All photos, drawings, and illustrations produced by Farr Associates unless otherwise noted.
This report should be reevaluated and revised after 5 years as implementation progresses.
Elston Corridor

Introduction

Intent
The Elston Avenue Streetscape and Property Design Guidelines addresses the overall issues impacting the Elston Avenue street corridor as it transitions from an industrial corridor to one dominated by commercial uses. This document makes recommendations designed to implement the City's Complete Streets policy:

The safety and convenience of all users of the transportation system including pedestrians, bicyclists, transit users, freight, and motor vehicle drivers shall be accommodated and balanced in all types of transportation and development projects and through all phases of a project so that even the most vulnerable - children, elderly, and persons with disabilities - can travel safely within the public right of way.

Transition from Industrial Corridor to a Complete Street
Elston Avenue is a corridor in transition. Historically, an industrial area, it not only provides a critical transportation link, but also serves as the home to many businesses. The uses along Elston Avenue have begun to shift away from the industrial uses of the past to commercial and retail businesses. Several large scale retailers, including Target and Home Depot, have built stores on Elston Avenue. The adjacent residential neighborhoods have continued to grow and prosper while limited residential development has also occurred on the corridor. The southern portion of the study area, including Vienna Beef and the area south of Fullerton Avenue, lies within the North Branch Industrial Corridor. The priority for this area is to support existing industrial activity including Vienna Beef and to provide a buffer area of compatible uses for the adjacent Elston Planned Manufacturing District (PMD) just south of the study area.

The shift away from industry has left an industrial roadway with wide travel lanes and narrow sidewalks devoid of vegetation adjacent to new developments. Elston Avenue has a dedicated bike lane, but in the locations where no on-street parking exists, many vehicles use this area as a second or a passing lane. There is no transit service on the corridor and this, coupled with the limited pedestrian facilities, has created a suburban-like atmosphere where patrons and employees are almost forced to access the area by automobile. The recommendations in this report improve the mobility of both pedestrians and bicyclists traveling in and around the corridor and allows for the future development of transit without compromising vehicular traffic flow, which is expected to remain the dominant mode of travel.

Process
The Elston Avenue Streetscape and Property Design Guidelines bridge two wards. Meetings with both Alderman Scott Waguespack, 32nd Ward and Alderman Manuel Flores, 1st Ward, were held to discuss their vision of the corridor and to review several schematic streetscape design options. Concepts and plans were also reviewed with the Mayor's Landscape Task Force and a Community Task Force.

The Community Task Force was established with the assistance of both Aldermen; area residents, business owners and employees, developers, and community organizations were invited to participate. This group met on several occasions to review the proposed enhancements to the corridor and discuss how to manage the current and future development changes.

Streetscape and Property Guidelines
Creating an active, multi-modal corridor cannot be accomplished with changes exclusively to the right-of-way. The recommendations in this document are divided into two major sections:

1. Transition from Industrial Corridor to a Complete Street
2. Streetscape and Property Guidelines
sections that focus on improving both the public realm of the right-of-way and the development that occurs adjacent to it.

**Recommended Street Section**

The first section focuses on improvements to the right-of-way of Elston Avenue and several side streets. These changes focus on improving the pedestrian friendliness of the corridor and include reducing the quantity and width of curb cuts, installing street trees and furniture, and improving connectivity to and through the corridor.

The principal change to the Elston Avenue right-of-way is an increase in the sidewalk width, achieved through moving the curbs two feet toward the centerline of the street. This small change opens the corridor to several types of improvements, including street furniture, trees, and more innovative green or sustainable streetscape techniques. Overall these changes improve not only the corridor’s physical appearance, but also enhance the corridor as a multi-modal transportation network. The second key element is the preservation of on-street parking, which provides both a buffer between pedestrians and the faster moving vehicles, but also serves as convenient parking to area businesses. A parking study can be found in the Appendices of this document that supports the recommended street section for Elston Avenue. This recommended section is illustrated in detail in Streetscape Guideline 1.

**Promote Pedestrian-Friendly Development Along Elston Avenue**

The second set of recommendations relate to the private properties within the study area. The intent of these guidelines is to match the multi-modal improvements to the right-of-way with more pedestrian-friendly development and site design standards. This second section includes both recommendations on site design, relating buildings to Elston Avenue and the Chicago River, as well as sustainable urbanism practices such as better outdoor lighting practices and improved parking lot landscaping.
## Elston Corridor
### Implement the Elston Avenue Guidelines

#### Implementation

The guidelines in this document are separated into two sets: Streetscape Guidelines that primarily address items within the public right-of-way of the streets; and the Property Design Guidelines that primarily address site and building design of the parcels along the corridor as they affect the quality of the corridor.

Ultimately, the incorporation of all the guidelines outlined will result in a more sustainable, multi-modal corridor. However, it is likely that these guidelines will be implemented over time and each redevelopment project will result in the guidelines being implemented in segments along the corridor.

#### Prioritization of Guidelines

To assist in this implementation, the guidelines listed throughout the document have been prioritized in the table to the right. Each objective has been relatively prioritized with the appropriate guideline implementing that objective prioritized below it.

#### Highest Priority: Streetscape

Of all the guidelines included in this document, the streetscape guidelines are the highest priority. Within the streetscape guidelines, however, there are more specific levels of prioritization.

The key guidelines in the streetscape section are designated on the table, right, with red shading:

The primary goal is to install wider sidewalks with street trees and conduit for future lighting. In order to accomplish this, additional pedestrian realm is required. Reducing the pavement width by moving the curbs to gain additional sidewalk space is recommended. A priority when reducing the pavement width is maintaining the existing bicycle lanes.

### Streetscape & Property Guidelines

<table>
<thead>
<tr>
<th>Priority Level</th>
<th>Streetscape &amp; Property Guidelines</th>
<th>Elston Avenue</th>
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<tbody>
<tr>
<td>I First Priority Objective: Increase the Pedestrian Friendliness of the Corridor.</td>
<td></td>
<td>S.G. 2 15</td>
<td>S.G. 7 25</td>
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<tr>
<td>1 Increase Sidewalk Width to 9’.</td>
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<td>S.G. 2 14</td>
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<tr>
<td>2 Install Street Trees.</td>
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<td>S.G. 6 22</td>
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<td>3 Install Conduit for Future Lighting.</td>
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<tr>
<td>4 Use Alleys &amp; Side Streets for Access &amp; Loading Docks when available.</td>
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<td>S.G. 5 18</td>
<td>S.G. 5 18</td>
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<tr>
<td>5 Share Driveways &amp; Parking where feasible.</td>
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<td>S.G. 4 17</td>
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<tr>
<td>6 Replace Cobra Style Lighting with Gateway 2000 Pole.</td>
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<tr>
<td>7 Screen Drive-Through Uses.</td>
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<tr>
<td>8 Install Street Furnishings.</td>
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<td>9 Install Elston Corridor Identity on Light Poles.</td>
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<td>S.G. 11 31</td>
<td>S.G. 10 30</td>
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<tr>
<td>10 Decrease Width of Travel Lanes</td>
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<tr>
<td>11 Preserve or Install Bicycle Lanes.</td>
<td></td>
<td>S.G. 9 28</td>
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<tr>
<td>12 Preserve On Street Parking.</td>
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<td>S.G. 11 31</td>
<td>S.G. 11 31</td>
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<tr>
<td>13 Re-Install Previously Removed On-Street Parking.</td>
<td></td>
<td>S.G. 3 16</td>
<td>S.G. 3 16</td>
<td>S.G. 3 16</td>
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<tr>
<td>14 Install Turn Lanes at Appropriate Intersections.</td>
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<td>S.G. 11 31</td>
<td>S.G. 10 30</td>
<td>S.G. 10 30</td>
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<tr>
<td>II Second Priority Objective: Use Sustainable Site &amp; Street Design Measures.</td>
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## Streetscape & Property Guidelines

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<td>1</td>
<td>Establish &amp; Improve Connections to Riverwalk.</td>
<td>S.G. 7 26</td>
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<tr>
<td>2</td>
<td>Provide Pedestrian Paths Through Parking Lots.</td>
<td>P.G. 2 53</td>
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<tr>
<td>3</td>
<td>Install Upgraded Crosswalks.</td>
<td>S.G. 8 28</td>
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<tr>
<td>4</td>
<td>Install Bump-outs on Side Streets.</td>
<td>S.G. 2 14</td>
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<tr>
<td>5</td>
<td>Install Crosswalks at Designated Mid-block T-Intersection Streets.</td>
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</tr>
<tr>
<td>6</td>
<td>Improve &amp; Maintain Viaducts.</td>
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<tr>
<td>7</td>
<td>Improve Key Street Connections to Elston Avenue.</td>
<td>S.G. 7 25</td>
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<tr>
<td>8</td>
<td>Ensure that All Intersecting Streets have Wide Pedestrian Pathways.</td>
<td>S.G. 7 25</td>
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<tr>
<td>9</td>
<td>Enhance Key Pedestrian Intersections Along Elston Avenue.</td>
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<tr>
<td>10</td>
<td>Install Wayfinding Signs</td>
<td>S.G. 7 27</td>
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<tr>
<td>11</td>
<td>Divide Large Blocks with Crosswalks</td>
<td>S.G. 8 28</td>
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### Third Priority Objective:
Provide Multiple Pedestrian Connections to, through, & around the Corridor.

Access to the corridor and to areas surrounding the corridor, specifically the river, should be improved and enhanced.

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</table>

### Fourth Priority Objective:
Design Buildings & their Sites for Pedestrian-Friendliness.

Buildings and their site design directly affect the feel of the corridor, especially from a pedestrian perspective. The following guidelines, implemented on all sites along the corridor, will significantly increase walking along the corridor.

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<td>Construct Buildings to a Build-To Zone.</td>
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<td>2</td>
<td>Encourage &amp; Preserve Appropriate Land Uses on the Corridor.</td>
<td>P.G. 1 50</td>
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<td>3</td>
<td>Occupy Corner Parcels with Buildings.</td>
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<td>4</td>
<td>Prioritize Elston Avenue when Locating Buildings.</td>
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<tr>
<td>5</td>
<td>Provide Primary Entrance Along Elston Avenue.</td>
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<td>6</td>
<td>Install Transparent Windows on Facades Facing the Corridor.</td>
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<td>7</td>
<td>Install Appropriate Signage on Buildings &amp; Sites.</td>
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</table>

### Property Design Guidelines

The Property Design Guidelines can be utilized during the plan review phase of a project proposed within the Elston Avenue Corridor. Potential developers and property owners can learn about these development recommendations by working with the relevant City departments and the offices’ of the Aldermen with jurisdiction over the corridor. Through discussions and formal plan reviews, developers can be encouraged to include these concepts in their plans, particularly if the development is a Planned Development.
II. Streetscape Guidelines

To support the proposed streetscape plans and further improve the pedestrian realm, this section outlines enhancements recommended for the Elston Avenue right-of-way and that of Logan Boulevard and Webster Avenue. These include options for the street paving and striping to increase the pedestrian realm, street furniture, crosswalk, street lighting, and identity features to highlight the unique characteristics of the corridor. Also, recommendations are made to make the area more sustainable through the application of green infrastructure elements.
Streetscape Guidelines

Introduction

The Streetscape Guidelines primarily focus on improvements to the 66’ public right-of-way that is Elston Avenue. As it exists today, Elston Avenue is an automobile-dominated corridor with few amenities to support other transportation modes. The sidewalks are very narrow and devoid of landscaping, creating an uncomfortable pedestrian environment. The vehicular travel lanes become very wide in the locations where on-street parking has been removed. Here, the two travel lanes become a lane and a half in each direction. Also in these locations, the bicycle lane shifts from between the travel and parking lane to directly adjacent to the curb. When combined with the wide travel lanes, it is often illegally used as a second lane, which can create a hazard for bicyclists.

Summary of Recommendations

Each Streetscape Guideline outlines recommendations to the Elston Avenue right-of-way or key cross street. These recommendations aim to improve travel on Elston Avenue for all modes of transportation: vehicles, bicycles, travel by-foot, and transit.

Streetscape Guideline 1: Establish A Street Section for Elston Avenue.

Working within the established 66’ right-of-way, the current configuration of lane and sidewalk width is adjusted to create a balance between travel modes. This includes the recommendation to preserve on-street parking throughout the corridor and widen the sidewalks. This new cross section creates ultimate flexibility for the corridor, allowing for on-street parking, a dedicated transit lane, or a turn lane depending on the time of day or location.

Streetscape Guideline 2: Enhance the Pedestrian Realm

A slight reduction in the width of the travel and parking lanes allows a 2’ increase in the sidewalk width. This increase, from 7’ to 9’, allows for the installation of street trees and street furniture. This Guideline also includes recommendations for creating a "greener" Elston Avenue through the inclusion of innovative stormwater management techniques incorporated in the streetscape.

Streetscape Guideline 3: Preserve On-Street Parking.

A parking study was completed as part of this master planning process. The study found most blocks on Elston Avenue had on-street parking that was well used and many hit capacity for at least one hour and up to seven hours of everyday. As a result, on-street parking is an amenity that should remain on Elston Avenue and be reinstalled were it has been removed.

Streetscape Guideline 4: Install New Street Lighting & Identity.

The wider sidewalk width allows not only for the installation of street trees, but also street furniture. Benches, trash cans, and bicycle racks are proposed throughout the corridor. An information kiosk is planned for the Webster and Elston Avenues intersection.

Streetscape Guideline 5: Install Street Furniture.

The wider sidewalk width allows not only for the installation of street trees, but also street furniture. Benches, trash cans, and bicycle racks are proposed throughout the corridor. An information kiosk is planned for the Webster and Elston Avenues intersection.

Streetscape Guideline 6: Review the Placement of Curb Cuts.

Driveways or curb cuts provide easy access to parking and loading facilities, but also interrupt the flow of traffic for pedestrians, bicyclists, and vehicles. The City requires an annually renewed driveway permit for access onto public roads, including alleys. While surveying Elston Avenue, it was determined that many driveways are either not permitted or were constructed at a size inconsistent with the approved permit. The existing driveways on Elston Avenue must be reconciled with the permiss grants for access and the maximum size allowed by the City’s Zoning Ordinance. As Elston Avenue becomes more pedestrian friendly, alternative locations for access should be explored including shared driveways, alleys, or side streets.

Streetscape Guideline 7: Improve Connectivity.

The corridor is bordered by the Chicago River to the east and the Kennedy Expressway to the west, resulting in limited and frequently pedestrian hostile points of access. The success of the corridor, in part, relies on its accessibility from the surrounding neighborhoods. The keys to improving connectivity on the corridor include viaduct improvements, enhancing street connections, ensuring clear pedestrian pathways, enhancing key pedestrian intersections, installing a bicycle lane on Webster Avenue, and improving connections to the Riverwalk, including creating new connections at mid-block points. Wayfinding signage in and around the corridor will also improve connectivity across all modes of transportation.

Streetscape Guideline 8: Enhanced the Crosswalks.

To highlight the pedestrian crossings along Elston Avenue and its side streets, improved pavement markings are recommended at intersections. At non signalized intersections, signage should be installed to alert motorists to potential pedestrians.

Streetscape Guideline 9: Install Bicycle Lanes on Webster Avenue.

This report recommends the installation of a bicycle lane on Webster Avenue. The Chicago Bike Map currently designates Webster Avenue as a recommended route. It serves as a link between the neighborhoods of Lincoln Park, Wicker Park, and Bucktown and between the north-south bike lanes on Damen and Southport Avenues. The installation of a bicycle lane creates a link between these already designated routes and defines a safer designated east-west link.

Streetscape Guideline 10: Establish a Street Section for Logan Boulevard.

Logan Boulevard is a 100’ right-of-way intersecting Elston Avenue at the north end of the project study area. West of the expressway, Logan Boulevard has been improved with landscape medians. The recommendations in this report include additional landscaping requirements and enhancements of the pedestrian and bicycle facilities.

Streetscape Guideline 11: Establish a Street Section for Webster Avenue.

Webster Avenue is a key link between three neighborhoods: Lincoln Park, Bucktown, and Wicker Park. To enhance the connectivity between these neighborhoods and the Lake, improvements such as a bike lane are recommended.
Implementation
The proposed improvements for Elston Avenue call for an increase in the width of the sidewalks. This can be accomplished one of three ways: obtaining an easement over the adjacent property, acquiring the additional area needed to increase the sidewalk width, or moving the curbs toward the center of the right-of-way, which is the recommended option. Each of these is detailed below.

Option 1: Obtain an Easement
The first option involves utilizing the first few feet of private property, directly adjacent to the right-of-way, for public use as the sidewalk. An easement is required to allow this space to be utilized for public purposes. With an easement the adjacent property owners do not relinquish their rights of ownership, but the use of the property shifts to a public use for a specified amount of time. This time limit could be a number of years or in perpetuity. This is a relatively inexpensive option that could simply involve a 2’ expansion of the existing sidewalk.

Despite being relatively inexpensive, this option poses several difficulties. First, it requires that all property owners are willing to create this easement. If some owners are not willing, the sidewalk width will be inconsistent, widening in some places and not in others, preventing the installation of street trees and furniture. Second, not all the buildings on Elston Avenue are set back from the front property line; many are constructed with no setback at all. In these situations, which occur frequently between Diversey Parkway and Logan Boulevard and Fullerton and Webster Avenues and occasionally between Home Depot and Fullerton Avenue, an easement on the adjacent property would not be possible. Finally, this type of agreement is not typically utilized by CDOT and would require new policies to be created.

Option 2: Increase the Right-of-Way Width
The second option is similar to the first, except that rather than creating an agreement to utilize the property, the City would acquire the property needed to widen the sidewalk. This acquisition would increase the right-of-way from 66’ to 70’. This is an expensive option and shares some of the same constraints as option one, including the existence of buildings constructed to the front property line. Both option one and two preserve the current pavement width for the vehicular and parking lanes.

Option 3: Move the Curbs
The third option involves moving the curbs to absorb the extra space in the travel and parking lanes, rather than on private property. In this option, the sidewalk is consistently increased in width and does not require consent or legal negotiations with property owners. The existing light poles can be removed with the old curbs and replaced with new poles and wiring and street trees. The only barrier to this option is the expense. This is the preferred option.

Green Elston Avenue
The changes to the right-of-way outlined here provide the City with an opportunity to “green” Elston Avenue through the use of innovative stormwater management techniques. These techniques not only provide an environmental benefit, but will promote the growth and development of the street trees and could ultimately decrease the cost of infrastructure along the corridor. Refer to Streetscape Guideline 2 for more information. Several of the Design Guidelines outlined in this document also include green or sustainable planning techniques, including Streetscape Guidelines 4 and 5. Appendix 3 outlines changes to City-wide policies that will promote more sustainable development.
Elston Avenue is a 66’ right-of-way with a variety of paving and striping configurations, including on-street parking in certain locations, a striped bike lane, and two travel lanes of varying width, as illustrated in the existing sections below. The changes recommended in this report aim to make Elston Avenue comfortable and viable for several modes of transportation, not just vehicles. Three options are provided to address potential variations along the corridor. Option 1 illustrates the recommended typical plan, section, and the preferred configuration. Options 2, 3, and 4 are described on the following page.

1. Decrease Width of Travel Lanes to 12’

   The proposed section has 12’ travel lanes throughout the corridor. While this is slightly wider than the IDOT standard (11’), it is recommended to accommodate the large amount of truck traffic the roadway carries.

2. Install Turn Lanes at Appropriate Intersections

   Several of the intersections on Elston Avenue have left-hand turn lanes. The section recommends 10’ turn lanes at these locations. This space is possible because the bicycle lanes (5’) merge with the vehicular travel lanes 125’ before the intersection. The on-street parking spaces are removed at the intersection itself, or sooner if a right-hand turn lane is also required.

3. Preserve On-Street Parking

   On-street parking is recommended throughout the Elston Avenue corridor. A parking study was completed as part of this project and it found that on-street parking on Elston Avenue is in high demand. In many blocks, demand is greater than the supply as on-street parking has been removed from a few blocks along the corridor.

4. Preserve Bicycle Lanes

   Elston Avenue is striped with a 5’ bicycle lane, which currently shifts from being located between the parking and vehicular lanes and being located between one wide vehicular travel lane (21’) and the curb. The recommended typical section preserves the bicycle lane and includes on-street parking throughout the corridor. The bicycle lane, therefore, is located directly adjacent to the parking lane minimizing the locations of lane shifting.

   Only at channelized intersections does the bike lane shift to merge with the travel lanes to allow for a turn lane. Again, this occurs at least 125’ prior to the intersection, and should be marked with the appropriate signage, including noting that the lanes are to be shared by vehicles and bicycles through the intersection and where a dedicated bicycle lane begins.
Option 1: Recommended Typical Intersection Lane Widths and Striping (plan view)

Crosswalks are locations where pedestrians and vehicles share pathways. Due to the limited number of crossings on Elston Avenue, it is important to clearly identify the pathways pedestrians should utilize to ensure their safety. To highlight the pathway, it is recommended that the crosswalk be not only striped, but also be a different color and texture. This can be accomplished with a brick-colored stamped asphalt pattern. For more information, see Streetscape Guideline 8.

Option 1: Recommended Section
Option 1, the recommended typical plan and section, was developed to allow a high level of flexibility for this evolving corridor. Behind this recommendation is the recognition that on-street parking is essential to the small businesses on Elston Avenue, as was confirmed by the Community Task Force. It also serves a secondary function of buffering pedestrians from vehicular traffic, making the area more pedestrian-friendly. The combination of the parking (7”) and bicycle lanes (5”) to a convertible 12’ lane is the key aspect of the recommended section; it allows the following alternative options as the corridor progresses.

Option 2: Bus-Bike Lane
When transit service is restored to the corridor, as is recommended in Appendix 1, the combined 12’ lane could be utilized as a bus-bike lane during peak hours. All other hours would see a return to the recommended typical lane widths, which include on-street parking and a bike lane.

Option 3: Right Turn Lane
If a private development will generate a significant increase in traffic and it is warranted by traffic studies, the 12’ of space could be utilized for a right-hand turn lane into the parcels. Where right turn lanes are not needed, the recommended typical lane widths would apply.

Option 4: Four Thru-Lanes
On rare occasions, four through lanes may be required on Elston Avenue. For these situations, such as an emergency on the adjacent expressway, the dedicated parking and bicycle lanes could be utilized for vehicular traffic flow.

Streetscape Guideline 1: Establish a Street Section for Elston Avenue

Guidelines:
1A: Decrease Width of Travel Lanes to 12’.
1B: Install Turn Lanes at Appropriate Intersections.
1C: Preserve On-Street Parking.
1D: Preserve Bicycle Lane.
1E: Install Upgraded Crosswalks.
1F: Establish & Improve the Connections to the Riverwalk.
Streetscape Guidelines

Streetscape Guideline 2: Enhance the Pedestrian Realm

Several “T” intersections exist along Elston Avenue. These street segments, shortened by the construction of the Kennedy Expressway or the existence of the Chicago River, occur along the corridor between Diversey Avenue to Webster Avenue. Leading to small pockets of residential or industrial development, these streets do not carry a lot of vehicular traffic and several are one-way streets. The recommended improvements focus on the “T” intersection created when these streets meet Elston Avenue. The proposed changes make these intersections more pedestrian friendly with bump-outs and crosswalk improvements.

Install Bump-outs on Side Streets

The sidewalk and curb are proposed to bump or bulle out into the parking lane of the side street at the “T” intersection, as is shown below. This creates additional space for pedestrians and shortens the crosswalk.

Install Street Trees

Street trees in 4’ x 6’ grates are recommended along Elston Avenue. The bump-out should also be improved with street trees in grates, creating a shaded area appropriate for a pedestrian refuge with benches. The side streets should also be improved, 125’ or until the alley, with street trees in a grass parkway. This provides a less urban feel and is especially appropriate for the residential side streets.

Preserve On-Street Parking

The bump-out does not eliminate any potential parking spaces, but takes the space between the intersection and the first permitted spot.

Install Upgraded Crosswalks

The “T” intersections provide a crossing opportunity for pedestrians. The blocks on Elston Avenue are longer than standard City blocks, providing few safe places for pedestrians to cross the street. Crosswalks at the “T” intersections must be clearly marked with striping and stamped asphalt pavers. To alert motorists, additional signage may be necessary.

Plan view of proposed changes.

Section view of proposed changes, which include bumping out the curb and narrowing the street at the intersection to one vehicular lane.

An example of an existing one-way side street that intersects Elston Avenue forming a “T” intersection.

Map of project study area.

Applicable “T” Intersections.
Making Elston Avenue a more pedestrian-friendly corridor is a primary objective of these Guidelines. Currently the pedestrian realm on Elston Avenue is not rewarding. The existing sidewalk is narrow and devoid of landscaping that can aesthetically improve an area and also serve as a buffer between pedestrians and automobiles. The pedestrian realm is also uncomfortable for pedestrians in those locations where on-street parking does not exist. Here, the sidewalk is adjacent to the travel lanes with no buffers like parked cars or street trees. The proposed changes will increase the pedzone to 9’, allowing for the installation of street trees and other pedestrian amenities.

Increase Sidewalk Width to 9’
To improve the comfort and willingness of pedestrians to travel along the corridor, it is recommended that the sidewalk be increased in size to 9’. This allows for the installation of street trees in 4’ x 6’ grates, street furniture, identity elements, and upgraded street lighting. The new sidewalks should be constructed of concrete with a broom finish on the top surface of the walk.

Install Stormwater Best Management Practices in Streetscape & on Sites
Use floating sidewalk panels and a slot curb to create a greener street. These tools allow some stormwater runoff to be directed to a pervious area under the pedestrian realm, allowing for natural filtration into the ground. This system not only is a better tool for stormwater management, but the floating panels and space created underneath them allows more growing space for street trees. Either in conjunction with or instead of floating panels, pervious pavers could be used. Pavers are not appropriate for the travel realm on Elston Avenue because of the traffic counts, truck traffic, and the bike lanes.

Install Street Trees
Landscape in the right-of-way improves the aesthetic appearance of a corridor, provides a buffer for pedestrians on the sidewalk, produces shade, has several environmental benefits, and is a defense against the heat island effect. It is recommended that street trees be installed along Elston Avenue at a spacing of 25’ on center, as recommended by the Department of Forestry. The trees should be installed in 4’ x 6’ cast iron grates.

Streetscape Guideline 2: Enhance the Pedestrian Realm
Guidelines:
2A: Install Bump-outs on Side Streets.
2B: Install Street Trees.
2C: Preserve On-Street Parking.
2D: Install Upgraded Crosswalks.
2E: Increase Sidewalk Width to 9’.
2F: Create a Green Street.
2G: Install Street ‘Trees.
2H: Install Upgraded Street Lighting.

Install Updated Street Lighting
The Chicago Gateway 2000 pole should be located along the corridor at a spacing of 125’ to 145’ depending on the existence of driveways, alleys, intersections, and the proposed location of street trees. This placement is based on the standards in the Street Light Selection Matrix in the City of Chicago’s Lighting Master Plan. See Streetscape Guideline 4 for more information on upgraded lighting along Elston Avenue.
Streetscape Guidelines

Streetscape Guideline 3: Preserve On-Street Parking

On-street parking is a vital component of an urban streetscape. First, on-street parking serves the adjacent businesses by providing convenient spaces for patrons and occasionally employees. It also serves as a buffer between the faster moving vehicles and bicyclists and the slower moving pedestrians on the sidewalk. Finally, on-street parking serves as an inexpensive traffic calming device by making the travel lanes appear narrower, which makes drivers travel at slower speeds and be more cautious for pedestrians or open doors.

For these reasons, on-street parking should be preserved along the Elston Avenue corridor.

Preserve On-Street Parking
As the Elston Avenue corridor continues to evolve, on-street parking should be maintained, not removed. A parking study, completed in conjunction with the project, found that the parking along Elston Avenue is in high demand. Eleven blocks on Elston Avenue were examined in this project, two and a half of which have had their on-street parking removed. The remaining blocks with on-street parking were found to have high occupancy rates on weekdays. All but one block reaches capacity for at least one hour a day and all but two reach it for between two and seven hours a day. While demand is lower on the weekends, many blocks still experience moderate to high occupancy rates. Refer to Appendix 4 for the complete parking study results.

Re-install Previously Removed On-Street Parking
Two and one half blocks along Elston Avenue have had their on-street parking removed when the adjacent land was redeveloped with large-scale commercial tenants with large off-street parking lots. The on-street parking in these locations should be reinstalled according to the street section outlined in Streetscape Guideline 1. The installation of these parking spaces will allow patrons of the larger tenants to select street parking, freeing up spaces in the large off-street lots. On-street parking plus the installation of a bus route on Elston Avenue could ultimately lead to the need for smaller off-street parking lots, which means less impervious surfaces per site and a more efficient use of land. This could also allow for the possibility of constructing out-lot buildings on sites with currently setback commercial buildings along Elston Avenue, allowing for a more pedestrian-oriented district. Refer to Property Guideline 2.
Street or vehicular lighting is a critical element of the streetscape enhancements proposed along Elston Avenue. The current light pole, often referred to as a cobra head light, should be replaced with the Chicago Gateway 2000 pole. This light pole style uses a semi cut-off light fixture to more efficiently direct light onto the roadway, parking, and sidewalk zones. The luminaire itself is designed to spread light in an oval pattern, which better concentrates light onto the right-of-way. Traditional luminaires have a circular pattern of light that illuminate the street, as well as adjacent buildings and parcels. The Gateway 2000 pole is designed to save energy, limit light pollution and light trespass, and increase driver visibility by reducing glare.

**Replace Existing Cobra-Style Pole with Gateway 2000 Pole**

The Chicago Street Lighting Master Plan outlines the installation of all permitted types of street lights along the City’s corridor. The pole placement is based upon building height, right-of-way width, and the recommended pole type (Chicago pole, historic twin arm, davit pole, etc.). Elston Avenue, for the purposes of these Guidelines, is being considered a major commercial arterial. Elston Avenue’s right-of-way is less than 70’ and the existing buildings range in height between one and four stories, with one exception. Based on this information, the Chicago Street Lighting Master Plan recommends that the Chicago Gateway 2000 pole be spaced between 125’ and 145’, depending on driveways, intersection, alleys, and proposed street trees.

**Install Elston Corridor Identity on Light Pole**

Streetscape improvements impact a corridor through physical changes to the street section. For Elston Avenue, these changes will enhance the pedestrian environment, create a consistent street section, and improve connectivity making it a more active commercial corridor. Streetscape enhancements also help establish identity. Logos, banners, and other elements add uniqueness, which is important to community character, is useful in marketing to new businesses, and serves as a wayfinding tool.

An area’s identity should reflect its character and can be established through an examination of history, cultural or ethnic background, or architectural style. Identity elements, such as banners (permanent or temporary), vertical elements, and gateway markers announce the arrival at or departure from a unique corridor or neighborhood. Identity is a source of community pride and should be established with the assistance of the public.

The identity proposed for Elston Avenue reflects the corridor’s industrial past. The permanent banner illustrated to the right is constructed of sheet metal and is designed to be hung from the Chicago Gateway 2000 light pole. Elston Avenue straddles several neighborhoods, so it is best identified by its name rather than by association to an area. The abstracted gears or cogs that flank the metal sign link the now commercial corridor to its recent industrial past. This industrial theme for the corridor can also be utilized in other identity or streetscape elements, including benches and railings. The improvements proposed at the Fullerton-Damen-Elston intersection may provide an opportunity to include these other identity elements, specifically a railing around the proposed planters. Additional identity options can be found in Appendix 2 of this report.

**Install Conduit for Future Lighting**

A conduit for street lighting should be installed to facilitate the installation of future street lighting infrastructure.
Streetscape Guidelines

Streetscape Guideline 5: Install Street Furnishings

Street furniture, such as benches, trash receptacles, and bicycle racks, provides amenities to those who travel through the Elston Avenue corridor.

Install Benches Along the Corridor
Benches provide a place of rest for pedestrians and can also serve as drop off and pick up locations for shoppers and employees who carpool or do not drive themselves to work. Benches should be located near shopping centers, and at key pedestrian intersections. The recommended bench for installation along Elston Avenue is the 4’ Victor Stanley Ribbon Bench (RB-28).

Install Trash Receptacles at Block Ends & Intersections
The matching Victor Stanley Steelsites trash container (S-42) is recommended for installation on Elston Avenue. The containers should be installed at the end of most blocks and on opposite corners at four-way intersections. In addition to the trash receptacles shown in the plan details on these two pages, there should be four receptacles at the Diversey Parkway intersection, two at the Damen Avenue/Fullerton Avenue intersection, two at the Logan Boulevard intersection, and two at the Leavitt Street intersection.

Install Bicycle Racks at Key Areas
Bicycle racks are key elements in the streetscape design for streets with a designated bicycle route and with commercial development. The standard U-shaped bicycle rack is located at key commercial areas with approximately two installed per block. As with the trash receptacles, which are also usually installed at two per block, additional bicycle racks may be necessary for the longer blocks, particularly between Logan Boulevard and Fullerton Avenue and in the future at access points to the riverwalk. In addition to the bicycle racks shown in the plan details on these two pages, there should be one bicycle rack at the Diversey Parkway intersection, two at the Damen Avenue/Fularton Avenue intersection, one at the Logan Boulevard intersection, and two at the Leavitt Street intersection.

Install a Kiosk At Webster Avenue & Elston Avenue Intersection
A kiosk is proposed for the northwest corner of Webster Avenue and Elston Avenue. Kiosks provide information about community events and meetings and should be located to maximize visibility. The Elston-Webster intersection is located in close proximity to the new office of 32nd Ward Alderman Scott Waguespack, which serves as a hub for community affairs. This location was also selected because of the foot traffic on Webster Avenue, which links the major neighborhoods of Lincoln Park, Wicker Park, and Bucktown.

Key map with detail areas indicated.

Streetscape Guideline 5: Install Street Furnishings

Guidelines:

5A: Install Benches.
5B: Install Trash Receptacles.
5C: Install Bicycle Racks.
5D: Install a Kiosk at Webster Avenue & Elston Avenue Intersection.

Elston at Schubert
Install six benches, one trash receptacle, and one bicycle rack as shown.

Elston at entrance to Target
Install two benches as shown.
Streetscape Guidelines
Streetscape Guideline 5: Install Street Furnishings

3 Elston at entrance to Harlem
Furniture
Install two benches and a trash can as shown.

4 Elston at entrance to Circuit City
Install two benches and one trash receptacle as shown.

5 Elston at Winchester
Install four benches as shown.

6 Elston at Honore
Install two benches, one trash receptacle, and one bicycle rack as shown.

7 Elston at Webster, west side
Install two benches, one kiosk, one bike rack, and one trash receptacle as shown.

8 Elston at Webster, east side
Install two benches and one trash receptacle as shown.

9 Elston at entrance to Kohl's and Best Buy
Install two benches and one trash receptacle as shown.
Curb cuts create locations where pedestrians and vehicles share a pathway. These points of conflict reduce the safety of a pedestrian pathway, as illustrated in the PedZoneSM Analysis to the right, and reduce the areas available for on-street parking. Therefore, as part of the process to make Elston Avenue more friendly to all modes of transportation, it was important to review the existing curb cuts and make recommendations on their future placement.

**Driveway Permit Analysis**

The analysis of the existing curb cuts was based on the annually-renewed permits that the City of Chicago requires for driveway access onto a public way. The first step of the analysis was to determine if the driveways were permitted or not permitted and if they were constructed according to the permits granted by the City. A field survey revealed numerous inconsistencies between the location, number, and width of existing driveways and the permits they were granted by the City of Chicago. In some circumstances it appeared that two permitted driveways were constructed as one very large driveway or simply that the driveway was constructed at a different size than was permitted. In other locations, driveways were constructed without a permit. Additionally, the Zoning Ordinance places a maximum width on driveways to parking areas at 25'; many of the permits were granted for larger widths.

Secondly, each driveway along Elston Avenue was coded to be reduced, eliminated, or combined, based on the permit information. These designations represent how the driveways should be handled when the streetscape along Elston Avenue is improved. Driveways that were constructed wider than 25' and/or those with permits granting a width larger than 25' (regardless of the constructed width) should be reduced to 25' or less. Driveways designated as duplicates or unnecessary, as well as those to buildings who have alternative access points from alleys or side streets, are recommended for elimination. The third designation, combined, was recommended in locations where two existing driveways are adjacent to each other or if neighboring businesses have adjacent parking lots that could share one point of access. The table below details the permits provided by the City and compares the permit width to the actual width of the driveway. These results are illustrated and are detailed on the following pages.

**PedZoneSM Analysis**

A PedZoneSM Analysis was completed for the Elston Avenue Corridor. This analysis examines the pedestrian pathways along Elston Avenue and designates them one of three categories. A designation of green means that the pathway is both safe and rewarding, in other words that a pedestrian would not only feel comfortable walking on the pathway, but also that they would want to walk there because the adjacent develop provides interest or serves as a draw. Yellow defines pedestrian pathways that are safe, but either uninteresting or not comfortable for the pedestrian. An example of a pathway that would be defined under this heading is one that runs adjacent to an unscreened parking lot or along a building with a bland facade. Finally, red means that the pedestrian pathway is shared with vehicles and has the potential to be unsafe. These are location across curb cuts and crosswalks.

The illustration to the right details how Elston Avenue ranks. Only a small percentage, 6%, of the corridor can be defined as both safe and rewarding for pedestrians. The vast majority of the corridor is designated yellow, safe, but unrewarding. With few green designated pathways, Elston Avenue is currently a pedestrian unfriendly environment.

**Driveway Survey Summary Table.** This table illustrates the comparison between existing driveway permits and constructed driveways. The permits in gray did not correspond to an existing driveway.

### PedZoneSM Analysis

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**Driveway Survey Summary Table.** This table illustrates the comparison between existing driveway permits and constructed driveways. The permits in gray did not correspond to an existing driveway.
**Streetscape Guidelines**

**Streetscape Guideline 6: Review the Placement of Curb Cuts**

1. **Green Zone:** These areas are designated as safe and rewarding. On-street parking buffers the pedestrians and the adjacent buildings are constructed to the street with appropriate setbacks.

2. **Yellow Zone:** Blank, windowless walls do not create a rewarding pedestrian pathway.

3. **Red Zone:** Driveways into parking lots from Elston Avenue result in areas of potential pedestrian-vehicular conflicts. When possible, driveways should be from alleys or side streets.

4. **Red and Yellow Zones:** Due to large setbacks and an unscreened parking lot, the journey along these two shopping centers is unrewarding. It is unsafe at the many curb cuts into the parking lot.

5. **Green Zone:** Only 6% of the pedestrian pathways along Elston Avenue are considered both safe and rewarding. Here, a few storefront windows allow a pedestrian to window-shop as he or she passes.

6. **Red Zone:** Crosswalks are locations where pedestrians and vehicles share paths. While they cannot be completely avoided, they can be minimized in length and made more obvious to both modes of travel.

7. **Yellow Zone:** A pedestrian traveling along this building is not buffered by vegetation or on-street parking. The blank, industrial facade does not provide the interest needed to make a path rewarding.

8. **Red and Yellow Zones:** Multiple-leg intersections can be intimidating to pedestrians; not only are the crosswalks long, few points of refuge exist if a pedestrian is unable to cross in one movement.

9. **Green Zone:** This path is buffered by on-street parking and is lined with commercial buildings constructed with little to no setback, storefront windows, and other design elements.

10. **Red Zone:** Elston Avenue was historically an industrial corridor. Many of the remaining buildings were constructed with loading zones on the front facades and consequently have large curb cuts onto Elston for access.

11. **Green Zone:** Storefront display windows, front entries and architectural design elements such as a cornice, base, and parapet make a building more interesting. On-street parking creates a buffer from the faster moving vehicles.

12. **Yellow Zone:** Rehabilitation of industrial buildings, particularly restoring the windows and original entrances, can help shift a safe, but unrewarding path to a rewarding path.

13. **Yellow Zone:** Two large big box stores were recently developed on this block. Despite the little to no front yard setback, the building facades are flat and windowless. Also, on-street parking was removed directly in front of these structures; no buffer exists between the sidewalks and the travel lanes.

14. **Yellow Zone:** This viaduct has sidewalks on both sides of the street, but it is poorly lit and unwelcoming, even on the sunniest of days.

15. **Yellow Zone:** Narrow sidewalks adjacent to a busy street can make a pedestrians journey uncomfortable.

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**PedZone Analysis:** PedZone analysis scores the quality of the pedestrian experience along a corridor by rating each pedestrian pathway with a designated color. Green represents areas of comfortable and safe pedestrian pathways. Yellow represents safe, but uncomfortable or uninteresting pedestrian pathways; this is the dominant color on Elston Avenue. Red represents areas of conflict between pedestrian and vehicles, such as curb cuts and crosswalks.

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**Key**

- **Safe & Rewarding Pedestrian Pathways**
- **Safe, but not Rewarding Pedestrian Pathways**
- **Pathways Shared with Vehicles**

*This very wide entrance is one of four curb cuts onto Elston Avenue into the shopping center south of Logan Boulevard.*
Streetscape Guidelines

Streetscape Guideline 6: Review the Placement of Curb Cuts

Future Curb Cut Access onto Elston Avenue

The plan below illustrates the information gathered during the driveway survey. Based on these findings, existing and proposed land uses, and the results of the PedZone Analysis, recommendations for the future placement of curb cuts are also illustrated and detailed here.

Diversey Parkway to Logan Boulevard.
The location of driveways in this portion of the corridor is critical as the area has potential to become an active pedestrian block. An obstacle-free pedestrian way and on-street parking are important to the health of the businesses in this zone. As development and redevelopment occurs, access to parking and loading areas should be from the rear or side of buildings using the existing alley system. Buildings with available alley or side street access should shift existing driveways away from Elston Avenue prior to the construction of streetscape enhancements.

Logan Boulevard to Fullerton Avenue.
As a result of current development patterns and the existence of the Chicago River and Kennedy Expressway which impede rear access, there are many curb cuts onto Elston Avenue in this area. Since these factors are unlikely to change in the near future, it is important to eliminate unnecessary driveways, combine points of access whenever possible, and reduce the width of the driveways to meet City standards. Limiting the number and width of driveways will in turn limit the locations of pedestrian-vehicular conflicts, making this zone more appealing to pedestrians. New developments should share access points, as did Home Depot and Pep Boys.

Fullerton Avenue to Webster Avenue.
This portion of Elston Avenue has the largest number of intact and active industrial buildings in the study area. As the public way is redeveloped, loading zones should be shifted to the rear or side facades of buildings so that they do not face Elston Avenue. On the west side of the street, a working alley system exists and should be utilized. With in this portion of the corridor, a continuous pedestrian realm and on-street parking are important to creating and sustaining an active commercial area. Both of these zones are adjacent to residential areas, and are well traveled by pedestrians.

Webster Avenue to Armitage Avenue.
The west side of this stretch of Elston Avenue was recently developed with two big box stores and a bank. These developments have access points at the newly created lighted intersection midway through the zone, and four additional curb cuts onto Elston Avenue. On-street parking on this block was removed, but its reinstatement is severely limited as a result of these curb cuts. Bicyclists and pedestrians are also impacted by the number of curb cuts; their pathways are potentially interrupted by turning vehicles five times in less than a quarter of a mile (1120').

Recommendations to Improve Curb Cut Access
The final phase of the driveway analysis examined where driveways should be located in the future. In completing this last phase of analysis, consideration was given to land use development patterns and traffic flow. Recommendations are made on the placement of future driveways, as well as on the existence and relocation of existing curb cuts. Specific recommendations are outlined on the next page, but in general this report recommends the following.

- Alley or side streets should be used first for access.
- Curb cuts should be shared between neighboring parcels.
- Businesses should take advantage of the shared, cooperative, and proximity to transit parking provisions in the Zoning Ordinance to limit the need for additional driveways.
- Aldermen should work with new and existing businesses to create shared access agreements.
- Permits for new driveways should reflect the standards in the Zoning Ordinance.
- To reduce curb cuts, create incentives and/or tie permits to shared parking and shared access points. For example, if developers/property owners agree to share a driveway, the permit can be valid for three years, rather than 1 year.

These adjacent curb cuts could have been merged to reduce the area of vehicular pedestrian conflict.

This curb cut is shared between two adjacent businesses: Home Depot and Pet Boys. It aligns with a curb cut into the shopping center across the street and became a lighted intersection.
1. The development proposed for this site should take advantage of the alley system rather than Elston for access to residential and employee parking. On-street parking is available for the patrons of the future retail development.

2. As this building is renovated for future commercial uses, access to its parking areas should be located off Schubert Street.

3. These driveways, into the large shopping center along the River and Target's north entrance, should be aligned by shifting each curb cut away from the respective building. This shift will also allow for a convenient row of parking along the facade of the buildings.

4. Target's south entrance and the Ryder Truck entrance should be combined into one shared access point, allowing entrance to both the Target parking lot and loading facilities and Ryder Truck. This will require the businesses to create an access easement agreement between the parcels.

5. These driveways on the east side of Elston should be combined and aligned with the Home Depot's southern entrance. Again, combining driveways will require an agreement between the adjacent parcels.

6. When these parcels are redesigned or redeveloped, driveway access should be consolidated to meet the needs of new business(es) and Midtown Tennis. This will reduce the number of curb cuts near the intersection and can be aligned with the driveway into Circuit City, Staples, and Midtown Tennis on the west side of the street. It is important to reduce the number of curb cuts in such close proximity to the complicated Elston-Damen-Fullerton intersection.

7. The former Sun Times distribution center is expected to be redeveloped in the near future. When this occurs, its new access points should align with Honore and Wolcott Streets. Besides serving vehicles, at least the Honore access point should also be utilized for pedestrian or bicycle access to the Riverwalk.

8. As the east side of the corridor develops, it should utilize the new lighted intersection at Best Buy. Webster Avenue can serve as a secondary entrance point to the site, allowing for a nearly continuous pedestrian way and lane of on-street parking along Elston Avenue.

9. The new Best Buy, Kohl's, and Harris Bank development on the west side of Elston Avenue has five curb cuts along less than a quarter mile stretch road. Two of these driveways should be removed and the southernmost entrance should be reduced in width, especially since it is a right-turn exit only. Closing the north entrance to the Best Buy/Kohl's development will require an examination of service routes, such as garage service. This development also has service drives onto Wood Street and Armitage Avenue.

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Streetscape Guideline 6: Review the Placement of Curb Cuts

Guidelines:

6A: Use Alleys and Side Streets for Access & Loading
6B: Share Driveways & Parking where feasible.
Streetscape Guidelines

Streetscape Guideline 7: Improve Connectivity

Improving connectivity to and through the Elston Avenue corridor is an important aspect of bolstering its pedestrian, bicycle, and transit friendly atmosphere. There are two major physical barriers that limit access, the Kennedy Expressway along the western edge and the Chicago River at the eastern edge. Both separate the corridor from adjacent neighborhoods and dissuade visitors from entering the corridor or passing through to what lies on either side.

The barriers to connectivity were examined through a WalkShedSM Analysis, which is located in the Appendix of this document. A WalkShedSM Analysis analyzes the barriers and/or obstacles pedestrians face when accessing an area from a distance of a 1/4 mile. The plan below shows improvements that can be made to minimize these barriers. The improvements proposed include viaduct enhancement to both key streets and secondary streets on the corridor, improvements to key intersections, addition of a bicycle lane, improving public access to the Riverwalk, and installing both pedestrian and vehicle-oriented wayfinding signs. The connectivity plan for Elston Avenue outlines the location of the recommendations in this Streetscape Guideline.

Key

- **Viaduct Improvement**
- **Key Street Improvements**
- **Provide Clear Pedestrian Pathways**
- **Key Intersection Improvements**
- **Webster Avenue Bicycle Lane**
- **Public Riverwalk Access**
- **Future Mid-Block Riverwalk Entrances**
- **Wayfinding Signage (pedestrian scale)**
- **Wayfinding Signage (vehicle scale)**

Connectivity Plan for Elston Avenue. Improving connectivity is critical to enhancing Elston Avenue as a multi-modal corridor.

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Improve & Maintain Viaducts

Although viaducts allow passage underneath the highway and railroad tracks and as a point of entry into the corridor, they can be perceived as pedestrian hostile environments. Viaducts are often poorly lit, appearing dark even on the sunniest days. Viaducts also have a reputation for being dirty and a location of criminal activity. Six viaducts exist directly west of Elston Avenue at Western Avenue, Logan Boulevard, Fullerton Avenue, Damen Avenue, Webster Avenue, and Armitage Avenue. Pedestrian activity on Elston Avenue will not increase if these access points are avoided.

Early Improvements: Maintenance and Fencing

There are several steps that can be taken to improve these areas, including regular cleaning, appropriate lighting, creating clear pedestrian pathways, and installing artwork. The least expensive of these is regular cleaning and maintenance. Removing broken glass, paper waste, and bird droppings on a regular basis is a very easy and inexpensive way to encourage pedestrian activity. In the corridor, the Chicago Department of Streets and Sanitation clean the viaducts regularly. The viaducts are also monitored by local residents and the Alderman's office.

Another relatively inexpensive improvement is fencing to create a clear pedestrian pathway. This is especially important if the viaduct covers an area larger than just the roadway and...
Streetscape Guidelines

Large Improvements: Lighting, Pavement, & Artwork

The most important viaduct upgrade is lighting, though this is also a more costly improvement. Ideally, an approaching pedestrian should be able to clearly see the continuous pathway through the viaduct. The lighting becomes especially critical in the evening and at night. The pattern of the sidewalk should be extended through the viaduct to clearly designate the pedestrian pathway, making the pedestrian feel comfortable and protected, and alerting motorists that the pedestrian pathway is continuous. Finally, as budget allows, the viaduct should be linked to the corridor’s identity through artwork or identity elements. Murals completed by local artists or school groups can greatly improve the environment of a viaduct.

Improve Key Street Connections to Elston

While several streets intersect Elston Avenue, three streets are prioritized as important links for pedestrian and/or bicycle traffic. These streets are Logan Boulevard, Webster Avenue, and Armitage Avenue. As funds are available to enhance Elston Avenue’s side streets, these three streets should be prioritized over the others. These streets do not need to be improved to the same level as the corridor itself. They do, however, need to be obstacle free, well maintained, and, as budget allows, improved with basic streetscape enhancements.

Ensure that All Intersecting Streets have Wide Pedestrian Pathways

The remaining streets that intersect Elston Avenue, Diversey Parkway, Western Avenue, Damen Avenue, Fullerton Avenue, and Ashland Avenue, do not need to be improved with street trees and updated lighting.

Ensure that all pedestrian pathways are obstacle free; locate newspaper boxes, signs, and other elements to ensure at least five feet of clear pedestrian space.
Streetscape Guidelines

Streetscape Guideline 7: Improve Connectivity

They do, however, need to have clear pedestrian paths of at least five feet. When installed on these streets, mailboxes, newspaper boxes, trash cans, and lights should be installed to ensure this space is preserved.

Enhance Key Pedestrian Intersections

Along Elston Avenue

The key pedestrian intersections along Elston Avenue are at Logan Boulevard, Webster Avenue, and Armitage Avenue. These three intersections provide the vital links to adjacent neighborhoods, pedestrian-oriented shopping, and the Clybourn Metra Station. The two smaller intersections, at Logan Boulevard and Webster Avenue are very amenable to pedestrians and are highlighted as key pedestrian intersections in the analysis maps in Appendix 1, as well as, in the illustration to the right. Improvements, outlined in this document, such as a landscaped median on Logan Boulevard and wider sidewalks on both Logan Boulevard and Webster Avenue, to enhance their pedestrian friendly qualities.

The Armitage-Ashland-Elston Avenues intersection is scheduled for improvements in the near future. Whatever form these improvements take, they should include wider sidewalks around the intersection; clearly marked crosswalks; maintenance of the landscaped island to provide refuge for pedestrians; and adequate crossing time at lights to allow pedestrians to cross the angled streets.

The Elston-Damen-Fullerton Avenues intersection is also important to the corridor. It is highly traveled by both vehicular and pedestrian traffic. The proposed improvements at the Elston-Damen-Fullerton Avenues intersection, as currently planned, will severely reduce the sidewalk width in certain locations. As these improvements continue through the design and engineering phases, it is recommended that the sidewalk width not be reduced below its current width of 7’.

Install a Bike Lane on Webster Avenue

Webster Avenue is an important east-west link between major neighborhoods in Chicago. As a result, it receives a high level of pedestrian and bicycle activity, witnessed by Lister Street residents. To enhance connectivity on Elston Avenue and through the corridor a bicycle lane on Webster Avenue is designated. This recommendation is detailed in Streetscape Guidelines 9 and 11.

Improve Connections to the Riverwalk

The City of Chicago requires that all development of riverfront parcels must be handled as a Planned Development (PD). Through the PD process, the City can work with developers to obtain a 30’ easement for the creation of the Riverwalk along the Chicago River. The Riverwalk, upon completion, will create an extensive trail network and new links throughout the City. To further this end, the City has published the Chicago River Corridor Development Plan and associated Design Guidelines to assist developers.

In the locations where the Riverwalk meets existing vehicular rights-of-way, wayfinding signs should be installed to direct path users. These signs should highlight local uses, such as shopping centers and government offices, as well as, direct users to adjacent neighborhoods or other city-wide attractions, like the lake front.

Besides trail connections at vehicular right-of-way intersections (Diversity Parkway, Damen Avenue, Fullerton Avenue, Ashland, and Webster Avenues), developments adjacent to the Riverwalk should also provide connections through their property. As is discussed in Property Guideline 2, developers are strongly encouraged to provide direct connections through their property (Elston Avenue to Riverwalk) or from their facilities (building and parking) to the Riverwalk. See Property Guideline 2 for additional details on the relationship between development on Elston Avenue and the Riverwalk.

Create New Public Connections to Riverwalk

Since Elston Avenue is a diagonal street, the distance between major intersections is frequently longer than the standard Chicago block (approximately 660’). In these longer sections, mid-block access to the proposed Riverwalk is recommended. These passageways should provide direct access from the Elston Avenue right-of-way to the proposed Riverwalk. The figure to the left illustrates how these can look; these access points occur between Logan Blvd. and Webster Avenue and are aligned with existing “T” intersections.
To create permanent access points, these passageways should be dedicated rights-of-way to the City or at least on dedicated access easements. The pathway should be at least 10’ wide to allow bicycle and pedestrian travel in either direction. The dedicated right-of-way or easement should be at least 20’ wide to allow for a shoulder on either side of the trail surface, at-grade access for emergency vehicles, and aesthetic improvements such as trees. If the size of the right-of-way or easement is increased, it could also serve as a location for street vendors.

Additional locations along the Chicago River for this type of mid-block access to the Riverwalk should be studied further to ensure that adequate access exists along the entire route.

**Install Wayfinding Signs**

Wayfinding signage to highlight local assets such as government offices, transit stops, and existing bicycle lanes and access points to the Chicago River and the Riverwalk should be installed as improvements to Elston Avenue and the side streets. As Elston Avenue will also maintain a high level of vehicular traffic, the signs should be oriented towards both vehicles and pedestrians. The different type of signage will also impact its placement along the corridor.

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**Streetscape Guideline 7: Improve Connectivity**

**Guidelines:**

7A: Improve & Maintain Viaducts
7B: Improve Key Street Connections to Elston
7C: Ensure that All Intersecting Streets have Wide Pedestrian Pathways
7D: Enhance Key Pedestrian Intersections Along Elston
7E: Install Bicycle Lane on Webster Avenue
7F: Improve the Connections to the Riverwalk
7G: Create New Public Connections to Riverwalk
7H: Install Wayfinding Signs
Streetscape Guidelines
Streetscape Guideline 8: Enhance the Crosswalks

At crosswalks, pedestrians and vehicles share the same pathway. It is critical that the designated pedestrian path be clearly marked and visible to passing motorists. To limit the quantity of locations where pedestrians and vehicles are potentially in conflict, crosswalks should be located to minimize the distance needed to cross; this is especially important at intersections with angled streets. At these difficult intersections with lengthy crossing distances, walk signals may need to be timed accordingly.

**Use Stamped Pavement Markings**
To maximize the visibility of crosswalks, and in the larger theme of improving the aesthetic appearance of the corridor, it is recommended that the crosswalks on Elston Avenue be installed with a stamped asphalt brick pattern bounded by 1’ wide, solid white thermoplastic pavement marking.

**Divide Large Blocks**
Since many of Elston Avenue’s blocks are longer than the average city block, there are a few locations where non-lighted, “T” intersections are recommended for improvement. These locations, illustrated below, provide critical connections to commercial centers and to the future riverwalk along the Chicago River.

**Install Signage**
The “T” intersection crosswalks should receive the same treatment as the lighted intersection crosswalks and should also be marked with signage to alert oncoming motorists and bicyclists.
Streetscape Guidelines

Streetscape Guideline 9: Install Bicycle Lanes on Webster Avenue

Webster Avenue is an important pedestrian intersection because of the close proximity to Alderman Waguespack’s office and because Webster Avenue serves as an important route between major City neighborhoods. Besides pedestrians, many bicyclists use Webster Avenue when traveling from Bucktown and Wicker Park to the west and Lincoln Park and Lake Michigan to the east. Webster Avenue also serves as an important east-west link between major north-south bicycle routes.

The 2004 Chicago Bike Map, shown below, recognized Webster Avenue, between Magnolia Street and Damen Avenue, as a recommended route for bicyclists. This report recommends that it become a designated bicycle route with a bike lane, as is illustrated in the section to the right.

The proposed section for Webster Avenue includes the addition of a designated bicycle lane. The space for this lane is taken from the existing wider than necessary sidewalk, travel, and parking lanes.

Guidelines:

9A. Install Bicycle Lanes on Webster Avenue.
Logan Boulevard is a 100’ right-of-way. Outside the study area, west of the Kennedy Expressway, Logan Boulevard is a traditional boulevard street with landscaped medians. To link these two street segments, a planted median between Diversey Parkway and Jones Street is proposed. This improvement creates a green atmosphere at the Elston-Logan intersection between the pedestrian-oriented areas north of the intersection and the larger scale commercial and more vehicle-oriented areas just south. It also serves as a green buffer between residential along Logan Boulevard and commercial/light industrial and makes it easier for pedestrians to cross the 100’ expanse by providing a place of refuge in the intersection.

**Existing Trees**
The existing trees east of Elston Avenue are large, mature trees. Whatever changes occur to Logan Boulevard, these trees should be preserved.

**On-Street Parking**
The existing on-street parking is preserved and reduced slightly in width.

**Bicycle Lane**
Logan Boulevard, east of the expressway, has a designated bicycle lane. This should be preserved with the addition of the median.

**Travel Lanes**
Two travel lanes, one in each direction, are recommended. These lanes should be reduced to make room for a landscaped median and to preserve the existing trees. All existing turn lanes on Logan Boulevard are preserved.

**Landscaped Median**
A 10’ to 12’ landscaped median is proposed for the center of Logan Boulevard. It should be landscaped with trees in a grass parkway. The median is proposed between Diversey Parkway and Elston Avenue and between Elston Avenue and Jones Street. The median should be constructed to the crosswalk at the Elston Avenue intersection and should have breaks to allow turning movements into Target and Storage Mart.

**Plan view of proposed sidewalk treatment.**

- Existing Logan Boulevard Section, between Diversey Parkway and Jones.
- Proposed Logan Boulevard Section, between Diversey and Jones.
Webster Avenue serves as a critical east-west link between some of Chicago’s most active neighborhoods. It is used by motorists, but also is an important route for both pedestrians and bicyclists who use it for transportation and recreation. The proposed changes to Webster Avenue will make the right-of-way more accommodating to pedestrians and bicyclists and also include aesthetic improvements such as street trees and new lighting.

**Realignment of Right-of-Way**
Webster Avenue is currently not centered within the existing right-of-way. As improvements are made to the street, the street should be aligned with the centerline of the right-of-way making the sidewalks an even 11’.

**Streetscape Improvements**
Webster Avenue is a route well traveled by pedestrians; the changes proposed will serve to enhance their journey through the area. Street trees are proposed to be consistently installed, along with new light poles.

At the Elston-Webster intersection other amenities are recommended including benches and an informational kiosk for the 32nd Ward.

**Preserve On-Street Parking**
On-street parking on Webster Avenue is frequently used by residents and adjacent businesses and therefore should be preserved. For more information on the parking study completed in conjunction with the report, see the Appendix.

**Install Bicycle Lane**
A 5’ bicycle lane is proposed for Webster Avenue, altering its status from a recommended route to an existing route on the Chicago Bike Map.

**Streetscape Guideline 11:** Establish a Street Section for Webster Avenue

- **Guidelines:**
  1. **A. Realign Right-of-Way**
  2. **B. Streetscape Improvements**
  3. **C. Preserve On-Street Parking**
  4. **D. Install Bicycle Lane**

**Proposed Webster Avenue Section.**

**Existing Webster Avenue Section.**
II. Streetscape Guidelines: Conceptual Streetscape Plans

The following pages outline conceptual streetscape plans for Elston Avenue, Logan Boulevard, and Webster Avenue. These plans are conceptual, but include many key elements detailed in the Streetscape Design Guidelines, including the recommended street section, preservation of existing and installation of previously removed on-street parking, and inclusion of such streetscape elements such as trees, benches, and other furniture.
Streetscape Guidelines

Conceptual Streetscape Plan: Elston Avenue

Plan view of Zone 1 with proposed improvements.
Plan view of the Logan Boulevard intersection with proposed improvements.

Key
- Chicago Gateway 2000 Pole
- Bench
- Bike Rack
- Trash Can
- Kiosk
- Existing Tree
- Proposed Tree in Parkway
- Proposed Tree in Grate
- Study Boundary

Streetscape Guidelines
Conceptual Streetscape Plan: Elston Avenue

September 2007
Streetscape Guidelines

Conceptual Streetscape Plan: Elston Avenue

Plan view of Zone 2 with proposed improvements.
Plan view of Zone 2, approaching the Damen-Elston-Fullerton Avenues intersection, with proposed improvements.
Plan view of the Damen-Elston-Fullerton Avenues intersection through Winchester Street with proposed improvements.
Plan view of Zone 3 with proposed improvements.
Plan view of the southern edge of Zone 3 and the intersection with Webster Avenue with proposed improvements.
Plan view of Zone 4 with proposed improvements.
Streetscape Guidelines

Conceptual Streetscape Plan: Logan Boulevard

Logan Boulevard with proposed improvements
Streetscape Guidelines

Conceptual Streetscape Plan: Webster Avenue

Webster Avenue with proposed improvements.
Streetscape Guidelines

Conceptual Streetscape Plan: Webster Avenue

ARTISTS & FRAME

WEBSTER

Key:
- Chicago Gateway 2000 Pole
- Bench
- Bike Rack
- Trash Can
- Kiosk
- Existing Tree
- Proposed Tree in Parkway
- Proposed Tree in Grate
- Study Boundary

North

ZONE 1
ZONE 2
ZONE 3
ZONE 4
III. Property Design Guidelines

The second set of recommendations in the Elston Avenue Streetscape and Property Design Guidelines focus on the development and redevelopment of private property along the corridor. These recommendations are applied to individual, privately owned parcels along Elston Avenue and within the project study area. They can be used to shape both new construction and the redevelopment or rehabilitation of existing buildings. The principles within these recommendations will help shape development in a manner that will enhance the pedestrian, bicycle, and transit friendliness of the corridor.
Property Design Guidelines

Introduction

These recommendations are directed at privately owned parcels along Elston Avenue. Development that occurs adjacent to the right-of-way can also impact a pedestrian’s enjoyment and comfort. The type of development that occurs can aesthetically add to the corridor and help create a positive first impression of the area. The location of the development can help to define the pedestrian realm and provide interest to those traveling through the corridor. The locations of parking facilities and driveways affect the level of pedestrian comfort and impact the flow of traffic through the corridor. Finally, the design of a site can positively impact the environmental quality of the area. For these reasons and several others, this section recommends a range of items to shape the development and renovation of buildings along Elston Avenue.

Related City Ordinances

The design guidelines discussed in this section of the Guidelines focus on a variety of issues, most importantly site design. The Chicago Zoning Ordinance, Strip Center Design Guidelines, Chicago River Corridor Development Plan, and other ordinances regulate many of the issues discussed in this section, however, the recommendations outlined here go above and beyond the parameters in the existing ordinances. For example, many of the recommendations detailed in this section are only required for streets designated as “pedestrian streets” in the Chicago Zoning Ordinance. Elston Avenue is not a designated “pedestrian street”, however, the implementation of these guidelines will drastically improve its pedestrian friendliness.

Summary of Recommendations

The table below summarizes the recommendations in this section and outlines which City Ordinances relate or impact the recommendations. The following generally summarizes the issues handled by the guidelines in this section.

<table>
<thead>
<tr>
<th>Property Design Guidelines</th>
<th>Related City Ordinance(s)</th>
</tr>
</thead>
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<tr>
<td>Property Guideline 1: Encourage &amp; Preserve Appropriate Land Uses on the Corridor.</td>
<td>17-3 Business &amp; Commercial Districts; 17-5 Manufacturing Districts</td>
</tr>
<tr>
<td>Property Guideline 2: Design &amp; Construct Buildings &amp; Parking Lots to Enhance Corridor.</td>
<td>Strip Mall Design Guidelines; Zoning Ord. 17-3-0504-B Entrance Location; Zoning Ord. 17-3-0504-F Parking Location; &amp; Chicago River Corridor Design Guidelines &amp; Standards, Chpt. 5</td>
</tr>
<tr>
<td>Property Guideline 3: Design Better Parking Lot Landscaping.</td>
<td>17-11 Landscape &amp; Screening</td>
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<tr>
<td>Property Guideline 4: Install Exterior Lighting to Better Preserve Dark Skies.</td>
<td>17-3 Business &amp; Commercial Districts; 17-5 Manufacturing Districts</td>
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<tr>
<td>Property Guideline 6: Locate Primary Entrance at Sidewalk.</td>
<td>Zoning Ord. 17-3-0504-D Doors &amp; Entrance</td>
</tr>
<tr>
<td>Property Guideline 8: Use Appropriate Signage for the Corridor.</td>
<td>17-12 Signs</td>
</tr>
</tbody>
</table>

Summary of Design Guidelines. This table outlines the Design Guidelines and their related City Ordinances.
Property Design Guidelines

Introduction

Existing single-story and single-use commercial building with a small front setback.

Newer big box commercial development on Elston Avenue is set back from the street.

Although when possible, they should be located behind buildings.

Design Guidelines: Building Facade

The front face or facade of the buildings along Elston Avenue will impact the character of the corridor as much as the right-of-way enhancements will. Elston Avenue has historically served as one of Chicago’s industrial corridors, although few original industrial buildings remain in the study area. The majority of new buildings constructed on Elston Avenue were designed without the facade elements, which provide a building with depth, interest, and character. As a result, these buildings make the adjacent sidewalk appear uninviting and, to some, it becomes a hostile pedestrian environment.

As Elston Avenue transforms into an intensive commercial corridor with more pedestrian activity, it is important that new construction be designed to pique the interest of those passing through the corridor by foot or in an automobile. The guidelines outlined in this section encourage future building renovations to preserve and enhance traditional facade elements and new construction to incorporate these elements, regardless if the building is mixed- or single-use.

Implementation

The Property Design Guidelines will be introduced as a resolution for the Chicago Plan Commission and used by City and Aldermanic staff to review development plans for the portion of Elston Avenue considered in this document. All developments will be required to comply. The table below outlines how the guidelines in the document should be used.

<table>
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<td>Property Guideline 5: Limit the Number of Curb Cuts.</td>
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<td>Property Guideline 6: Locate Primary Entrance at Sidewalk.</td>
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<tr>
<td>Property Guideline 7: Install Transparent Windows On Facades Facing the Corridor.</td>
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<tr>
<td>Property Guideline 8: Use Appropriate Signage for the Corridor.</td>
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</table>

The guidelines included in this section can be implemented through the approval of an Elston Avenue Corridor District and through the plan review phase of future development and redevelopment projects.
The parcels on the Elston Avenue corridor are zoned a variety of districts ranging from Neighborhood Shopping (B) to Heavy Industrial (M). The transition from industrial to commercial zoning on Elston Avenue has intermittently impacted large portions of the corridor, resulting in a few inconsistencies, including industrially zoned parcels housing commercial uses and industrially zoned parcels surrounded on all sides by commercial development. The recommendations here correct many of these inconsistencies and make recommendations for additional zoning revisions.

The corridor will retain industrial development, however, it is not necessary for it to all remain M3 Heavy Industrial. Given the mix of development on and around the corridor and the location of many parcels along the Chicago River, less intense districts, many of which allow artisan or limited industrial uses, are more appropriate. Where an existing business that is zoned M3 can operate with a less intense industrial district, this report recommends that the property be rezoned.

The study area consists primarily of commercial and industrial uses. The southern half of the study area is in the North Branch Industrial Corridor. The priority for this area is to support existing industrial activity including Vienna Beef and to provide a buffer area of compatible uses for the adjacent Elston Planned Manufacturing District to the south. Residential uses are not compatible with industrial uses and will not be considered for this portion of the study area. However, the City will consider appropriate industrial and commercial uses, including rezoning to C3 Commercial, Manufacturing, and Employment Districts, which does not permit residential uses.

The scale of the corridor makes the Business and Commercial district categories appropriate for many parcels on Elston Avenue north of Fullerton. These districts allow a variety of scales of commercial and limited industrial development, with the Business districts being slightly more restrictive and more appropriate for smaller parcels or more neighborhood focused developments. The Commercial districts are generally more intensive than their Business district counterparts. All of the districts within these two categories allow residential units on the upper floors, except for C3 Commercial, Manufacturing, & Employment, which is designed to accommodate a mix of commercial and industrial uses and serve as a buffer or transitional zone between industrial and the mixed-use districts of Business and Commercial. Regardless of which zoning district a development may occur in, new construction and redevelopment along the corridor should follow the recommendations detailed in this document.

These recommendations should occur as redevelopment takes place or by resolution if the zoning change is for a lot with an existing business.

1 Neighborhood Commercial District.
The area between Diversey Parkway and Logan Boulevard is a mix of residential and commercial development. The majority of this area, including the single-family houses on the northeast side of the street, is zoned M1-3 Limited Manufacturing/Business Park District. This area should be rezoned to allow commercial development. The parcels are relatively small and shallow along this block; they are not suitable for large-scale commercial development, but are within walking distance of the services this type of development offers. The intact buildings contain a mix of commercial uses, but many spaces are vacant.

2 Commercial, Manufacturing, and Employment District.
The area around the Logan Boulevard and Diversey Parkway intersection contains a mix of uses, including residential, industrial, and commercial. The businesses on the east side of Logan Boulevard, north of Elston Avenue, are zoned M2-3 Light Industrial District; one of these businesses is a bowling alley. These parcels should be rezoned to serve as a transition to less intense uses, which is appropriate for this area.

3 Motor Vehicles-Related Commercial District.
This section of the corridor, between Logan Boulevard and Fullerton Avenue, is primarily large-scale commercial development. This parcel is surrounded by commercial development and has already been developed with a chain auto repair and service business. The uses on this site should match the development surrounding it.

4 Commercial, Manufacturing, and Employment District.
In a corridor that is transitioning from industrial to commercial development, these parcels continue to have light industrial uses, as well as, small commercial supply and craftsman or artisan industrial uses (small-scale light-industrial uses, such as a commercial bakery, woodworker, or cabinet maker that also have show rooms or retail outlets on site). The smaller light industrial and commercial business are appropriate for this segment of the corridor; large-scale industrial uses, however, are a departure from the new development in this section of the corridor.

The current zoning for these parcels is M2 Light Industrial and M3 Heavy Industrial Districts, though a commercial zoning district may be more appropriate for these parcels given the development that has occurred in this zone of Elston Avenue. As these parcels front the

Proposed Zoning Changes to the Elston Avenue Corridor.
Property Guidelines

Property Guideline 1: Encourage & Preserve Appropriate Land Uses on the Corridor

Guidelines:

1A: Develop the Corridor following the recommendations in the Elston Avenue Property Design Guidelines.
1B: Rezone parcels to zoning consistent with the uses and long term plans for the area.

Chicago River, if redeveloped, they will have to undergo the Planned Development (PD) process.

5 Neighborhood Commercial District.
These parcels contain historic industrial buildings along the corridor; the former site of a brewery. Due to the parcel size and the opportunity for redevelopment of existing historic buildings, land uses such as artisan, limited industrial, and a variety of commercial uses are appropriate.

6 Motor Vehicle-Related Commercial District.
The parcels on the northwest corners of Elston-Damen-Fullerton Avenues intersections are zoned M3-3 Heavy Industrial District, though the existing business is recreation with indoor and outdoor tennis courts. Given the location of the parcels immediately off the expressway and near a major intersection, the most intense commercial district is appropriate. It is also important to allow for outdoor recreational facilities.

Despite the intensive commercial zoning district, these parcels do have access issues due to their close proximity to the Elston-Damen-Fullerton Avenues intersections. Refer to Right-of-Way Action 6 for recommendations on access to these parcels, as well as, the entire corridor.

Commercial, Manufacturing, & Employment.
The parcels immediately south of Fullerton Avenue contain a mix of small commercial businesses, such as a yoga studio and mortgage broker firm. The zoning classifications range from neighborhood commercial to heavy manufacturing. Though some industrial uses will remain on Elston Avenue between Fullerton and Webster Avenues, these parcels are already developed as commercial. The parcels, with few expectations, are small and not very deep; several contain traditional storefront styled buildings. Zoning permitting commercial, manufacturing, and employment uses is appropriate for these parcels. The larger of the parcels can be designated to have higher densities.

Commercial, Manufacturing, & Employment.
The parcels along the east side of Elston Avenue, south of Webster Avenue are zoned M1-3 Heavy Industrial District. When redeveloped, C3 is appropriate based on the location and size of the parcels. C3 allows a mix of industrial, commercial and office uses. These parcels are well located within a short walking distance of the Clybourn Metra Station.

Commercial, Manufacturing, & Employment.
This under-utilized, industrial site is zoned M3-3 Heavy Industrial District. It is located across the street from the former Sara Lee building. As this parcel develops, zoning for commercial uses as well as manufacturing would be appropriate. Besides commercial development, smaller industrial uses like craftsman or artisan industrial business would blend well with the existing commercial and industrial users on the corridor. The walkable commercial on the south side of the Elston-Damen-Fullerton Avenues intersection would be conveniently located for employees. These parcels are located directly adjacent to the river, which requires it to be developed as a PD.

Commercial, Manufacturing, & Employment.
The parcels along the east side of Elston Avenue, south of Webster Avenue are zoned M1-3 Heavy Industrial District. When redeveloped, C3 is appropriate based on the location and size of the parcels. C3 allows a mix of industrial, commercial and office uses. These parcels are well located within a short walking distance of the Clybourn Metra Station.

Commercial, Manufacturing, & Employment.
This vacant lot is being acquired to provide right of way for the planned improvement at the Ashland-Armitage-Elston Avenue intersection.
Property Design Guidelines

Property Guideline 2: Design and Construct Buildings and Parking Lots to Enhance Corridor

Building location plays a vital role in making a successful pedestrian corridor. A well-placed building can activate a street front, create interest, and define an area’s character.

**Construct Buildings to a Build-to Zone**

New buildings should be constructed within a build-to zone of five feet from the front property line (refer to the gray box in the bottom right corner of this page for more information). Buildings should be constructed to the side property line with the minimum side yard required by the zoning code.

**Maximize Streetwall**

By locating buildings in a row next to the sidewalk, a continuous streetwall or vertical plane formed by buildings facades along a street, is created. This wall of building facades helps maintain the pedestrian realm and helps draw people down a corridor. Between Diversey Parkway and Logan Blvd, and similarly between Fullerton Avenue and Webster Avenue at least 67% of a building’s facade should be constructed within the build-to zone on the primary street. Between Logan Blvd and Fullerton Avenue, and similarly between Webster Avenue and Armitage Avenue the recommended minimum is 50%. This is illustrated to the right.

**Locate Parking Lots in Rear**

Rear or internal parking lots are the preferred choice for urban commercial development. This parking lot configuration encourages development of buildings along the front property line, enhancing the pedestrian feel and adding vitality to the street in general. If a rear parking lot cannot be provided, a mid-block lot is preferred over corner lots, which should be avoided. Parking lots on corners leave the corner undefined, losing an opportunity to attract people and set the character of the corridor.

**Occupy Corner Parcels with Building Frontage**

Corner buildings help to define the character of the corridor and to draw potential patrons down the street. Corner buildings should anchor or “hold the corner” by being constructed directly adjacent to the front and corner lot lines.

**Screen Drive-Through Uses**

Any new drive-through businesses should be developed with the building constructed within the build-to zone.
DIVERSEY and the type of development proposed.

friendliness of the corridor. The guidelines for the Riverwalk focus on the relationship between buildings and Elston Avenue Chicago River frontage. The recommendations of this report Many parcels on the corridor have both Elston Avenue and

Prioritize Elston Avenue when Locating Buildings

recommend orienting buildings to the river. These guidelines recommend orienting buildings to the river.

This document, however, recommends that the relationship between building placement and Elston Avenue take priority over the relationship between building placement and the Riverwalk. Depending on the depth of the lot, new buildings could be located so that they fulfill both. The following recommendations outlined here help to create a balance between these competing interests.

Prioritize Elston Avenue when Locating Buildings

Many parcels on the corridor have both Elston Avenue and Chicago River frontage. The recommendations of this report focus on the relationship between buildings and Elston Avenue as one method to improve the pedestrian, bicycle, and transit friendliness of the corridor. The guidelines for the Riverwalk recommend constructing buildings oriented towards the river. This will not always be possible, based on the depth of the lot and the type of development proposed.

As development occurs on the river front parcels, the site should be designed with the following priorities. First, if the parcel is a corner lot, the primary building or an out-lot building, must be located so that it “holds the corner” by being constructed within the build-to zone. Second, buildings should be constructed with the minimum frontage requirements of 67% or 50% along Elston Avenue, as is detailed on the previous page. While the Riverwalk will carry many employees and patrons to the corridor, the bulk of the traffic will be from Elston Avenue. The site plan should be prioritized with this in mind.

Once these two criteria have been met, the remainder of the site plan should be designed to include as much river frontage as possible. This can be accomplished through an “L” or “U” shaped building or, on deep lots, by using out-lot buildings to meet the minimum Elston Avenue frontage requirements and placing the primary building adjacent to the Riverwalk. This is illustrated to the right.

Provide Pedestrian Paths Through Parking Lots

Since the preferred placement of buildings is along Elston Avenue first and the Riverwalk second, special attention needs to be given to link the Riverwalk to the businesses, especially on deep lots. If a building cannot front both Elston Avenue and the Riverwalk, with entrances off each right-of-way, then a clearly marked pathway should be included in the site design. This dedicated pedestrian path should lead from the Riverwalk directly to the building’s rear entrance and through to Elston Avenue, as is illustrated to the right. Pervious pavers or stamped asphalt can be utilized to differentiate the pathway from the rest of the parking lot. Landscaped islands can also serve this purpose.

Drive-through lanes should be located in the parking lot and be screened from view of the primary street. Access to drive-throughs should be shared with parking lot curb cuts; additional driveways intended exclusively for drive-through uses are prohibited. This is illustrated to the right.

The Elston corridor is adjacent to the Chicago River, which has historically served as a thoroughfare for commerce. However, recent years have seen a new interest in treating the river as a natural amenity to be enjoyed for recreation. The City has produced the Chicago River Corridor Design Guidelines and Standards outlining guidelines for development along the proposed Riverwalk, including parking lot screening, building location, and lighting. These guidelines recommend orienting buildings to the river.

Guidelines:

2A: Construct Buildings to a Build-to Zone.
2B: Occupy Corner Parcels with Buildings.
2C: Screen Drive-Through Uses.
2D: Prioritize Elston Avenue when Locating Buildings on River-Front Parcels.
2E: Provide Pedestrian Paths Through Parking Lots.

Whenever possible, buildings should directly front onto the Riverwalk. Above, both commercial and residential buildings were constructed along the canal walk in Indianapolis with direct points of access.

This building has an entrance on the rear facade along a trail, however, no stairs linking the two were constructed.
Property Design Guidelines

Property Guideline 3: Design Better Parking Lot Landscaping

The Chicago Zoning Ordinance outlines several requirements for the screening of parking lots located along the right-of-way (perimeter landscaping) and the landscaping within the parking lot (interior landscaping). These standards provide the minimum requirements and with a few revisions could provide both an additional aesthetic and environmental benefit. Appendix 3 of this document outlines in detail the recommended changes to the City’s Landscape Ordinance.

On this page are a series of specific recommendations for improving parking lot landscaping within the study area. These recommendations improve the overall aesthetic qualities of the corridor and provide an environmental benefit making Elston Avenue a more sustainable corridor.

**Increase the Interior Parking Lot Landscaping**

Interior parking lot landscaping should be installed so that within five years of planting, a minimum of 30% of the parking lot is shaded. This not only increases the number of trees within a parking lot, giving it a greener appearance, but can help to reduce the heat island effect by providing shade. The trees should be dispersed evenly throughout the parking lot, to expand the areas of shade and to visually break up the vast, largely unattractive paved lots. Below is an illustrative example of how this policy change could impact a small parking lot along Elston Avenue. Refer to Appendix 3 for more information on recommendations to the City’s Landscape Ordinance.

**Always Use Shade Trees**

Shade trees provide a larger canopy than ornamental trees, providing a boost to the benefits of landscaping with more impact per dollar spent. Interior and perimeter parking lot landscaping standards require shade trees, but their use should be continued throughout a site. A preference should also be given to native tree species, which are generally more tolerant to the Chicago climate.

**Incorporate Stormwater Management into Landscape Areas**

Parking lots can serve a dual purpose when designed well. Incorporate stormwater management techniques into the design of all parking lots along Elston Avenue. Several techniques can be used to accomplish this, ranging from substituting pervious or semi-pervious pavement materials for impervious surfaces to the creation of bioswales within the landscaped areas.

One simple way to incorporate stormwater management into the already required landscaping is to increase the quantity and width of perimeter landscaping to allow for the area to be used for natural filter water into the ground. A second option is utilizing the interior parking lot islands as bioswales to retain and filter water into the ground, instead of sending it to the storm sewers or the River. Similarly, large medians can be converted to rain gardens, depending on the topography of the site and the existing soils. Property owners should select the option that best suits the dynamics of their sites.

**Property Guideline 3: Design Better Parking Lot Landscaping Guidelines:**

3A: Increase the Interior Parking Lot Landscaping.
3B: Maximize the Use of Shade Trees.
3C: Install Stormwater Best Management Practices in Landscape Areas.
Property Design Guidelines

Property Guideline 4: Install Exterior Lighting to Better Preserve Dark Skies

Guidelines:

4A: Install Lighting Appropriate for the Area.
4B: Use Appropriate Wattage and Shielding.
4C: Install Lighting at Proper Height.
4D: Establish a Curfew for Nighttime Lighting.

One goal of the Leadership in Energy and Environmental Design (LEED) rating system for New Commercial Construction and Major Renovation Projects (LEED-NC) and the International Dark Sky Association (IDSA) is to eliminate light trespass from a site, thereby improving night sky access and reducing the negative impact on nocturnal environments. Inappropriate lighting levels can result in glare, artificial sky glow, wasted energy, and human eye strain.

To prevent these occurrences and exceed the requirements of LEED, exterior lighting for parking lots and loading areas should meet the standards recommended below. These recommendations are shaped by the IDSA Model Lighting Ordinance (MLO) (currently in draft form), LEED, and the Illuminating Engineering Society of North America (IESNA) RP-33-99. The MLO, when completed, will be the most comprehensive of the three.

Install Lighting Appropriate for the Area

Elston Avenue is a high-density urban environment and should be lighted accordingly. The draft MLO defines five lighting zones and provides standards based on these designations. The majority of Elston Avenue can be described as Lighting Zone 3 (LZ 3), commercial and/or industrial uses within an urban area. The MLO recommends that medium ambient illumination in LZ 3.

Use Appropriate Wattage and Shielding

Shielding a luminaire controls the direction of the light emitted. This concentrates the light where it is intended to shine and prevents both waste and trespass onto other properties. LEED recommends that all lights greater than 1000 initial lumens be shielded.

Install Lighting at Proper Height

Another method of controlling light trespass and ensuring lighting efficiency is to regulate the height at which a light is mounted. In general, a light should not be mounted higher than 37.5’ in LZ 3, whether on a pole or a building. However, special rules apply for lighting that is mounted at or near a property line. Specifically, a pole should not exceed a height that is one-third the distance of the pole to the property line and cannot be greater than 12’ if located on the property line. When mounted to a building, a light should not be higher than one-third the distance to the property line.

Establish a Curfew for Nighttime Lighting

Lighting systems for non-residential uses should be extinguished or at least reduced by 50% overnight; this is known as a curfew. Midnight or the close of business operation, whichever is later, until the start of business or dawn, whichever is earlier, are recommended curfew parameters.

The canopy of this gas station is externally and internally lighted, making it glow.

Night time lighting of a parking using lights mounted on pole.

The poles, mounted at the property lines, are causing light to trespass onto adjacent properties.
Property Design Guidelines

Property Guideline 5: Limit the Number of Curb Cuts

Driveways or curb cuts provide necessary access for deliveries, employees, and customers traveling by vehicle; however, curb cuts also interrupt the flow of pedestrians, the streetwall, and the streetscape. Elston Avenue will always be an auto-oriented corridor, but a balance must be achieved between the needs of pedestrians, future transit riders, bicyclists, and automobiles. Refer to Streetscape Guideline 6 for additional information.

Recommended

- Use side streets and alleys for access whenever possible.
- Design buildings and site plan to minimize the number of driveways needed.
- Construct loading zones in the rear or on the side of buildings.
- Share parking facilities to minimize the number of curb cuts onto Elston Avenue.

Use Alleys & Side Streets for Access & Loading Docks when available

To minimize the interruptions caused by curb cuts, access to parking lots and loading docks should be from alleys or side streets whenever possible. Loading docks should not be located on front facades. Curb cuts should be limited to 25’ as required by the City’s Zoning Ordinance.

Both of these site plans provide two entrances to their respective parking lots. One entrance is located on the primary street, the other on a side street. Where possible, alley access to parking lots is preferred. A shared parking lot with combined access points is illustrated on the left.

Not Recommended

- Do not construct curb cuts larger than 25’, as specified by the Chicago Zoning Ordinance.
- Avoid loading docks on the front facade of buildings.

Share Driveways & Parking where feasible

Access to adjacent parking lots should be combined to decrease curb cuts and further minimize interruptions. Access to businesses with shared or cooperative lots in particular should be combined. The drawing below on the left demonstrates a scenario where parking lot access could easily be combined for adjacent parcels.

Limit the number of curb cuts on Elston Avenue to that prescribed by the Zoning Ordinance.

Use side streets and alleys for access whenever possible.

Property Guideline 5: Limit the Number of Curb Cuts

Guidelines:

5A: Use Alleys & Side Streets for Access & Loading Docks when available.
5B: Share Driveways & Parking where feasible.
Clearly marked entrances that are located at the sidewalk will entice passersby to notice and enter stores. Locating entrances at the sidewalk creates a consistent level of activity at the street front as people pass in and out of stores.

Provide Primary Entrance Along Elston Avenue
All new buildings should be constructed with the primary entrance on the sidewalk facing Elston Avenue. These doors should remain unlocked during business hours and should be available for customer’s use. This is a required design element for designated “pedestrian streets” of which Elston is not one. Though Elston Avenue is not a designated “pedestrian street”, locating the primary entrance of a building at the sidewalk is a simple method to making the corridor more pedestrian friendly. These entrances can be located at the corner of a building for better access to more than one street or for easier access to a parking lot located in the side yard of a lot.

Encourage Recessed Entryways
Doorways along a sidewalk should be recessed up to five feet. Recessing a doorway creates an interesting three-dimensional facade, prevents doors from opening into the path of pedestrians, creates more transparent surfaces allowing more visibility into store windows, and finally, they create a transitional space between the store and the sidewalk, which is especially useful during inclement weather.

Recommended
• Locate an entrance on Elston Avenue, entrances at the corner of a building meet this requirement.
• Comply with all accessibility requirements.
• Install secondary entrances along the Riverwalk and along parking facilities.
• Recess doorways into the building (up to 5').

Not Recommended
• Avoid doorways that are flush with the front facade.
• Avoid doorways that only serve the parking facilities.
• Avoid closing or locking entrances during business hours.

Provide Rear Entrances
An entrance along a sidewalk serves those who have walked, bicycled, or taken transit, but may not serve those who have driven if the parking lot is located in the side or rear yard. Therefore, it is recommended that an entrance be provided for access from parking lots. Buildings located directly along the Riverwalk should also include points of access for those traveling along the pathway. These side and rear entrances are considered secondary, but they should be clearly marked and have a high level of transparency immediately surrounding the door.

Despite being located directly adjacent to the sidewalk, this new commercial building along Elston Avenue does not have an entrance or display windows facing Elston Avenue.

Not Recommended
• Avoid doorways that are flush with the front facade.
• Avoid doorways that only serve the parking facilities.
• Avoid closing or locking entrances during business hours.

Property Design Guidelines
Property Guideline 6: Locate Primary Entrance at Sidewalk

Guidelines:
6A: Provide Primary Entrance Along Elston Avenue.
Property Design Guidelines

Property Guideline 7: Install Transparent Windows

Storefront windows provide merchants with an opportunity to display their wares to those passing their stores. A transparent facade also can impact an area’s safety or perceived safety by allowing those in the stores to see the activity on the street and vice versa. These opportunities should be maximized, benefiting both merchant and patrons. Ground floor facades for commercial uses on Elston Avenue should have a minimum transparency level of 60%, which is required by code on designated pedestrian streets.

Use clear, non-reflective glass in new construction or replace reflective or dark tinted glass with clear glass when renovating existing buildings. Transparent windows, free of heavy tints and mirrors, allow pedestrians to see into stores and business owners and shoppers to look out onto the sidewalk.

Install a Minimum Upper Floor Transparency

Upper floors should have a minimum of 20% transparency. The more transparent the facade, the more “eyes on the street”, making the corridor safer, especially when residences above can see the street 24 hours a day.

**Recommended**

- Retain existing buildings’ original window design. Replacement windows should be the same size and scale as the originals.
- Provide traditionally oriented, vertical, double-hung windows in upper floors so that they compose at least 20% of the facade.

**Not Recommended**

- Avoid installing opaque panels or materials to replace clear glass windows.
- Prohibit use of Plexiglas and other imitation glass materials.
- Replace windows on the first floor that are above eye level.

**Acceptable, but Not Recommended**

Display windows or glass boxes on facades that give the illusion of a window but do not pass through to the inside of the building can be used but are not preferred.

In mixed-use areas, large storefront windows and vertically oriented upper story windows result in more “eyes on the street” throughout the day.

Storefront display windows can be used to attract potential customers.

Ground floor windows should be transparent and installed at eye level.

Do not replace clear glass windows with opaque materials.

Elston Avenue Streetscape and Property Design Guidelines
Elston Avenue has a mix of businesses, ranging in size and intensity and each has different signage needs. All signage on Elston should be visible to both the passing motorist and pedestrian. Signage should be constructed with quality materials as it reflects the character of the business.

Signage: Diversey-Logan & Fullerton-Webster

Two types of signage are acceptable for small scale commercial or mixed-use buildings, constructed to the build-to line, which are most commonly found between these intersections. Acceptable signage includes signs mounted flat on the building face, and perpendicularly-oriented signs that project from the building. Flat or band signage may include pin-mounted signs or signage composed of individual letters. Individual backlit letters are also acceptable.

Recommended

- Scale signs to fit the storefront; do not cover any windows or detailing.
- Use durable materials such as wood (cedar or redwood), wood substitutes (high density urethane), metal, or molded letters.
- Use pin mounted letters.
- Paint window signs that convey such information as store name, logo, or hours, as long as they allow visibility into the storefront.
- Utilize appropriately scaled monument signs for large commercial developments.

Not Recommended

- Avoid backlit box signs.
- Use pin mounted signs, especially in distinctive fonts. Small scale backlit signs in white or black with separate letters are acceptable.

Prohibited Signage in All Zones

Signs with flashing lights should be prohibited. Flat or band signs that are backlit, a box frame covered with a plastic sheet illuminated from inside, are also not recommended. New pole-mounted signs should be prohibited and existing ones should be phased out as the corridor redevelops.

Property Guideline 8: Use Appropriate Signage for the Corridor

Guidelines:

8A. Install Appropriate Signage on Buildings & Sites.

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**Signage: Logan-Fullerton & Webster-Armitage**

Large-scale commercial or industrial developments, found mostly in between these intersections, can use flat or band signs, projecting signs, and monument signs, rather than pole-mounted signs. Monument signs should be constructed with quality materials such as brick or stone.

Prohibited Signage in All Zones

- Signs with flashing lights should be prohibited.
- Flat or band signs that are backlit, a box frame covered with a plastic sheet illuminated from inside, are also not recommended.
- New pole-mounted signs should be prohibited and existing ones should be phased out as the corridor redevelops.

Recommended

- Use pin mounted signs, especially in distinctive fonts.
- Small scale backlit signs in white or black with separate letters are acceptable.

Not Recommended

- Avoid electronic message boards and video display boards.
- Avoid more than one sign per business.
- Avoid backlit box signs.
- Avoid signs with flashing or similarly distracting lights.
- Avoid an excessive number of signs in windows.
- Prohibit pole-mounted signage.

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**Property Design Guidelines**

**Property Guideline 8: Use Appropriate Signage for the Corridor**
Property Design Guidelines
IV. Appendix 1: Existing Conditions Analysis
Appendix
Elston Avenue Corridor

The following existing conditions analysis pages were created at the start of this assessment and design process for use during initial meetings with the working group and the Aldermen. The following describes the characteristics of each zone or segment of the Elston Avenue study area between Diversey Parkway and Armitage Avenue.

Zone 1: Diversey Parkway to Logan Boulevard

This area is the smallest of the four portions of Elston Avenue. It comprises a large number of small parcels and has both commercial, small scale light industrial, and residential uses. Relatively intact, few vacant lots exist in this area and the vast majority of non-residential buildings are built with little to no setbacks. Additionally, on-street parking exists on both sides of the street.

This segment already has a higher pedestrian volume then other parts of the corridor as Diversey Parkway serves as a link to transit and Logan Boulevard links the corridor to the adjacent residential neighborhoods. Walking along this segment is comfortable for pedestrians. Their pathway is clearly defined between the buildings with little to no setback and the on-street parking lane. This portion does not have a large number of curb cuts, so there are relatively few locations of pedestrian vehicle conflict.

Zone 2: Logan Boulevard to Fullerton Avenue

Unlike north of Logan Blvd, south of Logan Blvd to Fullerton Ave has many large and deep parcels that extend to the Chicago River and to the Kennedy Expressway. These parcels frequently resulted from the consolidation of smaller parcels and rights-of-way to create large scale developments, including big box developments. Several of these large scale developments have occurred here and most are set-back from the street with large parking lots in the front and side yards. On-street parking exists in the middle third of the segment.

The view from the sidewalk is vast and unfriendly. Buildings are out of the direct line of sight due to large setbacks. Parking lots are adjacent to the sidewalk and on-street parking is sporadic forcing the sidewalk to be located directly against the roadway. The large number of curb cuts create numerous locations of potential conflict and interrupt the flow of traffic. Logan Blvd to Fullerton Ave is also comprised of longer than standard city blocks, making crossing the street not to access the different stores difficult. This segment is currently not very pedestrian friendly.

Zone 3: Fullerton Avenue to Webster Avenue

This portion of the corridor is very similar to the northern most, with small, shallow parcels, few vacant lots, limited residential development, and many of the original buildings intact. As home to several industrial businesses, it has more so than the other three portions discussed here. On-street parking exists along the entire length of this segment.

Pedestrian travel is also relatively high in this section as a result of the existing residential and mixed-use development. Webster Avenue, like Logan Boulevard, links the corridor with adjacent residential development and serves as a link between Lincoln Park and the Bucktown and Wicker Park neighborhoods. Travel through here is comfortable, but the number of curb cuts is higher than necessary since the west side of the street has access to an alley system.

From Fullerton Ave to Webster Ave is home to the largest concentration of industrial development within the study area. The transition to commercial uses will not impact the entire corridor, at least not in the near future. The commercial uses are currently concentrated at the intersections of Fullerton-Damen-Elston and Webster-Elston Avenues.

Zone 4: Webster Avenue to Armitage Avenue

Webster Avenue to Armitage Avenue, like that between Logan Blvd to Fullerton Avenue, is comprised of large parcels bound by the Chicago River and the Interstate. The southwest side of Elston has been redeveloped with a large scale, big box commercial development, including Best Buy and Kohls. The other side of Elston Avenue has vacant or under used parcels. No on-street parking exists in this zone.

This portion is currently not a very rewarding place to walk. The east side of the street is mostly vacant and the new commercial development on the west side of the street was constructed with buildings oriented to a central parking area and not to Elston Avenue. There are no windows or entrances onto Elston Avenue, though the buildings are not set-back as far as the big box developments in that area between Logan Blvd and Fullerton Avenue.
The following pages outline the existing conditions analysis, Master Plan, and streetscape plans for the Elston Avenue corridor. These illustrations are organized by zone. Each covers the proposed improvements to the streetscape and such issues as recommendations for alternative parking lot landscape screening, driveways, and land use or development patterns.

**Master Plan Analysis Map Key**

This key outlines in detail the information associated with the Master Plan Analysis Map. A smaller, abbreviated key can be found with each sheet of the map. This analysis resulted in the creation of proposed plans for specific elements such as connectivity, driveways, and most importantly, streetscape.

There are two map symbols that relate to the proposed streetscape improvements, Streetscape Improvements Plus and Streetscape Improvements.

**Streetscape Improvements Plus**

This element highlights locations in Zones 2 and 4. In these segments, the streetscape plan examines not only improvements to the aesthetic appearance of the pathway, but also elements that improve flow, such as curb cut quantity and location. Improvement Plus also required review of the adjacent landscape screening and development pattern to make the pedestrian journey more rewarding.

**Streetscape Improvements**

The areas designated with this symbol already have decent pedestrian movement with a more rewarding journey than those areas under Improvements Plus. These areas were not rated all green in the PedZone AnalysisSM, but have advantages over Zones 1 and 4. The focus in these areas is on creating aesthetic improvements with street furniture, trees, and identity elements.

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**Master Plan Analysis Key**

- **Streetscape Improvements Plus**
  - ▶️ Widens sidewalks to at least 10’.
  - ▶️ Installs streetscape furniture including trash receptacles and bicycle racks.
  - ▶️ Uses an identifying element that is visible to the passing motorist, as well as pedestrian, such as a barrier.
  - ▶️ Reviews curb cuts and considers reducing the width, combining, and removing, when necessary.
  - ▶️ Reviews landscaping requirements to screen parking lots and loading areas.
  - ▶️ Encourages the development of buildings constructed with minimal setbacks.

- **Pedestrian Intersections**
  - ▶️ Treats these intersections as gateways or portals into the corridor.
  - ▶️ Installs bulk-head or medians on side streets to facilitate flow.
  - ▶️ Installs pavers, bollards, and/or decorative railing to highlight the pedestrian space around the intersection.
  - ▶️ Uses benches or planters along the side streets as space permits.

- **Crosswalk Decisions**
  - ▶️ Highlights crosswalks with stamped pavers or other design.
  - ▶️ Creates mid-block crossings in order to have a crossing at every 600’ (Zones 1 & 3) and every 500’ (Zones 2 & 4).

- **Streetscape Improvements**
  - ▶️ Preserves existing on-street parking.
  - ▶️ Installs on-street parking where it currently does not exist.
  - ▶️ Single parking lane.
  - ▶️ Double-headed parking meters in Zones 1 & 3.

- **Existing On-street Parking**
  - ▶️ Study Area
  - ▶️ Ward 1 & 32 Boundary
  - ▶️ Existing Buildings
  - ▶️ Buildings to Preserve & Enhance
  - ▶️ Redevelopment in Progress
  - ▶️ Future Riverwalk
  - ▶️ Residential Links
  - ▶️ Vehicular Links

- **Lots in Compliance with Landscape Code**
  - ▶️ LOTS NOT IN COMPLIANCE WITH LANDSCAPE CODE

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Existing Conditions Analysis
Appendix

Zone 1: Existing Conditions Analysis

Zone 1, as was previously mentioned, is relatively intact; there are few vacant lots and the majority of the buildings are built up to the street. On-street parking also exists throughout this zone. There is an opportunity to make this zone an active, pedestrian-oriented area with businesses that serve the adjacent residential developments, as many of the needed elements already exist. The Master Plan Analysis Map on the adjacent page outlines many of opportunities and constraints to redevelopment. Since the majority of the buildings are constructed to the street, curb cuts and parking lots adjacent to the right-of-way are not as critical of issues for this zone, which is why the streetscape improvements designation was given.

General Opportunities
- Improve pedestrian circulation and the aesthetic appearance of the corridor.
- Create an enhanced pedestrian space at the corner of Logan Boulevard and Elston Avenue through streetscape enhancements including landscaped medians.
- Create a mixed-use area to serve the residential neighborhoods within the zone and those immediately surrounding it.
- Preserve and enhance a number of multiple-story buildings constructed with appropriate setbacks.
- Proximity to regional shopping centers.
- Proximity to transit on Diversey Parkway and Western Avenue providing city-wide access.
- Proximity to bicycle access.

General Constraints
- Narrow sidewalks along Elston.
- Restricted transit access along the corridor.
- Few retail businesses in the Zone.
- Existing buildings have little to no transparency.
- Quantity of single-use buildings.

View looking east on Logan Boulevard. The right-of-way on Logan Boulevard is 100’ offering an opportunity to create a center median, while preserving the turn lane.

One and two family residential development on Elston Avenue, north of Logan Boulevard. Similar types of residential also exist along Diversey Parkway and Logan Boulevard.

The existing sidewalks are approximately 7’. This narrow space quickly becomes more constricted with the placement of newspaper boxes, light poles, and single-head parking meters.

Many of the existing buildings on the corridor have had their windows blocked in, limiting the building’s transparency. A building’s transparency plays an important role in making a pedestrian pathway interesting and rewarding.

The existing sidewalks are approximately 7’. This narrow space quickly becomes more constricted with the placement of newspaper boxes, light poles, and single-head parking meters.
Decision point: opportunity for crossing enhancements.

Introduce streetscape to facilitate pedestrian flow and create a rewarding, comfortable environment.

Link corridor to the future riverwalk through clear pedestrian pathways.

Create gateways into the mixed-use zones with intersection improvements.

Create clear connections to link adjacent residential development to corridor.

Rehabilitate prominent buildings on the future riverwalk.

Study existing on-street parking on Elston. Make viaducts comfortable pedestrian zones.

Study Area
Future Riverwalk
Building to Preserve & Enhance
Existing Buildings
Existing On-street Parking
Bus Routes
Lot in Compliance with Landscaping Code
Lots Not in Compliance with Landscape Code
Loading Area
Study Existing Curb Cuts

Key

- Study Area
- Future Riverwalk
- Building to Preserve & Enhance
- Existing Buildings
- Existing On-street Parking
- Bus Routes
- Lots in Compliance with Landscaping Code
- Lots Not in Compliance with Landscape Code
- Loading Area
- Study Existing Curb Cuts

Diversey-Western-Elston intersection serves as a link to transit.

R.O.W. is 66'.

Lacking perimeter parking lot screening.

North 0' 100' 200' 50'

Key

- Study Area
- Future Riverwalk
- Building to Preserve & Enhance
- Existing Buildings
- Existing On-street Parking
- Bus Routes
- Lots in Compliance with Landscaping Code
- Lots Not in Compliance with Landscape Code
- Loading Area
- Study Existing Curb Cuts

Diversey-Western-Elston intersection serves as a link to transit.

R.O.W. is 100'.

Create clear connections to link adjacent residential development to corridor.

Rehabilitate prominent buildings on the corridor.

Study existing on-street parking on Elston. Make viaducts comfortable pedestrian zones.

Create gateways into the mixed-use zones with intersection improvements.

Create clear connections to link adjacent residential development to corridor.

Rehabilitate prominent buildings on the future riverwalk.

Study existing on-street parking on Elston. Make viaducts comfortable pedestrian zones.

Create gateways into the mixed-use zones with intersection improvements.

Create clear connections to link adjacent residential development to corridor.

Rehabilitate prominent buildings on the future riverwalk.

Study existing on-street parking on Elston. Make viaducts comfortable pedestrian zones.

Create gateways into the mixed-use zones with intersection improvements.

Create clear connections to link adjacent residential development to corridor.

Rehabilitate prominent buildings on the future riverwalk.

Study existing on-street parking on Elston. Make viaducts comfortable pedestrian zones.

Create gateways into the mixed-use zones with intersection improvements.

Create clear connections to link adjacent residential development to corridor.

Rehabilitate prominent buildings on the future riverwalk.

Study existing on-street parking on Elston. Make viaducts comfortable pedestrian zones.

Create gateways into the mixed-use zones with intersection improvements.

Create clear connections to link adjacent residential development to corridor.

Rehabilitate prominent buildings on the future riverwalk.

Study existing on-street parking on Elston. Make viaducts comfortable pedestrian zones.

Create gateways into the mixed-use zones with intersection improvements.

Create clear connections to link adjacent residential development to corridor.

Rehabilitate prominent buildings on the future riverwalk.

Study existing on-street parking on Elston. Make viaducts comfortable pedestrian zones.

Create gateways into the mixed-use zones with intersection improvements.

Create clear connections to link adjacent residential development to corridor.

Rehabilitate prominent buildings on the future riverwalk.

Study existing on-street parking on Elston. Make viaducts comfortable pedestrian zones.

Create gateways into the mixed-use zones with intersection improvements.

Create clear connections to link adjacent residential development to corridor.

Rehabilitate prominent buildings on the future riverwalk.

Study existing on-street parking on Elston. Make viaducts comfortable pedestrian zones.

Create gateways into the mixed-use zones with intersection improvements.

Create clear connections to link adjacent residential development to corridor.

Rehabilitate prominent buildings on the future riverwalk.

Study existing on-street parking on Elston. Make viaducts comfortable pedestrian zones.

Create gateways into the mixed-use zones with intersection improvements.

Create clear connections to link adjacent residential development to corridor.

Rehabilitate prominent buildings on the future riverwalk.

Study existing on-street parking on Elston. Make viaducts comfortable pedestrian zones.
Appendix

Zone 2: Existing Conditions Analysis

Zone 2 has experienced new development, in the form of big box commercial projects. This has resulted in a large number of curb cuts onto Elston Avenue, which disrupts traffic flow and potential streetscape improvements. The Master Plan Analysis Map identifies areas where curb cuts should be reviewed. It also designates this area as needing streetscape improvements. This includes not only recommendations for aesthetic improvements to the public right-of-way, but also includes an examination of driveways, parking lot screening, and additional crossings along Elston Avenue to link the shopping centers.

### General Opportunities

- Improve pedestrian circulation and the aesthetic appearance of the corridor through streetscape enhancements.
- Create a more rewarding pedestrian environment by:
  - Minimizing the quantity and size of curb cuts on Elston Avenue.
  - Installing appropriate screening along parking lots and loading zones.
  - Requiring buildings to be built up to the street.
- Create linkages to the proposed riverwalk and adjacent neighborhoods potentially increasing the number of patrons to Elston Avenue businesses.
- Proximity to expressway access at Fullerton Avenue.
- Proximity to bicycle access.
- Proximity to recreation uses such as the tennis club and whirlyball.

### General Constraints

- Restricted transit access along the corridor.
- Intermittent on-street parking.
- Wider than necessary travel lanes and narrow sidewalks.
- Multiple curb cuts along Elston.
- Loading areas on the front of buildings or in a location that requires shared access with the business’ patrons.
- Lack of perimeter screening at parking lots and loading areas.
- Buildings set-back from the street.
- Lack of building transparency.
Create a comfortable & safe pedestrian zone.

Study number & size of curb cuts.

Study the future of on-street parking.

Maintain bike lane.

Create a comfortable & safe pedestrian zone.

Decision point: opportunity to enhance crossings.

Intensive big box commercial is typical for Zone 2.

Install streetscape that focuses on facilitating movement.

Intermitent on-street parking.

Study the future of on-street parking.

Create comfortable & safe passageways through viaducts.

Decision point: opportunity to enhance crossings.

Intensive big box commercial is typical for Zone 2.

Study number & size of curb cuts.

Study the future of on-street parking.

Maintain bike lane.

Create a comfortable & safe pedestrian zone.

Study number & size of curb cuts.

Study the future of on-street parking.

Maintain bike lane.
Zone 3: Existing Conditions Analysis

Zone 3 shares many of the characteristics of Zone 1 and many of the opportunities and constraints to redevelopment. Connectivity is a key issue in Zone 3 due to proximity to residential neighborhoods and potential mid-block access to the future riverwalk. The Webster-Elston intersection is a key pedestrian node within the study area. This intersection, and the non-lighted T-intersections at Winchester and Honore, should all be enhanced to make crossing Elston Avenue safer and easier.

Several industrial businesses exist and will continue to operate on the corridor. Improvements such as shifting loading zones and curb cuts to alleys and side streets are recommended whenever possible. This combined with wider sidewalks and street trees will greatly improve the quality of the pedestrian pathway.

### General Opportunities
- Improve pedestrian circulation and the aesthetic appearance of the corridor.
- Create an enhanced pedestrian space at the corner of Webster Avenue and Elston Avenue through streetscape enhancements including bulb-outs.
- Create a mixed-use area to serve the residential neighborhoods within the Zone and those immediately surrounding it.
- Enhance links to the adjacent neighborhoods west of the expressway.
- Create links to the future riverwalk.
- Preserve and enhance the multiple-story buildings constructed with appropriate setbacks.
- Proximity to regional shopping centers.
- Proximity to transit on Fullerton Avenue and Damen Avenue providing city-wide access.
- Proximity to bicycle access.

### General Constraints
- Narrow sidewalks along Elston Avenue.
- Restricted transit access along the corridor.
- Few retail businesses in the Zone.
- Many of the existing industrial buildings have little to no transparency and are constructed with inappropriate materials.
- Quantity of curb cuts onto Elston Avenue.
- Viaducts serve as barriers to accessing the corridor from the residential neighborhoods to the west.
- Loading areas on the front of buildings or in a location that requires shared access with the business’ patrons.

### Existing Conditions Analysis

Zone 3 shares many of the characteristics of Zone 1 and many of the opportunities and constraints to redevelopment. Connectivity is a key issue in Zone 3 due to proximity to residential neighborhoods and potential mid-block access to the future riverwalk. The Webster-Elston intersection is a key pedestrian node within the study area. This intersection, and the non-lighted T-intersections at Winchester and Honore, should all be enhanced to make crossing Elston Avenue safer and easier.

Several industrial businesses exist and will continue to operate on the corridor. Improvements such as shifting loading zones and curb cuts to alleys and side streets are recommended whenever possible. This combined with wider sidewalks and street trees will greatly improve the quality of the pedestrian pathway.

### General Opportunities

- Improve pedestrian circulation and the aesthetic appearance of the corridor.
- Create an enhanced pedestrian space at the corner of Webster Avenue and Elston Avenue through streetscape enhancements including bulb-outs.
- Create a mixed-use area to serve the residential neighborhoods within the Zone and those immediately surrounding it.
- Enhance links to the adjacent neighborhoods west of the expressway.
- Create links to the future riverwalk.
- Preserve and enhance the multiple-story buildings constructed with appropriate setbacks.
- Proximity to regional shopping centers.
- Proximity to transit on Fullerton Avenue and Damen Avenue providing city-wide access.
- Proximity to bicycle access.

### General Constraints

- Narrow sidewalks along Elston Avenue.
- Restricted transit access along the corridor.
- Few retail businesses in the Zone.
- Many of the existing industrial buildings have little to no transparency and are constructed with inappropriate materials.
- Quantity of curb cuts onto Elston Avenue.
- Viaducts serve as barriers to accessing the corridor from the residential neighborhoods to the west.
- Loading areas on the front of buildings or in a location that requires shared access with the business’ patrons.

### Existing Conditions

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- Preserve and enhance the multiple-story buildings constructed with appropriate setbacks.
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- Proximity to transit on Fullerton Avenue and Damen Avenue providing city-wide access.
- Proximity to bicycle access.

### General Constraints

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- Restricted transit access along the corridor.
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- Many of the existing industrial buildings have little to no transparency and are constructed with inappropriate materials.
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Appendix

Zone 3: Existing Conditions Analysis

Streetscape Improvements Plus
Streetscape Improvements
Links to River and Adjacent Development
Vehicle Traffic Flow
Study Area
Redevelopment Area
Future Riverwalk
Buildings to Preserve & Enhance
Existing Buildings
Existing On-street Parking
Bus Routes
Lot in Compliance with Landscaping Code
Lots Not in Compliance with Landscape Code
Existing Curb Cuts
Study Existing Curb Cuts

Study future of on-street parking.

Maintain bike lane.

Decision point: crosswalk opportunity.

Install streetscape to facilitate flow and create a rewarding pedestrian environment.

Extend existing R.O.W.s to link to future riverwalk.

Utilize intersection to create a rewarding pedestrian space.

Study Existing Curb Cuts

Existing vehicular traffic flow.

Existing residential

Link to future riverwalk.

Decision point: crosswalk opportunity.

Extend existing R.O.W.s to link to future riverwalk.

Utilize intersection to create a rewarding pedestrian space.

Study Existing Curb Cuts

Existing vehicular traffic flow.

Existing residential

Link to future riverwalk.

Decision point: crosswalk opportunity.

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Extend existing R.O.W.s to link to future riverwalk.

Utilize intersection to create a rewarding pedestrian space.
Appendix

Zone 4: Existing Conditions Analysis

Zone 4 is closely related to Zone 2 in terms of parcel size and existing development type. A new big box development is under construction on the west side of the street. This zone requires the standard streetscape improvements, but also a review of driveways, landscape and development pattern, as half the zone is currently underdeveloped, which is why the Master Plan Analysis Map designated this segment as needing streetscape improvements.

**General Opportunities**

- Improve pedestrian circulation and the aesthetic appearance of the corridor through streetscape enhancements.
- Create a more rewarding pedestrian environment by:
  - Minimizing the quantity and size of curb cuts on Elston Avenue.
  - Installing appropriate screening along parking lots and loading zones.
  - Requiring buildings to be built up to the street.
- Create linkages to the proposed riverwalk and adjacent neighborhoods potentially increasing the number of patrons to Elston Avenue businesses.
- Improve the appearance of the viaduct north of the Ashland-Armitage-Elston Avenues intersection.
- Improve the Ashland-Armitage-Elston Avenues intersection creating a more pedestrian friendly environment.
- Proximity to expressway access at Armitage Avenue.
- Proximity to bicycle access.
- Proximity to regional transportation through Metra.

**General Constraints**

- Restricted transit access along the corridor.
- Wider then necessary travel lanes and narrow sidewalks.
- Under-utilized or vacant parcels.
- Buildings set-back from the street.
- Uninviting appearance of viaduct.
- Pedestrian unfriendliness of Ashland-Armitage-Elston Avenues intersection.

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This viaduct north of the Ashland-Armitage-Elston Avenues intersection appears dark and uninviting, even on a sunny day.

Existing multiple story building at the Ashland-Armitage-Elston Avenues intersection.

View north on Elston Avenue. The approximately 52' of pavement consist of two travel lanes and the bike lane. Those traveling on the 7’ sidewalk are not buffered from the faster moving traffic.

Zone 4 has several potential redevelopment sites, as well as, two large developments currently under construction, Best Buy and Kohls.
Large redevelopment site.

Create link to future riverwalk and industrial corridor.

Install streetscape focused on pedestrian flow.

Decision point: opportunity to enhance crosswalks.

Create safe links to adjacent residential.

Create comfortable pathways through viaducts.

Prevent viaducts from being barriers to pedestrian flow.

Armitage-Ashland-Elston intersection improvements.

Decision point: opportunity to enhance crosswalks.

Install streetscape focused on pedestrian flow.

Create link to future riverwalk and industrial corridor.
IV. Appendix 2: Additional Identity Elements
Appendix

Additional Identity Options

As part of the Elston Avenue Streetscape & Property Design Guidelines process, an identity for the corridor was created. The identity’s purpose is to announce the corridor’s presence. The Elston Avenue identity options reflect either the corridor’s industrial past (cogs) or its location adjacent to the Chicago River (bridge and bridge elements). Constructed of metal, the identity is permanently attached to Chicago Gateway 2000 light pole.

The first illustration to the right was the working group’s preferred identity option. This option is illustrated in more detail in Streetscape Guideline 4: Install New Street Lighting and Identity. The other five options are illustrated and also illustrated on this page. All of the options may be utilized with a changeable banner if that is the community’s preference.

Option 1. Cut letters reading “Elston” with quarter sections of a cogs or gear. “Ave” can also be added to this element.

Option 2. “Elston Avenue” cut from a rectangular sheet of metal topped with a design based on an adjacent bridge over the Chicago River.

Option 3. “Elston Avenue” cut from a rectangular sheet of metal capped on either end with a design based on an adjacent bridge over the Chicago River.
Appendix
Additional Identity Elements

Option 4. “Elston Avenue” cut from a narrow rectangular sheet of metal attached to a design element based on an adjacent bridge over the Chicago River.

Option 5. “Elston Avenue” spelled out with individually cut metal letters.

Option 6. Cut letters reading “Elston” capped with design elements based on an adjacent bridge over the Chicago River.
IV. Appendix 3: Policy-Level Recommendations for the Corridor
Elston Avenue is not directly served by transit, although bus lines exist on several adjacent streets, including Diversey Parkway, Western Avenue, Damen Avenue, Fullerton Avenue, Ashland Avenue, and Armitage Avenue. Elston Avenue had a bus route serving the corridor until the late 1990s when it was discontinued. The development that has occurred on Elston Avenue since that time makes a bus route an important asset. The proposed CTA bus route would have stops at the major intersections, allowing easy transfers to adjacent routes, and large commercial nodes. The proposed transit stops would be located at the far side of the intersection to prevent backups behind the bus.

Bus Stop Details
Installation of a 10’ x 100’ bus pad may be required, depending on how heavily the stop will be frequented. This bus pad, constructed with 10” thick concrete will require the removal of some on-street parking spaces. Second, street trees should not be installed any closer than 40’ to a bus stop if located on the near side of an intersection and 75’ if the bus stop is located on the far side of an intersection, which is the recommended location of the bus stops on Elston Avenue.

All bus stops are signed with the appropriate route information, but not all stops have shelters. The standard bus shelter requires a sidewalk width that is larger than what is proposed for Elston Avenue. A smaller shelter does exist and it can be used on sidewalks that are as narrow as 8’. A shelter is recommended at the stops that are adjacent to existing bus lines. At a minimum, a bench and trash receptacle should be located at each stop. Finally, the on-street parking lane and the bicycle lane can be combined during peak hour traffic to serve as a bus-bike lane. This will allow those traveling by bus to move more easily through the corridor at peak hours. A bus-bicycle lane requires additional signage, both pavement markings that designate the bus and bicycle lane and pole mounted signs restricting parking during certain hours.

Benefit to Employees on Elston Avenue
Employment centers on Elston Avenue have shifted from industrial to commercial and retail, especially in between Logan Boulevard and Fullerton Avenue and between Webster Avenue and Ashland Avenue. As Elston Avenue continues to transition, the need for the reinstated route will continue to increase. Current business owners and managers frequently witness their employees walking from transit stops on adjacent roadways to their jobs along the corridor. An Elston Avenue bus route would make commuting to work for many employees more convenient and efficient.

Benefit to Business Patrons on Elston Avenue
The bus route would also serve the patrons of the new commercial and retail businesses, providing an opportunity to easily travel to the corridor without having to drive between businesses. Transit options for employees and patrons alike will become increasingly important as new businesses open and attract more people and more vehicles.

To achieve this recommendation, the City will have to partner with the Chicago Transit Authority (CTA) who has jurisdiction over this bus route. Assistance from the Aldermen of the 1st and 32nd wards and others with jurisdiction over Elston Avenue would further the implementation of this Guideline.

Key
- Existing CTA bus routes
- Proposed bus stops on Elston
- Proposed bus route on Elston
- Metra Station

Example of a bus stop with a shelter. On Elston Avenue, the sidewalk width will permit either a bench or a small shelter.

Bus stops can have a small shelter, a larger shelter, or simply a sign and a bench as is shown here.

10’ x 100’ bus pad allows bus to stop for passengers without blocking vehicular traffic. Photograph provided by CDOT.
Packing in the City is regulated by the City of Chicago's Zoning Ordinance. To reduce the number of off-street spots constructed, the amount of impervious surface on each lot, and the number of curb cuts into parking facilities of developments along Elston, the following two Guidelines are recommended for corridor-wide implementation. Whenever projects are eligible for parking reductions, developers should be strongly encouraged to take advantage of these provisions. This can be discussed during the plan review phase of development in the study area.

**Revise the Shared and Cooperative Parking Provisions to Include Public or Shared Uses**

The provisions for shared and cooperative parking in the Chicago Zoning Ordinance do not specifically mention the possibility of reserving spaces for public or shared uses, such as public transportation, car sharing, or the riverwalk. Specifically allowing "public or shared uses" in these parking provisions (Ordinance 17-10-0700) for Elston corridor developments would help support the Aldermen and other City officials as they try to negotiate shared and cooperative parking agreements in this area.

**Revise the Transit-Served Parking Provision**

In the Chicago code, both new and existing buildings in Business or Commercial zoning districts are eligible for parking reductions of up to 25% (new construction) and 50% (existing structures), if the parcels are considered "transit-served". Section 17-10-0102 in the Zoning Ordinance defines transit-served as being located within 600’ of a CTA or Metra Rail stop, measured by a straight line between the rail station entrance and the entrance of the building. Those parcels within the study area that are eligible should be encouraged to take advantage of the provision, particularly if the development is a PD.

To expand the applicability of this provision, the distance from the station and the method of measurement should be revised for the Elston corridor. First, the distance from station should be increased. 600’ is only about one block long or just over a tenth of mile. This distance could be modified for the Elston corridor to include a range of distances, starting at 600’ and increasing in increments of 200’, up to 1000’ (just under two tenths of a mile) with a sliding percentage of permitted parking reductions. These reductions could apply to existing and new construction, as shown in the table below. Secondly, the method of measurement should be revised. The distance should be measured from the entrance of the station to the property in question's parcel line, not an entrance of the building, to allow for more flexibility.

<table>
<thead>
<tr>
<th>Distance from Train Station (in ft.)</th>
<th>Type of Structure</th>
<th>Off-Street Parking Requirement Reduction (in %)</th>
</tr>
</thead>
<tbody>
<tr>
<td>600</td>
<td>Existing Structure</td>
<td>50%</td>
</tr>
<tr>
<td></td>
<td>New Structure</td>
<td>25%</td>
</tr>
<tr>
<td>800</td>
<td>Existing Structure</td>
<td>30%</td>
</tr>
<tr>
<td></td>
<td>New Structure</td>
<td>20%</td>
</tr>
<tr>
<td>1000</td>
<td>Existing Structure</td>
<td>20%</td>
</tr>
<tr>
<td></td>
<td>New Structure</td>
<td>15%</td>
</tr>
</tbody>
</table>

Proposed Distance for Transit Served Parcels. Increasing the distance from the train station that makes a parcel transit served will reasonably allow additional business to take advantage of the off-street parking requirement reductions on a sliding scale based on their location in relation to the station.

This parking lot serves multiple businesses located in this shopping area.

Many large retailers prohibit parking for other nearby uses within their parking lot.
Appendix

Increase Parking Lot Landscape Requirements along the Corridor

The Zoning Ordinance outlines several requirements for the landscaping of parking lots and vehicular use areas. For example, it states that parking lots smaller than 3,000 square feet are not required to provide any landscaping other than the perimeter landscape screening required for all lots over 1,200 square feet. Another example is the current standard for interior parking lot landscaping which requires 1 tree to be planted for every 125 square feet of required landscaped area within a parking lot. The required landscaped area within a parking lot is determined by its size and is either 5%, 7.5%, or 10% of the parking lot's area. 

To further mitigate the heat island effect and to provide much needed shade to parking lots, the landscape standards for the Elston corridor should require, within five years of planting, that at least 10% of all parking lots, regardless of size, be shaded by landscaping. This follows the requirements of credit 7.1 in the LEED-NC Rating System 2.1, which requires 30% of a site's non-roof impervious surfaces (parking lots, walkways, plazas, etc.) to be shaded within five years of development to achieve the credit. The figures to the right illustrate the current standards in the Chicago Zoning Code and the recommended options. The trees used in the illustrations and calculations have a canopy of approximately 20" in diameter.

The 30% shade can be achieved by increasing the number of trees in landscaped islands within the parking, as is illustrated on this page. This will slightly reduce the total number of parking spaces that can be constructed in a given area, compared to the current landscaping standards. Another option is to plant additional trees along the perimeter of the parking lot, above and beyond the requirements to buffer parking lots. In this scenario, trees along the perimeter would not wholly provide shade on the parking, a factor that would need to be taken into consideration when completing the calculations.

Require the Use of Shade Trees
Shade trees provide a larger canopy than ornamental trees; they provide both visual interest and can help to mitigate the heat island effect. It is recommended that shade trees always be used in the parking lot perimeter and interior landscaping along the corridor. For the Elston corridor, shade trees should be required for all parking lot landscaping being counted toward the City's minimum requirements.

Increase the Number of Trees Planted in the Interior of Parking Lots
The Landscape Ordinance has limited requirements for landscaping within parking lots and vehicular use areas. For example, it states that parking lots smaller than 3,000 square feet are not required to provide any landscaping other than the perimeter landscape screening required for all lots over 1,200 square feet. Another example is the current standard for interior parking lot landscaping which requires 1 tree to be planted for every 125 square feet of required landscaped area within a parking lot. The required landscaped area within a parking lot is determined by its size and is either 5%, 7.5%, or 10% of the parking lot's area. 

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The largest category of parking lots are those that are greater than 30,000 sq. ft.; the lots illustrated here are almost 38,000 sq. ft. The drawing on the left illustrates the minimum landscaped area (10% or 3,776 sq. ft.) and number of trees (30) required by the City's current code.

Recommended Options
The middle and right illustration detail the standards proposed by this document, which would require the shade from 3 additional trees to meet the 30% shade coverage requirement. Again, these trees can be planted within the interior parking lot or along the perimeter to maximize the number of spaces within the lot.

Increase Parking Lot Landscape Requirements along the Corridor

The Zoning Ordinance outlines several requirements for the landscaping of parking lots located along the right-of-way and the landscaping of a parking lot’s interior. While the general intentions of these requirements are sufficient, the standards should be revised to include provisions that meet LEED requirements and improve the aesthetics of parking lots along the Corridor.

Small Parking Lots: 4030 sq.ft.
Medium Parking Lots: 6510 sq.ft.
Large Parking Lots: 38,000 sq.ft.

The figures to the right illustrate the current standards in the Chicago Zoning Code.

Recommended Options
To obtain a parking lot that is at least 30% shaded by trees, shade from 2 additional trees is required. These additional trees can be planted in islands in the parking lot, with a loss of two spaces, or four trees can be planted along the perimeter. Both of these options are illustrated to the left.

Medium Parking Lots: 6510 sq.ft.

Current City Requirement
The lot on the left shows the minimum 7.5% landscaped area, the minimum required for this size lot. 7.5% of this 6,510 sq.ft. lot is equal to 488 sq. ft. of landscaping or 4 trees, according to current requirements (488 sq.ft./125 sq. ft. = 3.9 or 4 trees).

Recommended Options
Following the recommendations of this report, 2 additional trees, for a total of 6 trees, would be necessary to meet a minimum of 30% shade coverage. The addition of these two trees is illustrated in two ways to the left, by adding the trees in landscape islands, with a loss of two parking spaces, and by adding additional trees along the perimeter.

Large Parking Lots: 38,000 sq.ft.

Current City Requirement
The largest category of parking lots are those that are greater than 30,000 sq. ft.; the lots illustrated here are almost 38,000 sq. ft. The drawing on the left illustrates the minimum landscaped area (10% or 3,776 sq. ft.) and number of trees (30) required by the City's current code.

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IV. Appendix 4:
Parking Study & Recommendations
Introduction

This report presents the analysis, findings, and recommendations of a parking study for Elston Avenue, from the Ashland and Armitage intersection on the south to Diversey Parkway on the north. Elston Avenue is quickly transforming from a historically industrial corridor to a retail dominated corridor. Additionally, not only does Elston Avenue provide access to the many businesses located along it, but it is also a critical transportation link between downtown Chicago and the northwestern neighborhoods. Throughout the corridor, on-street parking exists intermittently, but provides much needed employee and customer parking.

The primary purpose of this study was to determine how much parking exists along the entire corridor, both on-street and in private lots in key areas, and to examine how the parking supply was utilized on a typical weekday and Saturday. Additionally, turnover and duration studies were conducted for key select blocks based on areas near the Clybourn Metra station.

The study area was divided into blocks to better collect and organize parking data. The blocks were defined as detailed in the table below.

<table>
<thead>
<tr>
<th>Block Number</th>
<th>Description</th>
<th>Block Face</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Elston: Armitage - Webster</td>
<td>West</td>
</tr>
<tr>
<td>2</td>
<td>Elston: Armitage - Webster</td>
<td>East</td>
</tr>
<tr>
<td>3</td>
<td>Webster</td>
<td>East</td>
</tr>
<tr>
<td>4</td>
<td>Webster</td>
<td>West</td>
</tr>
<tr>
<td>5</td>
<td>Elston: Webster - Fullerton</td>
<td>West</td>
</tr>
<tr>
<td>6</td>
<td>Elston: Webster - Fullerton</td>
<td>East</td>
</tr>
<tr>
<td>7</td>
<td>Winchester</td>
<td>Both</td>
</tr>
<tr>
<td>8</td>
<td>Elston: Fullerton - Leavitt</td>
<td>West</td>
</tr>
<tr>
<td>9</td>
<td>Elston: Fullerton - Leavitt</td>
<td>East</td>
</tr>
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<td>10</td>
<td>Leavitt</td>
<td>Both</td>
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<td>11</td>
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<td>West</td>
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<td>12</td>
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<tr>
<td>14</td>
<td>Logan</td>
<td>West</td>
</tr>
<tr>
<td>15</td>
<td>Elston: Logan - Diversey</td>
<td>West</td>
</tr>
<tr>
<td>16</td>
<td>Elston: Logan - Diversey</td>
<td>East</td>
</tr>
</tbody>
</table>

The parking study defined blocks by number and location.

Existing Parking Conditions: On-Street Parking

An inventory of existing parking conditions was conducted on a block-by-block basis within the study area. Hourly occupancy counts were conducted on both a weekday and a Saturday in the fall of 2005, representing average days for the area with no special or extraordinary events occurring. Within the entire study area there are approximately 355 on-street spaces (metered and free). Since the majority of on-street parking is not marked, the number of spaces was determined by measuring the block length available for parking. For vehicular purposes, available parking is considered to be at capacity when about 90% of available parking spaces are occupied (“theoretical” capacity).

The following provides a general overview of the use and availability of parking in the study area.

Weekday

Occupancy counts were conducted by block face (the north, south, east, and west curb spaces of each block), showing not only which block faces are fully occupied, but also those with illegally parked vehicles. There are 355 metered and free parking on-street spaces. During the weekday survey period, the total on-street supply of available parking in the study area reached a peak occupancy rate of 79%, occurring at 11 a.m., when 281 spaces were occupied. The next highest hour of usage occurred at 12 p.m., when 278 spaces, or 78%, were occupied.

Illustration of the blocks examined in the parking study.
Blocks 11 and 12: Elston: Leavitt Street to Logan Boulevard had the highest usage. Other blocks with the higher occupancy rates include:

- Blocks 3 and 4: Webster Avenue
- Block 5: Elston: Webster Avenue to Fullerton Avenue
- Block 7: Winchester Street
- Blocks 11 and 12: Elston: Leavitt Street to Logan Boulevard
- Blocks 15 and 16: Elston: Logan Boulevard to Diversey Parkway

The tables below present the inventory and occupancy for the on-street spaces in the study area on a block-by-block basis for both total numbers and percentage, respectively. Included in these occupancy numbers are any illegally parked vehicles.

Most patrons desire to park as close to their destination as possible. Very few are willing to park more than about 500 feet away from their destination. Employees, particularly in a more urban environment, are generally willing to park a bit further, but typically no more than about a quarter mile, or about two blocks from their workplace. Therefore, parking quantities could meet the theoretical demand, but the location of the available parking limits its use and effectiveness. Of the sixteen blocks in the study area, eight blocks experienced occupancies of 90% or higher throughout portions of the day. Areas with a lack of available parking in close proximity to destinations will lead to increased on-street vehicular and pedestrian congestion created by more vehicles circulating in search of parking and more potential occurrences of double parking.

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Percentage of Parking Spaces Occupied by Block on a Weekday. Highlighted boxes indicate Peak Occupancy.
Appendix
Elston Avenue Parking Study

Saturday
On-street occupancy counts were also conducted on a typical Saturday. The highest occupancy of these spaces occurred generally between 11 a.m. and 2 p.m. when about one-third of the spaces were occupied. The highest usage occurred in Block 7: Winchester Street and Block 15 Elston: Logan Boulevard to Diversey Parkway. The tables below present the inventory and occupancy for the on-street spaces in the study area on a block-by-block basis for both total numbers and percentage, respectively. Included in these occupancy numbers are any illegally parked vehicles.

The purpose of this analysis was to determine how often each parking space turns over during the day and the average length that a vehicle is parked. This statistic is important to consider, as the longer that a vehicle is parked in an on-street space, the fewer spaces will be available.

The table to the lower right presents the turnover rates and average duration for on-street parking on the survey date of Wednesday, February 22, 2006. In the blocks selected for turnover studies, there were approximately 156 spaces that were occupied throughout the day by 228 different vehicles (parked legally or illegally). Average turnover on the blocks studies was 1.46 and the average duration was five hours. This indicates that most of the on-street spaces in the area are being consumed for over half the work day by one vehicle.

### Existing Parking Conditions: Off-Street Parking

Three blocks have a significant amount of off-street parking. These include:

- **Block 1 Elston: Armitage Avenue to Webster Avenue (Best Buy and Kohls)**
- **Block 11 Elston: Leavitt Street to Logan Boulevard (Target and Home Depot)**
- **Block 12 Elston: Leavitt Street to Logan Boulevard (Riverside Plaza)**

Combined, these three blocks have over 1,700 spaces (excluding garage spaces, which are frequently used for employee vehicles). Occupancy counts were conducted for these three blocks during a weekday. Peak usage occurred at 6 p.m., with an occupancy rate of 900 vehicles, or about half of the off-street surface lot spaces. The table to the upper right illustrates a summary of the off-street surface lot space usage.

### Turnover & Duration Study

In addition to inventory and occupancy studies, turnover/duration studies were also conducted. These studies tracked on-street parkers on selected block faces in the study area. Block faces identified for turnover studies were those in close proximity to the Clybourn Metra station just west of the Ashland-Armitage-Elston Avenues intersection. Eight block faces were selected for the turnover/duration analysis, based on input by CDOT regarding blocks on which they have received complaints.

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<td><strong>% Occupied</strong></td>
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<td><strong>22%</strong></td>
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Parking Counts for a Typical Saturday.

Percentage of Parking Spaces Occupied by Block on a Typical Saturday. Highlighted boxes indicate Peak Occupancy.

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<th>3PM</th>
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The purpose of this analysis was to determine how often each parking space turns over during the day and the average length that a vehicle is parked. This statistic is important to consider, as the longer that a vehicle is parked in an on-street space, the fewer spaces will be available.
On a block-by-block basis, all blocks had an average duration of over three hours. Wood and Winchester Streets had the highest duration that of about seven hours and five to eight hours, respectively.

**Issues & Recommendations**

Overall, the total on-street supply of available parking in the study area reached a peak occupancy rate of 79% at 11 a.m. when 281 spaces were occupied. The next highest hour of usage occurred at 12 p.m., when 278 spaces, or 78%, were occupied. Although this would indicate that there is a number of blocks in the study area where parking is at capacity throughout the day. These blocks include:

- Blocks 3 and 4: Webster Avenue
- Block 5 Elston: Webster Avenue to Fullerton Avenue
- Block 7: Winchester Street
- Blocks 11 and 12: Leavitt Street to Logan Boulevard
- Blocks 15 and 16: Logan to Diversey

Each of these blocks, as is illustrated in the tables on the previous pages, had high parking occupancies throughout the day. As a result of this data, retaining the on-street parking on Elston Avenue and the adjacent streets is recommended.

The on-street spaces along Elston between Leavitt Street and Logan Boulevard (Blocks 11 and 12) had the highest usage of the entire corridor. This area was at capacity from at least 8 a.m. until 3 p.m., indicating the on-street parking is being used by employees of Elston Avenue business.

For these businesses, there are limited alternatives for off-street parking. Given that there are no residential uses on this block, retaining the on-street parking is strongly recommended.

**Wood Street**

The on-street spaces along Wood Street were about half used, although those parking in these spaces are parking for the entire day. This suggests that parking is being used either by commuters and/or employees at nearby businesses. Since the on-street spaces being used were closer to Webster Street and that the walk from Wood Street to the Clybourn Metra station along the back of Best Buy and Kohls, is not very attractive, this suggests that those parking on Wood Street are more likely employees of nearby businesses. No changes are recommended for this block.

**Lister and Winchester Streets**

Turnover studies showed that while on-street parking along Lister and Winchester Streets is being used for employee parking, it is also being used for residential parking. Parking along both streets was near or at capacity from about 8 a.m. until 4 p.m. However, overall use did not drop substantially after 4 p.m., indicating residents were also parking on these streets. If parking during the evening hours is being used more by late-shift employees than adjacent residences, a night-time parking permit system could be implemented.

Since there are limited off-street opportunities for parking in this area, no changes are recommended for the daytime hours.

**Clybourn Metra Station Parking Issues**

The Clybourn Metra station just west of the Ashland-Armitage-Elston Avenues intersection has approximately ten off-street parking spaces, which are generally full. Alternatives have been suggested for adding small numbers of parking near the station, however, it is recommended that no additional parking at this specific station be added for the following reasons.

- First, the Clybourn station is very near downtown Chicago and is located within walking distance of several residential neighborhoods. It was never intended to service commuters who drive to the station and ride into the loop.
- Second, given the very high volumes of traffic at the intersection of Ashland-Armitage-Elston Avenues, any new parking facility will have access issues.
- Third, adding only a small number of “teaser” parking spaces may actually create a much greater negative impact on traffic conditions. Commuters would drive to the station in the unrealistic anticipation of finding parking. If parking was not available, they would then be forced to circulate around the area in search of parking.
- To improve access to this station, transit access (bus service) should be increased and improved, particularly from the north on Elston Avenue. Cycle and pedestrian access should also be improved with streetscape improvements and additional bike parking at the station.

### Appendix

**Elston Avenue Parking Study**

**September 2007**

**85**
Appendix
Elston Avenue Parking Study: Interviews with Corridor Businesses

Steve Vinnit - Golden Nugget

Question 1: How many total employees do you have? How many shifts do the employees work? How many employees work per shift?
The store is open 24-hours. There are three shifts, each with 15 to 18 employees.

Question 2: Is there on-site, off-street designated employee parking? If yes, how much and where on the site is it located?
No designated on-site parking exists; the on-site lot contains only seven spaces. Employees park on the street, mostly in the metered spaces on Elston and Western Avenues.

Question 3: What percentage of the staff drive, take transit, walk, or bike to work?
Approximately 65 to 70% of employees drive to work. The remainder take public transit or bicycle.

Question 4: Can employees purchase pre-tax transit cards through you?
No, employees cannot purchase pre-tax cards through the Golden Nugget.

Question 5: Is there bicycle parking provided? If not, where do people park their bikes?
No, there is not bicycle parking provided. Employees who do bike to work lock their bikes in the back of the restaurant.

Question 6: Are there any transportation challenges for the company?
Parking is the number one challenge for the Golden Nugget, and has been for the last thirty years. Deliveries are difficult because there is no space in the lot for the trucks to pull in; the deliveries are unloaded from the truck parking on the street. Construction on Elston Avenue over the last few years has also made it difficult for both customers and employees.

Question 7: Do you have delivery or fleet vehicles that require additional parking.
No.

Dale Zyman - Artists Frame

Question 1: How many total employees do you have? How many shifts do the employees work? How many employees work per shift?
There are approximately 12 employees. The store is open between 7:30 a.m. and 6 p.m.

Question 2: Is there on-site, off-street designated employee parking? If yes, how much and where on the site is it located?
Yes, there is a lot that is shared between several businesses; Artists Frame has eleven of these spaces. The lot is taken on a first come first serve basis. The remainder of the employees have been parking on the street, but many have had problems with break-ins. Recently, Kohl’s has allowed employees to park in their garage on the 3rd and 4th levels, which makes the parking situation easier. Customers park on the street or double-park on the street.

Question 3: What percentage of the staff drive, take transit, walk, or bike to work?
Currently, only 2 employees take transit (bus), the remainder drive. No one currently bikes to work, but employees have in the past.

Question 4: Can employees purchase pre-tax transit cards through you?
Yes, tax-free transit is available. Employees are encouraged to take transit if possible; it is frequently discussed in employee meetings.

Question 5: Is there bicycle parking provided? If not, where do people park their bikes?
Yes, tax-free transit is available. Employees are encouraged to take transit if possible; it is frequently discussed in employee meetings.

Question 6: Are there any transportation challenges for the company?
Access in and out of the parking lot is very difficult and, as a result, there have been a few accidents. One solution might be to strip the space to alert vehicles of the driveway.

Question 7: Do you have delivery or fleet vehicles that require additional parking.
No.
Lee Crumb - Target

Question 1: How many total employees do you have? How many shifts do the employees work? How many employees work per shift?

There are 50 to 150 employees on-site at one time, depending on the time of year (season).

Question 2: Is there on-site, off-street designated employee parking? If yes, how much and where on the site is it located?

Yes, employees are allowed to park on the first floor of the garage, which is the equivalent of about one hundred spaces. This parking is open to patrons as well, but few utilize it.

Question 3: What percentage of the staff drive, take transit, walk, or bike to work?

80% of the employees drive and 20% take public transit or bike to work.

Question 4: Can employees purchase pre-tax transit cards through you?

Employees cannot purchase pre-tax cards through Target.

Question 5: Is there bicycle parking provided? If not, where do people park their bikes?

Yes, racks have been placed near the parking garage. They are regularly used.

Question 6: Are there any transportation challenges for the company?

Elston Avenue is difficult. Target has worked with its providers to bring deliveries at night.

Target does not see a value in on-street parking on Elston Avenue. They installed the required number of spaces per the City and do not believe that their patrons would utilize on-street parking.

Question 7: Do you have delivery or fleet vehicles that require additional parking?

Target does not have a fleet of cars on-site. The security company uses a vehicle to drive around the site and one 24-foot trailer is regularly parked on-site.

Luz Saenz - Appetizers & Inc

Question 1: How many total employees do you have? How many shifts do the employees work? How many employees work per shift?

There are three shifts:
- Shift 1 (5 a.m. – 230 p.m.): 200 employees
- Shift 2 (245 p.m. – 11:30 p.m.): 200 employees
- Shift 3 (overnight): about 5 employees (cleaning crew)

Question 2: Is there on-site, off-street designated employee parking? If yes, how much and where on the site is it located?

A parking lot is located in the back of building (unsure of number of spaces). This lot can accommodate all employees who drive. This parking is offered at no charge.

Question 3: What percentage of the staff drive, take transit, walk, or bike to work?

About 40% of employees carpool to work; most are commuting from nearby. Only a few take the bus. Doesn’t think anyone bikes.

Question 4: Can employees purchase pre-tax transit cards through you?

No, pre-tax transit card are not available.

Question 5: Is there bicycle parking provided? If not, where do people park their bikes?

No, there is not bicycle parking provided.

Question 6: Are there any transportation challenges for the company?

Would like to see bus service along Elston Ave.

Damen-Fullerton-Elston intersection is a problem.

Would like to have a striped crosswalk across Elston so employees can walk over to other stores (Home Depot, etc).

Question 7: Do you have delivery or fleet vehicles that require additional parking?

Semi-trucks deliver to back of building. No problem with access. They only have one company vehicle that is parked in the lot behind the building.
Elston Avenue Parking Study: Interviews with Corridor Businesses

George Marriot - Building Owner, North of Ashland-Armitage-Elston Avenues

Question 1: How many total employees do you have? How many shifts do the employees work? How many employees work per shift?

There are about 10. Business hours are general 8AM to 5PM.

Question 2: Is there on-site, off-street designated employee parking? If yes, how much and where on the site is it located?

No designated parking. There are 2 "semi-legal" spaces, but both extend into the sidewalk. No on-street parking within about 1 ½ blocks, employees have trouble finding parking. There is no parking for customers, except for illegally parking or double-parking on the street. Believes that potential customers by-pass them due to parking problems.

Would like to have some on-street parking on the 2100 block of Elston. Would need about 6-10 spaces, from 8AM to 5PM.

There used to be a lot just adjacent to Ashland and Armitage Avenues, with entrance via his property. The Armitage gate is now locked, and the parcel is in disrepair. The City is trying to buy it, but involved in legal issues.

Mr. Marriot has been in contact with the Alderman regarding parking issues.

Question 3: What percentage of the staff drive, take transit, walk, or bike to work?

All drive.

Question 4: Can employees purchase pre-tax transit cards through you?

No, pre-tax transit cards are not available.

Question 5: Is there bicycle parking provided? If not, where do people park their bikes?

No bicycle parking is provided.

Question 6: Are there any transportation challenges for the company?

Parking (as described above).

Question 7: Do you have delivery or fleet vehicles that require additional parking.

Delivery trucks such as FedEx, UPS, have trouble because during peak periods, can’t double-park to make deliveries.