





Located nine miles south of the Loop, Chicago's South Shore neighborhood has a rich cultural and development history. In 1893, the World's Columbian Exposition located in nearby Jackson Park prompted land sales in South Shore and subsequently a housing explosion in the early 19th century. The community was and is home to many prominent institutions with significant architecture. In 1906 the South Shore Country Club was established at Lake Michigan and 71st Street, which is now owned by the Chicago Park District. Many architectural significant churches were built in the early 19th century to support the extensive housing stock. Throughout the century, demographics of the neighborhood changed significantly and by the late 1990s South Shore had emerged as a solidly middle-class African American community. However, dis-investment in South Shore continues today, especially along the retail arterials which struggle to attract viable commercial development.

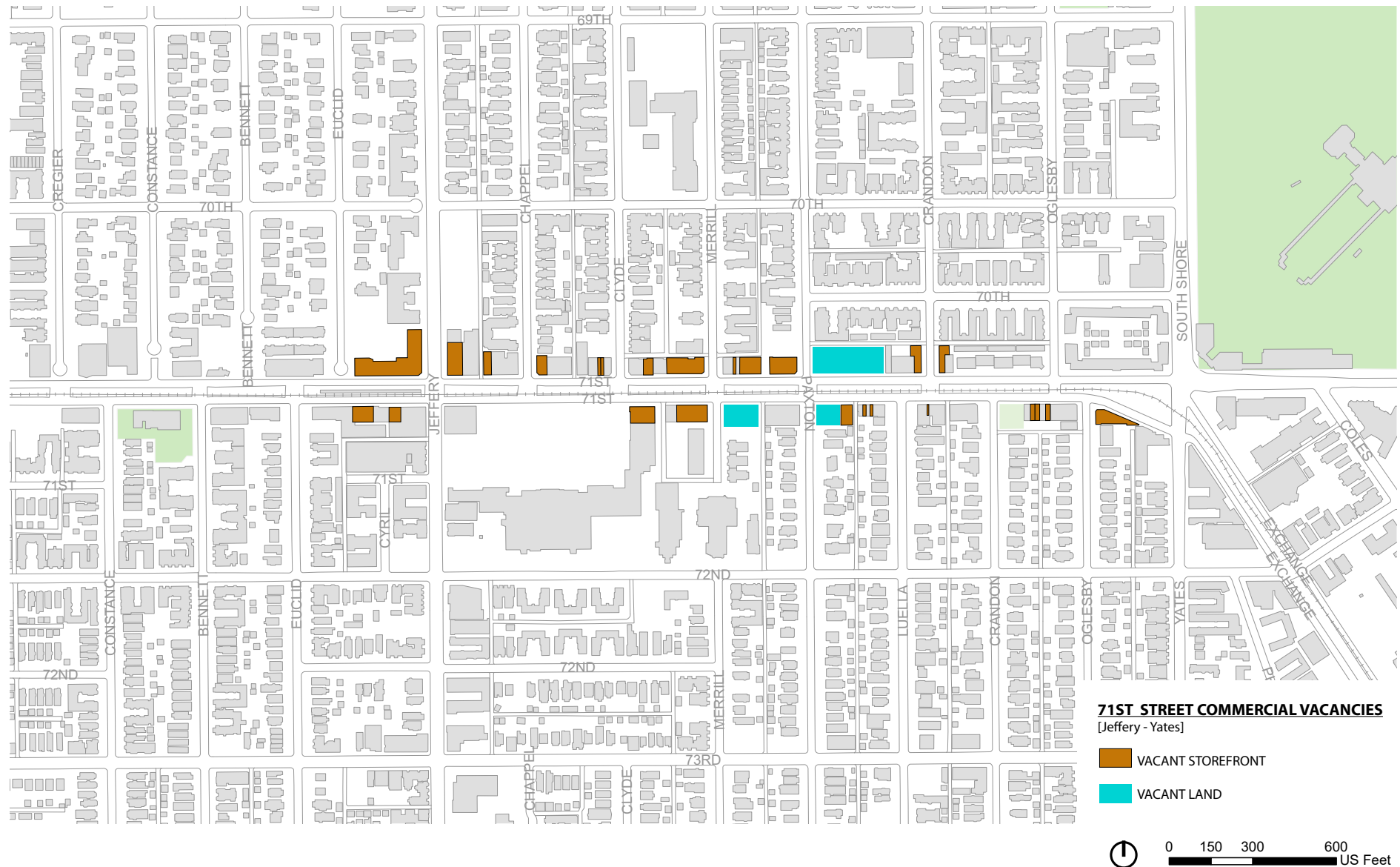
71ST STREET

THE BROKEN WINDOWS THEORY IS A CRIMINOLOGICAL THEORY THAT STATES THAT VISIBLE SIGNS OF CRIME, ANTI-SOCIAL BEHAVIOR, AND CIVIL DISORDER CREATE AN URBAN ENVIRONMENT THAT ENCOURAGES FURTHER CRIME AND DISORDER, INCLUDING SERIOUS CRIMES. PLACES THAT GIVE THE APPEARANCE OF DISINVESTMENT – INVITE MORE DISINVESTMENT, ANTI-SOCIAL BEHAVIOR AND CRIME.

The 71st Corridor is not filled with broken windows, nor anti-social behavior nor civil disorder - but it does give the appearance of disinvestment with many vacant storefronts. Some of the occupied buildings and storefronts have very defensive facades with roll-down gates, boarded-up windows and small windows, so you cannot see inside. Making strategic façade improvements will change the message of disinvestment to - encouraging investment in a healthy community.

71ST STREET VACANCY

IN 2019 BETWEEN JEFFERY AND YATES ON 71ST STREET THERE IS A 77% VACANCY RATE, OF WHICH 68% OF THE PROPERTIES ARE UNLISTED AND THE PROPERTY OWNERS ARE NOT ACTIVELY SEEKING TENANTS.



CHANGING THE MESSAGE AND CALL TO ACTION

Understanding why these commercial corridors are vacant is critical to making a successful plan to revitalize them. Through conversations with key stakeholders, property owners and residents our team listened and recorded the issues.

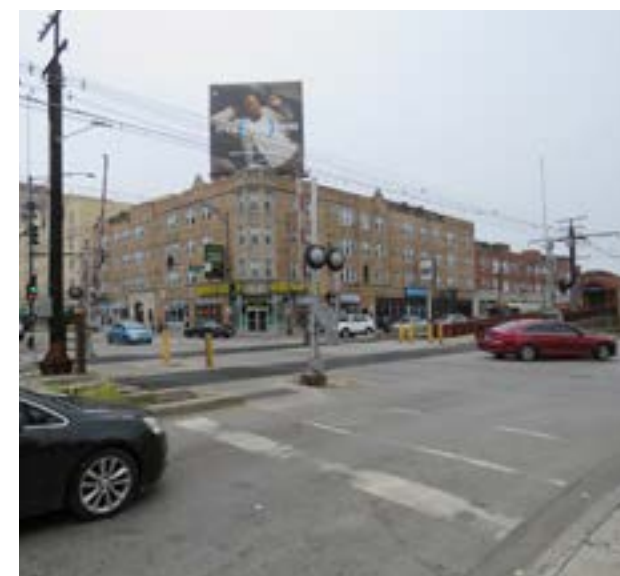
How does our team assist in making a paradigm shift for the vacant storefronts?

The following is a series of observations and stories we heard from property owners, businesses and residents on why things are the way they are:

- A retail building property owner does not have an immediate demand for his retail space, its old and needs renovation and updating to be competitive, but the rental lease will not necessarily cover the renovation costs.
- The building is receiving a tax abatement because its vacant, and if it is rented then the building owner's taxes will go up. Leasing the space represents a financial risk, so there is a disincentive to keep it empty.
- Restaurants are desired but it is a very expensive renovation to add a new commercial kitchen.
- There is some gang activity, and neighborhood violence at night and fear that the neighborhood is not safe, discourages people from shopping.
- Because the property is in an urban neighborhood with good transit service at some point, the building or land will become more valuable, so the property owner will wait until

there is gentrification and then sell the property. Until then, the goal is to not spend any money on the property.

- Following are a series of responses to the issues raised by property owners, business owners and residents above.
- Create an inventory of how much space is available for new retail or ground level uses.
- Create a holistic property improvement approach that addresses the tax and financial obstacles to business attraction, renovation costs and extension of tax abatements.
- Convince property owners that they need to be proactive to keep their property well maintained and occupied with good tenants.
- Encourage a cluster of multiple property improvements that will send a message the corridor is changing, people are investing in their properties, not disinvesting which can motivate and encourage property owners that are sitting on the fence and doing nothing, that the time is right for them to renovate in order to lease or sell.
- Discuss community policing needs for the corridor and consider hiring additional security for the street to patrol at night and/or after hours.



71ST STREET

WEST ZONE - BLOCK BY BLOCK INVENTORY

Block 1 :

- Vacant storefronts with residential above
- ICE Cinema future site
- CTA bus stops

Block 2 :

- Vacant storefronts
- Food mart
- Sub shop
- Clothing boutique with residential above

Block 3 :

- Clothing boutiques
- Cell phone stores
- Sub shop
- Beauty shops

Block 4 :

- Vacant storefronts with residential above
- Beauty shop
- Community amenities
- Misc. restaurants



Block 14 :

- Vacant storefronts with residential above
- Currency exchange, tax
- Medical Supply
- Furniture Store

Block 13 :

- Jeffery Plaza Shopping Center
- Walgreens
- Bank
- Local Foods grocery store
- Misc restarants and shopping

Block 12 :

- Vacant building

EAST ZONE - BLOCK BY BLOCK INVENTORY

Block 5 :

- Vacant storefronts
- Vacant lot
- Payday loans

Block 6 :

- Vacant lots
- Bakery, restaurants
- Vacant storefronts with residential above
- CTA bus stop

Block 7 :

- Vacant storefronts with residential above
- Residential
- CTA bus stop



Block 11 :

- Family Dollar
- Vacant lot

Block 10 :

- Vacant storefronts with residential above
- Bike shop
- Vacant lot

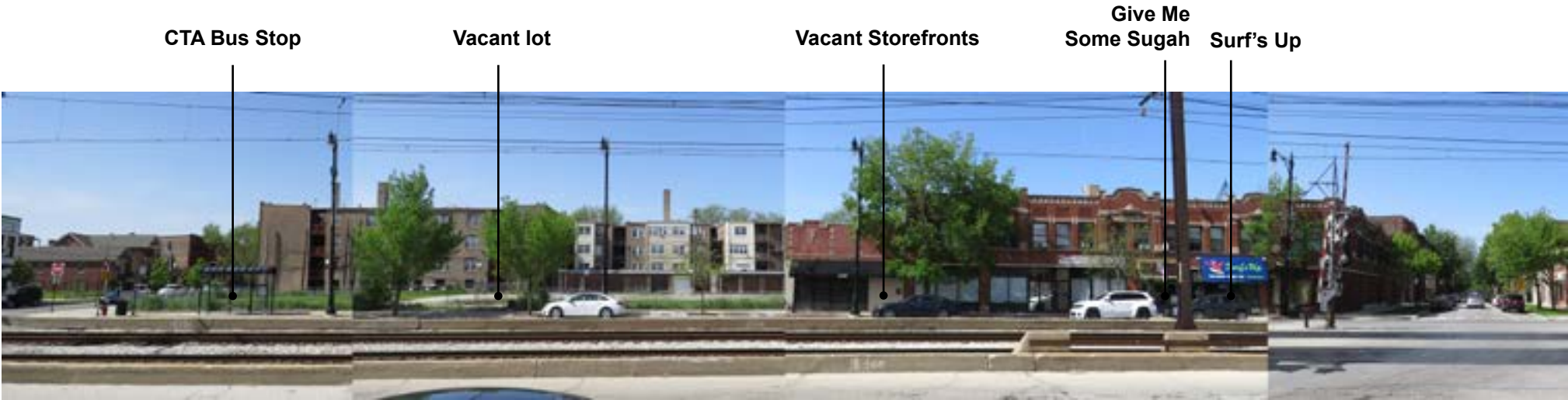
Block 9 :

- Vacant storefronts with residential above
- Taco carry-out

Block 8 :

- Fifth Ward office
- Vacant Storefronts
- Community Garden
- CTA bus stop

BLOCK ELEVATIONS



BLOCK 6



BLOCK 8

Vacant Storefronts

Residential

Residential



BLOCK 7

ents Vacant Storefronts Flash Taco

Apartments

Dentist

Apartments



BLOCK 9

STAKEHOLDER MEETINGS

Alderman Meetings

- Ward 5 - Leslie A. Hairston
- Ward 7- Greg Mitchell,
- Ward 8 Michelle Harris

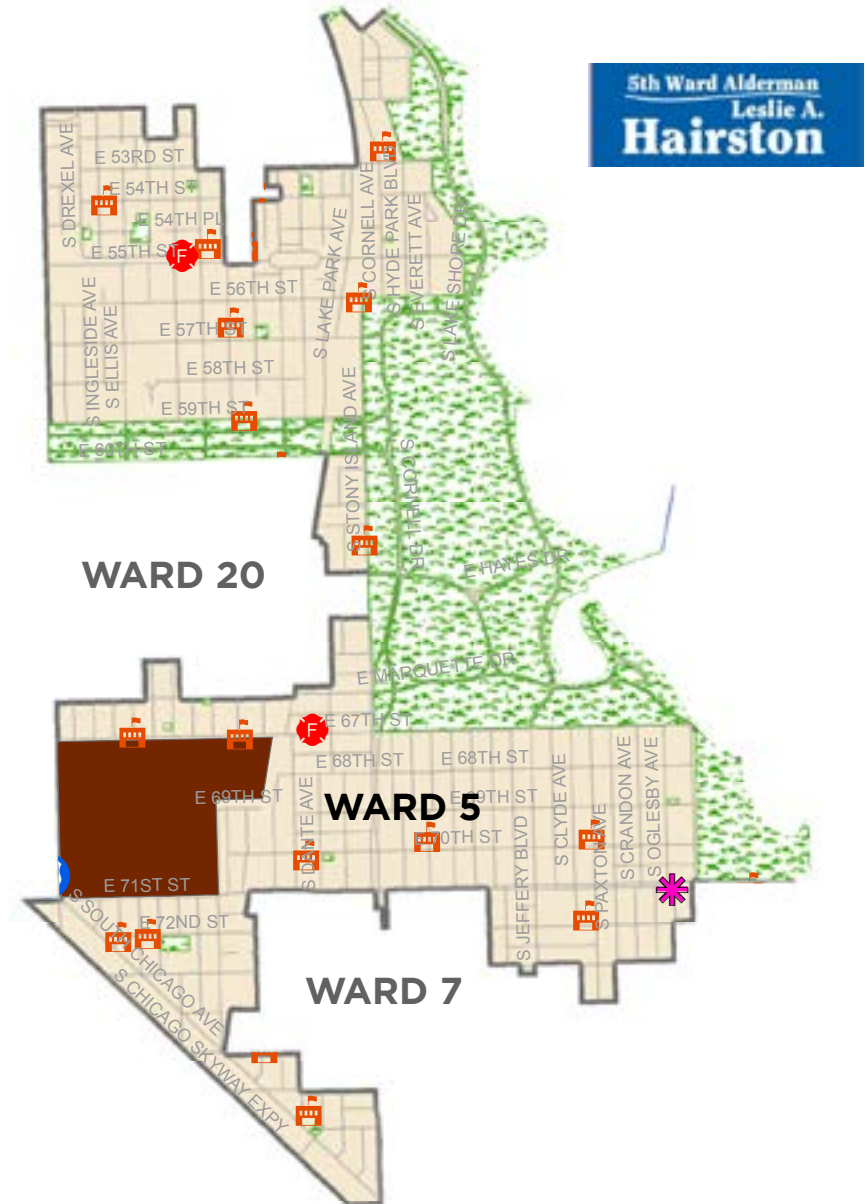
Property Owner Meetings

- ICE Cinema Project at 71st and Jeffery
- Local Foods Grocery
- Claude Jones - property owner
- Charles Brown - property owner

The following is a summary of key issues we heard from community stakeholders that were interviewed.
(INTERVIEWS IN PROCESS)

Key Topics:

- Major issues impacting 71st street
- Perceptions of both opportunities and challenges to corridor revitalization
- Financial challenges
- Maintenance and regulatory challenges
- Coordination amongst property owners



SOUTH SHORE WARD MAP

COMMUNITY MEETING SUMMARY

Key Topics & Issues from the community meeting:

- Create community partnerships
- Provide incentive information to support local businesses, especially small scale businesses (key issues, tax disincentive, safety and security)
- Community Space (health and wellness focus)
- Leverage the transit connections to encourage development (ridership Metra and Jeffery Jump CTA bus service)
- Infrastructure needs (parking), rail crossing, new fence and station improvements
- Rail beautification (plants, garbage, lighting)
- Concentration of Vacancies/ Delinquent Buildings



URBAN MAIN STREET

Findings from the Urban Main Street market analysis of 71st Street:

- 4 main components to success: Economic Vitality, Design, Promotion, Organization
- Top 4 issues (Crime, Store variety, vacancies, cleanliness)
- Top Businesses Walgreens, Gimme Some Sugah Bakery, Italian Fiesta and Starbucks)
- Business attraction goals (grocery, pub/restaurant, fine dining, entertainment, home goods)
- Most people shop Saturday either 1 – 5 pm or after 5 PM
- Demographic (\$26k median household income) and ESRI market review
- Proposed transformation strategies (Neighborhood Amenities, Nightlife and Entertainment)
- Align programming w/ strategy for immediate, mid and long term
- Diversify the economic base, build leadership and strong organizational capacity, create an inviting and inclusive atmosphere, market district assets.
- Benchmark and monitor success



BUSINESSES ALONG 71ST STREET

FOOD, BEVERAGE AND ENTERTAINMENT GOALS

- Food, Beverage and Entertainment
 - Small/local
 - Themed restaurants
 - need healthy options
 - Breakfast place
 - Brewery/bar
 - Sit down restaurant
 - Need 4 new restaurants for critical meals
- Container “Pop up retail” opportunity in empty lots
- Music/restaurant/bar
- Brick & mortar etsy
- Chamber – popups
 - Local artists
 - Like Andersonville galleria
 - 53rd modern loop



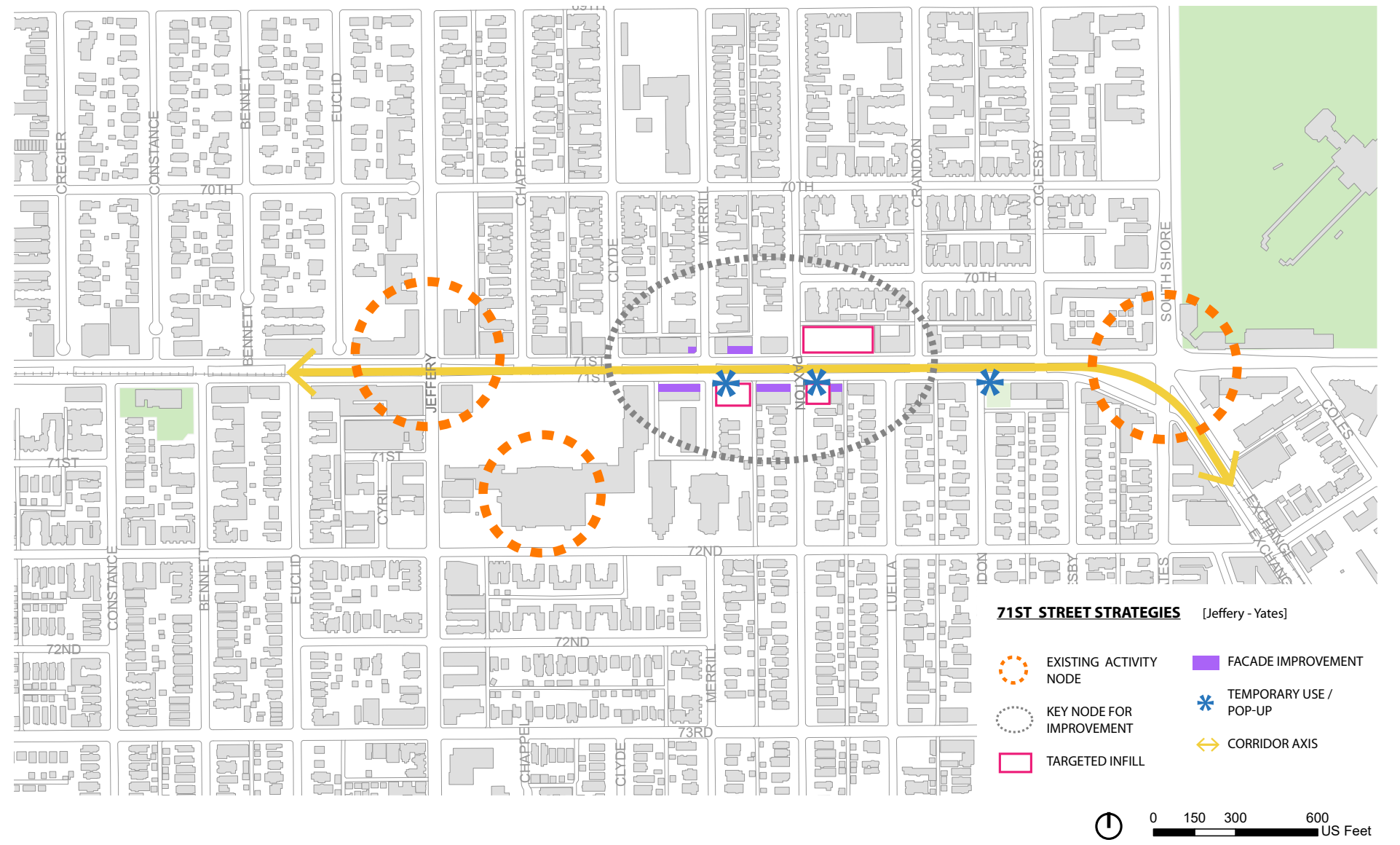
ONE ELEVEN FOOD HALL - PULLMAN



GREAT BLACK MUSIC ENSEMBLE - CHICAGO

71ST STREET STRATEGY

Focus improvements to benefit a cluster of businesses by supporting existing activity nodes and key new businesses such as the Local Market and ICE Cinegrill. Make façade and building improvements in order to market vacant spaces and create strategic infill development on vacant land parcels. Consider pop-up development to create temporary uses at low cost.



PROPOSED STRATEGIES FOR IMPROVING 71ST STREET

- Meet and work with local property owners to create a game plan for improving their properties such as how to address challenges in attracting tenants, tax relief, building code or zoning issues, clean-up + fix-up strategies for facades and renovating properties, applying for façade or other improvement grants, legal issues, taking advantage of IRS Opportunity Zones and other incentives, etc.
- Create a neighborhood “gathering place / job training/business incubator/” such as Woodlawn’s recently opened “Green Living Room”, Pullman’s arts Space, Maywood’s Health Hub
- Connect businesses and property owners with architects and artists to help with making interesting signage and art that can be incorporated into the façade design.
- Create a pop-up vegetable stand out of a container for the Neighbors Space Community Garden.
- Create infill building strategies for city owned parcels (with ground level space uses and residential above). Talk to the city about development opportunities. Consider a demonstration project for modular development.
- Meet with police to better understand the crime and policing issues.
- Create business attraction strategies and marketing materials for 71st Street.

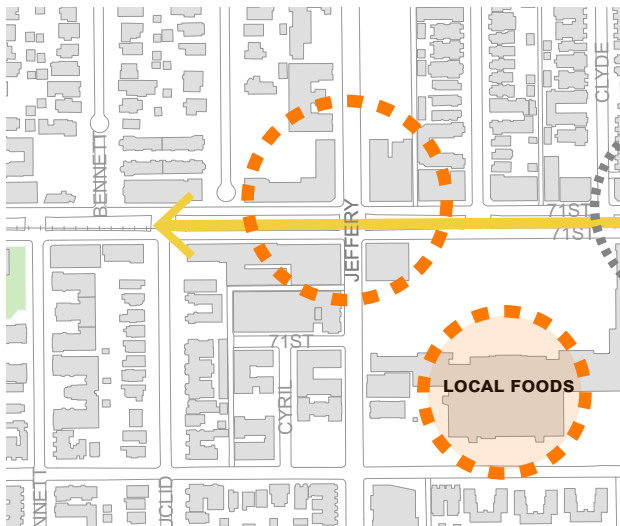


STRATEGY 1 : SUPPORT LOCAL CATALYST BUSINESSES

Local Market Opens in Jeffery Plaza, South Shore Residents Rejoice

Opened in December 2019, in a former Dominick's location at 71st and Jeffery, the Local Market grocery store is providing convenient access to a full-service grocer for 14,000 South Shore residents for the first time in six years. City support included \$10 million in Tax Increment Financing and \$12 million in New Market Tax Credits.

(Source: City of Chicago DPD Newsletter 12/19)



STRATEGY 1 : SUPPORT LOCAL CATALYST BUSINESSES

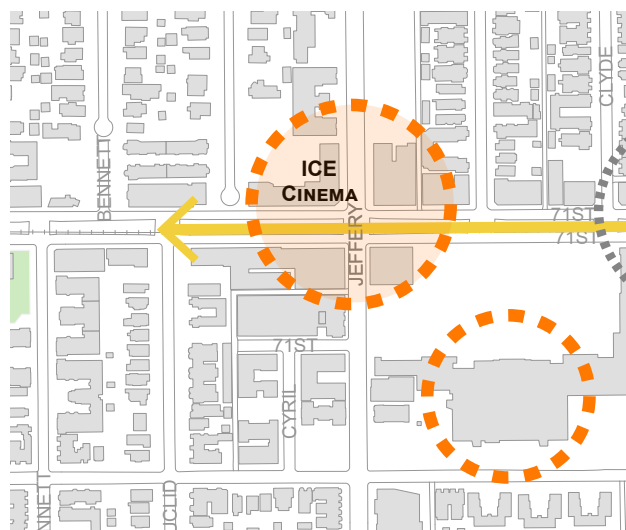
ICE Theaters Cinegrill

Planned for the former location of the Urban Partnership Bank Building at the corner of 71st Street & Jeffery Boulevard is a multipurpose entertainment center branded as “Cinegrill”. The development’s core concept is a 7-screen theater featuring amenities such as reclining seats, a chef-curated menu, and a bar.

The development is also intended to include a Creole-inspired sit-down restaurant, a 4-lane bowling alley and lounge, and a rooftop patio and event venue able to accommodate about three-hundred people.



2019 CINEGRILL CONCEPTUAL RENDERING



STRATEGY 2 : CREATE A DISTRICT BUSINESS PLAN

Determine how much space is available.

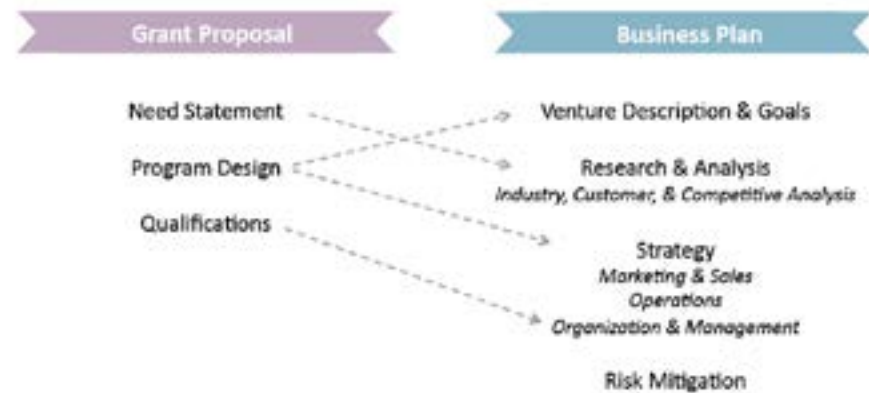
Identify the retail leakage? – Where people in the neighborhood are shopping for goods and services that can be provided in the neighborhood.

Outline good starter businesses, that would significantly benefit for the neighborhood and send a good message?

Support the new businesses that have recently opened and others that are being planned, how can we support those businesses, so they are successful? Opening a business is risky and needs community support on many levels.



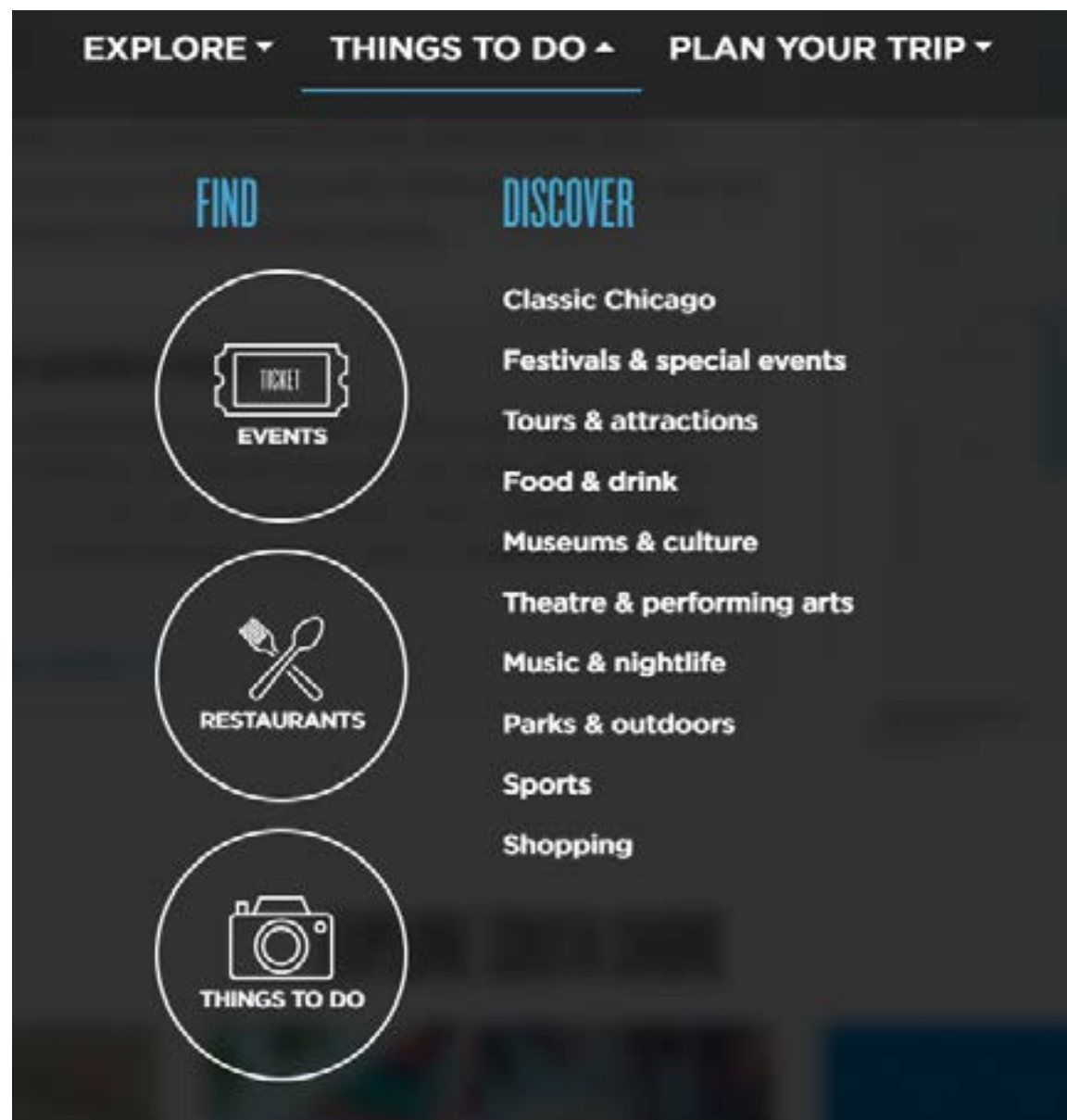
Business Plan vs. Grant Proposal



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STRATEGY 3 : 71ST STREET MARKETING PLAN

- Create and market a compelling vision, that 71st is experiencing a renaissance. Share the good news about the Local Market opening this month, anticipated ICE Cinema development, Metra rail improvements.
- Create a 71st App or twitter account
- What would be the hashtag#
 - 71stcheckusout
 - SouthShoreChicago
 - SouthShoreSmallBusiness
- To become a newsletter to circulate locally to residents, businesses and property owners.
- Create a culture to buy local products and support local businesses.
- Marketing & branding (food and art)



STRATEGY 4 : INCREASE ORGANIZATIONAL CAPACITY FOR 71ST STREET

Increase organizational cooperation and increase capacity with advocates, leaders and politicians, who show up and care.

Bring together:

- South Shore Cultural Center Advisory Council, Park District
- Neighborhood Network Alliance (block club)
- South Shore – all organizations
- “One Community Together”
- *Website – network to bring people

Bring the 3 wards together

Common goal and connect all groups

- Church groups
- 74th & Jeffrey
- Methodist
- Soup kitchen
- 70th & Jeffrey
- 74th & Chappell



STRATEGY 5 : INCENTIVISE FACADE IMPROVEMENTS



71ST STREET - CURRENT



71ST STREET - AFTER FACADE IMPROVEMENT PROGRAM

Facade Improvement Ideas

- Paint
- Brick clean up
- Lighting
- Signage
- Trees / Landscaping
- New windows and doors
- Awnings

STRATEGY 6 : SEEK FINANCIAL PLANNING FOR LOCAL BUSINESSES

Funding Programs

The following are a series of funding programs that may be appropriate for revitalization of the 71st Corridor.

- Neighborhood Opportunity Fund
- Tax Increment Financing (TIF) District
- Enterprise Zones
- IRS Opportunity Zones
- Tax Abatements
- Facade Improvement Program
- City of Chicago Discounted Land Sale or Use Agreement
- Municipal rebate for infrastructure improvements
- Revolving Loan Fund
- Low Income Housing Tax Credit Program
- New Market Tax Credits
- Illinois Historic Preservation Tax Credit Program



PRECEDENT - HEALTH HUB

A community-driven space dedicated towards community health and wellness.

- Green Living Room - Englewood
- Cooking classes, grocery shopping and financial meal planning
- Social worker to navigate medical needs
- Yoga, fitness, sports facilities
- complimentary wellness services (beauty, clothing, job readiness, mental health)

Youth Development

- Coffee shop / third space directed at youth and young adults
- Classes and training for youth
- Teenage engagement, connecting youth with volunteers in an interested field
- Leadership Academy for Youth: peer mentoring, learning / enrichment programs, coding adjacent, police/fire career exploration

Community Support Services

- Sense of safety, violence prevention, 24 hour safe spot
- After work relaxation and local socialization
- Life coach non-profit (financial literacy, planning, life planning i.e. wills, estates)
- Skill based workshops
- Senior services (one stop shop)

Food Related Businesses

- Veggie cooperative, veggie cafe, access to fresh foods
- Coffee shop
- Sustainable agriculture
- Food waste collection
- Entrepreneurs focused on specific food products

Small Business/ Job Creation

- Business incubator space to network and start businesses
- Youth learning new trades
- Workforce development, trade skills



WINDY CITY HARVEST & GIVING GARDENS - VEGGIE RX (MAYWOOD)



DRYHOOTCH - VETERANS PEER SUPPORT COFFEE HOUSE (MILWAUKEE)

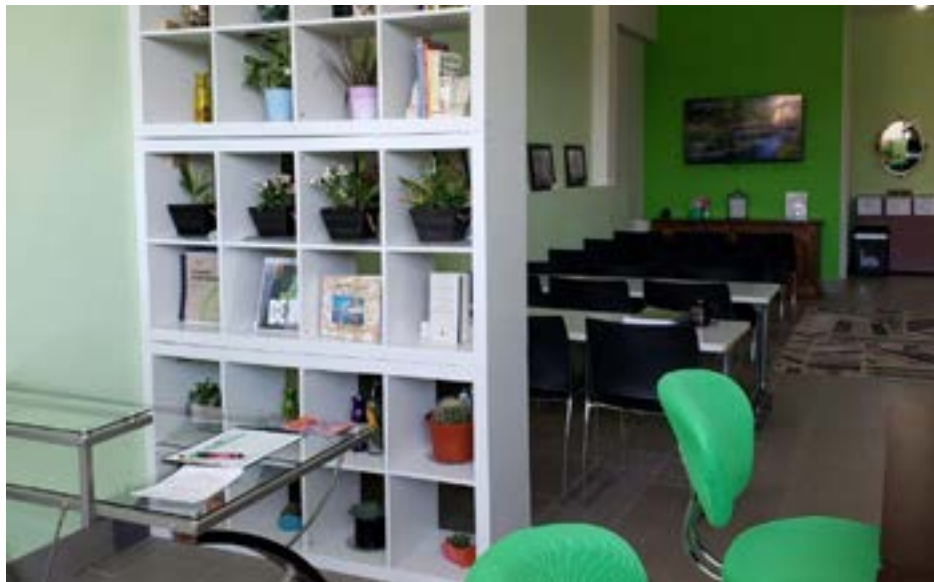
PRECEDENT - GREEN LIVING ROOM

The Green Living Room in Woodlawn is a non-profit-run third space and sustainable community development-oriented service hub & cafe. Visitors can sample the coffee or food offerings, purchase home goods, and access the internet free of charge. The cafe also makes computers and printers available for patrons to use.

The Green Living Room has broad goals of increasing the sense of community in Woodlawn and empowering or supporting locals seeking to reinvest in the community. As such, each month the non-profit that manages the cafe – Blacks In Green – sponsors numerous educational and job-oriented workshops that it hosts in the event space adjacent to the cafe. (Source: Block Club Chicago)



THE GREEN LIVING ROOM - WOODLAWN



THE GREEN LIVING ROOM - WOODLAWN



PRECEDENT - ARTSPACE

Developed in partnership with Chicago Neighborhood Initiatives (CNI) and Pullman Arts, Pullman Artspace Lofts is a mixed-use affordable live/work space for artists and their families. The Development Team chose a site located on Langley Avenue, just south of 111th Street, consisting of approximately 18,500 square feet of vacant land book-ended by two historic apartment buildings. The project provides the opportunity to integrate historic preservation with cutting edge new construction and an iconic set of buildings that anchor Pullman's eastern boundary. The project includes 38 affordable live/work units, exhibition space, and ample community space.



ARTSPACE PULLMAN



ARTSPACE ELGIN



PROJECT IDEAS - POP UP / CONTAINERS / COMMUNITY GARDENS



Wish List MKE - TEMPORARY STOREFRONT DISPLAYS IN MILWAUKEE



Boxville - POP-UP CONTAINERS IN CHICAGO



THE PLANT - FOOD INCUBATOR IN CHICAGO



YOUTH BASED PUBLIC ART - CHICAGO

PROJECT IDEAS - COMMUNITY SPACE / INCUBATORS (IN AVAILABLE VACANT STOREFRONT)



OVERTOWN CO-WORKING - COWORKING SPACE CREATED BY THE FOUNDERS OF BLACKTECHWEEK FOR ENTREPRENEURS IN MIAMI, FL



MOTOR CITY MATCH - MATCHES BUSINESSES AND AVAILABLE REAL ESTATE AND PROVIDES SMALL BUSINESS TECHNICAL ASSISTANCE SUCH AS ACCOUNTING, LEGAL, ARCHITECTURAL, MARKETING, AND BRANDING.

INFILL DEVELOPMENT - GROUND LEVEL WITH RESIDENTIAL ABOVE



INFILL DEVELOPMENT - POP UP CONTAINERS









