

# INTRODUCTION: PROJECT DESCRIPTION

## RED AND PURPLE MODERNIZATION (RPM) PHASE ONE OVERVIEW

RPM Phase One is a transformative project to modernize Red and Purple Line infrastructure. RPM Phase One will rebuild four of the oldest Red Line stations (Lawrence, Argyle, Berwyn and Bryn Mawr), making them fully ADA accessible, and create a bypass to unclog a 100-year-old junction where the Red, Purple and Brown Line trains currently intersect at the Belmont Station.

The RPM Phase One project will allow CTA to significantly increase the number of trains it can run along the Red Line to reduce overcrowding and meet growing demand for transit service, enhancing access to housing, jobs, retail and community services.

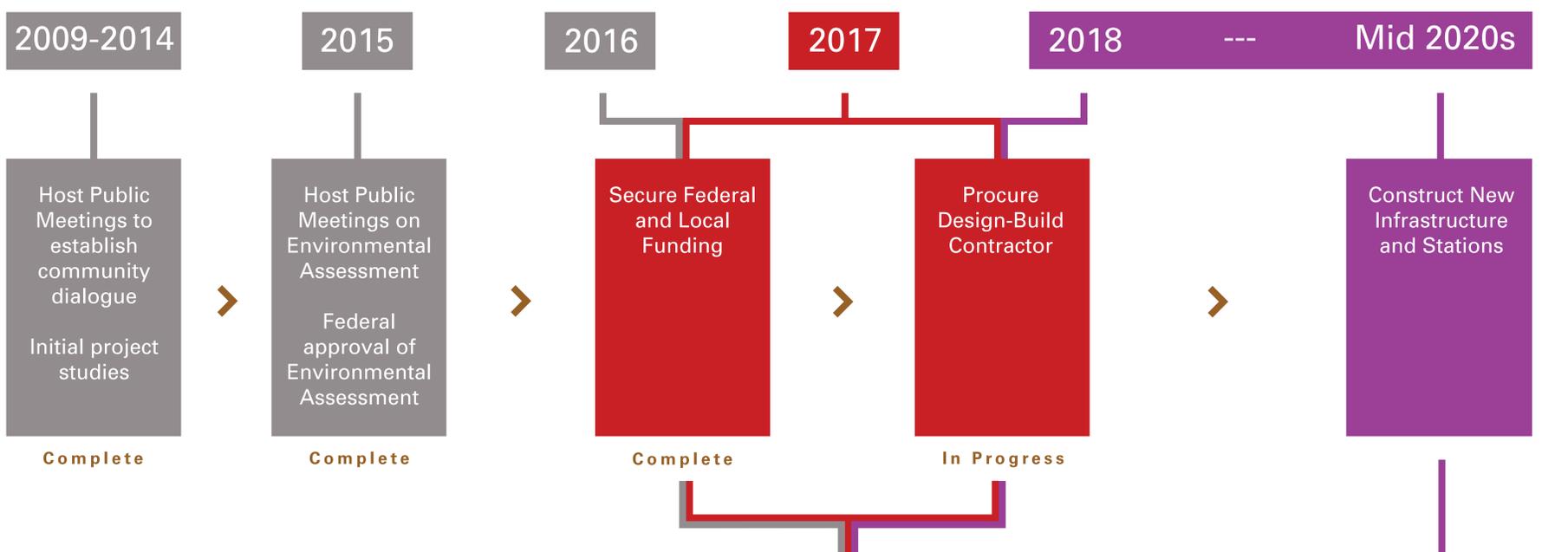
## TRANSIT-ORIENTED DEVELOPMENT PLAN

The CTA has engaged a multi-disciplinary consultant team to develop a Transit-Oriented Development (TOD) plan for portions of the Lakeview and Uptown/Edgewater neighborhoods. The plan will address areas where rapid transit infrastructure improvements are expected. The TOD Plan process is being conducted separately but concurrently with the RPM Phase One Project.

The TOD plan focuses on specific redevelopment strategies for land impacted by the RPM Phase One construction work, portions of which could become available for redevelopment after construction is completed.

The TOD Plan is a proactive effort by the CTA, in partnership with the City of Chicago Department of Planning and Development, to create a community driven guide for future development. The goal is to promote redevelopment in the neighborhood that is financially sustainable, thoughtfully designed, and contributes positively to the community.

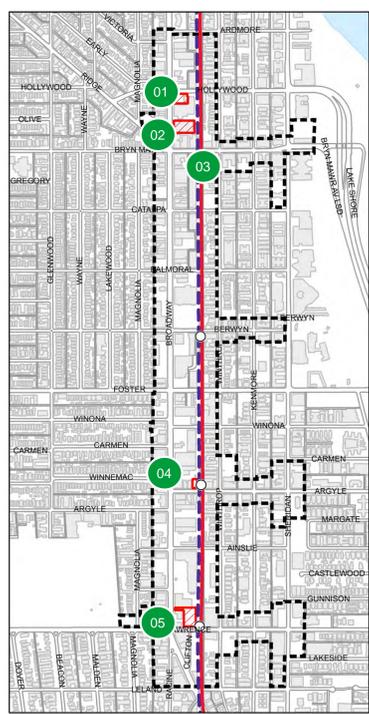
## RPM PHASE ONE PROJECT TIMELINE



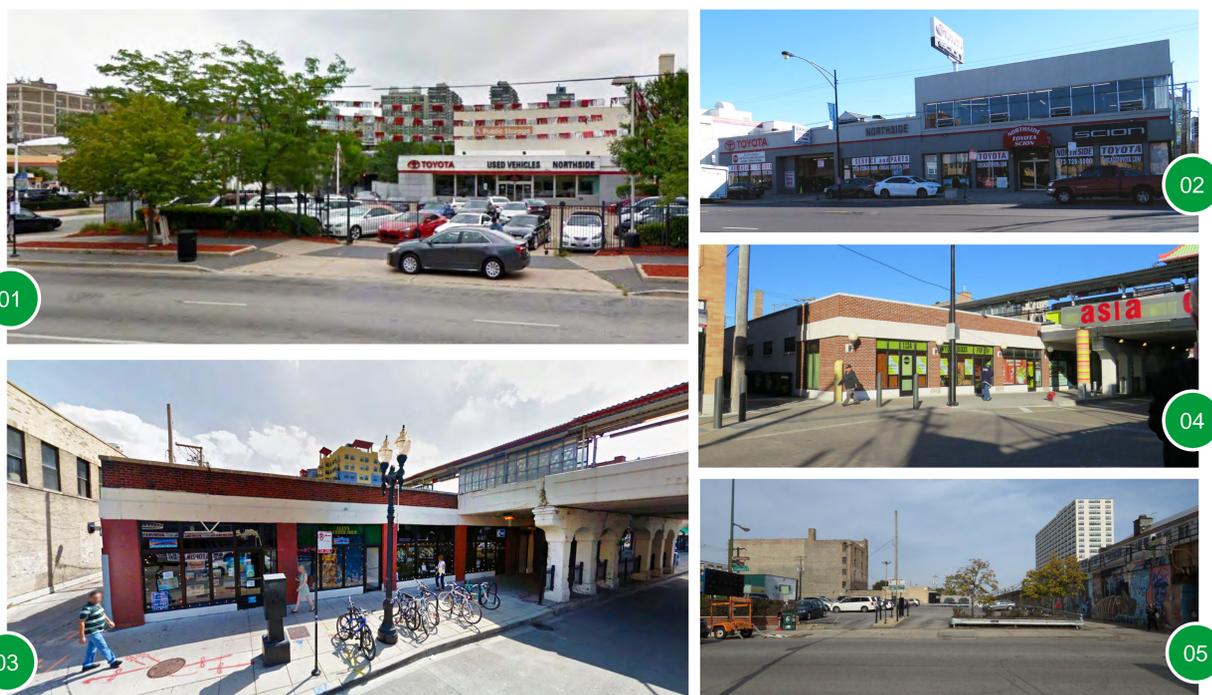
### TOD PLAN DEVELOPMENT



## LAWRENCE TO BRYN MAWR MODERNIZATION DISTRICT



Areas Impacted by New Track Structure



# INTRODUCTION: COMMUNITY MEETINGS

CTA RED AND PURPLE MODERNIZATION PHASE ONE - TRANSIT ORIENTED DEVELOPMENT PLAN

## TODAY'S MEETING

### Lawrence to Bryn Mawr Study Area

The CTA has partnered with the Chicago Department of Planning and Development, elected officials, and the consultant team to engage stakeholders while planning for the neighborhoods and public spaces along the expected rail corridor improvements.

We want to hear from you! This meeting is an open forum designed for CTA to learn about your vision for the community and neighborhood around the Lawrence, Argyle, Berwyn and Bryn Mawr Stations. We are seeking your opinions, ideas, and comments. This information will be compiled and used to inform the goals, strategies, and recommendations of the plan moving forward.

## COMMUNITY MEETING SCHEDULE

### Meeting 1 - Tonight

- Gather information about the project
- Provide input on goals, objectives and vision for the study

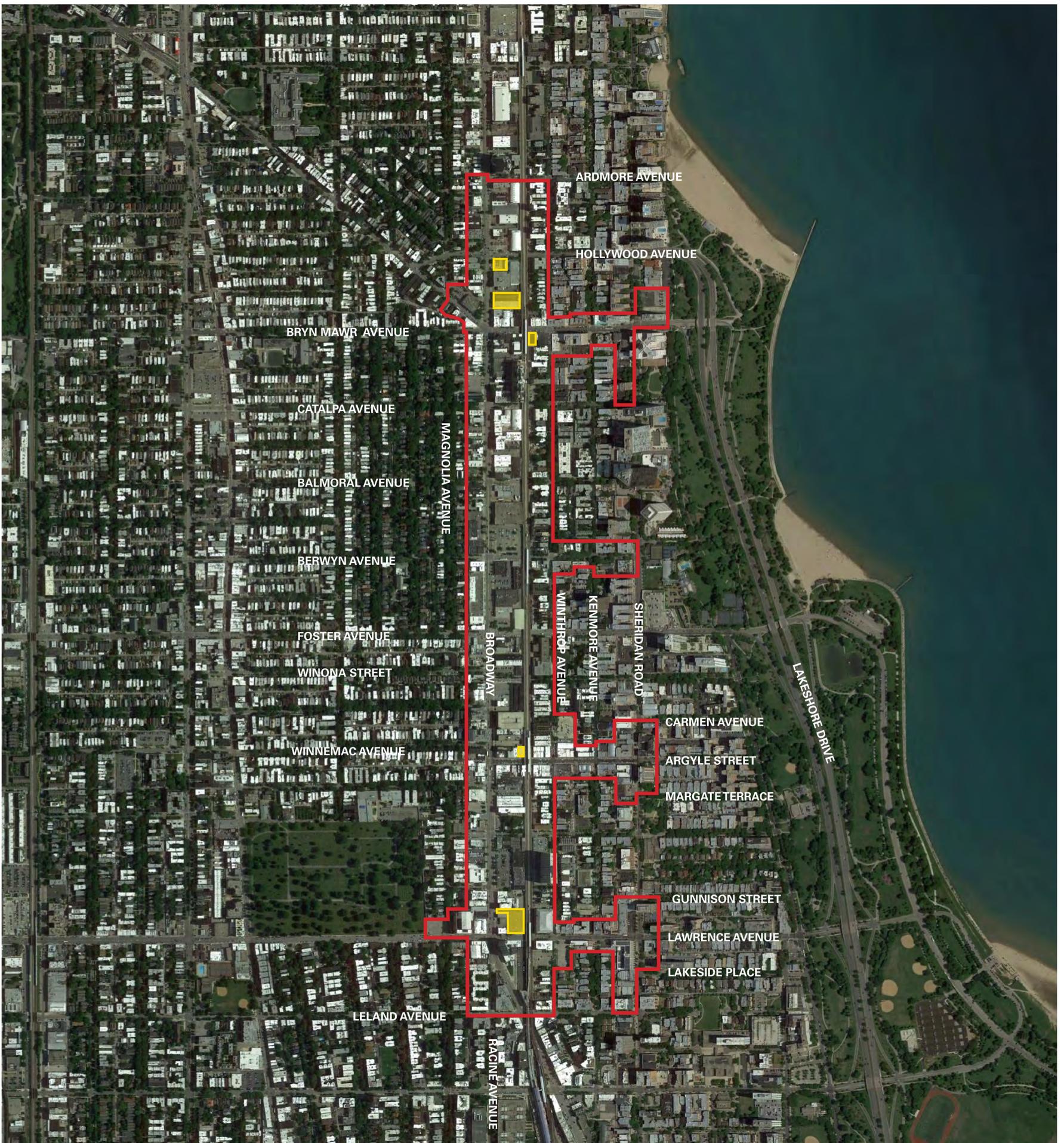
### Meeting 2 - Summer/Fall 2017

- Preliminary vision for neighborhood development for review and comment
- Preliminary site development concepts for review and comment

### Meeting 3 - Spring/Summer 2018

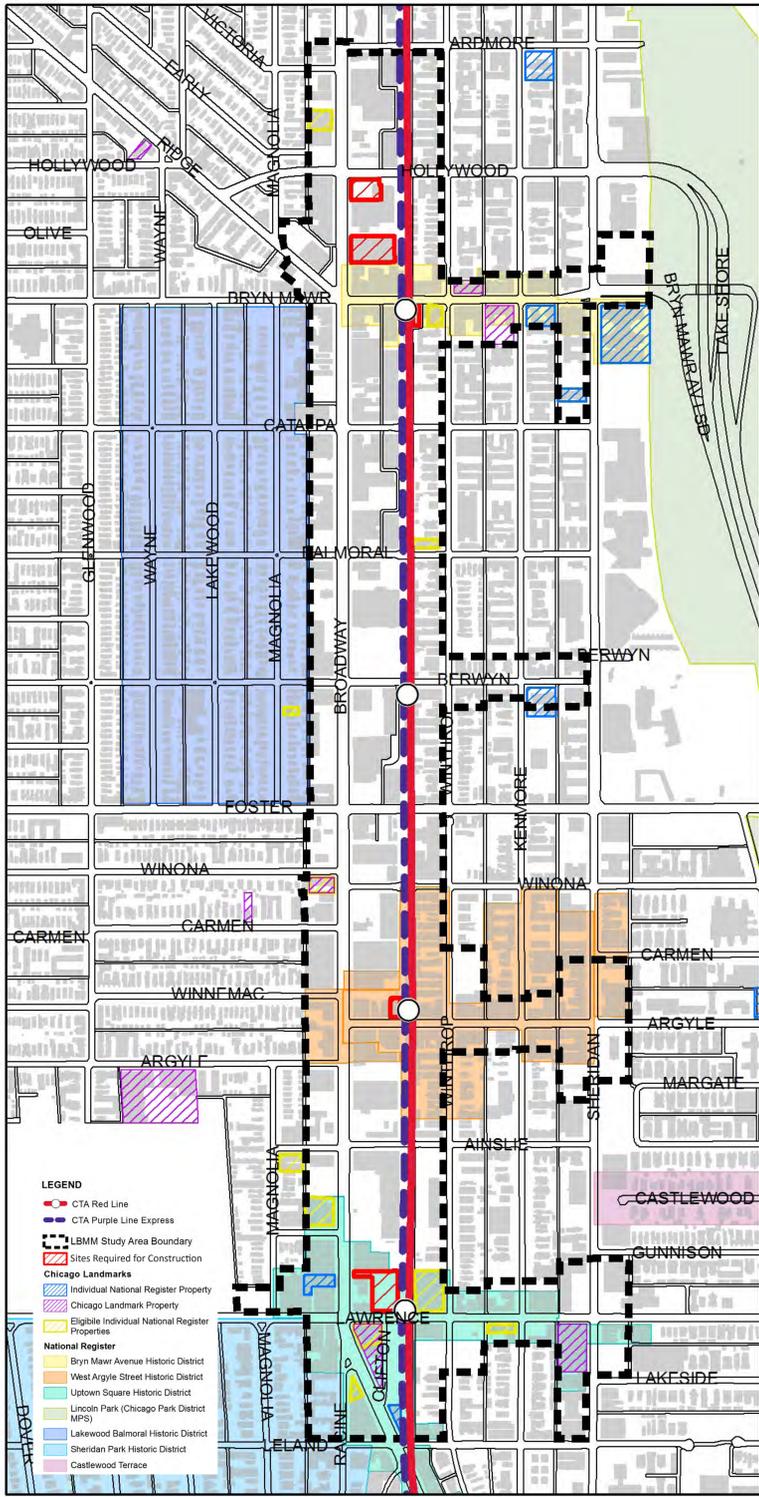
- Final plan recommendations
- Next steps and implementation strategies

-  LAWRENCE TO BRYN MAWR MODERNIZATION DISTRICT BOUNDARY
-  SITES REQUIRED FOR CONSTRUCTION



# INTRODUCTION: HISTORIC DISTRICTS & BUILDINGS

## HISTORIC DISTRICTS MAP



Source: CTA, 2016

## BRYN MAWR HISTORIC DISTRICT

Buildings in the district range from the late 1890s to the early 2000s with key development periods in the 1890s, 1910s, and 1920s as the district first developed in the 1890s and then as zoning ordinances continued to develop during the 1910s and 1920s to allow the higher density apartment-hotels found in the eastern half of the district.

The district exemplifies the efforts of early 20th century architects to integrate domestic and commercial space; reflects the aesthetic and cultural dynamics of the transition from an exclusive neighborhood of single-family homes to an area renowned for its apartments, apartment hotels, and shopping; and expresses the transition of the area from an early, modest commercial street to a street that significantly conferred a new identity on the area.



1101 West Bryn Mawr Avenue

Bryn Mawr looking west from Sheridan (1936)



Bryn Mawr looking east from platform (1996)

Bryn Mawr looking west from CTA (1996)



Bryn Mawr looking east from CTA platform

Bryn Mawr looking east from Winthrop Ave



Bryn Mawr looking east from Kenmore Ave

Bryn Mawr looking east from Broadway & Ridge

What are the strengths of the Bryn Mawr Historic District?

Leave a Comment!

What could be improved within the Bryn Mawr Historic District?

What historic elements do you feel contribute the most to the Bryn Mawr Historic District?

## WEST ARGYLE HISTORIC DISTRICT

The buildings in the district range from the late 1890s to the early 2000s with a key development periods between the 1910s and 1920s when much of the district was developed as the neighborhood transformed from rural suburb to a dense, urban community and with the opening on the existing elevated station.

The architectural and historical developments of the district represent the socioeconomic status of the residents who were attracted to the mixed commercial and residential area.

The architecture represents the early 20th century revival styles and form an intact and cohesive group that reflects high-quality craftsmanship rendered in traditional building materials and is composed of a wide range of building types that fully reflect the evolution of Uptown from a suburban enclave to a dense and diverse urban neighborhood, and encompasses one of the most intact portions of the wide swath of affordable apartment buildings that became known as the Winthrop-Kenmore Corridor.



Argyle Station

Traffic intersection at Sheridan Road & Argyle Street (1936)

Traffic intersection at Sheridan Road & Argyle Street (1936)



Looking east on Argyle Street from Kenmore Avenue



Looking east on Argyle Street from Broadway



Northeast corner of Argyle Street & Sheridan Road

What are the strengths of the West Argyle Historic District?

Leave a Comment!

What could be improved within the West Argyle Historic District?

What historic elements do you feel contribute the most to the West Argyle Historic District?

## UPTOWN SQUARE HISTORIC DISTRICT

The buildings in the district range from the early 1900s to the early 2000s with a key development period from the early 1900s through the 1920s.

The district is recognized for entertainment and recreation, transportation, and commerce as an intact example of the outlying business centers that emerged during the early 20th century and as one of the most significant entertainment and retail corridors, outside of the Loop, for the City of Chicago. The district contains properties that embody the distinctive characteristics of high style architecture including Spanish Revival, Classical Revival, and Gothic Revival, characteristics of the early 20th century.



Broadway St from Racine (1989)

Parking garage on Lawrence Avenue west of CTA station



Riviera Theater

Uptown Theater

What are the strengths of the Uptown Square Historic District?

Leave a Comment!

What could be improved within the Uptown Square Historic District?

What historic elements do you feel contribute the most to the Uptown Square Historic District?



Broadway looking south from Racine



4701 N Broadway



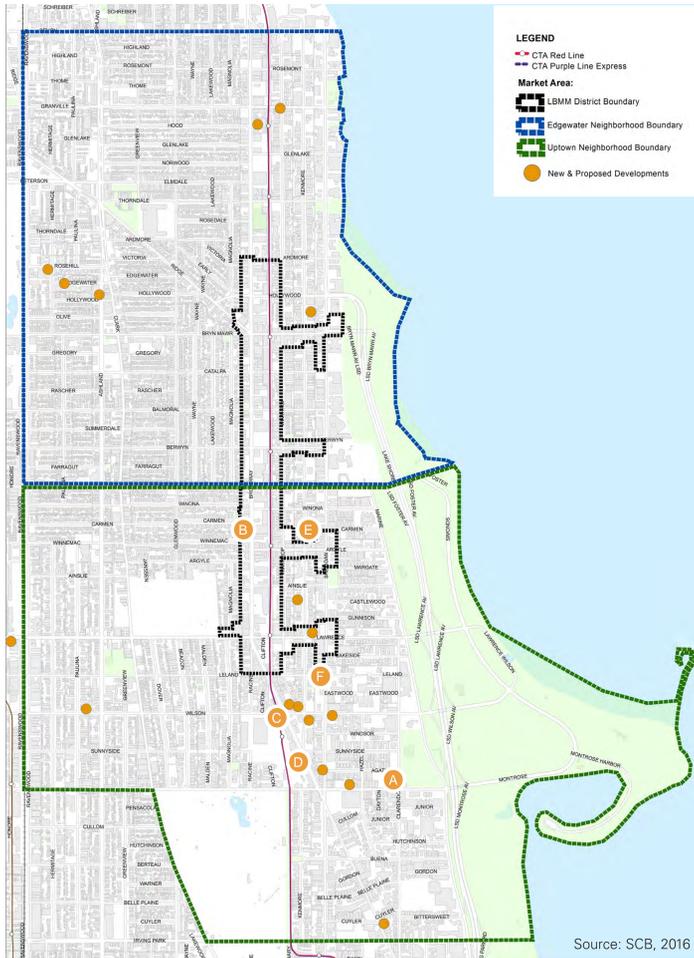
Riviera Theatre

# NEIGHBORHOOD DEVELOPMENT: MARKET ANALYSIS

## CTA RED AND PURPLE MODERNIZATION PHASE ONE - TRANSIT ORIENTED DEVELOPMENT PLAN

The Transit-Oriented Development Plan includes a customized real estate analysis. The information on this board is specific to the Market Area, defined as Uptown & Edgewater Community Areas.

Information in yellow is specific to the LBMM District, outlined in the map below.



### MARKET AREA NEW / PROPOSED DEVELOPMENT

- 2,900 residential units
- 140,000 S.F. commercial space:



The LBMM Market Area (defined as the Uptown & Edgewater communities) is bounded by:

- Devon Avenue on the North
- Irving Park Road on the South
- Ravenswood Avenue on the West
- Lake Michigan on the East

### Development Catalysts

- Cedar Street Development
- Uptown's Entertainment District
- Wilson Yards and Wilson Street CTA Station Reconstruction to the south
- 2015 Transit Served "TOD" Zoning Ordinance
- Reconstruction of Argyle Street
- Loyola University

### COMMERCIAL TRENDS IN THE DISTRICT

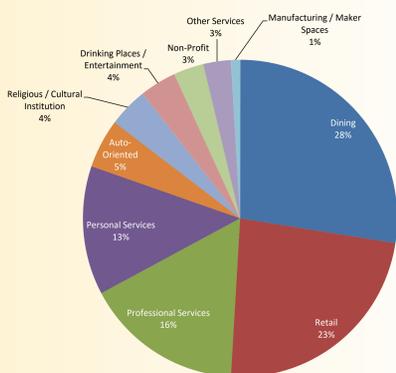
81% of Storefronts in the District Occupied (Nov. 2016)

Dining is the highest category of use across the LBMM District (27.5%).

Edgewater has more personal service businesses.

A total of 76 vacant storefronts are evenly distributed across the district.

### District Area Commercial Uses



80% of commercial uses in the District are locally owned.

- Higher percentage in Uptown
- Contributes to relatively low average rental rate of \$23/SF net.

Net absorption of space in the Market Area has been limited.

Recent commercial deliveries have been limited; new deliveries are expected to be driven by Montrose & Clarendon (36,000 SF) and 5050 N. Broadway (50,000 SF).

### EMPLOYMENT TRENDS

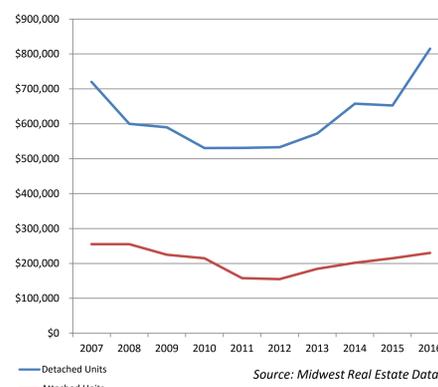
Modest increase overall in Market Area employment, increasing from approximately 20,100 to 21,600 between 2005 and 2014.

Nearly all residents commute outside Market Area for employment (94.1%); more than one third of residents commute to the Chicago Central Area and West Loop.

The largest employment categories include Healthcare & Social Assistance, Accommodations & Food Service, Retail Trade and Education Services.

### RESIDENTIAL TRENDS

#### Median Home Prices



After a period of decline, the market area is again active, led by adaptive reuse projects, which are attracting new renters.

Apartment market occupancy is relatively tight overall

- Class A: 96.6% (excluding Lawrence House lease-up)
- Class B/C: 95.4%

For sale market has stabilized

Market Area contains over 6,000 rent-restricted or rent-subsidized housing units

### DEMOGRAPHIC TRENDS

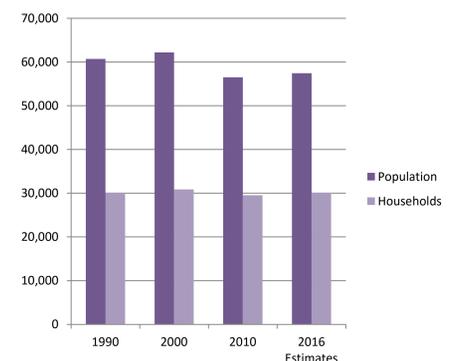
Market Area has lost population since 2000, however modest growth is estimated between 2010 to 2016

- Edgewater 7.6% decline
- Uptown 10.3% decline

Uptown's demographics are becoming increasingly similar to Edgewater's

- Median income
- Educational attainment
- Ethnic profile

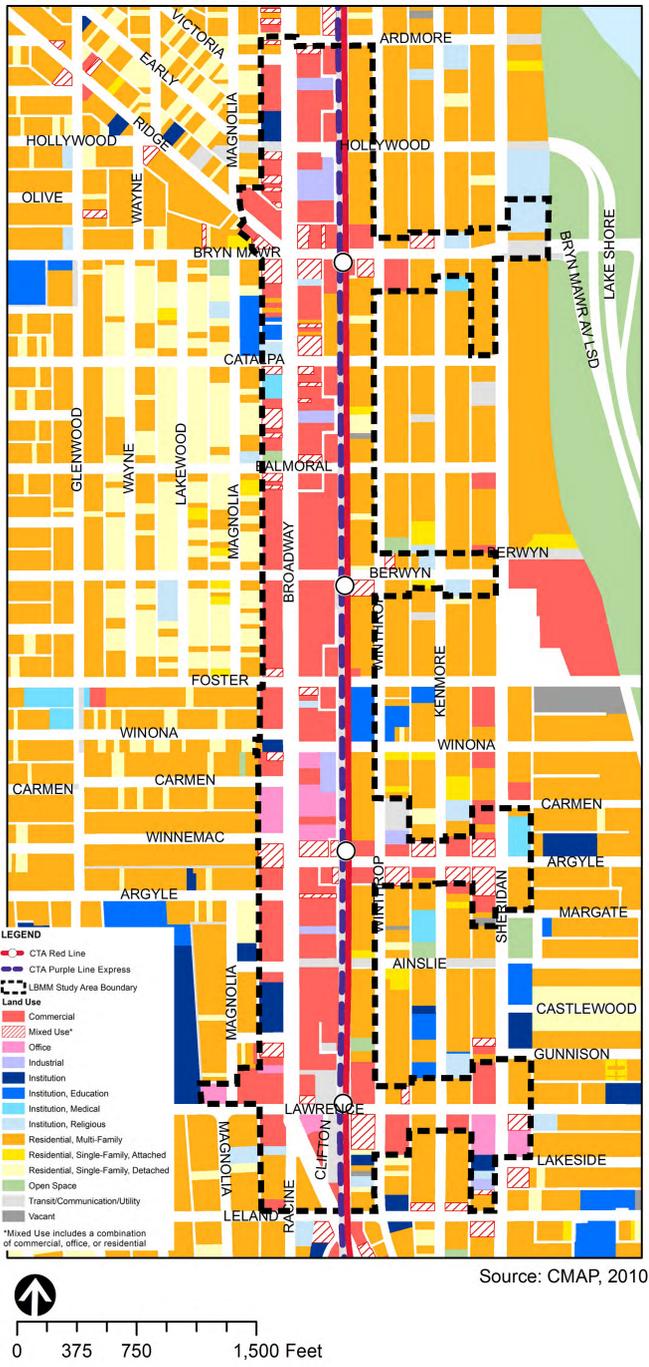
### LBMM Market Area Population/Household Change



# NEIGHBORHOOD DEVELOPMENT: CHALLENGES & OPPORTUNITIES

CTA RED AND PURPLE MODERNIZATION PHASE ONE - TRANSIT ORIENTED DEVELOPMENT PLAN

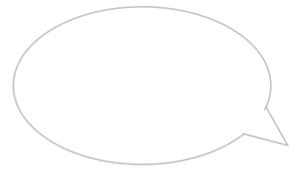
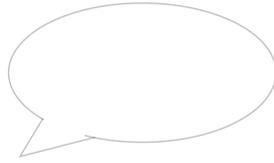
## EXISTING LAND USE MAP



What are the best parts about the neighborhoods comprising and surrounding the LBMM District?



What are the most significant development issues facing the neighborhood today?



What uses, business types, or amenities are missing or you would like to see more of in the neighborhood?

## DIFFERENT TYPES OF LAND USE EXAMPLES

• Commercial



• Mixed Use



Institutional



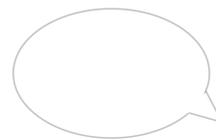
Residential, Multi-Family



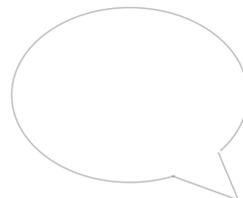
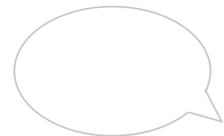
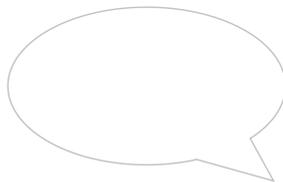
Residential, Single-Family, Attached



Residential, Single-Family, Detached

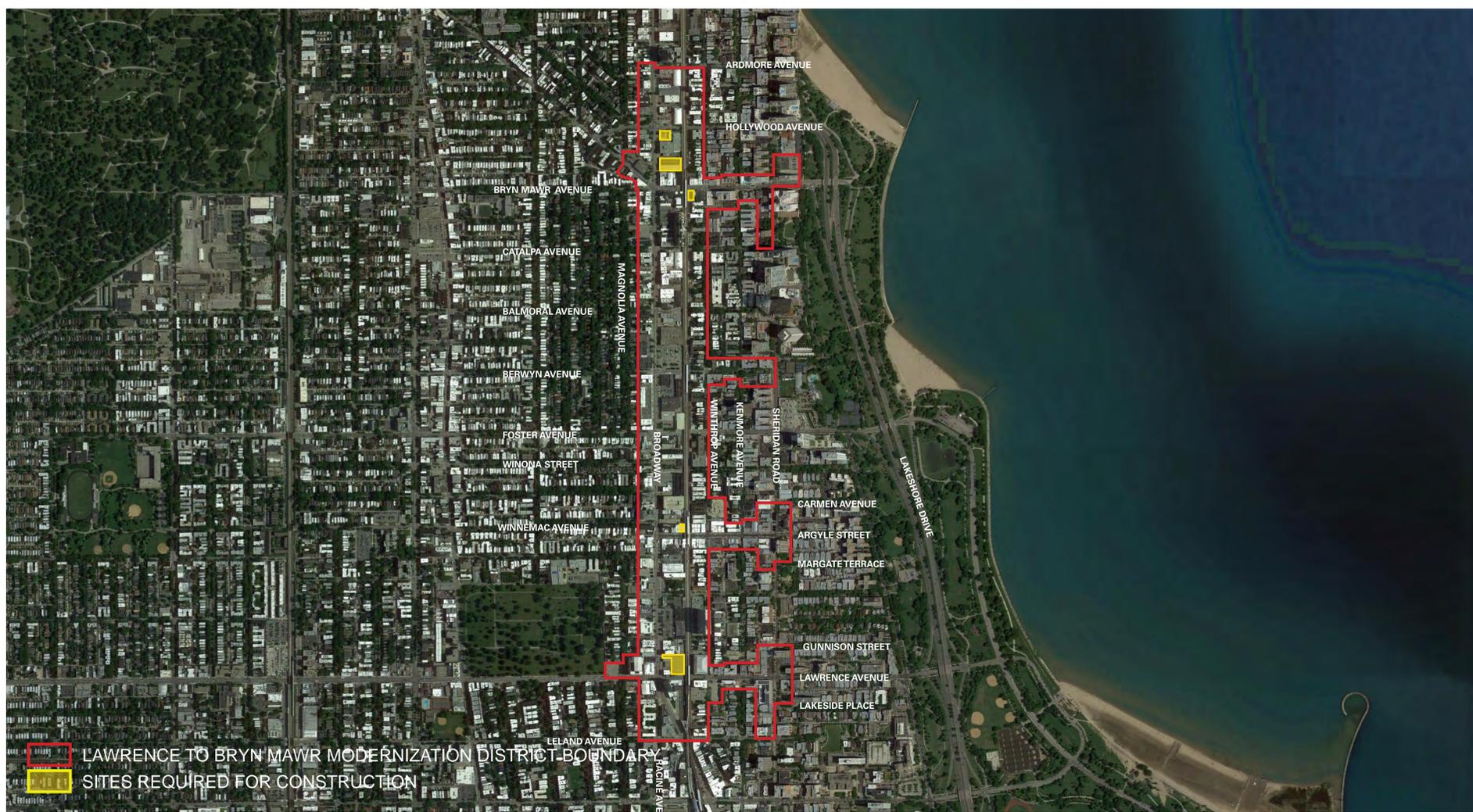


Of which types of uses or businesses are there enough, or too much?



# NEIGHBORHOOD DEVELOPMENT: PRIORITIES

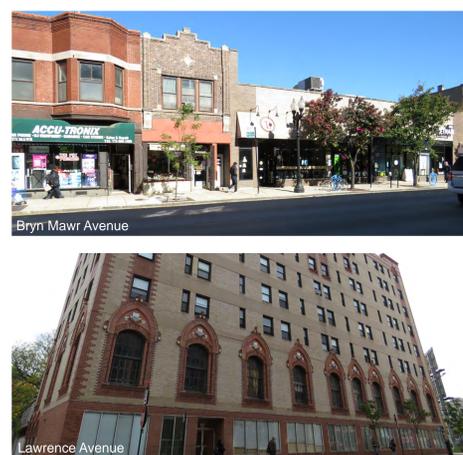
CTA RED AND PURPLE MODERNIZATION PHASE ONE - TRANSIT ORIENTED DEVELOPMENT PLAN



## What are your TOP priorities for the neighborhood?

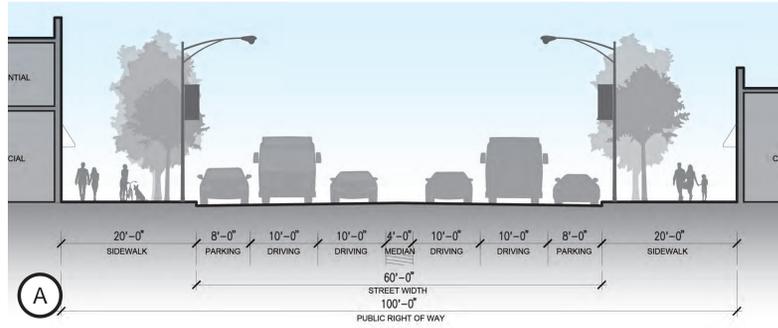
PLACE A DOT - PICK UP TO 7 PRIORITIES

Environmentally friendly practices		Increase public open space	
Pedestrian safety and comfort		Decrease parking demand	
Streets with continuous building facades		Grow the residential population	
Businesses that serve local residents		Increase variety of housing types	
Development that fits in the existing neighborhood		Housing available to a range of incomes	
Active daytime population		Housing for seniors, low-income residents, and those with disabilities	
Entertainment district		Professional offices	
Incorporate civic uses		Other...(share your thoughts with us)	

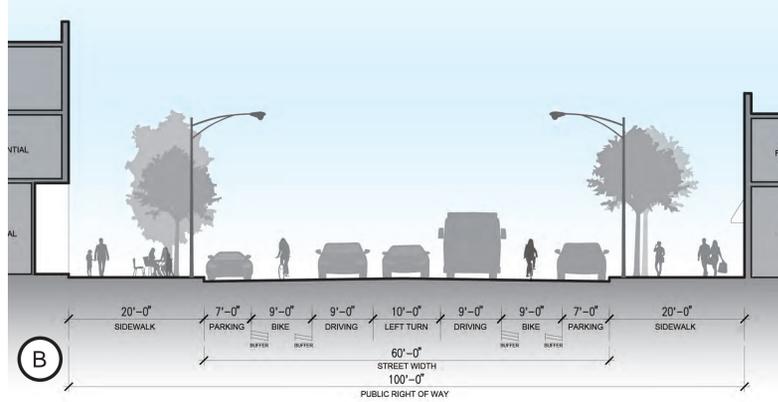


# STREET CHARACTER & LAND USE: BROADWAY

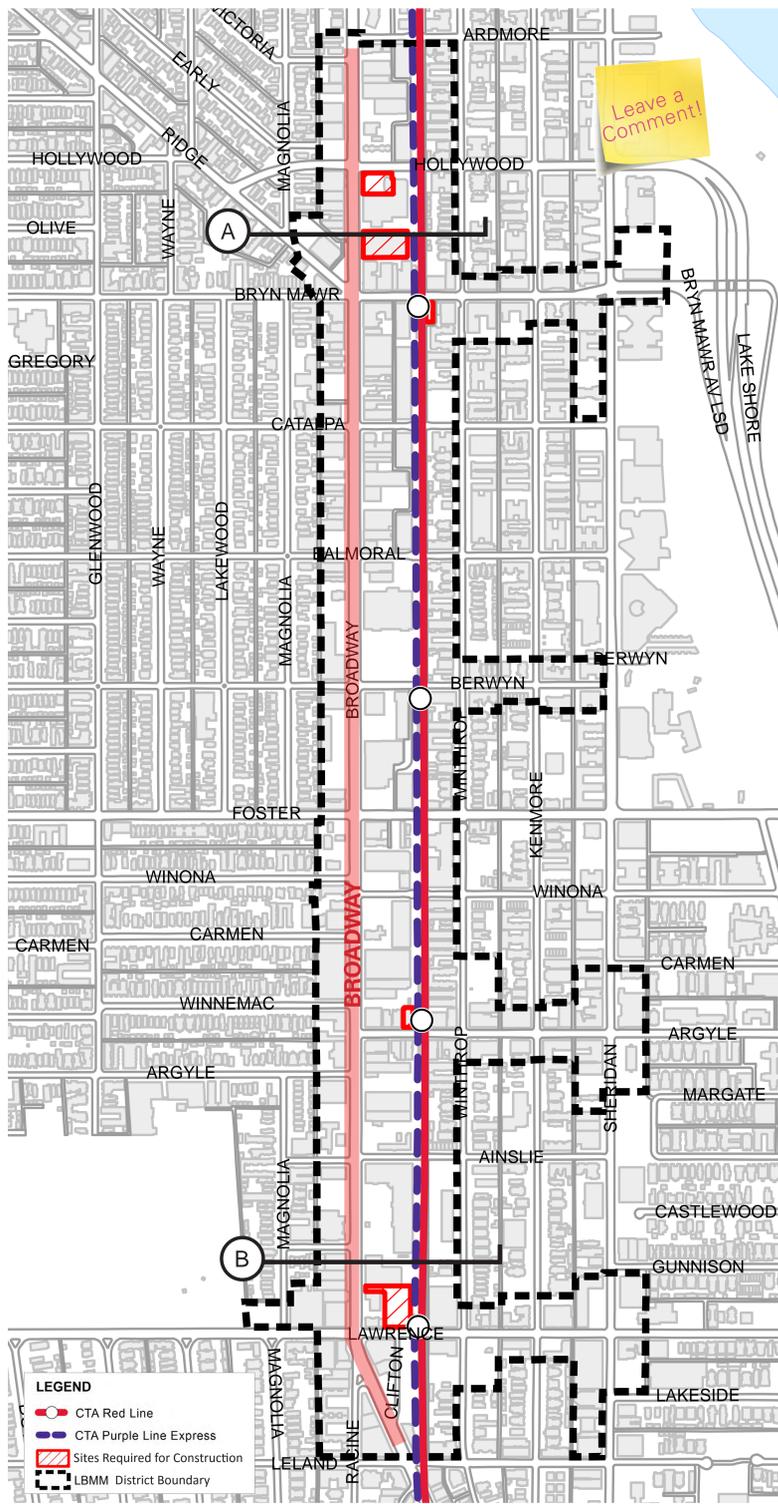
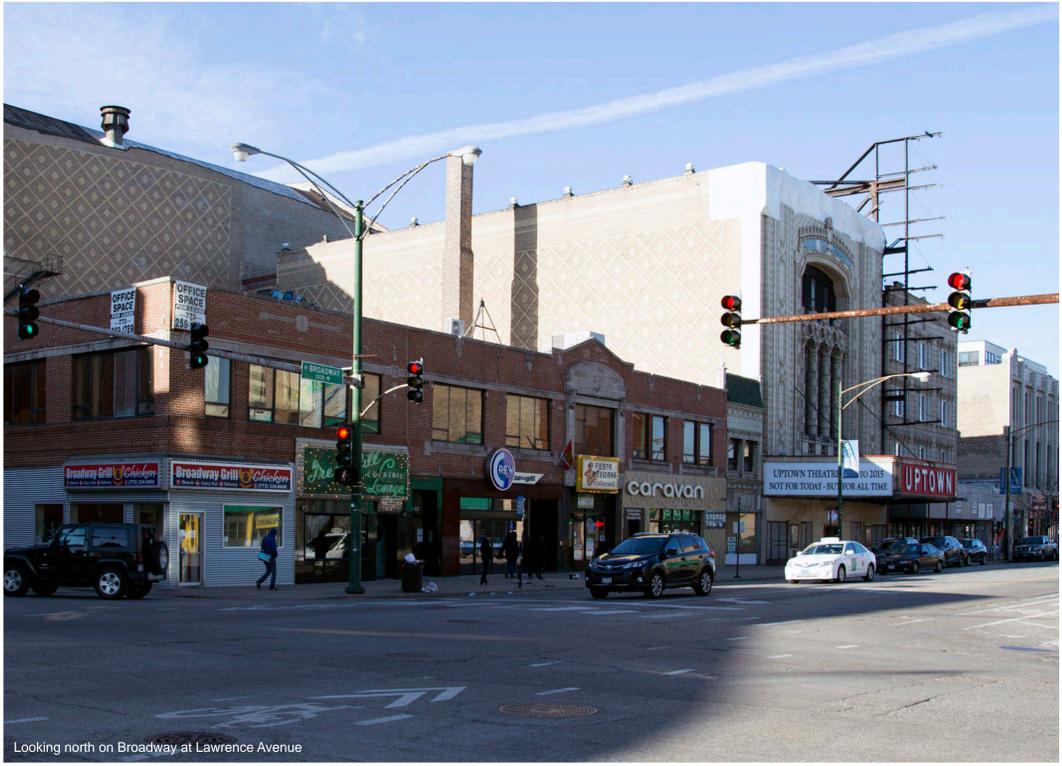
CTA RED AND PURPLE MODERNIZATION PHASE ONE - TRANSIT ORIENTED DEVELOPMENT PLAN



Broadway Street Section at Hollywood Avenue / Bryn Mawr Avenue



Broadway Street Section at Lawrence Avenue



## USE DOTS TO INDICATE INTEREST

WHAT'S YOUR VISION FOR BROADWAY - PICK 2	
Mixed use district with residential and commercial development	
Retail destination with national retailers as anchors	
Local neighborhood street with small independent shops	
Other (write-in)	
APPROPRIATE USES FOR BROADWAY - PICK 5	
Multi-family Residential	
Housing for seniors, low-income residents, and those with disabilities	
Retail / Shopping	
Restaurants	
Bars	
Coffee Shops / Bakeries	
Offices	
Professional Services	
Open Space	
Civic/Education	

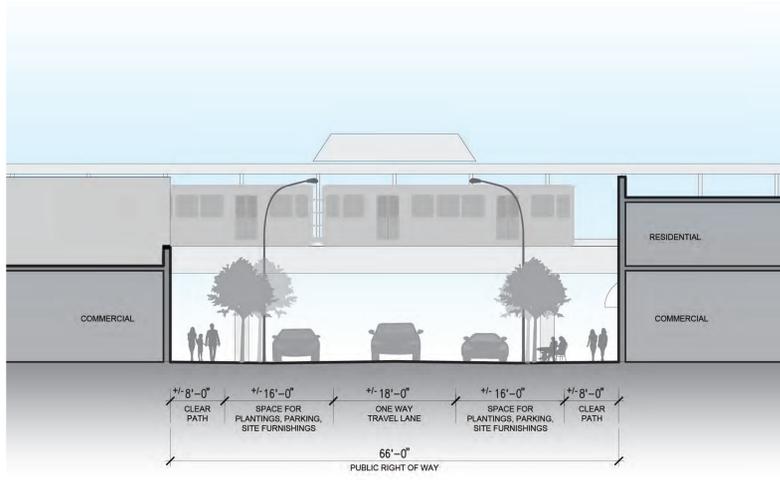
Tell us more!

Leave a Comment!

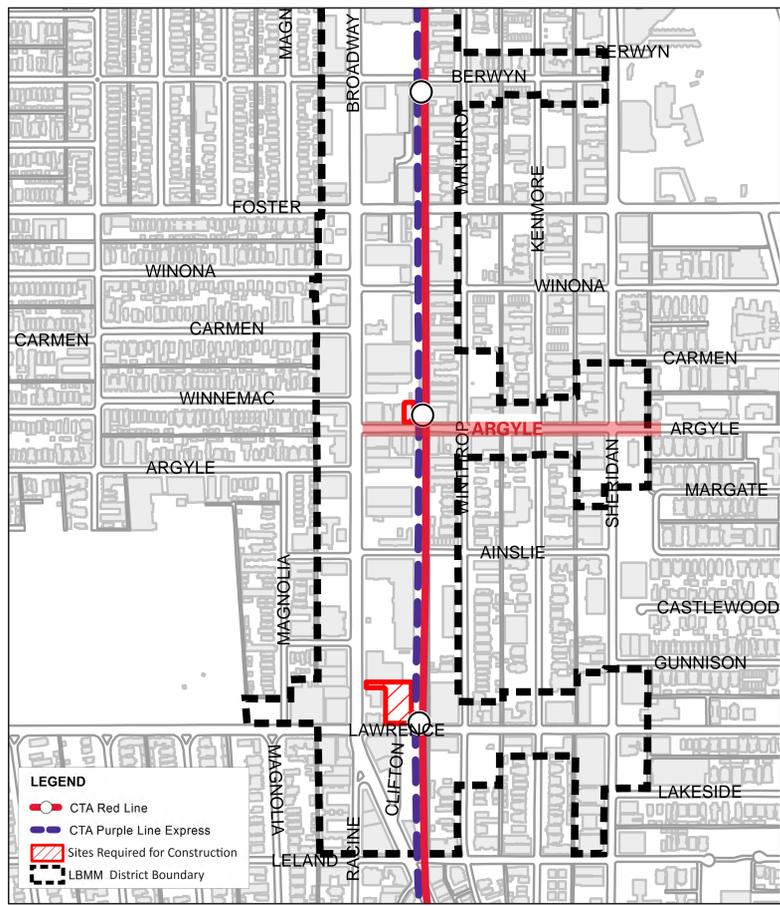


# STREET CHARACTER & LAND USE: ARGYLE STREET

CTA RED AND PURPLE MODERNIZATION PHASE ONE - TRANSIT ORIENTED DEVELOPMENT PLAN



Looking east on Argyle Street from Winthrop Avenue



Tell us more!



## USE DOTS TO INDICATE INTEREST

WHAT'S YOUR VISION FOR ARGYLE STREET - PICK 2	
A neighborhood street with small independent shops and restaurants	
A historic district that celebrates the architecture of the past	
A district that integrates historic and contemporary elements	
Asia on Argyle	
Other (write-in)	
APPROPRIATE USES FOR ARGYLE STREET - PICK 5	
Low-scale Multi-family Residential (stacked flats, apartments buildings with less than 10 units)	
Medium-scale Multi-family Residential (apartments & condos)	
Housing for seniors, low-income residents, and those with disabilities	
Neighborhood Retail / Shopping	
Restaurants	
Coffee Shops / Bakeries	
Offices	
Professional Services	
Open Space	
Education/Civic	



Looking west on Argyle Street



Looking east on Argyle Street



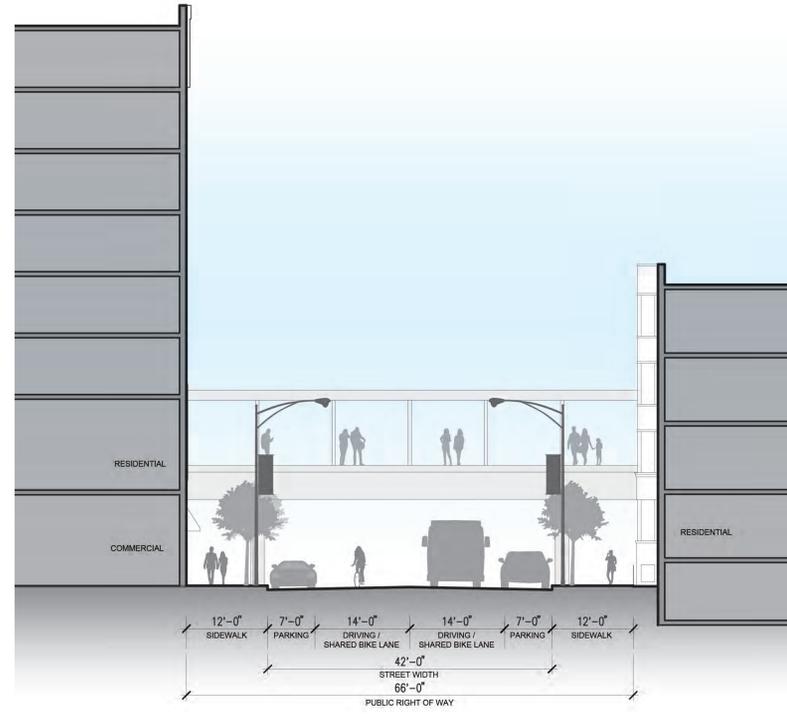
Restaurant on Argyle Street at Winthrop Avenue

# STREET CHARACTER & LAND USE: LAWRENCE AVENUE

CTA RED AND PURPLE MODERNIZATION PHASE ONE - TRANSIT ORIENTED DEVELOPMENT PLAN

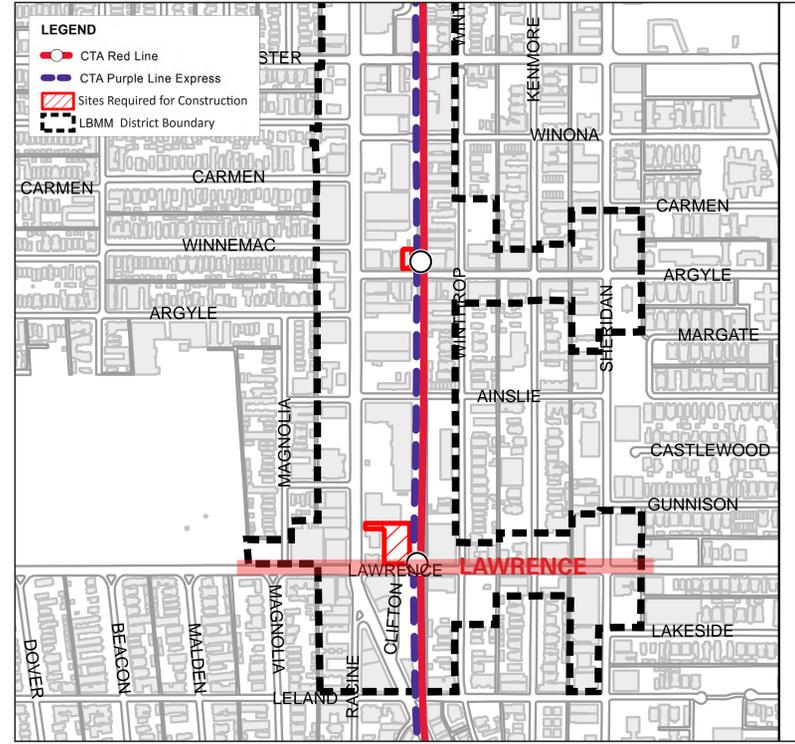


Looking east on Lawrence Avenue from CTA Red Line Station



## USE DOTS TO INDICATE INTEREST

WHAT'S YOUR VISION FOR LAWRENCE AVENUE - PICK 3	
A neighborhood that welcomes a growing residential population	
A mixed-use Entertainment District	
An economically and socially diverse neighborhood	
A district that celebrates the architecture of the past	
A district that integrates historic and contemporary elements	
Other (write-in)	
APPROPRIATE USES FOR LAWRENCE AVENUE - PICK 4	
Multi-family Residential	
Housing for seniors, low-income residents, and those with disabilities	
Retail / Shopping	
Restaurants	
Bars	
Entertainment	
Coffee Shops / Bakeries	
Offices	
Professional Services	
Civic/Education	
Recreation	
Open Space	
Hotel	



Tell us more!



Looking east on Lawrence Avenue, west of Kenmore Avenue



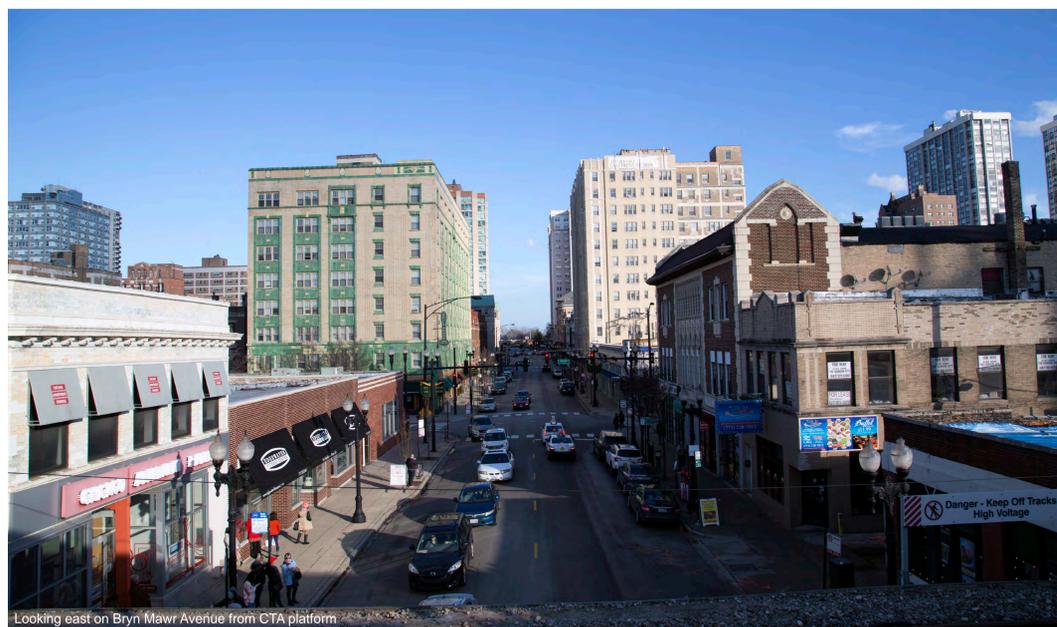
Looking northwest on Lawrence Avenue, at Sheridan Road



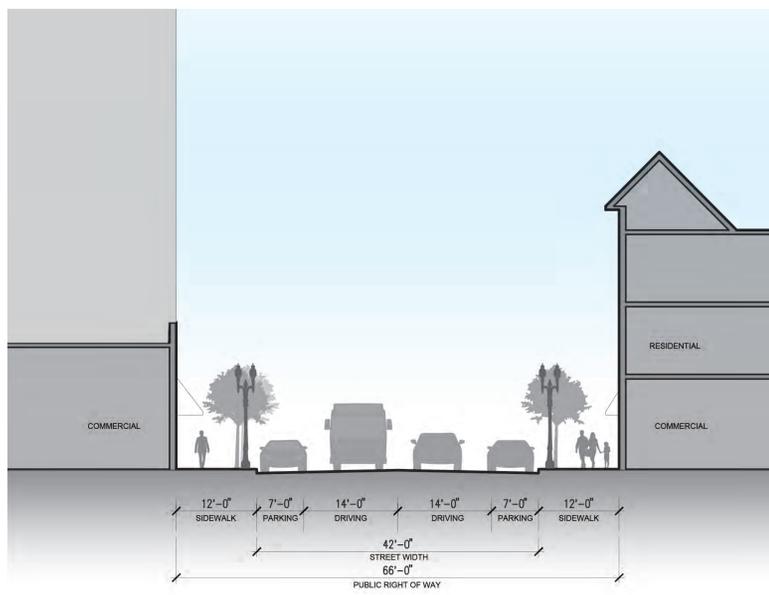
Looking east on Lawrence Avenue, at Sheridan Road

# STREET CHARACTER & LAND USE: BRYN MAWR AVENUE

CTA RED AND PURPLE MODERNIZATION PHASE ONE - TRANSIT ORIENTED DEVELOPMENT PLAN

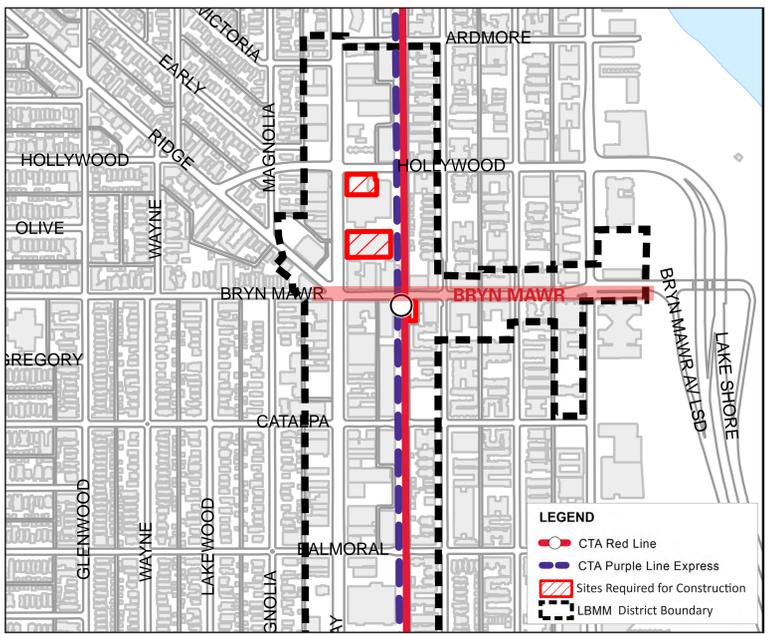


Looking east on Bryn Mawr Avenue from CTA platform



## USE DOTS TO INDICATE INTEREST

WHAT'S YOUR VISION FOR <b>BRYN MAWR STREET - PICK 2</b>	
Mixed-use district including both residential and commercial development	
A commercial street with local neighborhood businesses with small independent shops and restaurants	
A historic district that celebrates the architecture of the past	
A district that integrates historic elements of the past with contemporary elements of today	
Other (write-in)	
APPROPRIATE USES FOR <b>BRYN MAWR STREET - PICK 5</b>	
Low-scale Multi-family Residential (stacked flats, apartments buildings with less than 10 units)	
Medium-scale Multi-family Residential (apartments & condos)	
Housing for seniors, low-income residents, and those with disabilities	
Neighborhood Retail / Shopping	
Restaurants	
Coffee Shops / Bakeries	
Offices	
Professional Services	
Open Space	
Education/Civic	



Tell us more!



Looking east on Bryn Mawr Avenue, east of CTA Station



Looking west on Bryn Mawr Avenue, east of Broadway



Looking north on Bryn Mawr Avenue, east of Broadway

# TRANSIT-ORIENTED DEVELOPMENT: BUILDING CHARACTER MEDIUM AND LARGE SITES

CTA RED AND PURPLE MODERNIZATION PHASE ONE - TRANSIT ORIENTED DEVELOPMENT PLAN

**What types of buildings are you interested in seeing built in this area?**

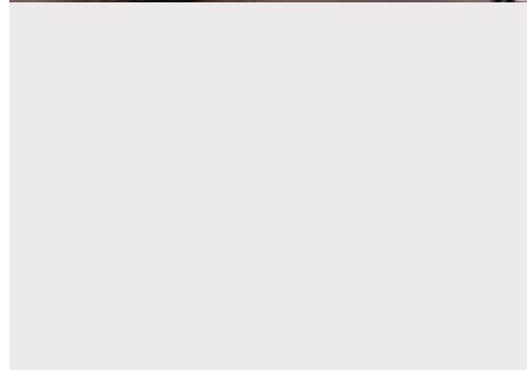
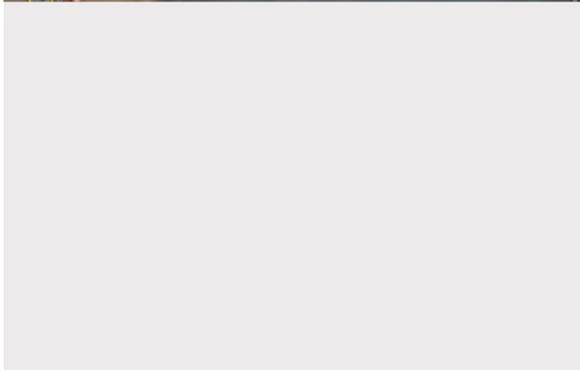
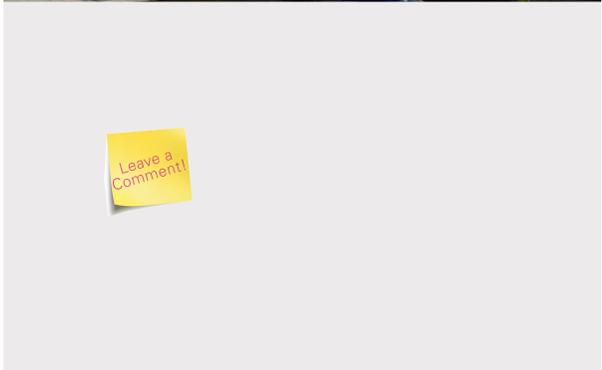
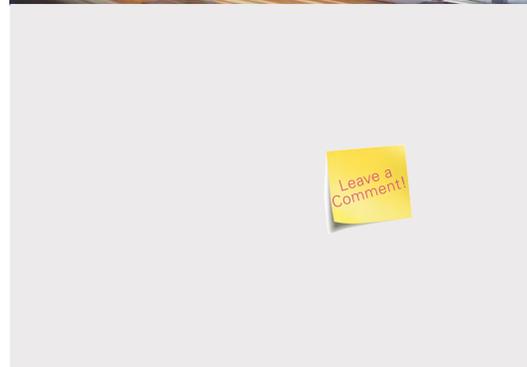
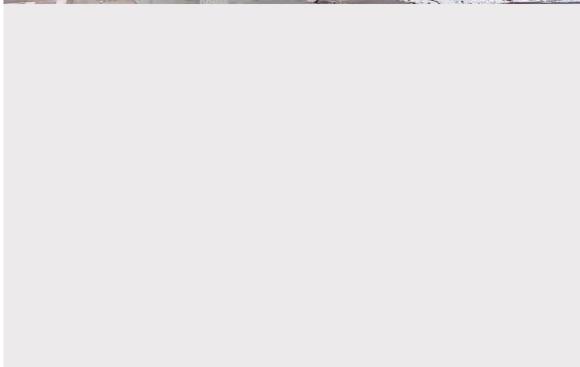
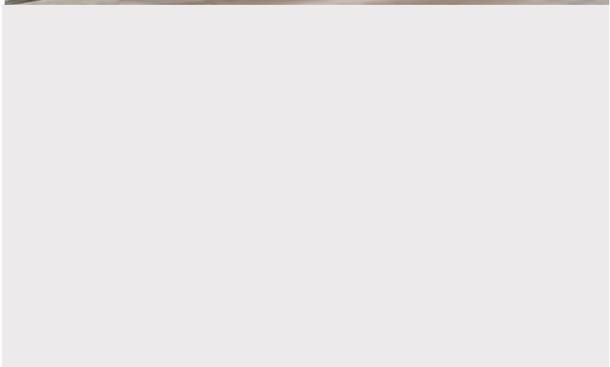
**What do you think these examples do well or poorly?**

Tell us more!

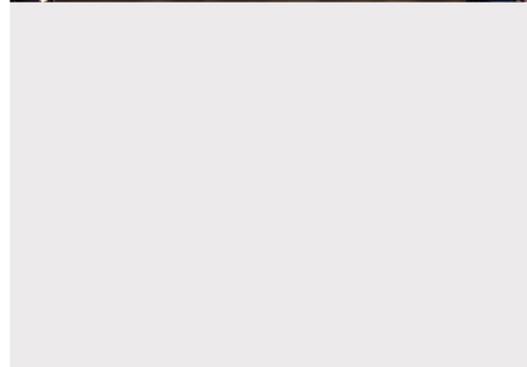
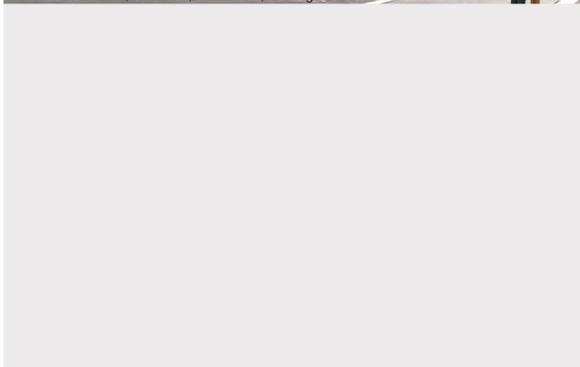
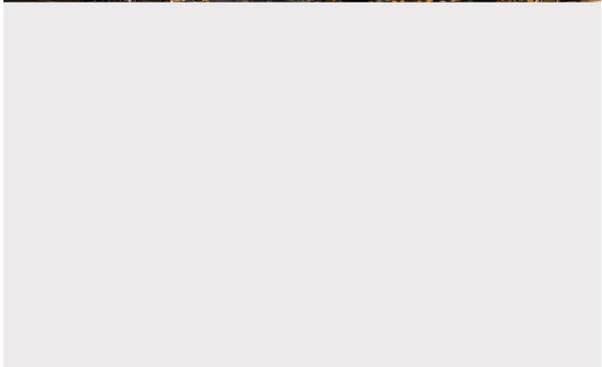
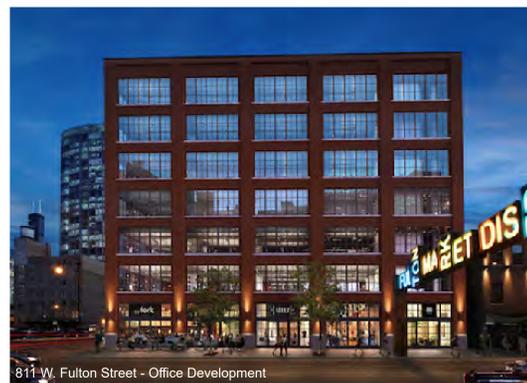
Have another building example that you think would work well in this area? Please share!

Write a comment  
or leave a  
sticky note

## Mixed Use, Transit-Oriented Development with Ground Floor Retail and Residential Above



## Office / Commercial / Retail / Lifestyle



# TRANSIT-ORIENTED DEVELOPMENT: BUILDING CHARACTER SMALL INFILL SITES

CTA RED AND PURPLE MODERNIZATION PHASE ONE - TRANSIT ORIENTED DEVELOPMENT PLAN

**What types of buildings are you interested in seeing built in this area?**

**What do you think these examples do well or poorly?**

Tell us more!

Have another building example that you think would work well in this area? Please share!

Write a comment  
or leave a  
sticky note

## Mixed Use, Transit Oriented Development with Residential over Ground Floor Retail



3405 N. Southport Avenue



2060 W. North Avenue



3647 N. Southport Avenue

Leave a Comment!



3400 N Lincoln Avenue

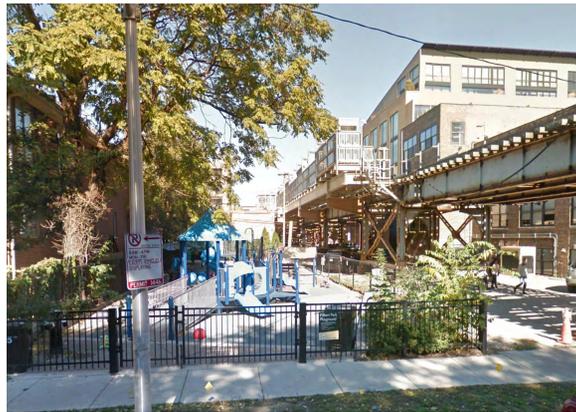


945 W. Belmont Avenue



858 N. Franklin Street

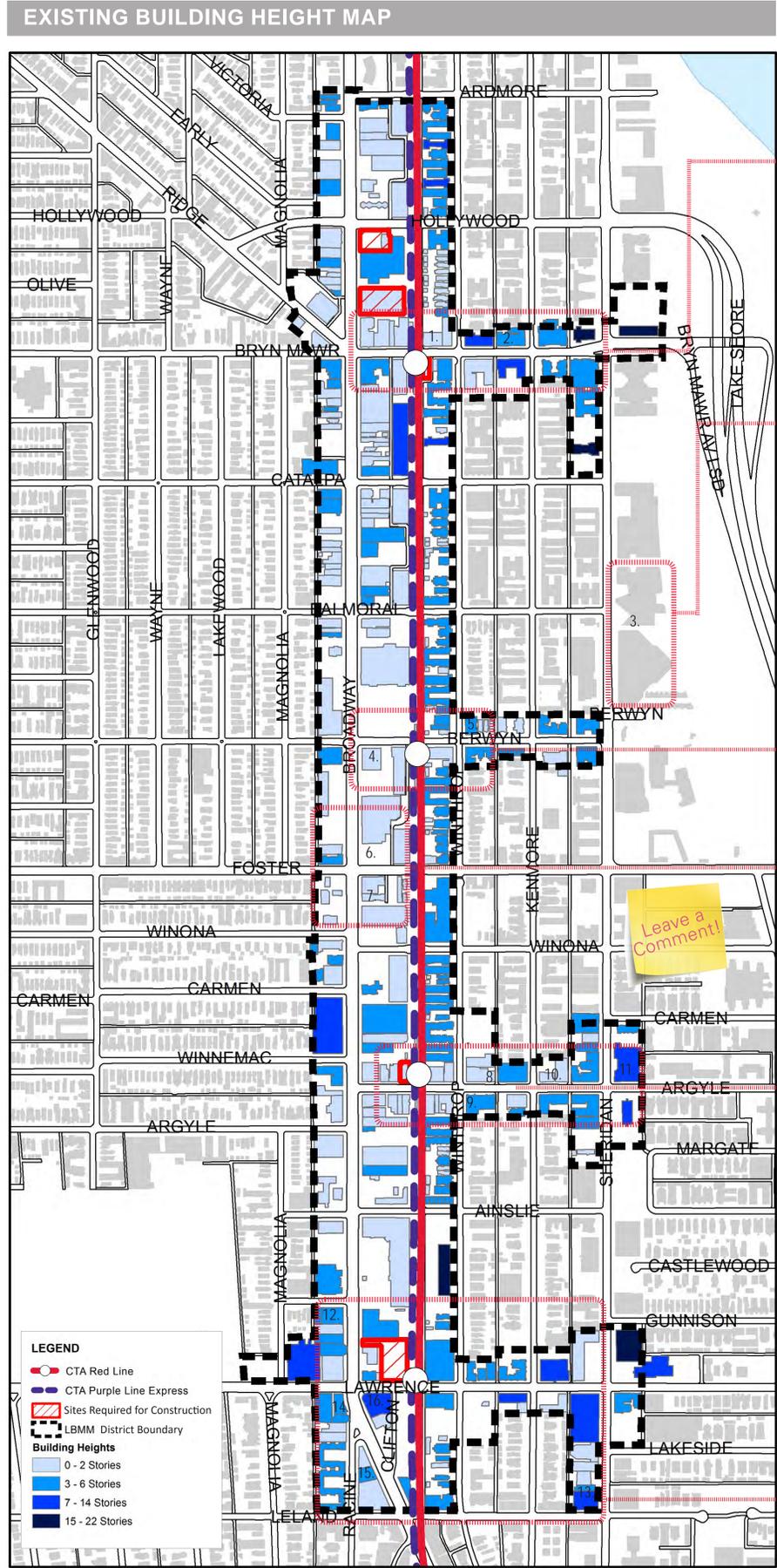
## Alternate Uses for Infill Sites



Leave a Comment!

# TRANSIT-ORIENTED DEVELOPMENT: BUILDING SCALE

CTA RED AND PURPLE MODERNIZATION PHASE ONE - TRANSIT ORIENTED DEVELOPMENT PLAN

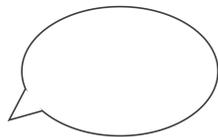
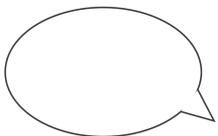


Source: SCB, 2016

**What do you think about building density/height in the district? Where would higher densities be appropriate? Where are smaller buildings desired? Why?**



Write a comment, leave a sticky note, or place a dot on the map



1. Small storefront building.

2. Tall brick building.

3. Two tall skyscrapers.

4. Modern storefront building.

5. Historic brick building.

6. Street view with traffic.

7. Historic brick building.

8. Street view with modern building.

9. Historic brick building.

10. Street view with modern building.

11. Historic brick building.

12. Historic brick building.

13. Modern glass building.

14. Modern brick building.

15. Modern brick building.

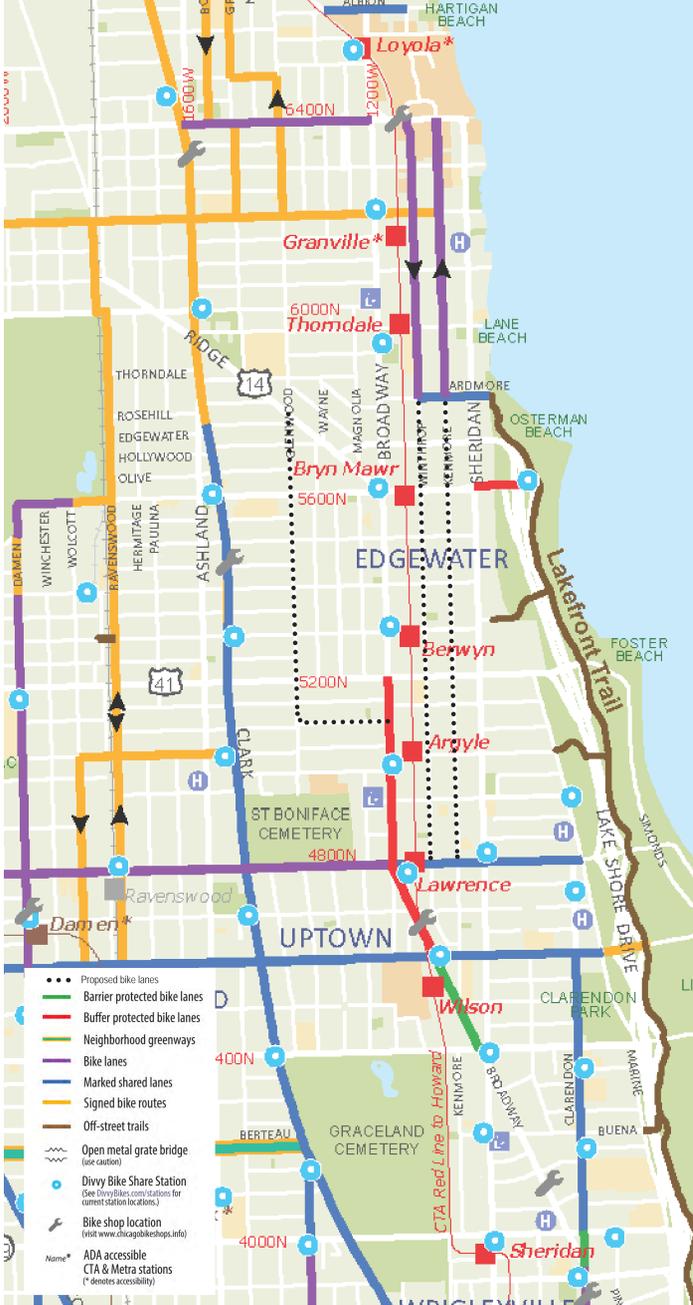
16. Tall brick building with 'BRIDGEVIEW BANK UPTOWN' sign.

# URBAN DESIGN: STREETScape

CTA RED AND PURPLE MODERNIZATION PHASE ONE - TRANSIT ORIENTED DEVELOPMENT PLAN



People Spot



Sculpted Street Planter

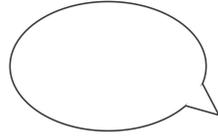
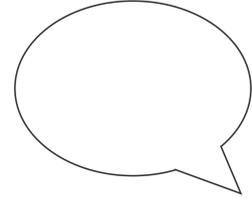


Decorative Street Lighting

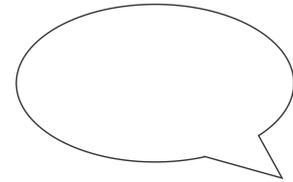


Branded Bike Rack

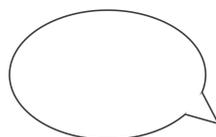
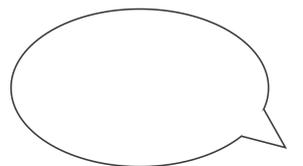
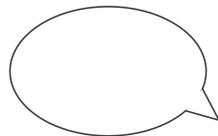
**What are the community's needs or desires for streetscape and/or public space improvements and amenities?**



**What are the challenges to creating unique streetscape elements or improving the streetscape in the neighborhood? How could these challenges be minimized?**



**What community resources exist to support public amenities? Help us identify community organizations, partner agencies, and community leaders that could program & promote new public amenities.**

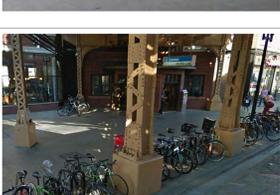


# URBAN DESIGN: EMBANKMENT / UNDERPASS TREATMENT

CTA RED AND PURPLE MODERNIZATION PHASE ONE - TRANSIT ORIENTED DEVELOPMENT PLAN

## How would you like to see the areas near underpasses and embankments designed or used?

Use a dot sticker to indicate your top 5 interests or leave a comment on a sticky note

<p><b>Stormwater management or other opportunities for "green" infrastructure</b></p>		
<p><b>Artistic Lighting Installations</b></p>		
<p><b>Embankment Treatment: Stepped Concrete</b></p>		
<p><b>Embankment Treatment: Stamped/Patterned Concrete</b></p>		
<p><b>Murals</b></p>		
<p><b>Bike Lanes</b></p>		
<p><b>Neighborhood-specific branding/gateway elements</b></p>		
<p><b>Opportunities for physical art installations</b></p>		
<p><b>Active recreational uses</b></p>		
<p><b>Bike parking</b></p>		
<p><b>Temporary uses such as pop up shops, markets, etc.</b></p>		
<p><b>Other...(share your thoughts with us)</b></p>		