ECONOMIC DEVELOPMENT

Before Ald. Cappleman was halfway through his term in office, he was able to secure two pivotal developments that will later prove to be the tipping point for creating a very strong economy for the Ward:

- $203 million to rebuild the Wilson L Station, making it the second most expensive L station in the City’s history.
- An entertainment district that will foster economic growth in the area surrounding the Riviera Theatre, the Aragon Ballroom, and the Uptown Theatre.

These events have captured the interest of developers who are now expressing a desire to bring in more businesses and housing into the area.

Marketing the Ward

In order to make sound development decisions and to take advantage of the growing interest for new development opportunities in the Ward, there must be some guiding principles to foster sound growth. New development should do the following:

- Promote a family-friendly experience in the residential sections of the 46th Ward
- Improve and promote public safety standards
- Adhere to the City of Chicago Sustainable Development Standards
- Vetted through the appropriate community process

The area chambers of commerce and the Alderman are working together to make it known that the 46th Ward is “Open for Business.” This active collaboration should attract potential new business development by:

- Making infrastructure improvements that would encourage more economic development
- Utilizing and expanding upon community development guidelines to ensure new development that is valuable and consistent with Ward goals, which includes prioritizing in the following areas:
  1. Development along existing commercial corridors
  2. Development that respects the Ward’s unique architectural and historic offerings
  3. Development that supports designated “sub-district” uses, such as the Entertainment District

4. Consideration of investment in market analysis and community planning to further serve as tools for business attraction and development.

- Assisting in the identification of viable business to move in to the Ward and locations for them
- Identifying tax credits and other funding to help both new and existing businesses
- Navigating the process of zoning, permitting and licensing for new and existing businesses
- Highlighting attractive features of the ward to potential new businesses, i.e., ethnic and economic diversity, active and engaged citizens and community groups, excellent public transportation options and an ideal location near the lakefront with easy access to the Loop
- Focusing on family-friendly development initiatives, such as adding larger units to our housing stock and improving neighborhood schools
- Promoting the 46th Ward as a destination by highlighting our entertainment options, beautiful lakefront and public spaces, historic architecture and rich history
- Making the 46th Ward a model for sustainability and environmental stewardship
- Making the 46th Ward pedestrian and bicycle friendly in targeted retail corridors
- Focusing on streetscaping and maintenance efforts that will promote foot traffic in targeted retail corridors

Economic Development Tools Available

There are many economic development tools that are available for businesses, community organizations and government. Below is a list of some of these programs. New or existing businesses that are interested in taking advantage of these programs or getting more information about these or other programs should contact their local chamber of commerce or Alderman Cappleman’s office.

- Entrepreneurship training, business workshops and assistance with City permitting processes provided by chambers of commerce and community development corporations
- Tax Incremental Financing (TIF) funds available in many sections of the 46th Ward for large projects through redevelopment agreements
- Small Business Improvement Funds (SBIF) available for reimbursement of expenditures on permanent improvements by small business owners or small property owners in most TIF districts
• New Markets Tax Credits (NMTC) available for projects in many sections of the Ward, especially in partnership with NMTC facilitating agencies such as the City of Chicago
• Tax credits are available in Historic Districts throughout the 46th Ward
• Aldermanic “menu” funds ($1.32 million) used for infrastructure improvements that will encourage retail growth, i.e. capital budget expenditures on items that will last a year or more (sidewalk repair, street & alley repaving, street & alley lights, and security enhancements)
• Occasional City façade rebate programs available for businesses not located in TIF Districts
• A potential for significant city investment in Uptown as one of three Neighborhood Entertainment Districts, as mentioned by Mayor Emanuel in his transition plan
• Collaboration with “Local First” Chicago to promote locally owned businesses
• Listings of available retail spaces made available through Alderman Cappleman’s office or through the area chambers of commerce
• Special Service Area (SSA) Program, local tax districts that fund expanded services and programs through a localized property tax levy within contiguous areas (used for public way maintenance & beautification, district marketing & advertising, business retention/attraction, special events & promotional activities, auto and bike transit, security, façade improvements, Clean Slate Program, and other commercial and economic development initiatives

SSAs and their Assigned Chamber of Commerce located in the 46th Ward

Uptown United and Business Partners, The Chamber for Uptown Chicago
  4753 North Broadway Street, Suite 822
  Chicago, Illinois 60640
  Phone: (773) 878-1184
  SSA #34 Uptown

Central Lakeview Merchants Association
  3355 North Clark
  Chicago, Illinois 60657
  Phone: (773) 665-2100
  SSA #17 Central Lakeview

Lakeview East Chamber of Commerce
  3138 North Broadway
  Chicago, IL 60657
  Phone: (773) 348-8608
  SSA #8 Lake View East

Northalsted Business Alliance
  3656 North Halsted
  Chicago, IL 60613
  Phone: (773) 883-0500
  SSA #18 North Halsted
  www.northalsted.com

Andersonville Chamber of Commerce
  5356 N. Clark St. 2nd Floor
  Chicago, IL 60640
  Phone: (773) 728-2995 Fax: (773) 728-6488
  SSA #22 Clark St. – Andersonville

Ravenswood Community Council
  1802 W. Berteau Ave, Suite 102
  Chicago, IL 60613
  Phone: (773) 975-2088
  SSA #31
  http://www.ravenswoodcommunity.org

Consumers and Retail

Consumer Surveys
The 46th Ward contains large sections of two different neighborhoods: Uptown is primarily located in the 46th Ward and it also contains a smaller portion of Lakeview. Because the Market and Feasibility Advisors survey consumer retail expenditures by neighborhoods rather than specific wards, the consumer survey will provide information from the neighborhoods Uptown and Lakeview.
A 2010 Retail Survey performed by Market and Feasibility Advisors on behalf of Uptown United shows that in the Uptown area, consumer retail expenditures by area residents were about $825 million, with approximately half of that expenditure spent outside the Uptown community area. This survey clearly shows that there are opportunities for successful retail businesses to open in Uptown.

There are two key numbers in these market assessments.

- **The buying power of the population.** That is the combined amount of money the population of the defined area spend in a given retail category.
- **The retail sales, or how much money is spent in all the area businesses in each category.**

Retail float is a term used to describe the market conditions of an area. It can be negative or positive.

### Saturated Markets

If “buying power” minus “retail sales” equals a negative amount, then there are two situations:

- The current market is saturated and no more of these types of businesses are needed for the neighborhood.
- The success of this business depends on bringing in more shoppers from other neighborhoods.

### Saturated Areas for Uptown

In the Uptown area, the only general merchandise category that is saturated is Electronics/Appliance stores.

### Saturated Areas for Lakeview

There are various subcategories that are also saturated, such as convenience stores. In the Lakeview area, the saturated categories are Food/Beverage Stores and Food Service/Drinking Places. These large negative numbers ($95 million in the Food Service/Drinking Places category), reflect the large number of visitors to the area drawn by attractions such as Wrigley Field, and major events, such as the annual Pride Parade.

### Comparing Uptown with Lakeview

Spending power and retail float by category are higher in Lakeview than they are in Uptown. This is not surprising because incomes are significantly higher per capita in Lakeview. Concentrated buying power in the Lakeview is about $650 million per square mile, as opposed to about $440 million per square mile in Uptown. Spending patterns also reflect a higher homeownership rate in Lakeview, with large retail float in the Furniture and Building Materials categories.

If “buying power” minus “retail sales” equals a positive amount, then there is more demand from residents for that category of retail than is currently available. This means that area residents are leaving the area to spend money in these retail categories.

There is a general perception that new retail must be supported by the local population or it will likely fail. While this is not necessarily the case,
we can clearly see that there is opportunity to expand retail options in most categories, enticing shoppers to stay inside the 46th Ward.

The Target store that opened in the Wilson Yard development in the summer of 2010 is an example of a retail business that is bringing shoppers from outside the Ward, especially on weekends. Many of their shoppers are college students from DePaul and Loyola, making it one of the highest performing Targets in the region. What is also interesting to note is that Target has a large number of patrons who are buying smaller volumes of items, indicating that many of the shoppers either walk or take mass transit to shop at this store.

Retail Online Survey Results, August 2011
When we did the online survey, just under 798 people responded to an online market survey. While a more scientific approach would be to review the spending habits of the 46th Ward residents, one can also gain a sense of desired retail by reviewing an online survey of residents. Around 90% of the respondents lived within the 46th Ward.

Where do you shop: in the Ward, outside the Ward, or online?

What types of businesses and services would you like to see in the 46th Ward?
Responses were geared toward independent restaurants, department stores (i.e. Kohl’s), art galleries, movie theater, LGBT-related stores, a Bally’s gym, a green dry cleaners, Apple Computer, higher end grocery stores, and specialty food stores.

What types of businesses and services should not be recruited any longer?
Responses were geared toward fewer beauty salons & supply stores, nail salons, check cashing services, wholesale clothing/accessories, liquor stores, clinics, phone stores, thrift stores, and fast food. However, some noted that it would be better to have empty store fronts filled with less desirable retail than have it remain empty.

What do you travel the furthest to buy?
Responses were geared to furniture stores (i.e. IKEA), discount super stores, shoes, higher-end clothing, movie tickets, kitchen supplies, organic food, higher-end groceries, and building supply/hardware (i.e. Home Depot).

Zoning Guidelines
Zoning is a land use tool that defines what uses of a mapped parcel of land are permissible. Zoning laws regulate private land use in order to locate particular land uses where they are most appropriate and separate incompatible uses. Considerations behind zoning decisions can include density, public utility use, traffic, noise and the character of existing structures.

Zoning Maps and Summaries of Zoning Codes
- Current zoning designation of a particular parcel of land can be found at https://gisapps.cityofchicago.org/zoning/.
- A summary of the zoning codes can be found at: http://www.clvn.org/pdf/zoningCodeSummary.pdf

Major Development Activity
Wilson L Rehab
The rehab of this station will get underway in the fall of 2013 and take 33-months to complete (see Transportation section for more details). In addition to a $203M investment in the Ward transportation infrastructure, this project will result in a welcoming new gateway to the Uptown community, rehabbed retail space in the Gerber Building, and a new entrance at Sunnyside. The new station will also be a Purple Line transfer station, making it even more convenient for people to live, work and shop in Uptown.
This was the first major development approved by the 46th Ward Zoning & Development Committee. The $82M project will be 15 stories of 269 market-rate rental apartments, which given the exceptionally low apartment vacancy rate that currently exists, should help to stabilize increases in apartment rents in the area. Smaller retail will be on the first floor of this development.

This proposal is currently being vetted with the 46th Ward Zoning & Development Committee and the City’s Department of Housing & Economic Development. The $230M project will likely be using tax-incremental financing (TIF) to assist with its development.

The 46th Ward Office has been working with City of Chicago Departments of Housing and Economic Development and Cultural Affairs and Special Events, Uptown United and Uptown arts agencies and businesses to craft the identity and regulatory framework for the Uptown Entertainment District. This will be a priority for the 46th Ward for the foreseeable future.

We are excited to welcome new retail to the area, and we encourage residents to explore and support these local businesses.

- Sonic Drive-In - 1000 W. Wilson (under contract)
- Forget Me Knot – 1313 W. Wilson (opened spring 2013)
- Palla’s Grill – 4570 N. Broadway (opened spring 2013)
- Lao Sze Chuan - 4832 N. Broadway (opened fall 2012)
- Andersonville Guest House - 4866 N. Clark (major expansion)
- Reservoir - - 844 W. Montrose (opened fall 2012)
- Bedding Experts - 4422 N. Broadway (opened summer 2012)
- Square Nail Furniture - 4860 N. Clark (opened summer 2012)
- Revive Spa - 4860 N. Clark (opened summer 2012)
- Razon Restaurant - 4250 N. Marine (opened spring 2012)
- TopLiner Salon - 4737 N. Clark (opened spring 2012)
- Lake Langanu - 1023 W. Wilson (opened spring 2012)
- Spoil Me Salon - 4468 N. Broadway (Owner expanded to second store-front spring 2012)
- Profiles Theater - 4139 N. Broadway (opened second theater space spring 2012)
- CorePower Yoga - 4428 N. Broadway (opened winter 2012)
- Baker & Nosh - 1303 W. Wilson (opened winter 2012)
- National Pasttime Theatre - 941 W. Lawrence (moved to this location winter 2011)
- Caravan Restaurant - 4810 N. Broadway (opened fall 2011)
- Weight Watchers - 4444 N. Broadway (opened fall 2011)

Zoning & Development Committee

Purpose
Alderman Cappleman seeks to promote development in the 46th Ward and at the same time incorporate community input into the process. To facilitate this, he formed the 46th Ward Zoning and Development Committee for the purposes of providing a framework for decisions about proposed zoning changes, planned developments, and tax incremental financing (TIFs) districts. Representatives from 30 diverse neighborhood organizations throughout the ward make up this committee. Representatives include members from various block clubs, condo boards, affordable housing buildings, as well as experts in transportation, real estate, and historic preservation. Every resident has a representative serving on this committee. For more information about this committee, call the 46th Ward at 773-878-4646. New members may be added to the committee in the future.

Role of Committee
The role of the committee is as an advisory body for Alderman Cappleman. The ultimate decision for any development lies with the Alderman. Committee members are asked to represent the interests of their group as well as their own perspective and experience. Committee members are asked to communicate with their represented group to make sure that accurate and timely information is distributed and that concerns and questions are conveyed back to the committee, Alderman Cappleman and the developer. The 46th Ward Zoning and Development committee meets the last Monday of every month (depending on need).

The following Zoning and Development guidelines will apply to most zoning changes and special use requests. It will apply to all large com-
mercial developments and planned developments. Exceptions to this process will be at the discretion of the Alderman and may include: Single family homes, small multi-unit housing, business special use applications and zoning changes that do not result in increased density.

- Developers or parties seeking a zoning change should fill out the 46th Ward Development Application and attach all relevant and available information.
- Application and information provided will be posted on the 46th Ward website, noted in the 46th Ward newsletter, and emailed to the 46th Ward Zoning and Development Committee.
- Developers or parties seeking a zoning change should schedule a meeting with Alderman Cappleman's office to discuss their preliminary proposal.
- For new construction or building rehab, developers will provide 6 hard copies of the development proposal which will be made available in the following locations:
  - Ald. James Cappleman's Office
  - Uptown Branch Chicago Public Library
  - Bezazian Library
- An open public meeting will be held for the developer or party seeking a zoning change to present the proposal to all interested neighbors. The Alderman's office will work with the developer to schedule this meeting. This meeting will be held at a large venue in the Ward and advertised through:
  - The 46th Ward website and newsletter
  - Committee members' communication with their organizations
  - Chambers of Commerce
  - Block clubs
  - Community interest blogs, neighborhood press
- Smaller meetings with interested groups may be held to discuss specific concerns, such as parking and traffic. These meetings will be in response to community concerns or requests for more information. The Alderman's office will assist in coordinating these meetings. If there are no significant public concerns expressed, these meetings will not be necessary. Small groups may include:
  - Immediate neighbors
  - Block clubs
  - Schools
  - Businesses
  - Non-profits and social service providers

- Members of the 46th Ward Zoning and Development Committee will be encouraged to attend the above mentioned meetings in order to view the proposal and to hear public comments. Representatives from the Chicago Department of Housing and Economic Development (DHED) will be invited to attend public meetings.
- Concurrently with the above mentioned public meetings, the developer should be discussing the proposed project with DHED to begin their process as well.
- At least 2 weeks prior to the scheduled Zoning and Development Committee meetings, the following must occur:
  1. Developer's application completed and filed with the City
  2. All application materials, with all expected changes reviewed and finalized, are emailed to the committee and publicized on the 46th Ward website.
  3. Hard copy plans with the most current information in the Alderman's Office and library locations.
- Developers or parties seeking a zoning change will attend a meeting of the 46th Ward Zoning and Development Committee to present information and be available to answer any questions and concerns the committee might have. This will conclude the Ward review process and the Committee will take an advisory vote to assist with informing Ald. Cappleman's decision.
- Due to notification requirements and City review schedule deadlines, developers may move forward with the process of getting on the City committees' schedules (Zoning Board of Appeals, Planning Commission) pending Ward Committee review and approval.
- For development proposals that include a planned development, are requesting a TIF subsidy, have a project cost above $10 million, or include an affordable or subsidized housing component, the developer should expect to meet with the Zoning and Development Committee twice. The first meeting will be at the beginning of the public dialogue process and the second will be after this process is complete, comments and changes have been incorporated in the plan, and plans have been finalized.
- The meetings of the Committee will be open to the public unless the Committee decides to close the meeting for discussion, deliberation and voting. Presentations by the developers will be scheduled for
appropriate meetings and the developers may be asked to attend a
meeting to present information and answer questions prior to the
meeting being closed for deliberation. Results of the vote will be
published on the 46th Ward website the next business day.