

WELCOME TO ROGERS PARK

A GUIDE TO
COMMERCIAL DEVELOPMENT



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WELCOME

Welcome to Rogers Park, a historic lakefront community that is home to one of the most diverse populations in the City of Chicago. Rogers Park is characterized by a mix of mid-rise buildings and single family residential homes set on tree-lined streets just blocks from thirteen of the loveliest and most accessible beaches in Chicago.

Rogers Park Business Alliance (RPBA) encourages and supports new commercial development. From pedestrian-oriented storefronts on Howard Street and Jarvis Square, the burgeoning arts and entertainment district on Morse and Glenwood Avenues, the diversity of businesses on Clark Street and the closeness of Loyola University on Sheridan Road, Rogers Park provides a wide variety of

commercial development opportunities.

Businesses in Rogers Park benefit from:

- A young, educated, diverse consumer base,
- A population that is three times as dense as Chicago overall, offering a concentrated pool of customers within easy walking distance of neighborhood businesses,
- Cultural amenities that draw people from outside the neighborhood,
- A convenient location, 10 miles from downtown Chicago,
- Access to mass transit with the Red, Purple and Yellow CTA lines, numerous bus lines, and the Metra,
- Significant unmet consumer demand,
- Available commercial space at competitive prices.



2019 Howard Street Chalk Fest

ABOUT ROGERS PARK BUSINESS ALLIANCE



Rogers Park Business Alliance, is a non-profit charitable organization formed in 1993 to improve the neighborhood through business, community, and economic development. Serving the north side of Chicago from Lake Michigan to Ridge Blvd and from Devon Avenue to Evanston, RPBA engages in numerous activities to enhance business development including marketing, site location, networking, and technical assistance to local businesses and entrepreneurs. Its Board of Directors is composed of local business owners, residents, institutional representatives, and other stakeholders that guide the work of the organization.

Prospective business owners are encouraged to work with RPBA before opening their business in Rogers Park for business plan reviews, access to market information, lender referrals, and assistance with permitting, license and leasing issues. Likewise, prospective developers should

work with RPBA and its Planning and Development Committee when in need of a zoning change to review their proposals before presenting to the Alderperson.

Rogers Park Business Alliance administers four Special Service Areas (SSA) in Rogers Park and the surrounding area – Howard Street (SSA #19), Clark/Morse/Glenwood (SSA #24), Devon Avenue (SSA #43), and Sheridan Road (SSA #54) that offer customer attraction efforts, a business improvement rebate program, technical assistance, safety and street cleaning to their respective commercial districts.

Rogers Park Business Alliance has led planning efforts on Morse Avenue, Howard Street, Sheridan Road and Clark Street. The resulting plans have served as a blueprint for development on those commercial corridors. To access plans and their implementation progress visit rpba.org.



INTRODUCTION

Each commercial corridor in Rogers Park has a unique set of characteristics. The Rogers Park Guide to Commercial Development presents a vision for developing the community's commercial districts in a manner that builds upon and improves existing characteristics. In order to achieve that vision, the Guide addresses appropriate uses and design elements for each corridor.

The Guide will be helpful for those who are:

- Thinking about starting a business.
- Rehabbing or expanding a business.
- Developing or rehabbing commercial property.

The purpose of the Guide is to help prospective business owners and developers:

- Understand the vision for each corridor.
- Determine the best corridor for their business needs and uses.
- Design buildings, facades and signage that are appropriate for their selected site.
- Access existing resources to inform decisions and create a successful business.
- Navigate the city's review and approval processes.



ROGERS PARK AT A GLANCE

42.4%

of the inhabitants have graduated with a bachelors degree or higher

Consumers Spending on

Travel to Work:

Transit: 45.8%
Drive alone: 37.4%
Walk or bike: 9.7%
Car pool: 5.3%
Other: 1.8%

Race and Ethnicity:

White: 43.9%
Black: 26.3%
Latinx (any race): 20.6%
Asian: 5.4%
Other: 3.8%
Total: 100%

Age:

0 - 19: 22.1%
20 - 64: 67.5%
65+: 10.4%
Total: 100%

35

Median Age

\$41,951

Median Household Income

48,464

Population

Source: ESRI 2019 Rogers Park, Chicago, 2013-2017 American Community Survey five-year estimates.

ROGERS PARK MAP



COMMERCIAL CORRIDORS BY TYPE

Within Rogers Park's commercial corridors exist characteristics that define their dominant physical and functional layout. In Rogers Park you can encounter four different commercial corridor types: Pedestrian Retail, Transit-Oriented Development, Residential with Retail Option and Auto-Oriented. These corridor types reflect the interdependent and reciprocal relationship between land uses and adjacent transportation systems. For a detailed description of each commercial corridor see below:

	Pedestrian Retail	Transit-Oriented Development	Residential with Retail Option	Auto-Oriented
Scale (height of buildings)	1-3 stories	2-7 stories	2-4 stories	1-2 stories
Setback	0-5 feet	0-5 feet	0-5 feet	25% of street wall 0-5 feet, remainder no limit
Curb Cuts	No	No	No	Yes
Preferred Uses	Ground floor retail required. Residential and/or office upper story encouraged. No auto-oriented uses.	Ground floor retail required. Residential and/or office upper story encouraged. No auto-oriented uses.	Residential ground level retail permitted. No auto-oriented uses.	Auto-oriented uses.
Building types (See page 17 for definitions)	<ul style="list-style-type: none"> • Shopfront • Commercial block • Civic building 	<ul style="list-style-type: none"> • Commercial block • Stacked flat • Tower • Civic building 	<ul style="list-style-type: none"> • Rowhouse • Stacked flat • Courtyard block 	<ul style="list-style-type: none"> • Auto service strip center • Civic building
Transparency	A minimum of 60% of the street level façade (up to 10' in height) must be composed of clear, non-reflective windows.			Any portion of the building within 0-5 feet of the commercial corridor should have a minimum of 60% of the street level façade (up to 10' in height) be composed of clear, non-reflective windows.

COMMERCIAL CORRIDORS

Pedestrian Retail

Pedestrian Retail Corridors are characterized by first floor retail stores and walkability. Building façades extend to the sidewalk to create a unified street presence. Storefronts should have windows, lighting and signage that draw people into the stores. A wide variety of business uses are encouraged in these corridors including restaurants, small and mid-sized retail stores and services. Auto-oriented uses, curb cuts and strip-mall structures are discouraged.

Two of the Pedestrian Retail Corridors in Rogers Park have special characteristics worth noting:

Morse/Glenwood is home to an arts and entertainment district which includes gallery spaces, a theater company, restaurants, bars and special businesses such as a dance studio, yoga studio, and the Glenwood Sunday Market-RPBA's farmers market. This is a prime corridor for additional arts, entertainment and dining establishments that can add to the district's growing reputation as a destination for both local residents and visitors from surrounding communities.

Jarvis Square (at Jarvis and Greenview) is a neighborhood restaurant district, which also includes a theater, a gym and a gourmet wine and food shop. Conveniently accessed via the Jarvis CTA Red Line stop, the continued development of this corridor with small-scale retail and dining establishments is desirable.



Third Coast Comics



*Glenwood Sunday Market
occurring on Glenwood Avenue*

Transit-Oriented Development (TOD)

Transit-Oriented Development is an additional designation for portions of the Clark, Jarvis, Morse, Howard and Sheridan commercial corridors. TOD should follow the guidelines of the district they are located in and can support greater density due to their proximity to transit.

The two major transportation hubs include the Howard transit station, which is served by three CTA lines (Red, Yellow, Purple) as well as city and suburban buses, and the Loyola CTA Red Line stop, which connects with numerous bus lines on Sheridan, Broadway and Devon. These hubs provide opportunities for higher density (mid-rise) residential development that includes ground-floor retail. Business uses could include restaurants, small and mid-size retail and services. Businesses that serve Loyola University students and faculty are encouraged near the Loyola stop. The CTA Red Line stop at Morse provides access to The Glenwood Avenue Arts District and can also support higher density, mid-rise development that fits in with the scale of the corridor.

Given the proximity of the Jarvis CTA Red Line stop to single-family residential districts, this district is more suited to low-rise (2-4 story) development with small ground-floor commercial.



Loyola Red Line Station on Sheridan Road

Residential With Retail Option/Mixed-Use

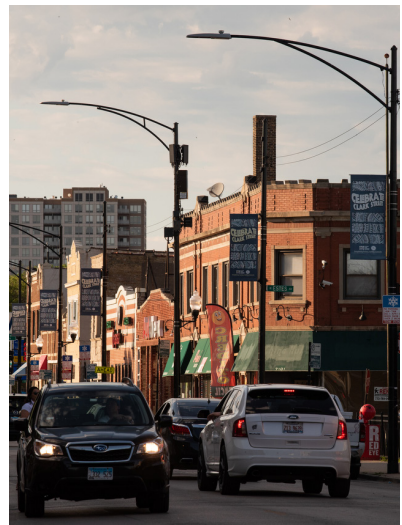
Mixed-Use Corridors are blocks on the edges of commercial centers that provide a transition between residential and retail uses. These are prime corridors for small retail establishments, services and offices, which can fit in well with adjacent residential buildings. These corridors are similar to Pedestrian Retail Corridors, as both commercial and residential buildings should be pedestrian-oriented with facades that extend to the sidewalk. Building height should keep in scale with surrounding buildings and auto-oriented uses, curb cuts and strip-mall structures are not allowed.



Bike Rack by train station

Auto-oriented

Auto-Oriented Corridors are best suited to larger retail stores and auto-oriented services. These corridors tend to have larger available parcels, wider streets and are more suited to retail and services that require parking and easy vehicular access. Even in these corridors it is important that businesses are designed to enhance the streetscape. This includes setting buildings at the sidewalk, where possible, while locating parking on the side or rear. Facades should engage the street, rather than face it with a blank wall. Sites on these corridors must also have adequate landscaping, fencing and screening.



Clark Street

COMMERCIAL CORRIDORS MAP



DESIGN GUIDELINES

Rogers Park's commercial corridors, each have unique characteristics that define them.

In order to improve the different corridors, designs, including enhanced storefront, landscaping, lighting, signage and setback restrictions/recommendations, the design guidelines below are recommended.

Adaptive Reuse

Desirable Features:

- Maintaining existing structure and architecturally significant features,
- Adding modifications to compliment original materials and colors,
- Maximizing ADA accessibility,
- Signage - respecting and highlighting the infrastructure's original features of historic signs and vintage advertising,
- Positioning corner building entrances on the corner with facades that wrap-around the side,
- Encouraging reuse of buildings that possess valuable contribution to the neighborhood fabric,
- Trying to maintain the current structure of buildings by referring to the previous ordinance when the building height greatly exceeds current zoning limits. In granting the height variance, it facilitates the preservation process through regulatory compromise,
- Establishing Green design goals based on cost effectiveness and performance.



Honeybear Cafe



Sol Cafe



Taichi Bubble Tea



Mayne Stage

Auto-Oriented

Desirable Features:

- Minimize curb cuts to decrease impact on pedestrians and maximize building street frontage.
- Reduce the percent of site occupied by automobiles through structured or reduced parking.
- Provide streetscape amenities, including street furniture, trees and landscaping, that buffer pedestrians from auto traffic and parking areas.
- Ensure that zoning discourages auto-oriented buildings along main streets.
- Maximize bicycle and pedestrian flow through sidewalks, traffic signals, etc.
- Increase landscape areas (e.g. street trees/screening trees) to minimize the visual aspect of automobile land use.
- Provide pedestrian friendly infrastructure within parking lots.



Gateway Center

Pedestrian Street Retail

Desirable Features:

- Reduce automobile businesses (e.g. auto garage, drive-in restaurant, etc.).
- Maximize building's street frontage.
- Increase pedestrian and bicycle safety or traffic by strengthening public infrastructure such as crosswalks, traffic signals, etc.
- Reduce automobile land use by installing people spot/parklet, outdoor sitting/terrace, etc.
- Install temporary traffic calming devices with curb extensions to reduce the speed and influx of automobiles.
- Implement speed cushions.
- Reduce the visual impact of on-site parking.



Sheridan Road

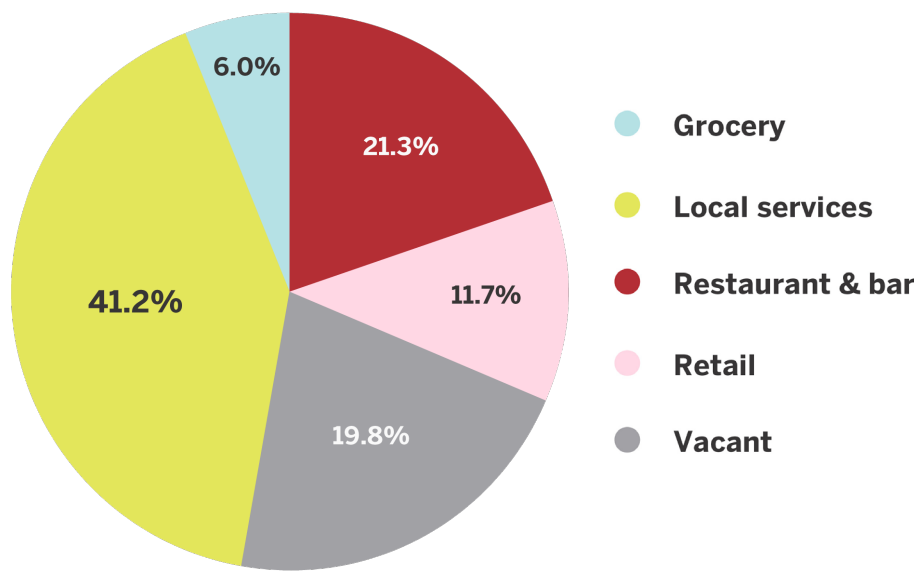
COMMERCIAL CORRIDOR BUSINESS MIX

Each commercial corridor has a unique set of characteristics which is defined by its businesses. A wide variety of businesses is desired to strengthen the corridor and help it thrive.

The chart below shows the business mix rates as of summer 2019. Ideally, each commercial corridor should have 20% in each category. Currently, Rogers Park commercial corridors have high service business percentages. The most common are medical, hair salons, automotive, sport (fitness, yoga, etc.) art (gallery, center, etc.) and churches.

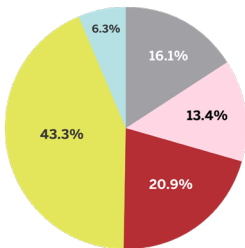
Accordingly, attraction of retail businesses providing specific and authentic goods such as florists, antique stores, resale shops, and record stores would be excellent additions to attract more shoppers.

Overall Summary Business Mix List

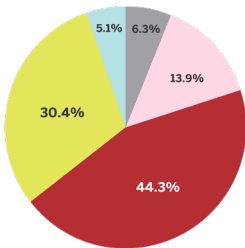


Source: RPBA Surveys
April 2019

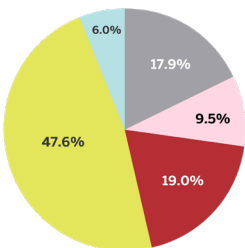
Business Mix by Commercial Corridor



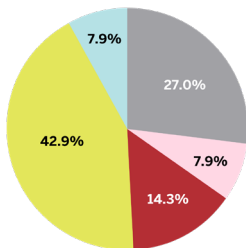
Clark Street



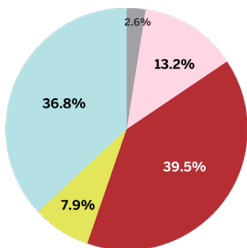
Sheridan Rd



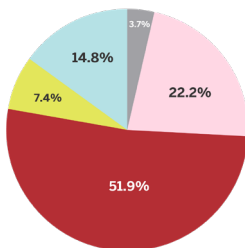
Devon Ave



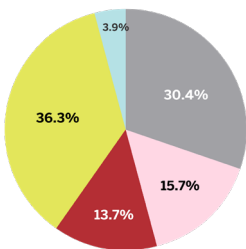
Morse Ave



Glenwood Ave



Jarvis Square



Howard Street

ROGERS PARK BUSINESS ALLIANCE REVIEW PROCESS

For commercial development proposals in Rogers Park, developers should present to Rogers Park Business Alliance's Planning and Development Committee for review. The committee provides a forum for small group discussion, feedback and technical assistance.

The Planning and Development Committee meets monthly. Materials must be submitted the Friday before the next meeting in order to be placed on the agenda. Proposals should be submitted in the form of one electronic copy and five hard copies for distribution to the committee. Visit our website for upcoming dates: rpba.org.

After the developer meets with the committee should they require a letter of support, the chair of the committee presents the project to the RPBA Board of Directors. The Board will develop a stance on the project by taking into consideration the recommendation of the committee and any other relevant information. Once the Board has come to a cohesive agreement on the proposal, the applicant will receive a letter stating the Board's decision. This letter will also be forwarded to the Alderperson and other parties as requested or required.



Required materials are as follows:

- Brief narrative describing the project, use, ownership, historic building information (if applicable), and the nature of the request,
- Small scale context map showing how the project will fit in with the surrounding properties (approximately 100 ft. on each side),
- Pictures of the site and the adjacent properties are encouraged,
- Zoning map (including adjacent properties),
- Site plan with proposed setbacks, landscaping, fences, garages, parking, curb cuts, and sidewalk, etc.
- Floor plans,
- Elevations,
- List of project team members and their experience.

The Committee considers these issues when reviewing a proposal as applicable:

- Density,
- Scale of project relative to neighborhood,
- Type of retail or service use on the first floor and its impact on commercial corridor,
- Impacts on adjacent property owners, existing businesses, traffic patterns, etc.,
- Height,
- Design including building materials, colors, orientation, signage, and pedestrian circulation,
- Historic preservation: the committee strongly encourages the use of existing buildings as a means of retaining the character of Rogers Park,
- Sustainability including materials.

Each developer requesting a major zoning change will need to follow the Alderperson's review process. For the 49th Ward Alderperson's zoning change review process, visit www.49thward.org. You can find the original plans on the Business & Development web page tab.

BUILDING TYPES

Civic Building

Buildings used for public purposes whose forms are intended to stand separate from their contexts, typically configured according to design traditions open to interpretation. They typically occupy prominent sites and can be a complex of related structures. Examples include schools, museums, government office buildings, post offices, churches, exhibition halls, and theaters. As a result, civic centers vary in size, scope and overall appearance.

Commercial Block

A mixed-used building designed for retail or office occupancy on the ground floor (may be an entire ground floor or partial depending on context) with upper floors also configured for those uses and/or residential or hospitality uses. Lot occupancy is very high, where building heights and footprints vary depending on placement within the urban context, and parking is sometimes accommodated to the side, rear, or underground, but not in the first story or in the front. It is always zero lot line at principal frontages with ample ground floor fenestration.

Courtyard Block

A stacked unit or commercial block building with a courtyard formed by recessing the principal frontage significantly inward at the center, creating a building form shaped like a “L” or “U” modules.

Greystone

Greystones are a style of residential buildings in Chicago. As the name suggests, the buildings are typically grey in

color. They have a wide variety of sizes to accommodate different residential needs with most being two to three floors in size, many commonly containing two to three flats but some up to six. Regardless of their size, the limestone facade faces the main (major) street to take advantage of the limited size of standard Chicago lots (25' x 125').

Rowhouse

A group of low-rise residential buildings that share one or both side walls and a roofline with the structures next door. A rowhouse is typically two to five stories in height and width per unit rarely exceeds 25'. Parking exists in the rear, if at all; and may contain ground floor non-residential.

Shopfront

A one-story retail or office structure, always zero-lot line with ample fenestration and a front door, ground floor elevation is rarely less than 15' in height.

Stacked Flat/Townhouse

A multistory structure consisting of residential, office or hospitality uses. Lot occupancy is high to 100%. Building heights and footprints vary depending on placement within the urban context. Parking is sometimes accommodated to the side, rear, or underground, but not in the first story or in the front. Sometimes contains retail or services within an enclosed lobby.

Tower

A tall commercial block or stacked unit structure (7 or more stories), often containing a pronounced central lobby.

ADDITIONAL RESOURCES:



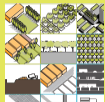
Alderwoman Maria Hadden
of the 49th Ward.
www.49thward.org



Search for sign and landscape
ordinances and zoning codes.
tinyurl.com/ordinance-zones



Clark/Ridge TIF designated in
2004; expires 2027.
tinyurl.com/clark-ridge-tif



Adding Green to Urban
Design, A City for us and
Future Generations.
This plan presents a
vision and a detailed
implementation strategy
for economically sound and
environmentally sustainable
urban design in the City of
Chicago.
tinyurl.com/adding-green



Rogers Park
Builders Group

A Rogers Park group of
property owners, developers,
brokers, bankers and business
owners.
www.rpbg.org



Look up zoning classification
for any area of the City.
Search by specific address,
intersection or ward.
tinyurl.com/gisapps-chi



Devon/Sheridan TIF
designated in 2004, expires
2028.
tinyurl.com/devon-sheridan-tif



The Small Business
Improvement Fund (SBIF) is
a rebate program for small
businesses in TIF districts.
SomerCor 504 administers
the SBIF program for the City
of Chicago. Properties in the
Clark/Ridge TIF are eligible
for SBIF funding.
www.somercor.com/sbif

A Guide to Commercial Development was created by Rogers Park Business Alliance's Planning and Development Committee as a resource for developers.

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