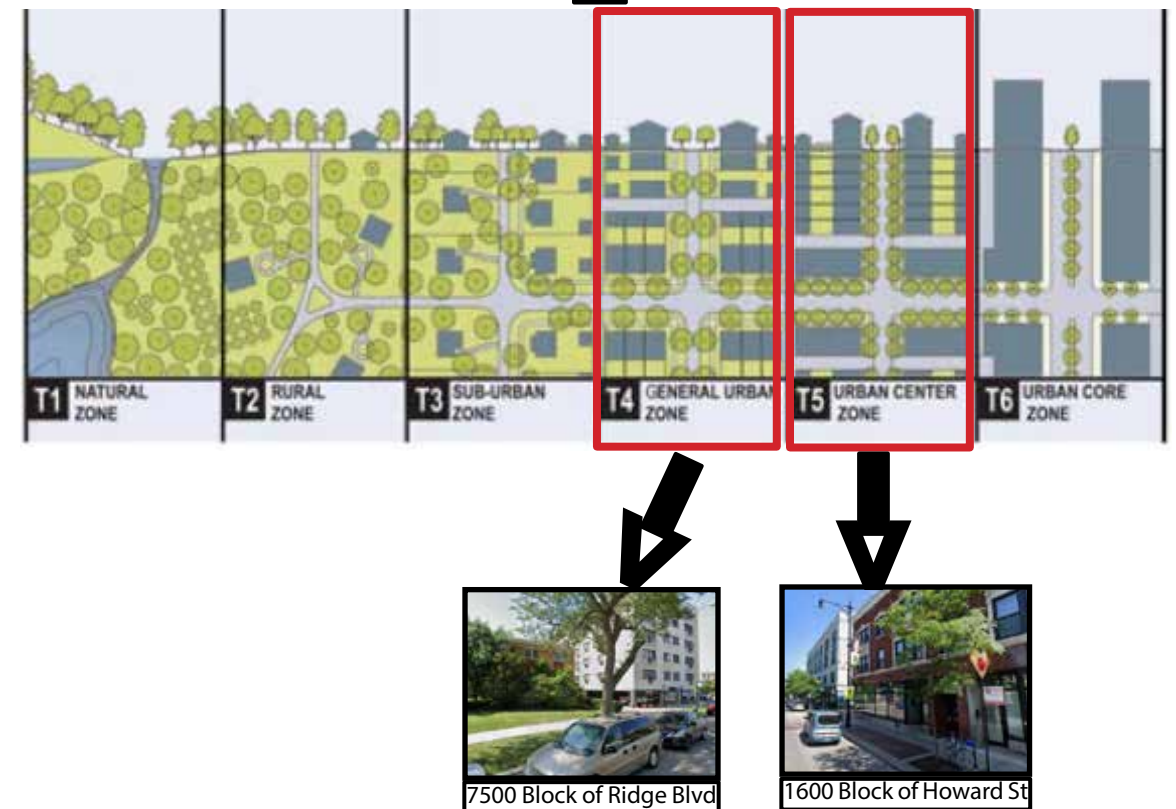


Figure 3.5: Transect map of Howard Street and the study area. Map prepared by Torrence Gardner.



SECTION TWO: DEMOGRAPHICS

POPULATION

Rogers Park is approximately 1.8 square miles of Chicago's northern tip. Ward 49 is home to 54,872 people. This number has remained relatively stable since the great depression. The population dropped by 13% since its peak in 2000, according to the Chicago Metropolitan Agency For Planning community snapshot (CMAP 3). According to a WBEZ report in 2019 based on data taken between 2012 and 2017, Rogers Park saw one of the largest population decreases in the city at a loss of 2,497 people (Yoon-Ji Kang). Every nearby Northside neighborhood saw an increase except for Rogers Park within those five years.

MEDIAN AGE

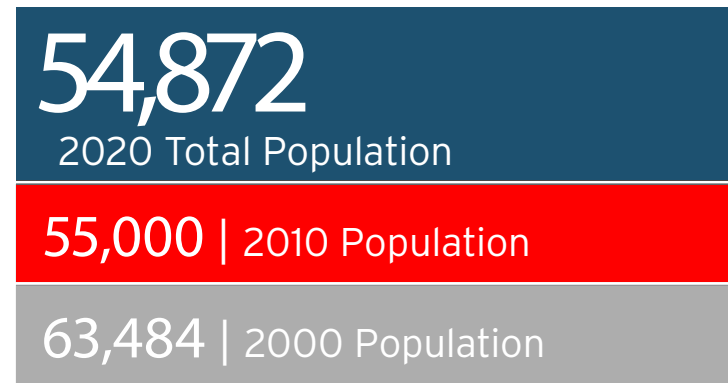
According to CMAP's 2020 community snapshot that looks at census data from 2014-2018 age cohort data, 20 to 34-year-olds make up most of the Rogers Park area at 30 percent (3). Compared to the rest of Chicago (which is at 27 percent), 30 percent is somewhat higher. This change could be due to having Loyola University's campus in Rogers Park and specifically in the 49th Ward. The next largest age group 35 to 49-year-olds at 22.3 percent with 19 and under year olds following close behind at 21.2 percent (CMAP 3). The actual median age of Rogers Park is 34. Rogers Park's median age is younger than the nearby neighborhoods of West Ridge (40 years old) and Edgewater (36 years old).

RACE AND ETHNICITY

Whites make up the majority of Rogers Park and always have historically. According to CMAP's 2020 community snapshot, whites encompass 43 percent of the population while Blacks and Hispanics hovered a little above the 20 percent range (see Figure 4). However, not unlike many Chicago neighborhoods, African-Americans have been leaving the neighborhood. According to a WBEZ report in 2019 based on data from 2012 and 2017, Rogers Park saw a decrease of 1,141 people in its black community (Yoon-Ji Kang). This is the largest drop in comparison to most of the Northside neighborhoods (see Figure 5). This dropped the total population number down to 54,402 for that year.

HOUSEHOLD INCOME

The majority of Rogers Parkers make less than the median income of the rest of the city (CMAP 5). Thirty-one percent of residents make less than \$25,000, with twenty-six percent of residents make between \$25,000 and \$49,000 (CMAP 5). The numbers show that close to half of the neighborhood makes less than \$15 an hour. In comparison to the rest of the city, 26 percent make less than \$25,000 (CMAP 5).



Racial Composition

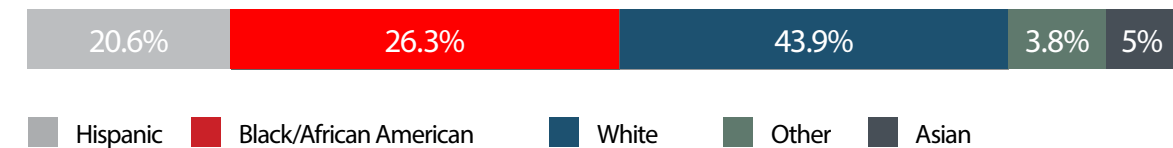


Figure 4: Population change & racial composition. Source: 2014-2018 American Community Survey 5-Year Estimates.

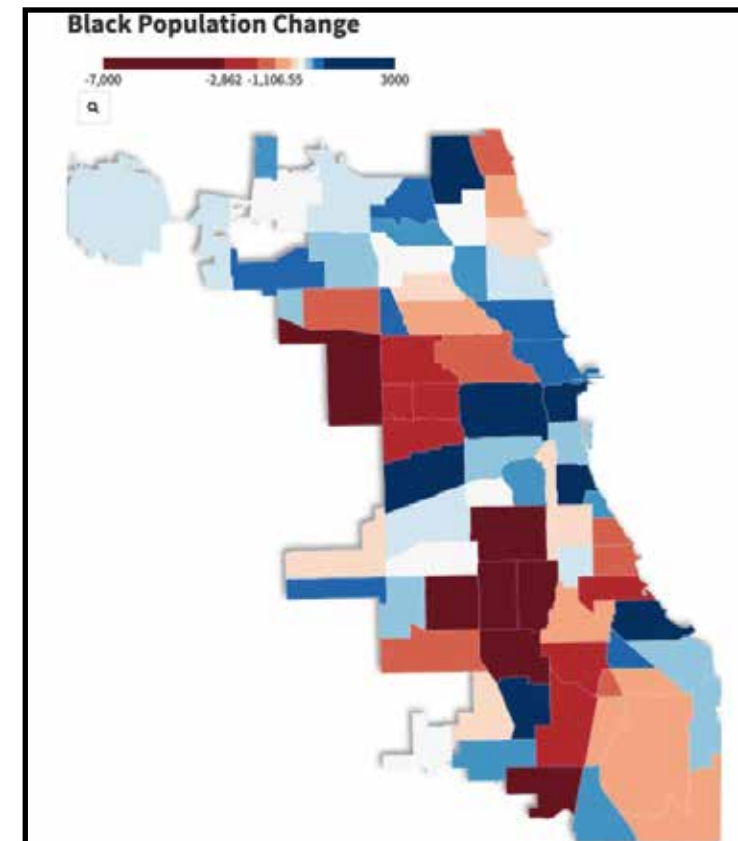


Figure 5: Population change in the Black population of Chicago between 2013 & 2017. Source: U.S. Census Bureau; 2008-2012 American Community Survey 5 year Estimates and 2013-2017 American Community Survey 5-Year Estimates.

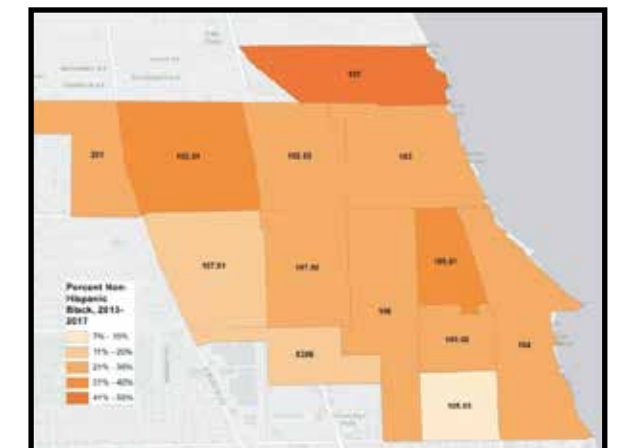


Figure 6: Black population by census tract throughout the 49th ward. Close to 50 percent live in census tract 101 which is the part of the study area around Howard Street. Source: 2013-2017 American Community Survey 5-Year Estimates.

SECTION TWO: TRANSPORTATION

Transportation is one of the strongest assets along the Howard Street corridor. Multiple train lines meet-up on an elevated platform above the corridor. The Howard Street corridor is served by, the northern terminus of the Chicago Transit Authority (CTA) Red Line, and the southeastern terminus of the Yellow Line. It is also served by the Purple Line that goes through Chicago and the North Shore Suburbs (largely Evanston) to the North. The station is located at the intersection of Howard & Paulina. According to CTA's February monthly ridership report, the average weekday ridership for Howard Station of 2020 was 4,884 (8). CTA shows a 5 percent decrease in total ridership for the Howard Street station has occurred compared to 2019 for this station (8). I chose February since it was the last month before COVID19 shutdowns.

Eight connecting bus lines connect with the corridor's station. The Clark (22), the Skokie (97), the 147 Outer Drive Express, the 201 Central/Ridge, and the 206 CTA bus routes service many parts of the corridor. The remainder of the bus routes is run by Pace, which helps service people to and from the suburbs. Some bus lines have seen ridership increases in February of 2020, including Clark at 3.6 percent, Central Ridge at 17.6 percent, and the 147 bus at 5.6 percent (CTA 2-7). However, when looking at citywide total bus and rail usage, "total bus and rail system decreased by 0.2 percent in February this year compared to last year"(CTA 1). This analysis is a pre-COVID snapshot of how transit was performing in the study area and the rest of Chicago.

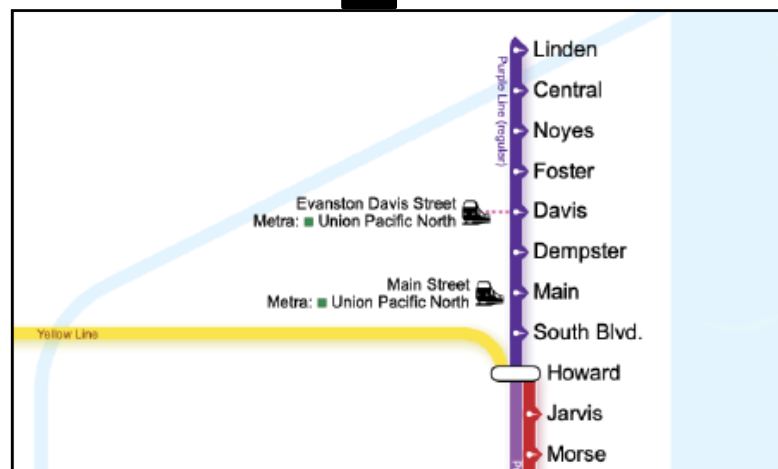


Figure 7: CTA Map - Howard Station with the above map showing where the Howard Station is located.

HOWARD STATION IMPROVEMENTS

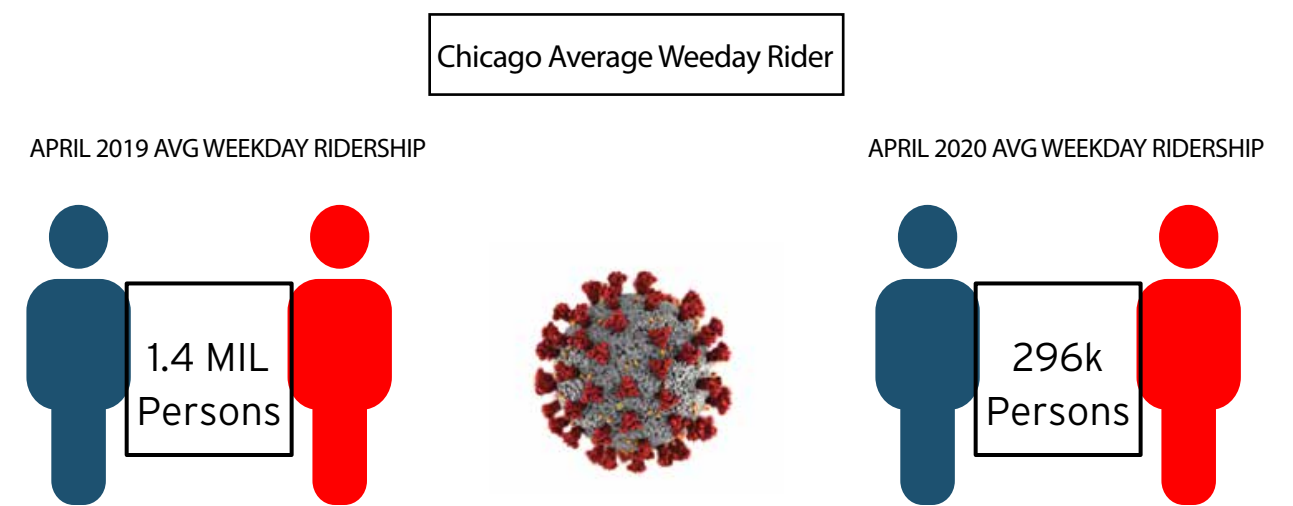
According to a CTA public report in March of 2009, 62 million dollars helped finish renovating Howard Red Line auxiliary station entrance at 1649 W Howard. It was a part of a larger rehabilitation project that included renovating the stationhouse and platform areas, installing four elevators, escalators, brighter lighting, benches, and new windbreaks. The report also cited that "the construction project also called for the rehabilitation of the existing Howard Street Viaduct and the retail space on the north side of Howard Street" (CTA).

TRANSPORTATION OPTIONS/USAGE

According to CMAP's snapshot of Rogers Park from 2014 to 2018, 45 percent of residents had only one vehicle available, while 38 percent had zero vehicles available to them (7). This reality is consistent with the rest of Chicago as it relates to the percentage of people with just one vehicle. A neighborhood that is highly dense with multiple transit and bus lines close by this is expected. Forty-three percent take transit (CMAP 7). However, Rogers Park has a nickname. The infamous nickname is "Rogers No Park." It is because of the minimal curbside residential parking available in the area. Since almost half of the residents have at least one car, this could be the contributing factor for this phenomenon. Thirty-nine percent drive alone (CMAP 7). We have a low percentage of bike use, which is similar to the rest of the city. Rogers park suffers from very few bike lanes.

COVID-19 IMPACT

Our country and our city have been hit hard with our most recent pandemic known as COVID-19. COVID19 is a very contagious and deadly virus that has already killed over 140,000 Americans (over 7,000 for Illinois) with over 4 million confirmed cases. This virus, of course, has impacted our transit as governments were forced to put in place lockdown and stay-at-home orders. Immediately following the first full month closure in April, CTA ridership systemwide decreased by 79% this year compared to last year (2). The bus lines experienced a decrease of 71 percent with rail decreased by 88 percent compared to the previous year in April (2). According to the CTA April 2020 Monthly report, "The statewide Stay-at-Home-order started on March 21st and by March 23rd rail ridership was down 84%, and bus ridership was down 72%" (2). All bus lines and rails lines in the Howard Street area, as cited by the CTA, saw a decline of over 70 percent (2). No recent reports have been drafted since April.



SECTION TWO: HOUSING STOCK

In April 2019, Alderman Joe Moore, weeks before he was set to leave office, made a joke about a proposed development on the vacant lot at Howard & Ashland in the preliminary discussion phase. He emailed all the 49th ward residents claiming this proposal would be dubbed “Howard Yards” in reference to the major 6 billion dollar proposal being rushed through City Hall on the near northside ahead of Mayor Emanuel’s departure. This joke revealed the tension that has boiled within this Howard Street corridor and the rest of Rogers Park for years. The anxiety of major developments versus the preservation of affordable housing. This tension may have cost Alderman Moore his seat in 2019. However, what is the housing stock really comprised of?

HOUSING UNITS

According to the 2018 Census Bureau Data, the area bounded by Juneway Terrace to the north, Touhy Avenue to the south, Western to the West, and Sheridan to the east has 12,032 housing units with 1,333 vacancies. I chose the census tracts within these boundaries since each of these census tracts is connected to Howard Street. This larger area was selected to study the general housing trends in the neighborhood to get a better sense of the trends occurring in Rogers Park and Howard Street. According to the Institute For Housing Studies at Depaul University, a total of neighborhood-scale buildings with five-plus or more units dominates at 58 percent in 2019 (Duda).

HOUSING TENURE

According to the 2018 Census Bureau data, the targeted census tract study area for this analysis shows 10,699 occupied housing units. Out of the 10,699 occupied housing units, 7,326 were renter-occupied units. This study area reveals that Rogers park is largely a renter-occupied neighborhood. Along Howard Street, the buildings are all multi-family properties, except for a few properties that lie within Grenneview Avenue and Sheridan Road.

HOUSEHOLD AFFORDABILITY

Housing affordability is a hot topic for Chicago, but especially within Rogers Park. The Institute for Housing Studies At Depaul University (IHS), led by Sarah Duda, analyzes the rental affordability gap, which is the mismatch between the number of households in Cook County needing affordable rental housing and the number of affordable units. As IHS describes it, “the affordability gap” is the excess number of lower-income households in need of affordable rental housing (demand) over the number of affordably-priced units (supply). IHS looks at residents earning 150 percent of the poverty line or making \$37,000 annually and supply units at 30 percent of a household’s income or \$940 per month (Duda). In IHS’s 2019 State of Rental Housing Cook County Report, Rogers Park saw a 6.1 percent decline in the share of rental units considered affordable between 2012-2014 and 2015-2017 (Duda). In comparison, the percentage of rental stock that was affordable to lower-income households earning 150 percent for the City of Chicago declined by 4.9 percent. Rogers Park showed a higher decline, which may reveal why Alderman Moore’s joke did not go over well but why he also lost the 2019 election.

There are all types of low-income housing: Section 8, Low-Income Housing Tax Credit properties, HUD, Senior low-income, and Non-Profit Apartments. For our purposes, I looked at the low-income housing tax credits (LIHTC) since it accounts for the majority (90%) funding of all affordable rental housing created in the United States. (see Figure 9) and the rest of the 49th ward (see Figure 10). Low-income housing tax credits are a dollar for dollar federal tax credit for affordable housing investments. The program was created in 1986. Figure 9 below shows all the properties that were created by the LIHTC program from 1986 to 2019. Figure 10 reveals that the majority of the LIHTC properties reside within the study area.

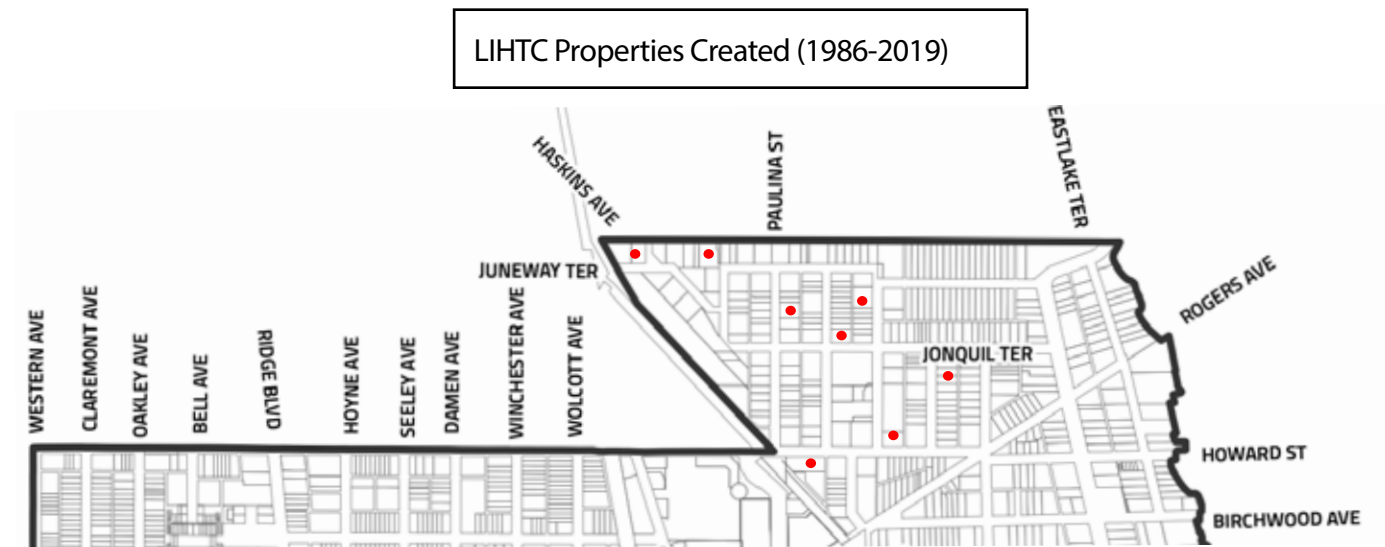


Figure 9: Map of properties apart of the LIHTC program. Map prepared by Torrence Gardner. Source: LIHTC Database Access.



Figure 10: Map of properties apart of the LIHTC program for the 49th Ward. Map prepared by Torrence Gardner. Source: LIHTC Database Access.

SECTION TWO: DEVELOPMENTS

Several redevelopment proposals have come across the 49th Ward that pertains to areas immediately surrounding the corridor. There are two city-owned vacant lot parcels and vacant storefronts on the north side of Howard Street (east of the Howard Station) that has been viewed as prime for developers. Development pressure has been steadily increasing for the past few years in the 49th Ward. The challenge is to redevelop equitably. However, what redevelopment proposals have come up recently?

ELEVATION LOFTS

In March of 2018, a developer proposed building property at 1531 Howard Street consisting of 38 rental units, 2,900 square feet of retail space, a rooftop deck, and parking for 21 vehicles and 40 bikes. The property was proposed to replace two vacant buildings and a surface lot. The project was pursued as a “by-right” development, thus means a zoning change was not needed (property zoned a B3-3). A B3-3 allows for dense development. A developer can build 3 times the total lot area of site within this zoning district. Alderman Joe Moore cited this being “the first privately-financed, market-rate development on Howard Street east of the CTA tracks in decades.” The building was proposed to consist of 1-3 bedroom units apartments ranging from 1,300 dollars to 3,200 dollars a month. The building was completed in 2019 and stands at six stories tall, making it one of the tallest buildings on Howard Street.

LGBTQ SENIOR HOUSING & ARTIST LIVING SPACE

In November 2019, a development proposal was brought to the Rogers Park community. The proposed development was for the currently city-owned vacant lot at Howard & Ashland (7519 N Ashland) that currently houses the 1-acre community garden. The 30 million dollar project consisted of a 5-story 81 apartment unit property. Of the 81 proposed apartments, only four would have been market rate. The rest of the units would be earmarked for those making less than the Chicago median income. The Area Median Income of Chicago (middle number of all incomes for a given area). Sixty-five apartments would be for people aged 55 or older, and 15 apartments would be designated for artist live/workspace. The rents would have ranged from 358 dollars to 1,400 dollars per month. The project failed due to not receiving the federal tax credits and also not receiving approval from Alderwoman Maria Hadden (the current Alderman). Alderwoman Hadden wished for a true community process since it is an important site for the 49th Ward and would like the residents to formulate what development should go there instead of the other way around. Some residents showed support, but others feared too much of a cluster of affordable housing is in the area already (see figure 9).

CULTIVATION CENTER

Paulina Street is an economically distressed street within the ward. The street is north of Howard Street and starts at the intersection where the Howard Station is located. Drug sales and poverty are a hallmark of the street. However, there are great organizations doing community work to help alleviate poverty. A Just Harvest is one of those groups, and they came up with an idea to capitalize on the opening of the cannabis industry. The group proposed turning their site into a cultivation center. This center would be a job training location for those looking to turn a new leaf and a place that could be an economic driver. Talks have stalled on the project currently. A Just Harvest would need a zoning change as all business district zones are required for cannabis.



Figure 11: Map of properties that were under redevelopment or were proposed for redevelopment for the study area. Map prepared by Torrence Gardner.



1531 Howard St ●
 Current zoning:
 B3-3
 Current Use:
 6-story, 38 unit complex
 Previous Use:
 Two vacant storefronts



7519-33 N. Ashland ●
 Current/proposed zoning:
 B3-5/B3-3
 Proposed Use:
 5-story, 81 unit complex, only 4 market rate units
 Current Use:
 Community Garden



7637-49 N. Paulina ●
 Current/proposed zoning:
 B1-3/C2
 Proposed Use:
 Cannabis Cultivation Center
 Current Use:
 Non-profit center

SECTION TWO: ECONOMIC ANALYSIS

For decades Howard Street has struggled economically. In 1988 it was seen as such a blighted area that a tax increment finance district was formed to help boost the street and its surrounding area's economy. The Gateway Center that was built near the turn of the century was seen as expected to improve Howard Street corridor's economy due to the addition of more retail stores to boost jobs and local revenue. The Gateway Centre is largely used for the Jewel Osco that is located there but largely unoccupied as the 1,200 parking spaces are not fully utilized consistently. Access to transit and dying in-store retail industry in the country could be the causes of why such an idea has not reached its potential. The Centre was slated to provide 400 jobs for local residents upon opening. I could neither confirm nor deny if the Centre is actually employing locally due to data not being readily available. However, at least five storefronts remain vacant within the Centre and have been for quite some time. The story of the Gateway Centre is important since it reveals the importance of understanding the business and retail identity of the community. The Gateway Centre was a thoughtful idea and had some positive benefits like a place to access a large amount of fresh food (Jewel-Osco). However, it is time to take a new look at the conditions and pull out key findings to determine what future assets would be needed.

ECONOMIC CONDITIONS STUDY AREA

To get a sense of the economic conditions, I looked at the radius of 1/4 mile from the Howard Street Station. A 1/4 mile is commonly known as the "5-minute walk." This radius is based on the average walking speed; it takes a person to walk to a social or commercial activity before opting to drive. The Howard Street Station being the center point was chosen since much economic activity, and social activity surrounds public transportation. It's also the most equitable approach since not everyone has a car. I have included the 1/5 mile radius, too, since a 10-minute walk has also been considered a reasonable distance for people.

KEY FINDINGS

This section provides the 49th Ward Office with data and information to understand the Howard Street business landscape and to recruit new businesses to the corridor. This includes a snapshot of consumer spending habits, a retail market analysis, a business composition profile, and an inventory of storefronts on Howard Street.




Figure 12: Map of the 1/4 mile and 1/2 mile radius from the Howard Street Station within the 49th Ward. Map prepared by Torrence Gardner. Source: ESRI site analysis.



SECTION TWO: ECONOMIC ANALYSIS

BUSINESS SUMMARY

The data below was collected from ESRI Business Analysis Online. It estimates the number of businesses and employees within a quarter-mile and a half-mile of the Howard Street Station and businesses on the corridor fronting Howard Street between Western Avenue and Sheridan Road. The ESRI analysis estimates 139 businesses in the 1/4 mile area and 382 businesses in the 1/2 mile area of Howard Street Station. The 1/4 mile and 1/2 mile analysis shows that there is a total of 521 businesses within walking distance for those that utilize the Howard Street Station.



Business Summary

Howard Market Area
7519 N Paulina St, Chicago, Illinois, 60626
Rings: 0.25, 0.5 mile radii

Prepared by Esri
Latitude: 42.01810
Longitude: -87.67299

	0.25 miles		0.5 miles	
Total Businesses:	139		382	
Total Employees:	1,848		3,622	
Total Residential Population:	4,350		20,793	
Employee/Residential Population Ratio (per 100 Residents)	42		17	

by SIC Codes	Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	0	0.0%	0	0.0%	2	0.5%	9	0.2%
Construction	3	2.2%	9	0.5%	9	2.4%	32	0.9%
Manufacturing	1	0.7%	3	0.2%	3	0.8%	24	0.7%
Transportation	6	4.3%	52	2.8%	12	3.1%	99	2.7%
Communication	2	1.4%	9	0.5%	6	1.6%	23	0.6%
Utility	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wholesale Trade	2	1.4%	10	0.5%	6	1.6%	32	0.9%
Retail Trade Summary	43	30.9%	472	25.5%	89	23.3%	677	18.7%
Home Improvement	1	0.7%	4	0.2%	3	0.8%	8	0.2%
General Merchandise Stores	1	0.7%	46	2.5%	2	0.5%	47	1.3%
Food Stores	6	4.3%	220	11.9%	9	2.4%	247	6.8%
Auto Dealers, Gas Stations, Auto Aftermarket	4	2.9%	19	1.0%	10	2.6%	45	1.2%
Apparel & Accessory Stores	4	2.9%	13	0.7%	6	1.6%	17	0.5%
Furniture & Home Furnishings	1	0.7%	2	0.1%	2	0.5%	8	0.2%
Eating & Drinking Places	14	10.1%	88	4.8%	36	9.4%	199	5.5%
Miscellaneous Retail	12	8.6%	81	4.4%	21	5.5%	106	2.9%
Finance, Insurance, Real Estate Summary	13	9.4%	82	4.4%	39	10.2%	212	5.9%
Banks, Savings & Lending Institutions	4	2.9%	38	2.1%	5	1.3%	45	1.2%
Securities Brokers	1	0.7%	5	0.3%	1	0.3%	5	0.1%
Insurance Carriers & Agents	1	0.7%	2	0.1%	2	0.5%	6	0.2%
Real Estate, Holding, Other Investment Offices	8	5.8%	38	2.1%	31	8.1%	157	4.3%
Services Summary	54	38.8%	1,202	65.0%	162	42.4%	2,423	66.9%
Hotels & Lodging	0	0.0%	0	0.0%	0	0.0%	3	0.1%
Automotive Services	2	1.4%	25	1.4%	7	1.8%	38	1.0%
Motion Pictures & Amusements	7	5.0%	168	9.1%	15	3.9%	202	5.6%
Health Services	7	5.0%	359	19.4%	21	5.3%	887	24.5%
Legal Services	0	0.0%	2	0.1%	1	0.3%	6	0.2%
Education Institutions & Libraries	3	2.2%	120	6.5%	7	1.8%	285	7.9%
Other Services	34	24.5%	526	28.5%	111	29.1%	1,003	27.7%
Government	1	0.7%	3	0.2%	3	0.8%	47	1.3%
Unclassified Establishments	15	10.8%	5	0.3%	51	13.4%	43	1.2%
Totals	139	100.0%	1,848	100.0%	382	100.0%	3,622	100.0%

Source: Copyright 2019 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2019.
Date Note: Data on the Business Summary report is calculated using Esri's Data allocation method which uses census block groups to allocate business summary data to custom areas.

June 23, 2020

BUSINESS COMPOSITION

Three tools were used to compile information about businesses along the corridor. First, the business summary report from ESRI Business Analyst Online collected estimated data from the 1/4 mile and 1/2 mile buffered areas covering most of the study area and extending south to Estes Avenue. Next, I reviewed and pulled out the list of businesses from the current licenses reported by the Chicago Department of Business Affairs and Consumer Protection (BACP). An in-person viewing of all the storefronts occurred to a limited extent see what actually was not open or still open. This was crucial since BACP licensing is not always up to date and only tracks businesses that renewed their licenses but still may be active. This allowed me the purposes of noting each address, the current tenant, and the type of business on Howard Street between Western and Sheridan.

Not all the information aligns due to the use of those three methods. ESRI's business summary is an estimate and could not pull businesses directly along Howard street between Western and Sheridan while the BACP license list is current as of April 2020. Again it's only as accurate as the current issued or renewed city business licenses. Based on inventory from BACP and in-person walk-thru of the corridor, there are 92 storefront spaces along Howard Street on the Chicago side. Of those, there are 36 vacant spaces. There are 23 food or drink establishments on the Chicago side of Howard Street between Western and Sheridan, including restaurants and bars as well as grocery and liquor stores. These numbers are not including the Gateway Center. When including the Gateway Centre, a total of 28 food or drink establishments would make-up the Howard Street corridor for this category. If adding the Gateway Centre to the two other categories (total storefront businesses and vacancy), it would be 48 total vacancies and 111 total businesses.

There are 7 retail businesses, including a major antique shop (not including The Gateway Centre). 10 personal services (not including The Gateway Centre), 2 healthcare-related companies, and 4 health/beauty businesses. There are 6 professional or financial services and 2 small educational learning institutions. There are 2 automotive uses, including 1 gas station on (two on the Evanston side of Howard Street) corner of Sheridan & Howard.

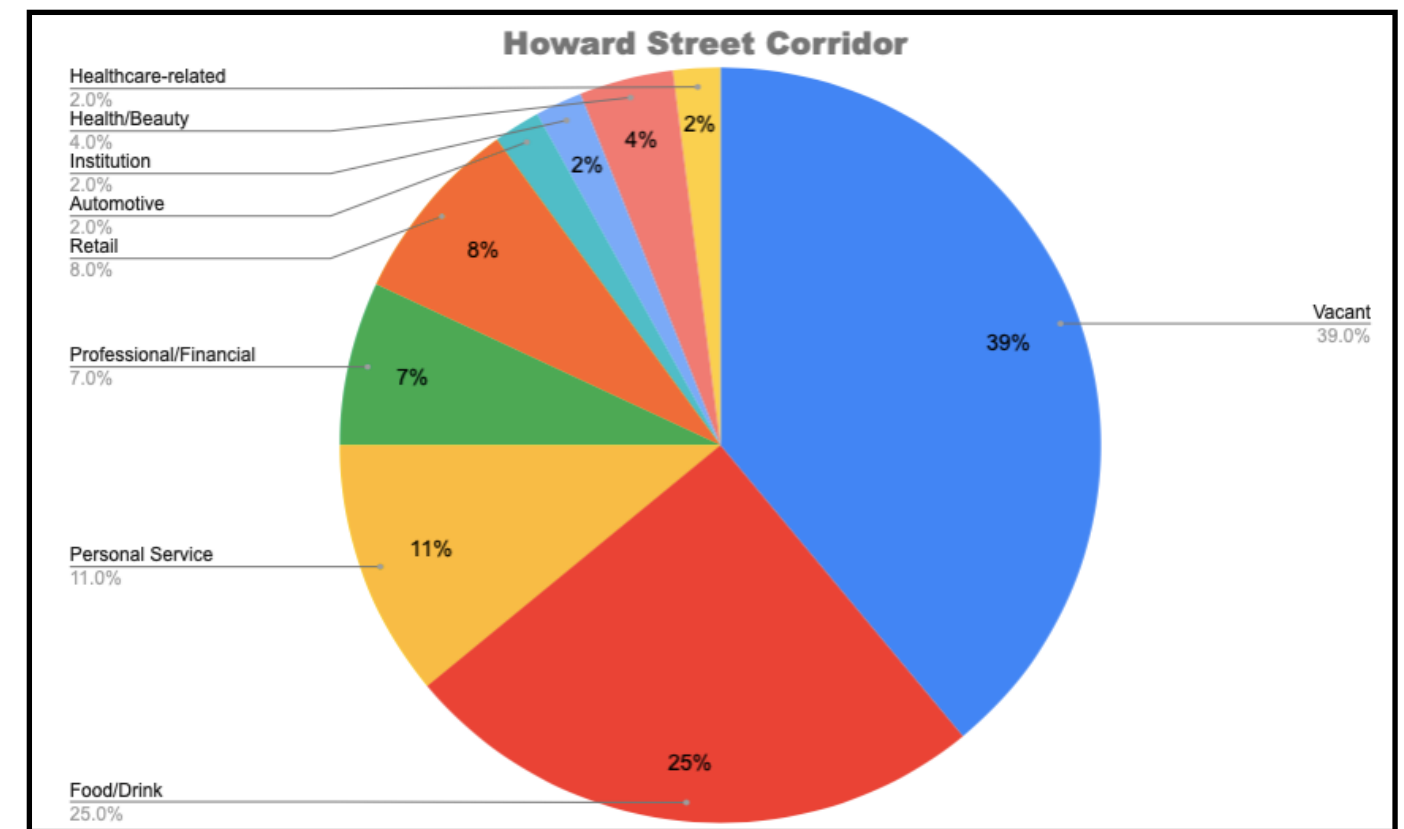


Figure 13: Categories of businesses along the Howard Street corridor between Western & Sheridan.

SECTION TWO: ECONOMIC ANALYSIS

BLACK-OWNED BUSINESS COMPOSITION

The data was collected through an in-person drive down Howard Street. This in-person analysis was cross-checked with the Black Business Consortium of Evanston/North Shore, which is a group that tracks all the Black-owned businesses on the Evanston and Chicago side of Howard Street. Howard Street is impacted by the influence of Black as well as African or Afro-Caribbean culture. As the census figure shows, the majority of the 49th Ward's Black Population lives right near or on Howard Street. Due to this influence, it will be important to highlight the Black-owned businesses that contribute to the economy of Howard Street's Corridor. Below is a figure that will show where these businesses are located along Howard Street on the Chicago side: Badou Senegalese Cuisine, I'm Soul Hungry, Buffalo Joe's, Yamon Jerk Grill, Kizin Creole Restaurant, IM Beauty Supply, Galaxy Allure Hair Salon, Lady B Boutique, Kingdom Academy Learning Center, Farafinnah Hair Braiding, Flowers Beauty Salon & Boutique, Hairz R Us, and Caribbean American Bakery. There are multiple black-owned beauty salons, and other restaurants on the Evanston side that contribute greatly but will not be highlighted as that is not within our study area boundary. As shown in figure 14, 13 Black-owned businesses reside along the Howard Street corridor on the Chicago side in an area where the majority of the residential population is Black. Black business owners only make up about 23 percent of the filled storefront spaces.



Figure 14: Black-owned businesses along the Howard Street corridor between Western & Sheridan.



Figure 15: Vacant Storefronts along Howard Street Corridor.

Address Number	Vacant	Business Type
1520 W. Howard	Vacant	Retail/Office
1557 W. Howard	Vacant	Retail/Office
1514 W. Howard	Vacant	Retail/Office
1510 W. Howard	Vacant	Retail/Office
1518 W. Howard	Vacant	Retail/Office
1508 W. Howard	Vacant	Retail/Office
1442 W. Howard	Vacant	Retail/Office
1448 W. Howard	Vacant	Retail/Office
1540 W. Howard	Vacant	Retail/Office
1542 W. Howard	Vacant	Retail/Office
1544 W. Howard	Vacant	Retail/Office
1546 W. Howard	Vacant	Retail/Office
1652 W. Howard	Vacant	Retail/Office
1648 W. Howard	Vacant	Retail/Office
1654 W. Howard	Vacant	Retail/Office
1656 W. Howard	Vacant	Retail/Office
1785 W. Howard	Vacant	Retail/Office
1939 W. Howard	Vacant	Retail/Office
7601 N. Paulina	Vacant	Retail/Office
1731A Howard	Vacant	Retail/Office
1947 W. Howard	Vacant	Retail/Office
2005 W. Howard	Vacant	Retail/Office
2053 W. Howard	Vacant	Retail/Office
2055 W. Howard	Vacant	Retail/Office
2057 W. Howard	Vacant	Retail/Office
2059 W. Howard	Vacant	Retail/Office
2123 W. Howard	Vacant	Retail/Office
2127 W. Howard	Vacant	Retail/Office
2131 W. Howard	Vacant	Retail/Office
2129 W. Howard	Vacant	Retail/Office
2133 W. Howard	Vacant	Retail/Office
2201 W. Howard	Vacant	Retail/Office
2225 W. Howard	Vacant	Retail/Office
7561 N. Ridge	Vacant	Retail/Office
1945 W. Howard	Vacant	Retail/Office

VACANCY

As the numbers show in figure 13, over 30 percent of the storefront spaces along Howard Street are vacant. There are also 4 undeveloped lots, with 2 being city-owned properties. An analysis of the type of vacant storefronts on Howard Street is difficult as property owners are not required to post their vacancies or fill them urgently. Vacancy fraud has been an issue for the city and the state of Illinois due to certain property owners letting these properties sit empty and collect a tax deduction rather than find tenants. A few storefronts have been filled within the 1600 block of Howard Street just east of the Howard Street Station. These new storefronts include a brewery, bar, and a major hair salon. However, more work is needed, and not many activities have been seen to fill these current ones listed as of June 2020. Figure 14 shows the storefront vacancies along Howard Street (not including the Gateway Centre). I have included the two corner lot storefronts (7601 N Paulina & 7561 N. Ridge) due to their being on Howard Street.

SECTION TWO: ECONOMIC ANALYSIS

RETAIL MARKET ANALYSIS

I used an ESRI retail marketplace profile analysis to understand the existing retail supply and sales potential in the economic conditions study area, which entailed a 1/4 mile radius and a 1/2 mile radius. ESRI's analysis estimates the supply and demand for various industry groups in a specified geographic area. The demand is represented as a retail potential. Essentially, ESRI estimates the total amount spent by consumers who live in that area, whether they spend it within the area or outside of it. When retail sales are less than retail potential, that indicates there is consumer spending that has failed to be captured locally (known as leakage). If there are more retail sales than potential, it shows a surplus, meaning people visiting the area to spend.

1/4 MILE STUDY AREA

According to ESRI, residents within a 1/4 mile radius of the Howard Street Station spent an estimated \$55 million in 2017. Remarkably \$97 million is captured locally in the 1/4 mile study area; thus, a surplus occurred in 2017 for the 1/4 mile area surrounding Howard Street Station. Retailers are attracting shoppers outside of the trade area so much that there was a surplus gap of \$42 million in 2017.

The industries where local consumers spend inside the 1/4 mile study area are mostly at food and beverage locations (\$52 million), with grocery stores capturing the majority of that money at \$50 million. Jewel Osco, located in the Gateway Centre is a popular and essential location within that 1/4 mile study and is utilized a lot. Health and personal care stores like beauty supply stores are the next biggest area consumers spend locally most at \$8 million. The industries where local consumers spend outside of the study area most are Motor Vehicle and Parts Dealers (\$6.5 million). There are only a few locations within even a 1/2 mile of the Howard Street Station that deals with motor vehicle-related services.

CLOTHING STORES

Despite a surplus in shoe store sales (there are two located on Howard Street within 1/4 mile study area), there was a \$1 million in annual leakage from the study area due to a lack of clothing stores. There is one major clothing store within the 1/4 mile study area located in the Gateway Centre, but additional stores like a GAP or a resale shop could be welcomed additions. However, experiential services still should be the focus as more consumers continue to shop online, and the pandemic we are currently in will only strengthen that habit.

FOOD & BEVERAGE STORES

Food service and drinking places are an important category to look at since it helps to see if residents are seeking pleasure and fun within their immediate neighborhood. Despite a large number of vacancies, people spent \$5.8 million in 2017 at these locations. There was a small leakage of \$6 thousand, but that is relatively small compared to the challenges many of those locations faced and still face due to overcoming the area's reputation. The vacant storefronts that have been filled east of the Howard Street Station have been turned into experiential places like bars and restaurants.

ELECTRONICS & APPLIANCE STORES

This 1/4 mile study area has a leakage of \$1.8 million in this segment. On Howard Street alone, there are very little cell phone stores throughout the whole corridor. A media store, such as vinyl record shops, video game stores, or perhaps even an arcade bar, could make sense as an addition to Howard Street.

1/2 MILE STUDY AREA

According to ESRI, residents within a 1/2 mile radius of the Howard Street Station spent an estimated \$271 million in 2017, but just \$135 million was captured locally; thus, a leakage occurred in 2017 for the 1/2 mile area surrounding Howard Street Station. Retailers are not meeting the demand so much that nearly a \$135 million was not captured locally. The industries where local consumers spend outside of the 1/2 mile study area most are Motor Vehicle and Parts Dealers (\$43 million). General Merchandise includes department stores (\$35 million), Food Services and Drinking places (\$15 million), Clothing stores (\$9 million), and Electronic stores and Appliance Stores (\$9 million).

FOOD & BEVERAGE STORES

Food service and drinking places reveal if residents are seeking pleasure and fun within their immediate neighborhood. The leakage in this category is alarming, which was \$15 million in 2017. People are exploring other options outside of the 1/2 mile area, which is interesting since increasing the study area to a 1/2 mile includes part of another corridor, Clark Street, made up of more restaurants and bars.

CLOTHING STORES

Despite a small surplus in shoe store sales, there was a \$9 million in annual leakage from the study area due to a lack of clothing stores. There is one major clothing store within the 1/4 mile study area in the Gateway Centre, but additional stores would be welcome as they do not increase within a 1/2 mile of the Howard Street Station. However, again, experiential services still should be the focus as more consumers continue to shop online, and the pandemic we are currently in will only strengthen that habit.

BUILDING, GARDEN, AND SUPPLY STORES

There are no real options related to a primary hardware store within the 1/2 mile study area. There was a \$11 million in annual leakage within this industry for this area. There are some small supply stores but not enough to meet the demand. There is currently a community garden with the 1/2 mile radius at Howard and Ashland. A major hardware store or garden store to serve the neighborhood within this part of the ward could be a great amenity.

SECTION TWO: ECONOMIC ANALYSIS

RETAIL MARKETPLACE ANALYSIS

The following Retail Marketplace Analysis was conducted for the 1/4 mile study areas to capture the estimated supply and demand of local businesses and consumers. It estimates sales to consumers as supply and the amount spent by consumers as demand. The Surplus and Leakage analysis present a snapshot of retail opportunity by quantifying the relationship between supply and demand for various industries. A positive value represents a leakage of retail opportunity, and a negative value represents a surplus of retail sales, a market where customers are drawn outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Please review pages 38 and 39 of this report that expresses the highlights of this Retail Marketplace Analysis.



Retail MarketPlace Profile

Howard Market Area
7519 N Paulina St, Chicago, Illinois, 60626
Ring: 0.25 mile radius

Prepared by Esri
Latitude: 42.01810
Longitude: -87.67299

Summary Demographics						
2019 Population						4,350
2019 Households						1,900
2019 Median Disposable Income						\$33,167
2019 Per Capita Income						\$25,302
2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$55,177,942	\$97,494,892	-\$42,316,950	-27.7	46
Total Retail Trade	44-45	\$49,312,749	\$91,636,441	-\$42,323,692	-30.0	31
Total Food & Drink	722	\$5,865,193	\$5,858,451	\$6,742	0.1	15
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$9,832,555	\$3,312,662	\$6,519,893	49.6	3
Automobile Dealers	4411	\$8,157,327	\$2,783,020	\$5,374,307	49.1	2
Other Motor Vehicle Dealers	4412	\$760,803	\$0	\$760,803	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$914,425	\$529,642	\$384,783	26.6	1
Furniture & Home Furnishings Stores	442	\$1,581,093	\$0	\$1,581,093	100.0	0
Furniture Stores	4421	\$964,581	\$0	\$964,581	100.0	0
Home Furnishings Stores	4422	\$616,512	\$0	\$616,512	100.0	0
Electronics & Appliance Stores	443	\$1,892,182	\$0	\$1,892,182	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$2,782,831	\$1,001,988	\$1,780,843	47.1	2
Bldg Material & Supplies Dealers	4441	\$2,520,997	\$1,001,988	\$1,519,009	43.1	2
Lawn & Garden Equip & Supply Stores	4442	\$261,834	\$0	\$261,834	100.0	0
Food & Beverage Stores	445	\$8,608,394	\$52,974,151	-\$44,365,757	-72.0	5
Grocery Stores	4451	\$7,546,192	\$50,039,323	-\$42,493,131	-73.8	3
Specialty Food Stores	4452	\$448,681	\$1,968,165	-\$1,519,484	-62.9	1
Beer, Wine & Liquor Stores	4453	\$613,520	\$966,664	-\$353,144	-22.3	1
Health & Personal Care Stores	446,4461	\$3,163,800	\$11,843,094	-\$8,679,294	-57.8	6
Gasoline Stations	447,4471	\$5,223,206	\$8,857,167	-\$3,633,961	-25.8	3
Clothing & Clothing Accessories Stores	448	\$2,904,857	\$3,468,066	-\$563,209	-8.8	5
Clothing Stores	4481	\$1,957,803	\$785,669	\$1,172,134	42.7	2
Shoe Stores	4482	\$415,967	\$2,531,451	-\$2,115,484	-71.8	3
Jewelry, Luggage & Leather Goods Stores	4483	\$531,087	\$0	\$531,087	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$1,359,011	\$1,449,445	-\$90,434	-3.2	2
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,109,285	\$1,449,445	-\$340,160	-13.3	2
Book, Periodical & Music Stores	4512	\$249,726	\$0	\$249,726	100.0	0
General Merchandise Stores	452	\$8,879,605	\$7,528,788	\$1,350,817	8.2	3
Department Stores Excluding Leased Depts.	4521	\$6,348,483	\$6,926,334	-\$577,851	-4.4	1
Other General Merchandise Stores	4529	\$2,531,122	\$602,454	\$1,928,668	61.5	2
Miscellaneous Store Retailers	453	\$1,761,226	\$1,201,080	\$560,146	18.9	4
Florists	4531	\$92,507	\$132,869	-\$40,362	-17.9	1
Office Supplies, Stationery & Gift Stores	4532	\$325,219	\$377,111	-\$51,892	-7.4	1
Used Merchandise Stores	4533	\$186,849	\$515,396	-\$328,547	-46.8	1
Other Miscellaneous Store Retailers	4539	\$1,156,651	\$175,704	\$980,947	73.6	1
Nonstore Retailers	454	\$1,323,989	\$0	\$1,323,989	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$1,060,964	\$0	\$1,060,964	100.0	0
Vending Machine Operators	4542	\$40,238	\$0	\$40,238	100.0	0
Direct Selling Establishments	4543	\$222,787	\$0	\$222,787	100.0	0
Food Services & Drinking Places	722	\$5,865,193	\$5,858,451	\$6,742	0.1	15
Special Food Services	7223	\$132,902	\$0	\$132,902	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$201,286	\$142,796	\$58,490	17.0	1
Restaurants/Other Eating Places	7225	\$5,531,005	\$5,715,655	-\$184,650	-1.6	14

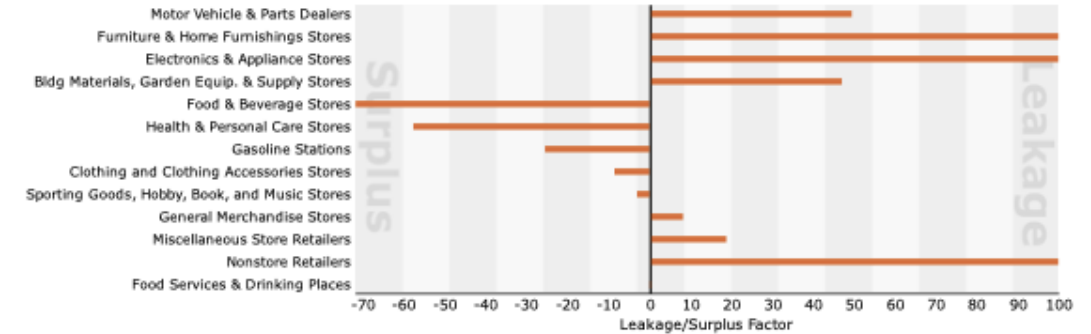


Retail MarketPlace Profile

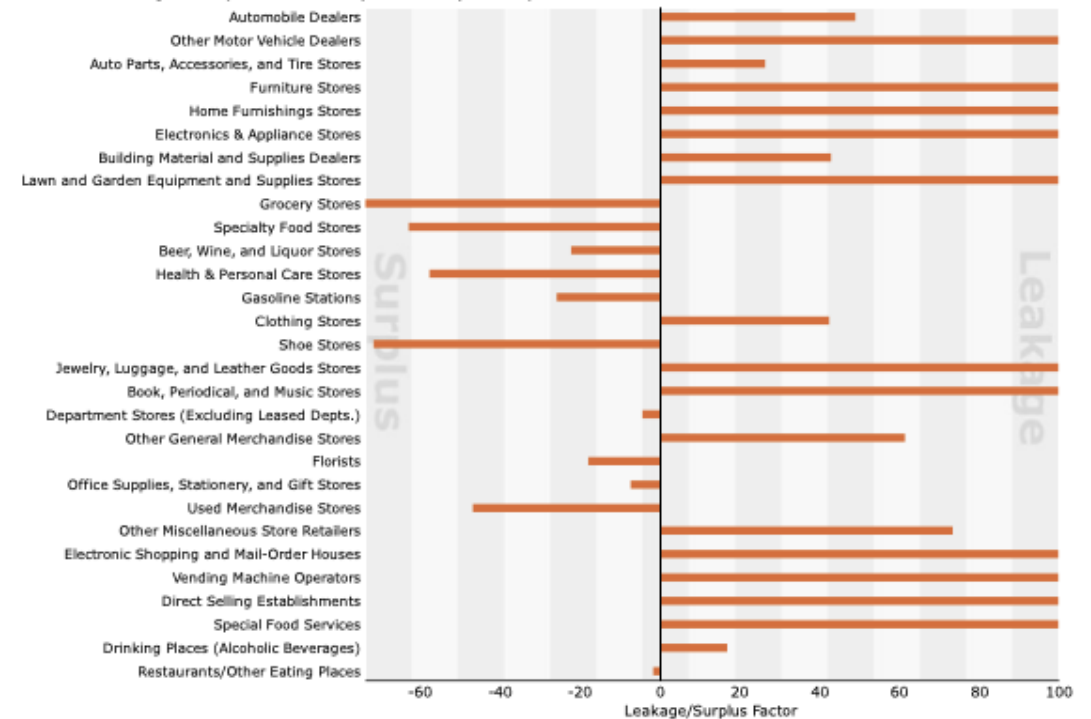
Howard Market Area
7519 N Paulina St, Chicago, Illinois, 60626
Ring: 0.25 mile radius

Prepared by Esri
Latitude: 42.01810
Longitude: -87.67299

2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



SECTION TWO: ECONOMIC ANALYSIS

RETAIL MARKETPLACE ANALYSIS

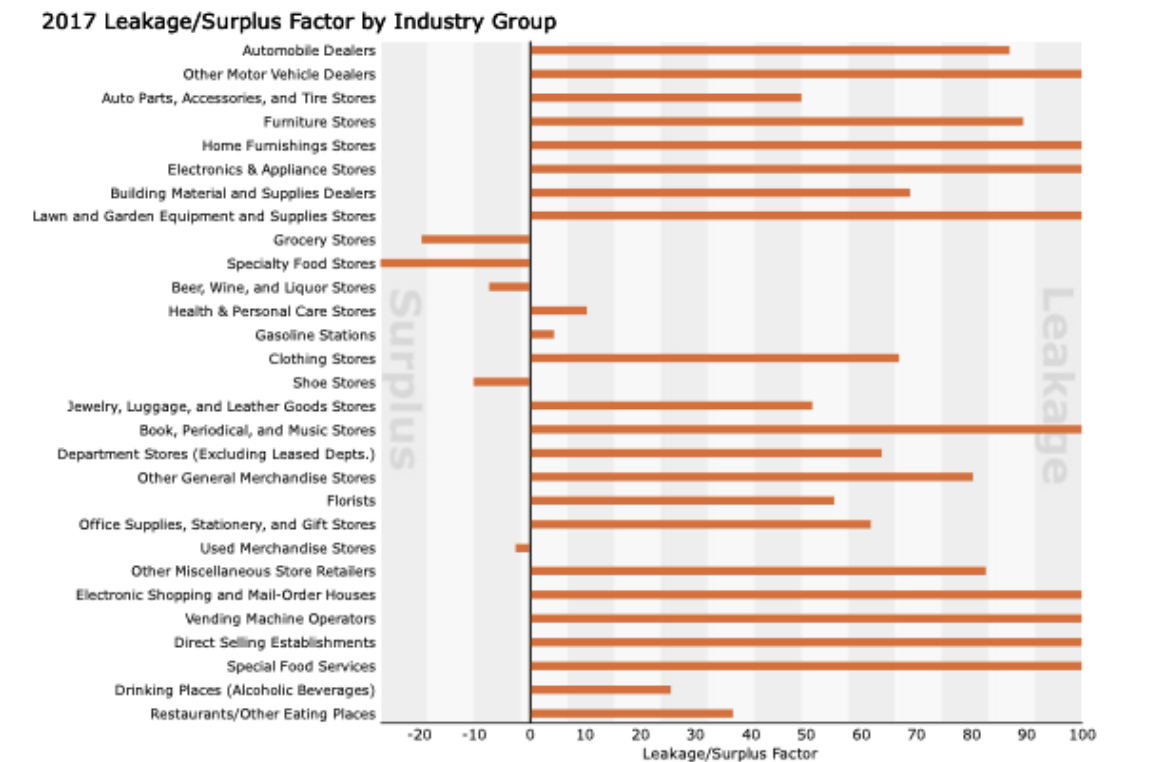
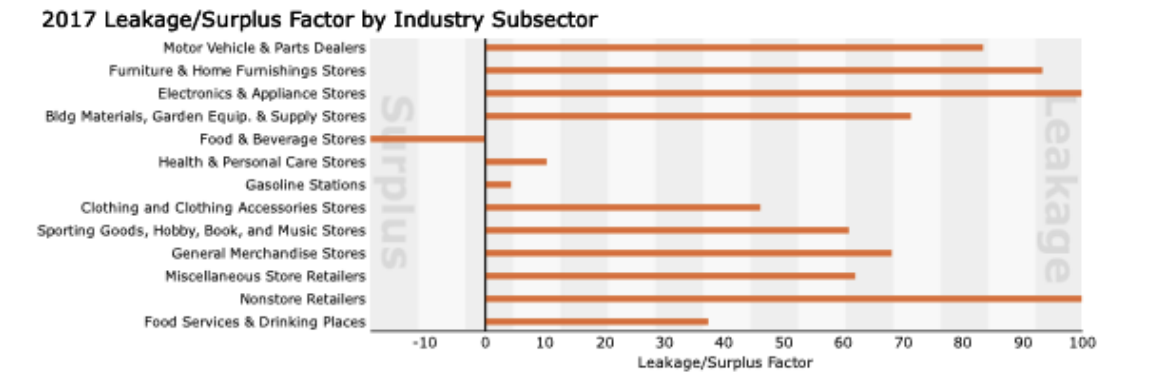

The following Retail Marketplace Analysis was conducted for the 1/2 mile study areas to capture the estimated supply and demand of local businesses and consumers. It estimates sales to consumers as supply and the amount spent by consumers as demand. The Surplus and Leakage analysis present a snapshot of retail opportunity by quantifying the relationship between supply and demand for various industries. A positive value represents a leakage of retail opportunity, and a negative value represents a surplus of retail sales, a market where customers are drawn outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Please review pages 38 and 39 of this report that expresses the highlights of this Retail Marketplace Analysis.



Retail MarketPlace Profile

Howard Market Area
7519 N Paulina St, Chicago, Illinois, 60626
Ring: 0.5 mile radius

Prepared by Esri
Latitude: 42.01810
Longitude: -87.67299

Retail MarketPlace Profile

Howard Market Area
7519 N Paulina St, Chicago, Illinois, 60626
Ring: 0.5 mile radius

Prepared by Esri
Latitude: 42.01810
Longitude: -87.67299

Summary Demographics						
2019 Population						20,793
2019 Households						8,837
2019 Median Disposable Income						\$36,726
2019 Per Capita Income						\$26,964

2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$271,286,872	\$135,843,699	\$135,443,173	33.3	94
Total Retail Trade	44-45	\$242,411,351	\$122,720,591	\$119,690,760	32.8	59
Total Food & Drink	722	\$28,875,522	\$13,123,108	\$15,752,414	37.5	35

2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$47,905,048	\$4,311,032	\$43,594,016	83.5	4
Automobile Dealers	4411	\$39,702,184	\$2,783,020	\$36,919,164	86.9	2
Other Motor Vehicle Dealers	4412	\$3,702,867	\$0	\$3,702,867	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$4,499,997	\$1,528,012	\$2,971,985	49.3	2
Furniture & Home Furnishings Stores	442	\$7,764,067	\$260,640	\$7,503,427	93.5	1
Furniture Stores	4421	\$4,716,820	\$260,640	\$4,456,180	89.5	1
Home Furnishings Stores	4422	\$3,047,247	\$0	\$3,047,247	100.0	0
Electronics & Appliance Stores	443	\$9,301,348	\$0	\$9,301,348	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$13,808,260	\$2,307,413	\$11,500,847	71.4	4
Bldg Material & Supplies Dealers	4441	\$12,514,050	\$2,307,413	\$10,206,637	68.9	4
Lawn & Garden Equip & Supply Stores	4442	\$1,294,210	\$0	\$1,294,210	100.0	0
Food & Beverage Stores	445	\$42,462,258	\$62,693,309	-\$20,231,051	-19.2	12
Grocery Stores	4451	\$37,223,280	\$55,327,549	-\$18,104,269	-19.6	7
Specialty Food Stores	4452	\$2,215,175	\$3,859,030	-\$1,643,855	-27.1	2
Beer, Wine & Liquor Stores	4453	\$3,023,803	\$3,506,730	-\$482,927	-7.4	3
Health & Personal Care Stores	446,4461	\$15,562,768	\$12,598,587	\$2,964,181	10.5	7
Gasoline Stations	447,4471	\$25,510,407	\$23,311,872	\$2,198,535	4.5	7
Clothing & Clothing Accessories Stores	448	\$14,423,820	\$5,308,552	\$9,115,268	46.2	10
Clothing Stores	4481	\$9,717,470	\$1,926,311	\$7,791,159	66.9	5
Shoe Stores	4482	\$2,063,748	\$2,531,451	-\$467,703	-10.2	3
Jewelry, Luggage & Leather Goods Stores	4483	\$2,642,602	\$850,790	\$1,791,812	51.3	2
Sporting Goods, Hobby, Book & Music Stores	451	\$6,704,722	\$1,617,349	\$5,087,373	61.1	2
Sporting Goods/Hobby/Musical Instr Stores	4511	\$5,481,876	\$1,617,349	\$3,864,527	54.4	2
Book, Periodical & Music Stores	4512	\$1,222,846	\$0	\$1,222,846	100.0	0
General Merchandise Stores	452	\$43,820,707	\$8,284,435	\$35,536,272	68.2	5
Department Stores Excluding Leased Depts.	4521	\$31,368,881	\$6,926,334	\$24,442,547	63.8	1
Other General Merchandise Stores	4529	\$12,451,826	\$1,358,101	\$11,093,725	80.3	4
Miscellaneous Store Retailers	453	\$8,586,552	\$2,006,014	\$6,580,538	62.1	6
Florists	4531	\$464,079	\$133,861	\$330,218	55.2	1
Office Supplies, Stationery & Gift Stores	4532	\$1,601,829	\$377,111	\$1,224,718	61.9	1
Used Merchandise Stores	4533	\$914,255	\$962,468	-\$48,213	-2.6	3
Other Miscellaneous Store Retailers	4539	\$5,606,390	\$532,574	\$5,073,816	82.6	1
Nonstore Retailers	454	\$6,561,393	\$0	\$6,561,393	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$5,225,759	\$0	\$5,225,759	100.0	0
Vending Machine Operators	4542	\$198,434	\$0	\$198,434	100.0	0
Direct Selling Establishments	4543	\$1,137,200	\$0	\$1,137,200	100.0	0
Food Services & Drinking Places	722	\$28,875,522	\$13,123,108	\$15,752,414	37.5	35
Special Food Services	7223	\$656,276	\$0	\$656,276	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$988,895	\$586,018	\$402,877	25.6	3
Restaurants/Other Eating Places	7225	\$27,230,351	\$12,537,089	\$14,693,262	36.9	32

SECTION TWO: ECONOMIC ANALYSIS

CONSUMER PROFILE

In 2017, consumers spent within that 1/4 mile (5-minute walk) radius of the Howard Street Station \$66 million. For the 1/2 mile (10 minute walk) radius, consumers spent \$318 million. When combining both areas, consumers spent about \$384 million. A breakdown of their spending categories is below, and a full analysis can be viewed on page 44.

SPENDING BREAKDOWN

According to ESRI, as previously described, \$66 million was spent by residents who lived within 1/4 mile (5-minute walk) radius and \$318 million for those who lived within 1/2 mile (10-minute walk) of the Howard Street Station in 2017. Here is the breakdown of the spending categories that came out of the household income. I combined both areas to show a total spending breakdown as they both separately are identical when breakdowns are separated. It should be no surprise that most of someone's household income went to shelter as most of this area's population is cost-burdened with rent.

Spending Category	% Household Income
Shelter	40%
Groceries	11%
Health care	10%
Restaurants/bars	8%
Entertainment/recreation	6%
Apparel/services	5%
Charity/support	4%
Travel	4%
Home Furnishings	4%
Education	3%
Vehicle	2%
Personal Care	2%

CONSUMER SEGMENTS


ESRI identifies different segments of consumers to understand the general demographics and socioeconomic habits of the population. The common top consumer segments in the economic condition study areas are Trendsetters and Metro Fusion. Both of these groups represent the Millennial Generation.

Trendsetters (31% of Population of Economic Study Areas)

Educated young singles represent this category and live life to the fullest. Many wish not to follow the conventional American life of having a single-family home with kids in a suburb. These are educated young singles, desiring experiences, and wish to spend their disposable income on fashion items and vacations.

Metro Fusion (30% of Population of Economic Study Areas)

Metro Fusion is a young, diverse market. Many newly moved to the city. This is a highly mobile population according to ESRI three-quarters of households are occupied by renters. The majority are hardworking and dedicated to their professional and social lives so they can climb the ladders of economic and career success.



Community Profile		Howard Market Area	Prepared by Esri
		7519 N Paulina St, Chicago, Illinois, 60626	Latitude: 42.01810
		Rings: 0.25, 0.5 mile radii	Longitude: -87.67299
		0.25 miles	0.5 miles
Top 3 Tapestry Segments			
1.	Trendsetters (3C)		Trendsetters (3C)
2.	Set to Impress (11D)		International Marketplace
3.	Metro Fusion (11C)		Metro Fusion (11C)
2019 Consumer Spending			
Apparel & Services: Total \$	\$2,972,912	\$14,416,544	
Average Spent	\$1,564.69	\$1,631.38	
Spending Potential Index	73	76	
Education: Total \$	\$2,130,881	\$10,529,282	
Average Spent	\$1,121.52	\$1,191.50	
Spending Potential Index	70	75	
Entertainment/Recreation: Total \$	\$4,100,660	\$19,811,779	
Average Spent	\$2,158.24	\$2,241.91	
Spending Potential Index	66	69	
Food at Home: Total \$	\$6,972,102	\$33,607,812	
Average Spent	\$3,669.53	\$3,803.08	
Spending Potential Index	71	73	
Food Away from Home: Total \$	\$5,092,580	\$24,529,428	
Average Spent	\$2,680.31	\$2,775.76	
Spending Potential Index	73	76	
Health Care: Total \$	\$6,910,913	\$32,984,319	
Average Spent	\$3,637.32	\$3,732.52	
Spending Potential Index	61	63	
HH Furnishings & Equipment: Total \$	\$2,675,700	\$12,822,497	
Average Spent	\$1,408.26	\$1,451.00	
Spending Potential Index	66	68	
Personal Care Products & Services: Total \$	\$1,156,311	\$5,537,215	
Average Spent	\$608.58	\$626.59	
Spending Potential Index	69	71	
Shelter: Total \$	\$26,365,452	\$129,049,873	
Average Spent	\$13,876.55	\$14,603.36	
Spending Potential Index	75	79	
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$2,952,297	\$14,069,484	
Average Spent	\$1,553.84	\$1,592.11	
Spending Potential Index	63	64	
Travel: Total \$	\$2,828,225	\$13,902,321	
Average Spent	\$1,488.54	\$1,573.19	
Spending Potential Index	66	70	
Vehicle Maintenance & Repairs: Total \$	\$1,458,705	\$6,776,871	
Average Spent	\$767.74	\$766.87	
Spending Potential Index	67	67	



DENSITY
ANALYSIS

SECTION TWO: DENSITY ANALYSIS

INTRODUCTION

For at least the past decade, compared to neighborhoods like Pilsen, Rogers Park has mostly been able to escape a ton of new developments displacing long-time residents. However, this is not to say the neighborhood has not been in jeopardy of displacement or currently is not anymore. Increased risk of gentrification has been showing to occur. According to a report by the Institute For Housing Studies at Depaul University (IHS) in 2019, which mapped displacement pressures for each neighborhood through Chicago, Rogers Park is considered a moderate-risk (Duda). A moderate risk means values are still generally affordable but are experiencing higher than recent average increases in sales prices. According to the IHS report, “displacement risk could be accelerated with certain projects or initiatives, especially if near transit, other existing amenities, or high-cost real estate markets” (Duda).

The Howard Street corridor study area that is the focus of this plan, fits the risk definition given by the IHS report scarily accurately. The corridor consists of a major transit location and near many existing amenities. The types of projects that come to fruition for the next decade could impact the future of the demographics within this Howard Street corridor study area. Many of these households are already cost-burdened (40% of spending goes to shelter); thus, a lot of household income is spent on housing. This population is vulnerable due to the cost-burdened factor. As figure 16 will show, much of the study area is entering a moderately vulnerable stage due to an increase in development pressure from recent developments like Elevation Lofts and other speculative projects.

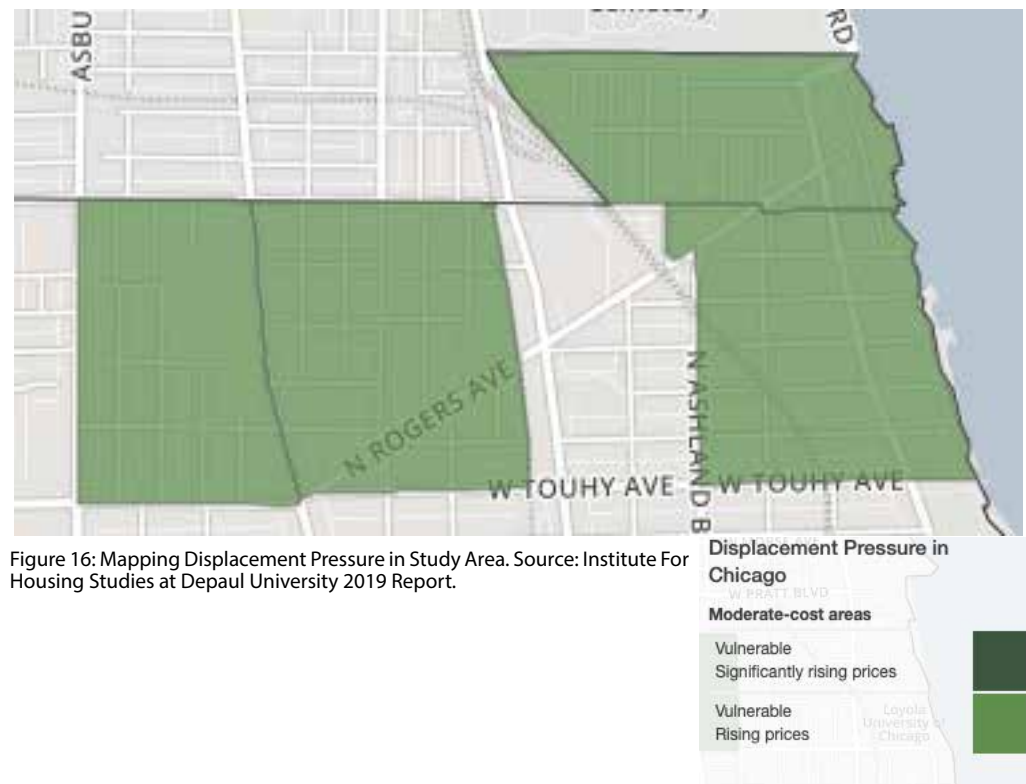


Figure 16: Mapping Displacement Pressure in Study Area. Source: Institute For Housing Studies at Depaul University 2019 Report.

Neighbors in Rogers Park show great concern over the gentrification reality that could become real in the coming years. This issue stems from the site-by-site approach of reviewing and approving new developments, instead of making decisions collectively as a neighborhood that derives its decision from a plan and shared vision.

The purpose of this section is to provide a baseline understanding of the corridors existing density and what that means in context so residents and the 49th Ward Aldermanic Office can use it to analyze and consider future development proposals. The residents in Rogers Park and especially within this study area, deserve to have a plan on what future developments should look like. This effort is just the beginning step and can as well as should be modified for years to come to fit the stakeholder’s preferences. A table included in this section outlines each parcel in the corridor, its existing size, use, and zoning, and show what density and building heights are permitted by-right given the current zoning. This section will also outline the transit-oriented development (TOD) zoning and how it can be best applied for the density analysis of this study area. The analysis will highlight potential opportunity areas for redevelopment, as well as future zoning changes to consider.

HOW TO USE THIS GUIDE

An analysis of existing residential units along Howard Street was conducted to help the 49th Ward Aldermanic Office and residents understand the existing density and allowable density based on current zoning and allowable density based on TOD zoning. The analysis looks at PINs between Western Avenue and Clark Street. Although the stretch between Ridge and Western is out of the Special Service Area, it should not be an issue as this stretch has been included with the Howard Street Study Area due to the plan’s analysis.

For each PIN, and in certain cases a group of PINs, I list the property’s:

- Address
- Current Zoning
- Square footage of the land
- Existing Use
- Estimated number of stories
- Estimated number of units
- Allowable number of units (determined by the minimum lot area per unit)
- TOD number of units (determined by the reduced lot area)

District	Maximum Building Height (feet)			
	Lot frontage of 25 feet or less	Lot frontage of more than 25 and less than 50 feet	Lot frontage of 50 to 99.9 feet	Lot frontage of 100 feet or more
Buildings with Ground-floor Commercial Space that complies with Sec. 17-3-0305				
Dash 1	38	38	38	38
Dash 1.5	38	38	38	38
Dash 2	47	50	50	50
Dash 3	50	55	65	65
Dash 5	50	55	70	80 [1]
Buildings without Ground-floor Commercial Space that complies with Sec. 17-3-0305				
Dash 1	38	38	38	38
Dash 1.5	38	38	38	38
Dash 2	45	45	45	45
Dash 3	50	50	60	60
Dash 5	50	50	65	75 [1]

Figure 17: The maximum building height in business and commercial districts may vary depending on the lot frontage and ground floor use. Source: City of Chicago Planning & Development Department.

SECTION TWO: DENSITY ANALYSIS

DEFINITIONS

Please see below a list of definitions to familiarize with.

FLOOR AREA RATIO

Floor Area Ratio (FAR): A function that controls density by taking the building's total floor area (the square footage of every floor) and dividing it by the area of the land on which it's built. For example, 1,000 square foot property with a FAR of 5 would allow 2 stories that are each 500 square feet or 5 stories that are each 200 square feet. Zoning district determines how big or small the FAR can be on a parcel.

LOT AREA PER UNIT

Lot area per unit is the minimum amount of lot area required for each dwelling unit on the property. For example, if the minimum lot area per unit is 1,000 square feet on a 3,125 square foot lot, only a building with 3 dwelling units would be permitted. Lot area per unit is used for dwelling units, but depending on the zoning efficiency and SRO units may be smaller and permitted. Again, like FAR, lot area per unit depends on the zoning district.

BUILDING HEIGHT

The maximum height permitted for a building. This depends on what the parcel is zoned as since zoning districts and ground-floor use determines how high a building can be.

Zoning District	FAR	Lot Area Per Unit	Max Building Height
B/C (Dash-1)	1.2	2,500 sf	38 feet
B/C (Dash-1.5)	1.5	1,350 sf	38 feet
B/C (Dash-2)	2.2	1,000 sf	47-50 feet
B/C (Dash-3)	3.0	400 sf	50-65 feet
B/C (Dash-5)	5.0	200 sf	50-80 feet
M1-2	2.2	N/A	N/A
RS-3	0.9	2,500 sf	30 feet
RT-4	1.2	1,000 sf	38 feet
POS-2	N/A	N/A	N/A

Figure 18: The zoning rules for the City of Chicago. Source: City of Chicago Planning & Development Department.

DENSITY ANALYSIS

There are an estimated 381 existing units in buildings that front Howard Street, based on research conducted online and in-person. These building units range from single units above storefronts on the ground level to apartment buildings with more than 80 units. There is also a stretch of single-family homes and two and three-flat apartment buildings west of Greenview. However, almost exactly half of the parcels along Howard Street do not have any residential units. This puts Howard Street much below capacity, given its current zoning. Based on the current zoning, the total number of units allowed by right would be 1,093 units by-right or 712 units more than currently exists. When looking at the potential zoning changes that qualify for density bonuses under the TOD ordinance and within a 1/4 mile of the Howard Street train station, that number jumps to 1,538 allowable units.

The Howard Street corridor's fronting parcels make-up about 26 acres of land. 381 units comprise the corridor from Sheridan to Western, which equals about 14 units/acre. This appears to be a good amount of density for the neighborhood. According to the Capitol Region Council of Governments that looks at how to best support, municipalities recommend a minimum of 15 units/acre to support TOD zones (2). However, some organizations like Citizens for Modern Transit urged (CMT) cities like St. Louis, in particular, to aim for 20 to 30 units per acre near rail service (68). There are several reasons that Howard Street is below the allowed density. Many parcels are zoned for community shopping districts, which permits a high density, but the current building footprint of some of those parcels zoned a B3 exists as single-story use for retail with no residential. Much of the corridor west of Howard Street is zoned either B1-2 or C1-2. B1-2 or C1-2 both require 1,000 square feet per unit, thus being part of the reason for less density. A smaller lot minimum area per unit, a dash 3 and a dash 5 favors higher density due to each building being able to have more units.

A land information table, beginning on the following page, shows the current zoning, land square footage, existing use, building height, existing units, allowable units, and a unit that can be added if in a TOD zone. The data that was utilized derived from the City of Chicago building permits records, City of Chicago zoning ordinance, Cook County parcel map, and City of Chicago zoning map. Estimates were based on online research. The idea of the land/parcel information table can be attributed to the authors of previous corridor plans. It is important to note local governments do not always collect the number of units for every building or have the most up to date information. Local governments need to push for more transparent and accurate information and newer technologies if we are to push for transformative change. On page 52, this information will be shown.

Walkability is an important component in understanding if the proper density is being attained within a neighborhood or why it does not translate into active street life. Walkability is a measure of how friendly an area is to walking. Can a resident walk to a grocery store, or will they have to take a car? Can children get to school without a parent driving them or taking a bus? Is walking down that block safe? These are questions that walkability experts analyze. Pedestrian safety, comfort, and convenience are the guiding principles in obtaining a great walkable area. By using a website called Walk Score, I analyzed how walkable Rogers Park is. The walk score measures the walkability of an address by awarding points based on the distance to amenities. No points are given after a 30-minute walk. Rogers Park, according to the Walk Score site, is very walkable. As outlined in red, the Howard Street study area is also very walkable, like the rest of the neighborhood.



Walk Score®	Description
90-100	Walker's Paradise Daily errands do not require a car.
70-89	Very Walkable Most errands can be accomplished on foot.
50-69	Somewhat Walkable Some errands can be accomplished on foot.
25-49	Car-Dependent Most errands require a car.
0-24	Car-Dependent Almost all errands require a car.

SECTION TWO: DENSITY ANALYSIS

HOWARD STREET DENSITY

Address	Zoning	Land SF	Existing Use	Estimated Stories	Existing Units	Allowed Units	TOD Units
1438 W Howard	B1-3	4,851	Mixed-use retail/residential	3	20	12	16
1418-1420 W Howard	B1-3	3,474	Mixed-use retail/residential	2	5	8	N/A
1424 W. Howard	B1-3	3,750	Mixed-use retail/residential	2	1	9	N/A
1426 W Howard	B1-3	2,800	Single-Family Home	2	1	7	N/A
1430 W Howard	B1-3	3,150	Single-Family Home	2	1	7	N/A
1436 W Howard	B1-3	3,560	Single-Family Home	1	1	9	N/A
1427 W Howard	B1-3	5,700	Multi-Family residential	2	2	14	N/A
1431-1433 W Howard	B1-3	7,500	Multi-Family residential	3	6	18	N/A
1437 W Howard	B1-3	5,700	Multi-Family residential	3	3	14	N/A
1441 W Howard	B1-3	21,000	Multi-Family residential	4	52	52	70
7600 N Greenview	B3-3	17,889	Mixed-use retail/residential	3	40	44	60
7605 N Bosworth	B3-3	5,238	Mixed-use retail/residential	3	14	13	17
1511 W Howard	B3-3	6,672	Mixed-use retail/residential	2	10	16	22
1531 W Howard	B3-3	9,282	Multi-Family residential	6	17	23	31
1539 W Howard	B3-3	3,141	Single-story retail	1	0	8	10
1543 W Howard	B3-3	3,150	Single-story retail	1	0	8	10
7600 N Bosworth	B3-5	17,889	Mixed-use retail/residential	7	90	90	N/A
1547 W Howard	C1-3	3,539	Single-story retail	1	0	9	12
1549 W Howard	B3-3	3,920	Single-story retail	1	0	10	13
1555 W Howard	B3-3	4,340	Single-story retail	1	0	11	14
7533 N Ashland	B3-5	46,086	Vacant	N/A	N/A	230	N/A
1561 W Howard	B3-3	12,460	Vacant	N/A	N/A	31	41
1607 W Howard	B3-3	15,810	Mixed-use retail/residential	4	40	40	53
1615-1647 W Howard	B3-3	22,811	Mixed-use retail/residential	3	30-35	57	76
7474 N Paulina	PD	659,637	Shopping Center	1	0	N/A	N/A
1791 W Howard	B3-5	10,639	Mixed-use retail/residential	6	N/A	53	N/A
7547 W Wolcott	B3-5	3,580	Single-story retail	1	0	18	N/A
2233 W Howard	C1-2	3,525	Mixed-use retail/residential	2	1	3	N/A
2237 W Howard	C1-2	5,640	Single-story retail	1	0	6	N/A
2255 W Howard	C1-2	11,180	Auto-repair	1	0	11	N/A
2277 W Howard	C1-2	16,191	Medical Office	1	0	16	N/A
2309 W Howard	C1-2	7,725	Mixed-use retail/residential	2	N/A	7	N/A
2319 W Howard	B3-2	14,525	Drive-thru restaurant	1	0	14	N/A
2335 W Howard	B3-2	5,200	Mixed-use retail/residential	3	6	5	N/A
2341-2353 W Howard	B3-2	17,947	Shopping Center	1	0	18	N/A

Figure 19: The density for the Howard Street between Sheridan & Western. Source: City of Chicago zoning ordinance, building permit records, and the Cook County parcel map.

BUILDING FOOTPRINT

When performing a density analysis, it is crucial to show the relationship between the built and unbuilt spaces. The best way to show this is through what is called a figure-ground diagram. In figure 20, the Howard Street corridor study area has been made reflective of the built and unbuilt spaces. The buildings are shown in solid black while the spaces around the building figures are void of color (white). The white spaces are either gaps between neighboring buildings, the open streets, and parks of the city. The major void section above Howard Street is Evanston and is left out due to the purposes of only analyzing the Chicago side of Howard Street.

As the diagram shows, the study area is made up of a fairly continuous urban fabric. 90 percent of the area is made up of buildings. This type of density supports the transit system and the stores that are on Howard Street. However, the urban fabric in this study area is broken up by the large Gateway Center with a massive open parking lot and significant curb cuts, as outlined in red of the diagram. The continuous flow from east to west on Howard Street of front-facing storefronts and residential properties abruptly is interrupted once nearing the Gateway Centre. The continuous storefronts on Howard Street (on the Chicago side) do not begin until Wolcott Ave, another two blocks west across major arterial roads (Clark Street).

The street layout is largely a grid with one major diagonal street at Rogers Ave, which causes major confusion at the intersection of Greenview, Howard, and Rogers (yellow box outlined) for cars that approach it and pedestrians that cross it. There is no roundabout or pedestrian island at the intersection currently. The intersection also suffers from a lack of vibrant life known to occur in other diagonal corridor intersections of Chicago. This is due to the multiple vacancies and a struggling convenience store. As outlined in the green box, this is the largest park (Willye B. White) within the study area. It fronts the corridor and sits within the grid, which has made it a prime place for community events and social gatherings. There are three openings to the park, which permits the flow of residents to empty into it from where they live fairly easily. The location of the park has been crucial for its use.



Figure 20: Shows the built and unbuilt spaces of the Howard Street study area. Map prepared by Torrence Gardner.

SECTION TWO: DENSITY ANALYSIS

TOD AND AFFORDABILITY

As shown by the density analysis, there is a vast difference between existing units and those allowed by right along Howard Street. In the past, under the previous alderman, a desire for more density was expressly pushed. However, under the current administration (Alderman Hadden's) development without displacement has been the main objective. The most frequently used tool to add density carefully and objectively has been the Chicago Transit-Oriented Development (TOD) ordinance. The TOD provides density bonuses and parking reduction developments within a 1/4 mile of a Metra or CTA station and certain CTA bus line corridor roadways.

The TOD ordinance can be used to bring affordable housing to Rogers Park and the Howard Street corridor. As shown in the affordable housing vulnerability map (see figure 16), the study area faces a moderate level of displacement pressure. However, it is also true that the study area has the most low-income housing tax credit homes (see figure 9) compared to the rest of Rogers Park. The Low-Income Housing Tax Credit helps construct or rehab affordable rental housing for low-income households. It can be dangerous to keep and concentrate affordable housing in a small area. Chicago specifically also has a tool known as the Affordable Requirements Ordinance (ARO), which stipulates that 10 percent of affordable units must be a part of any new development that seeks to have a zoning district changed. The ARO has not formulated many units for Rogers Park as the neighborhood only boasts 3 ARO units according to the Chicago Department of Housing ARO's Dashboard.

The TOD ordinance's goal is essentially to incentivize more development near transit stations to increase density, which encourages ridership while also boosting local revenue and keeping amenities walkable. If a goal is to have development without displacement, building near transit is a crucial step. The Metropolitan Planning Council (MPC) encourages growth near public transit since its reliability connects people's homes and jobs. A car should not be the determining factor if someone can have a job or not. MPC analyzed that a \$450 million annual boost to neighborhood retail would occur. Interestingly, due to the proximity to the CTA station and its location, most of the parcels along the corridor that can benefit are east of the station (Paulina to Sheridan). The Gateway Centre is the last major parcel that benefits from TOD going west right before crossing Clark Street.

The TOD ordinance applies to business (B), commercial (C), and industrial (M) districts within a 1/4 mile of a transit station, or up to a 1/2 mile along a Pedestrian Street (Howard Street is not a designated pedestrian street). Only B-3 or C-3 districts can building height, floor area ratio, and minimum lot per area unit be changed for more density purposes (see those parcels in figure 21). Howard Street does not benefit as an opportunity area, which can help build more density while not displacing residents. Opportunity areas are communities with low poverty, high access to jobs, and a low concentration of existing affordable rental housing as defined by the Illinois Housing Development Authority (IHDA). It will take using the TOD wisely and genuine creative community development initiatives as the corridor lack a lot of mechanisms in place to ensure development happens without displacement. The ARO has objectively failed to deliver more affordable housing due to the lack of new developments in the area and developments that can be built by-right.



Figure 21: The shaded parcels along Howard Street are those within 1/4 mile TOD zone and would qualify for density bonuses and parking reductions based on the parcel's zoning district.

COVID19 IMPACT ON ROGERS PARK RENTERS

Displacement pressures are being moderately felt by Rogers Park (see figure 16). COVID19 has brought an already challenging issue near the breaking point. 40 percent of this study area's household spending goes to shelter. Of course, our city and neighborhood will not know the full impact of this pandemic until it is over. However, what is clear is if more economic support does not come to the city and, in particular, the Rogers Park neighborhood will face an eviction crisis by the fall of 2020. Short-term interventions like loan forbearance and expanded unemployment assistance are just what they are, short-term. The Federal Pandemic Unemployment Assistance is set to expire on July 31st. This program has been crucial as it adds \$600 a week in extra benefits to those unemployed due to COVID. Forty million Americans have depended on that since the start of the pandemic. There are no current stats on how many are receiving unemployment benefits due to COVID within the study area. Still, the Institute For Housing Studies at DePaul University performed a preliminary analysis of how many households would be impacted by Chicago neighborhood submarkets in April. For Uptown/Rogers Park submarket up to 16,538 households are expected to be impacted.

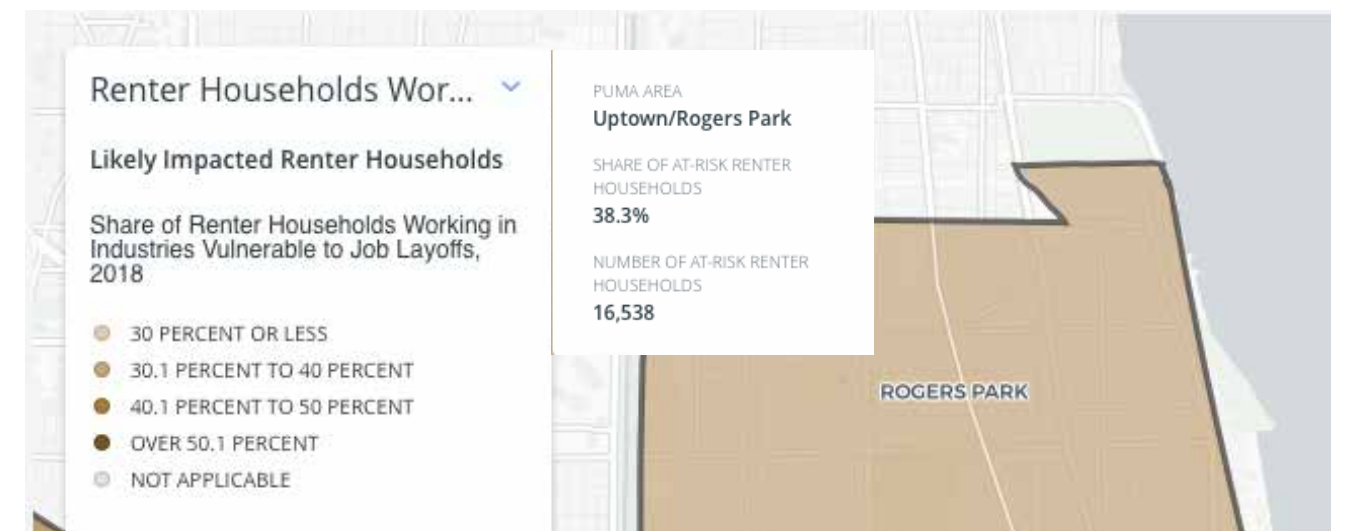


Figure 22: Mapping likely impacted renter households by COVID19 based on job layoff and industry vulnerability in 2018. Uptown not pictured in the figure but contributes the households in jeopardy. Source: Institute For Housing Studies at DePaul University 2019 Report.

ENVISION

3



SECTION THREE: ENVISION

INTRODUCTION

One of the primary drivers of this plan is to explore ways that the 49th Ward Aldermanic Office can develop the Howard Street corridor and activate it as a lively and safe neighborhood shopping and dining destination. We will look at ways to enhance the corridor, both aesthetically and economically. For decades, however, Howard Street has suffered from a bad reputation brought on by consistent acts of gun violence, which will continue to limit its growth. Reputation should not be overlooked when it comes to planning efforts that aim for reinvestment and beautification. It will not just be enough to add livelier activities or bike lanes if people have a sense of fear when they enter the street (residents and visitors alike), and it will take much effort and years to change the reputation. Now is the time for the 49th Ward Aldermanic office with the help of the Rogers Park Business Alliance to respond to community demands. The neighborhood is in the grips of a pandemic and a predictable escalation in violence due to it. Howard Street is an essential corridor; thus, the neighborhood needs to make and keep the street thriving.

As the 49th Ward Aldermanic Office looks to envision a livelier and safer Howard Street, it will be essential to understand the opportunities to improve the corridor and the potential costs and benefits that come with these opportunities. The analysis informs the goals and objectives in this section of existing conditions in this plan and an understanding of the tools available for improvements. Some of the objectives of the goals are derived from the 2006 corridor study plan that needs revisiting or pushing forward to make them a reality.

The goals and objectives for Howard Street that I specifically recommend are:

Goal 1: Beautify the Corridor

- Increase public art along the corridor that reflects local cultures
- Consolidation of Retail Space / Decrease Vacant Spaces

Goal 2: Build & Maintain Community

- Activate vacant or underdeveloped spaces and parking lots
- Community-Centered Developments
- Community Ownership Fund

Goal 3: Public Safety

- Create a community safety plan that seeks new methods in countering crime
- Anti-Violence Table
- Community COVID19 Response Team



View facing the corner at Howard and Greenview from the diagonal intersection. The photo highlights the banner on the black street pole in the top right of the picture. This banner represents a beautification and marketing strategy effort to boost local business and give an identity to Howard Street.

SECTION THREE: BEAUTIFY HOWARD

INCREASE PUBLIC ART ALONG HOWARD

Rogers Park has historically been a haven for local artists. Rogers Park is the neighborhood that created a community-based initiative known as The Mile of Murals. According to the Rogers Park Business Alliance, the project consists of ten large-scale works, three viaducts, and one overpass. However, most of the murals have been largely focused south of Howard Street. The one major mural on Howard Street is a three-dimensional mural that was painted in 2016 at 1419 W Howard near the corner of Sheridan & Howard (Rosca). The artist captured the essence of the diversity of the ward as well as Howard Street. On pages 4 & 5 of this plan, I use the mural as the backdrop for my introduction section because of its importance to the street identity. Public art can help beautify a corridor and give it a sense of place. Art helps tell the story of a specific place. Presently the 3D mural and a mural under the viaduct at Clark and Howard and the shopping centre further west are the only murals that are directly connected to the street. This means just three murals exist on a 1.25-mile stretch (Sheridan to Western). There are currently beautiful street banners that are unified and help showcase the diversity of stakeholders along the street, which is a great first step.

SSA #19 (Howard Street) typically budgeted \$92,000 dollars for public way aesthetics for 2020. The majority of that money goes to landscaping and streetscape enhancements like planters in past years. SSA #19 budgets typically only a \$1,000 for public art each year. According to HomeAdvisor, the national average spent on a mural is \$1,196. However, price varies depending on numerous factors. It is clear that a bigger slice of the budget may be manageable from the SSA Budget and could easily lead to additional murals. RPBA can promote mural activity to business and property owners to build customer attraction and generate positive news in a challenging corridor. A community-driven mural process will organically showcase the identity the corridor desires. A sense of place is the first step in building trust and vitality. Public art should be site-specific and address community issues and ideas. The neighborhood is experiencing trauma due to COVID19, and this could be a way to heal. Locations that should be considered are displayed in figure 23.

RETAIL SPACE CONSOLIDATION

Mixed-use buildings were brought back into focus by influential writer and activist Jane Jacobs. High-density neighborhoods consisting of short walkable blocks to stores and experiences breed convenience. This became an ideal that city planning departments like Chicago's encouraged. Buildings that seek to provide ground-floor commercial space can increase their building height to as high as 80 feet while buildings that do not offer it are capped at 75 feet, depending on how much lot frontage is provided. However, Howard Street has a vacancy problem. The vacancy percentage is 39 percent while at the same time, 66 million is spent within 1/4 mile, and 318 million dollars are spent within 1/2 mile of the Howard Street Station. As shown by the consumer spending breakdown, 40 percent goes to shelter, though. Howard Street has many stores that have been vacant for over 5 years or have seen much turnover with many different business owners attempting to create a thriving business. Howard Street and Chicago are experiencing this predicament of tons of vacant space but not enough business to support it. Other cities like Minneapolis, as studied by reporter Burl Gilyard have experienced this same phenomenon. Vacancy rates in Minneapolis were reaching 20 percent in 2018 (Gilyard). It is clear (at least for Howard Street's case) that due to lack of disposable income by nearby residents and potentially other factors (like safety and big chain stores) has not always yielded strong returns for past owners who have tried. A zoning analysis of certain locations along the corridor that have remained vacant or do not make sense to stay retail due to foot traffic is needed. Changing the zone of properties to support more residential density or different use may need to happen.



Figure 23: The dots that are red with a black outline are the existing sites with a mural. The dots that consist of other colors are proposed sites for a mural.



SECTION THREE: BUILD & MAINTAIN

ACTIVATE VACANT & UNDEVELOPED SPACES

Business, as usual, is not an option. Howard Street suffers from a high vacancy rate and has experienced a lack of investment for decades, as expressed by residential building conditions and perceptions. Cities and neighborhoods need to find creative ways to activate these vacant and underutilized spaces. Activating spaces are important for building community. Cities that have streets like Howard Street have tons of empty spaces where people can for short-term bring showcase an idea or offer something valuable to the community while making a profit. However, property owners and city officials must think differently. Property owners may need to embrace short-term leases according to an organization called Storefront. Storefront helps property owners find viable tenants in their empty spaces. Finding long-term tenants can take time and may never happen, which is detrimental to the property owner. Storefront explains that instead of opting only for long-term tenants, commercial space landlords must explore searching for short-term renters. This would mean offering up space for pop-up shops and other temporary uses like art shows, skill-sharing, or event space. Keeping a space occupied is crucial will draw potential future long-term tenants since no one rarely will take a long-neglected space if they don't see the potential. This would require making sure these spaces have working restrooms, wi-fi, heating and air conditioning, and lights. I recommend property owners taking advantage of SSA #19's business improvement program that offers a 50% rebate up to \$5,000 on improvements made. This proposed recommendation will be challenging, no doubt, in the short term due to COVID19, thus requiring our governments to provide much-needed relief. Undeveloped land reuse options must be pursued. A great example is the community garden that sits on vacant land at the corner of Howard and Ashland that was purchased to be leased from the city in their dollar lot program. If it was not reused for community gardening purposes, it would hurt the look of Howard Street and lead to further blight. By being reused, it helped maintain the site until a building is constructed on the site. It will be vital to look at cost-effective outdoor reuse options durina COVID.

COMMUNITY-CENTERED DEVELOPMENTS

The Howard Street study area needs developments that can bring jobs and economic sustainability to the residents that live within this area. As shown in figure 22 (page 55), many residents have worked jobs in industries with a high likelihood of lay-offs. We have now entered into a pandemic where our economy will decline, and the most vulnerable populations will suffer the worst of this. This is a vital time to capitalize on any future developments that seek to enter this study area. This is also a crucial time to see what potential properties should be redeveloped for the purposes of being sustainable and offer a greater community benefit in future uncertain years. The cultivation center proposed by A Just Harvest is an excellent example of an existing institution looking to capitalize on a new industry (cannabis) by redeveloping their land. The center would offer job opportunities, educational programming, while at the same turning a profit. It would also be a way to bring more money to the area as it could be a tourist attraction for those wanting to see an urban cultivation center. This is a prime community-centered development as many benefits go straight to the community. Cannabis is a billion-dollar industry and has largely benefitted those with access to capital while negatively disproportionately impacting those from low-income communities. Alderwoman Hadden seeks to pursue this approach by partnering with the Metropolitan Planning Council (MPC). MPC is a non-profit that partners with businesses, communities, and governments to address planning and development challenges. Alderwoman Hadden will be using a community-centered approach with the help of MPC through multiple community meetings, the formation of the community core planning team(s), and community-driven analysis. By discovering redevelopment opportunities or steering development proposals. Community benefits will become a reality, as this is a proactive approach to planning and economic development. The first site where this approach will be taken will be the community garden site at the corner of Howard & Ashland (7519 N Ashland) as a way to explore development opportunities proactively due to this site being seen as a prime location by many developers currently.

COMMUNITY OWNERSHIP FUND

As the neighborhood and specifically the Howard Street study area continue to battle COVID19, it's vital to look at creative and durable solutions to ensure stability for the businesses. Many of these business owners will (if not already) face difficulties in paying their rent and employees due to the closures and regulations in place to prevent community spread of COVID19. Due to the difficult economic challenges this area has faced and will continue to face, new approaches will be needed. I recommend Alderwoman Hadden, and all businesses and community groups fundraise to create a community ownership fund. A community ownership fund will provide the economic seeds for a property purchase program.

In many instances, business owners have paid rent for several years without building any real value for themselves. Leasing a property has its advantages, like tax deductions. However, the cost of a monthly lease multiplied by several years can be a huge amount of money that is essentially given away by the business owner. Chris Hurn, CEO of Fountainhead Commercial Capital, which helps small businesses become property owners, explains that by buying the commercial property, the business owner can reap the benefits of appreciation. Rent prices have increased, so working to lock in costs can be an essential move for business owners. Hurn explains that by becoming the property owner, one can stabilize the lease rate for as many years as possible (Daum). Essentially, being a property owner can allow the business to control the operating expenses more directly. The business owner can also capitalize on the value of the building by selling it, something tenants cannot do.

Becoming an owner does not make sense for every current business tenant. An analysis of the property's history, current property condition, and financial challenges will be needed before pursuing this recommendation. A major challenge has been the down payment required to purchase a property. According to Beckner and Associates (handle commercial real estate), an owner should expect to make a 10% - 20% down payment. However, this is where the community ownership fund comes in. The fund should be effectively used for providing down payments and other capital needs for business owners.



Figure 24: Shows a couple of vacant and or underutilized locations within the study area as outlined in red. The lot outlined in green shows a reuse community garden project existing on the vacant Howard & Ashland site.



2201 W Howard - Vacant Bank & Lot
Potential: Pop-Up Market & Indoor Event Space



2017 W Howard - Vacant Store & Lot
Potential: Plaza or Food Truck Pop-Up



7519 N Ashland - Vacant Site
Existing: Built Community Garden

SECTION THREE: PUBLIC SAFETY

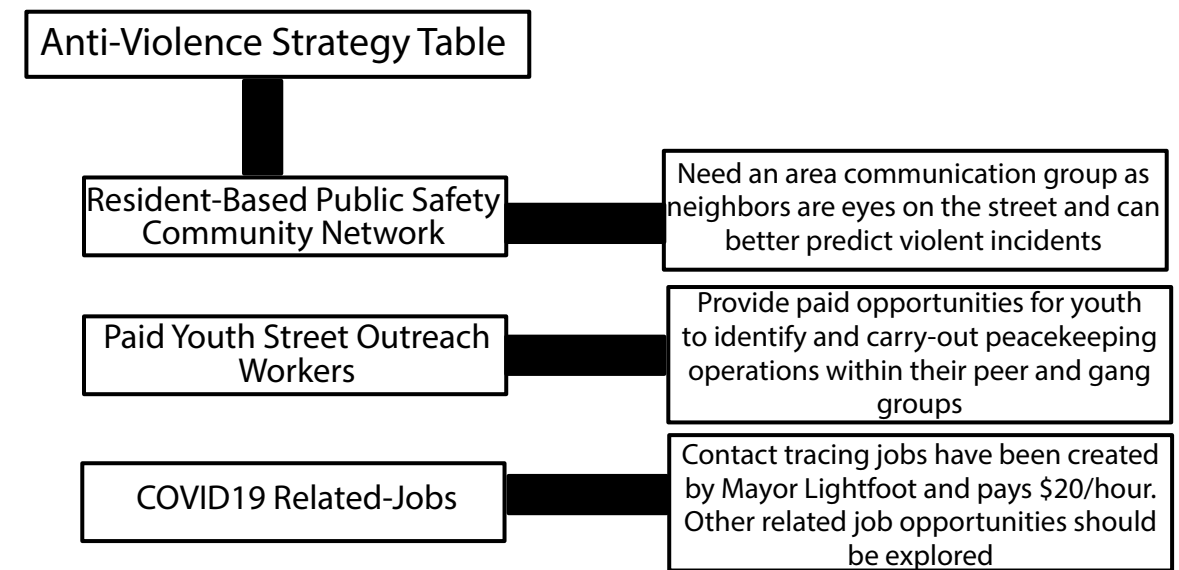
COMMUNITY SAFETY PLAN

To have a thriving and walkable corridor, residents and visitors must feel safe. Historically, this study area has been plagued with gun violence and drug selling. The area just recently saw a violent end this June of 2020 with one person killed and five others shot in Rogers Park within one week. The month of June alone consisted of 16 shooting incidents, according to Chicago Police crime statistics. Alderwoman Hadden has emphasized that there has also been an increase in local shooting incidents that just are not reported due to no one being wounded. These incidents mostly occur on or around the Howard Street Corridor. Citywide homicides are up 25 percent, according to the Chicago Tribune (Gorner). Gun violence is not new, but new approaches are desperately needed. Chicago Alternative Policing Strategy (CAPS) meetings were created to provide ways to develop strategies when it comes to violence in our Chicago neighborhoods. CAPS was formed in 1993 to bridge community and police together when tackling crime issues. However, based on recent protests and a consistent upsurge in crime and police misconduct lawsuits, CAPS has not been effective. Many community residents feel the police do not respect them and that CAPS meeting (at least within the district Rogers Park is in) is not attended by many people of color but rather by mostly older white residents. Police are active members and play a significant role in these discussions. An apparent mistrust of working with the police still persists. While reflecting on new approaches, it will be crucial to understand the trends, existing gang networks, resources, and other important information. A community safety plan is needed for this study area so stakeholders and leaders can fully grasp what is going on and what steps would need to be taken. Below is a figure that shows potential priority areas that may arise from a community safety plan.



ANTI-VIOLENCE STRATEGY TABLE

Alderwoman Hadden has recently set-up an anti-violence table that will be a group consistently meeting to tackle anti-violence initiatives. This group will be made up of social service organizations, businesses, and youth members. Each stakeholder will play an essential role in carrying out initiatives that come out of these discussions. This strategy table will also regularly meet to evaluate progress towards outcome and goals. The Community Safety Plan is a long-term and an ever-changing guiding document. The anti-violence strategy table should act as the continuous intervention group proposing and carrying-out immediate and long-term actions. Below is a list of recommendations that the anti-violence strategy table may potentially be pursuing:



COVID19 COMMUNITY RESPONSE TEAM

Violence does not occur without a social context. We are currently facing one of the worst pandemics the world has ever seen. Many people are in dire situations and facing intense trauma during this dark period. This makes it difficult to address violence as we must also limit community spread, which means further isolation. Isolation and free time (due to job loss) is a fertile environment for illegal or immoral behavior to blossom. This study area (like much of the world) faces two public safety issues violence and a pandemic. Alderwoman Hadden and her team created a Rogers Park Community Response team back in late-March. It consists of a hotline system, volunteer delivery drivers, and a food pantry. This group is run largely by neighborhood volunteers. However, its longevity is in jeopardy due to the loss of volunteers for many reasons. The COVID19 community response team will need to dissolve and further support groups that have paid staff and are in need of support or adjust the workload and focus on what they can best provide. The hotline system remaining active should be the main and potentially only focus going forward as it is an effective way to connect residents to further services and allows for data tracking at a hyper-local level. The community response team in a limited capacity should partner with or share information as these two groups will be addressing two major issues that plague the neighborhood and, in particular, this study area.

SECTION FOUR: IMPLEMENTATION

IMPLEMENTATION

For any of these goals to be achieved, RPBA, Alderwoman Hadden's Office, and other willing partners must coordinate with this plan. Howard Street lacks access to a TIF district as a way to help with any costs needed to implement a few of the economic development objectives outlined in this plan. Bringing back the Howard/Paulina TIF district will be a necessary tool to help implement the needed economic support for this area along Howard Street. Creating a TIF is about an 8 to 9-month process depending on how quickly the municipality can get this accomplished due to the documents and records that need to be completed. The Special Service Area (SSA) that currently resides will have to keep shouldering the burden in the absence of other economic development options. The SSA has done great work and collects over at least \$250,000 (in 2019, it collected over \$290,000) annually in total taxes. This money goes to several services such as facade improvements, programming, customer attraction, sustainability, etc. The SSA is up for renewal this year, and it may be worth expanding the tax cap to tackle the daunting economic and safety issues that plague this corridor since COVID19 will hurt much progress. Raising the tax cap rate does not mean the property owners within this tax district would automatically pay more. Raising the tax cap allows for the option if need be to pull more from the tax district upon permission from the SSA's commissioners. Once we get through COVID19 and our local economies need a boost, this could be a vital strategic tool that can be used. However, how the SSA spends its money will help determine how these objectives get implemented. Over \$90,000 went to public way aesthetics, with the next largest category being customer attraction at a little over \$70,000. These are important categories, but I believe more money should be allocated toward the categories of safety (only received a little over \$6,000), economic development. For these goals and objectives to be achieved, utilizing the SSA to its fullest extent will be an important tool. Meetings need to be continuously held to come to a decision on what the tax rate should be.

Some of these goals and objectives are in the process of being implemented. The community centered-development objective will experience its birth this year as Alderwoman Hadden's Office works with the Metropolitan Planning Council. Multiple community meetings are scheduled for this fall. The Covid19 Community Response Team has initiated surveys and listening sessions to carry out the needed steps in determining its fate. Once the strategic review process is complete by mid-August, the COVID19 Community Response Team should be starting this fall, integrate and work with community organizations or residents near Howard Street. The Anti-Violence Table can learn from or utilize the communication system the COVID19 Community Response Team has already established. The Anti-Violence Table has the goal of by this fall, getting a clear understanding of the initiatives that should be pursued. Other objectives will take longer and currently reside on an unpredictable timeline. The waves of COVID19 have to first subside before a clearer timeline picture arises. As the timetable becomes not as fuzzy, the tools needed for rebounding must be in place or be in progress if a brighter day is to ever to reappear on the historic Howard Street.

CONCLUSION

CONCLUSION

When our world is in such an uncertain moment in its history, it can seem daunting to try to plan for what is to come. Many Americans are focused on just trying not to get sick or how long they will have their job. Trying to get from Monday to Tuesday seems like an exhausting task in itself. Everywhere we look around, chaos continues to trump sanity. However, I think these are the moments where urban planning can be utilized to galvanize communities that see no future. Our role as planners is to help capitalize on the future for the betterment of the public good. The urban planning field is steeped in the tradition of visionaries like Daniel Burnham, who is famous for saying "Make No Little Plans." This quote comes out when Chicago faced many big challenges at the beginning of the twentieth century. We are in such a moment again. We are not in need of an elite planner but rather a community of planners who are grounded in making the world more equitable and just as the public faces an abyss. The ills and problems that face Howard Street is an example of millions of other streets throughout this city and this country that are struggling. Planning is not made in a comfortable social context or comfortably in a classroom, but rather when things are in chaos. This is the last lesson many students learn upon leaving the classroom. This plan was created out of the need to explore how a street like Howard can survive. This plan is not to be set in stone but rather an ever-changing document. No plan is perfect, counting this one. However, there is one fundamental underlying principle that should be taken and utilized for other struggling corridors during a pandemic and post-pandemic, and that is flexibility.

Remaining or becoming flexible as a community is vital. Each neighborhood should be working together to establish back-up communication networks, whether that be zoom video calls or other useful platforms. Businesses should receive support in becoming a place that does home deliveries. Relying solely on walk-ins and reservations is no longer a reality in a world where we will experience more pandemics. It will be crucial for businesses to set-up their own websites and organize drivers so they can take in most of the share of the money. Other options that provide more ways to receive income should be explored even as extreme as pursuing being a property owner.

Rogers Park, like the rest of Chicago, was caught flat-footed. We need plans that adapt to a world where we will experience COVID19 like viruses again. How we plan cities may be contributing to the community virus spreads that have occurred throughout the world. The way our cities are currently situated socially, economically, and physically here in America led to a disproportionate impact of cases upon other communities compared to others. How we plan cities will determine the fate of the civilization as this recent pandemic has made clear. Making a plan during a pandemic was a true test in itself. However, it was necessary because Howard Street, like this country, is on the edge of darkness. Let's turn around from the edge and bring back the light. Planners, this is a call to action.

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