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ACKNOWLEDGEMENTS

The Devon Sheridan Tax Increment Finance (TIF) District was established in 2004 to encourage the revitalization of Devon Avenue and Sheridan Road in Chicago. The Eligibility and Redevelopment Plan for this TIF District recommended that urban design guidelines be established to define the physical characteristics of the proposed development within the Rogers Park and Edgewater communities.

A TIF Advisory Committee was established and comprised of district representatives to guide and coordinate the development of these design guidelines. The committee's input was crucial to creating an approach that addressed critical community concerns. The planning team appreciates the dedication of the Advisory Committee who volunteered their time over the past six months and worked with us to identify the issues, design strategies and ideas contained in this plan.

We would also like to thank the community members who attended the public meetings and participated in the discussions or provided feedback on the guidelines.

The planning team offers special thanks to the following steering committee individuals who contributed their time and essential feedback to the development of the 2005 Design Guidelines for the Devon-Sheridan TIF District:

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PART 1:

TIF Districts and Design Guidelines

What is a TIF District

What are Design Guidelines

TIF Boundaries
PART 1: TIF DISTRICTS AND DESIGN GUIDELINES

The goal of the design guidelines is to enhance the existing character of Devon Avenue and Sheridan Road; and to provide identity, improved aesthetics and better pedestrian connections between the disconnected and sometimes isolated components of the District.

What is a Tax Increment Financing (TIF) District?
The City of Chicago established TIF districts to help develop blighted areas, build and repair roads and infrastructure, clean up polluted land, and put vacant properties back to work for the people of Chicago. By returning formerly vacant properties to the tax rolls the City creates new sources of revenue within the TIF district, generating the funds needed to make necessary improvements without raising taxes in the community. The City’s investments in the areas are repaid through improved, productive properties that become new, permanent revenue generators.

For more TIF Information:
http://www.cityofchicago.org/PlanAndDevelop/Programs/TIF/WhatsTIF.html
http://www.ncbg.org/tifs/tif_what.htm

With consistent community participation, TIF can be a tool for implementing a community-based revitalization plan through encouraging affordable housing development, improving parks and schools, fixing basic infrastructure, putting vacant land to productive use, creating good-paying jobs, and meeting other local needs.

What are Design Guidelines?
Design guidelines are regulations that govern the overall character of a development. Guidelines are typically used to create distinctive attractive places, and ensure that present and future development is context sensitive. Design guidelines serve as a guide to new developers and existing property owners as to what the community has determined is appropriate design for the area. Design guidelines add value to a community’s built environment by ensuring well-designed buildings, attractive and useful signage, appealing facades, and street orientation that is distinctive to the community. Guidelines can apply to a variety of community elements- residences, commercial and retail uses, lighting, signage, transit shelters, benches, sidewalks, public spaces etc.

For more Information on Smart Growth Policies:
http://cfpub.epa.gov/sgpdb/glossary.cfm

Design Guidelines are NOT:
- Design guidelines are not strict and enforceable requirements.
- Design guidelines are not an expansion plan for Loyola University. The guidelines will be developed through an inclusive public participation process and will reflect the desires of the broader community including those of Loyola University.
- Design guidelines do not dictate the types of businesses that might locate in the TIF district. Design guidelines can encourage urban design that might allow certain land uses over others, but can not alter the existing land-use. As the guidelines will be determined through a public process, any designs that are encouraged will support the public’s vision for their community.

How Does this Apply to the Devon / Sheridan TIF District?
Some of the TIF district implementation strategies identified for this district in the Eligibility Study and Redevelopment Plan include:

1. Public improvements such as streetscaping, street and sidewalk lighting, alleyways, underground water and sewer infrastructure, parks and open space.
2. Redevelopment of vacant, under-utilized and tax-exempt sites to stimulate private investment within the district.
3. Financial assistance for the private sector to undertake rehabilitation and redevelopment projects and other improvements that are consistent with the plan.
4. Assistance to support existing businesses, property owners, institutions and residents for rehabilitation, leasehold improvements, new construction, and the provision of affordable housing units.
5. Facilitation of property assembly, demolition and site preparation to offset the costs. Provide incentives or ability of private sector to assemble critical land parcels.

This plan was created through a community oriented consensus building process and the intention of images contained within this document is to illustrate the community vision. All subsequent development of the ideas shown in this document and especially any improvements in the public right of way will have to comply with all City of Chicago procedures and standards.
TIF Boundaries
The TIF District (Figure 1.01) was established to promote redevelopment along the commercial corridors of Sheridan Road and Devon Avenue.

The Devon / Sheridan TIF District boundaries were defined in 2004 as part of the Eligibility Study and Redevelopment Plan; and are based on criteria set forth in the Illinois Tax Increment Allocation Redevelopment Act.

The TIF district consists of 260 tax parcels on 29 blocks and comprises approximately 70 acres of land located within the Rogers Park and Edgewater community areas. The district is a linear corridor of land that is adjacent to the major arterials in this area: Devon Avenue and Sheridan Road. In general the TIF contains the parcels that front Sheridan Road from Rosemont Street on the south to West Pratt Boulevard on the north; Devon Avenue from West Broadway to North Clark Street; and West Sheridan from Lake Michigan to West Broadway.

The TIF boundaries were established to encourage economic development and repair infrastructure in the area. There is no unifying theme or district characteristic to the TIF area. As a result, the guidelines focus on the unique characteristics of each component of the district and create opportunities to connect district amenities and provide aesthetic improvements to the commercial corridors.

Figure 1.01: Map showing the TIF District’s relationship to the city wards and neighborhoods
PART 2:
The Planning Process

Community Participation
PART 2: THE PLANNING PROCESS

The initial phase of the planning process sets the stage for understanding the critical issues and concerns within the district. The planning team reviewed past planning documents, district data, prepared a site analysis and worked with the Advisory Committee to outline the key goals and priorities for the design guidelines.

To further understand the district, the team orchestrated walking tours of the district with the Advisory Committee. Each group provided a detailed inventory of key issues, concerns, and assets within their designated area.

Using the information provided by the committee, planning approaches were then developed for each area that addressed the key issues and strengthened the community assets. While the committee members represented various stakeholders, the ideas and assumptions were tested further at a community meeting through image preference surveys and feedback stations. The team presented to the community at large in order to collect feedback from all interested parties.

The planning principles, design guidelines, and district concepts were refined in response to the community feedback. The ideas were then presented to a wide audience of local residents at a second community meeting.

The final design guidelines and district concepts were documented in a draft for feedback and were incorporated in this final document.

Figure 2.01: Planning Process
Community Participation

Community Session I
This meeting focused on identifying critical issues in the district. Alderman O’Connor and Alderman Moore introduced the planning objectives, the Advisory Committee gave an overview of the process to date, and the planning team presented initial district observations and findings. The community participated in an image preference survey and circulated through a series of wall mounted stations with drawings and photographs of the district. During the meeting, an interactive community dialogue centered around key concerns and development strategies for Devon Avenue and Sheridan Road. Community meeting feedback was recorded and is documented in Appendix 3 (Page 99)

Community Session II
The team presented a variety of planning alternatives for consideration by the community and received feedback from the community. These alternatives included: design guidelines, redevelopment ideas and road way configurations, pedestrian and landscape improvements and streetscape ideas for establishing a compelling vision for the district. The Northeastern Illinois Planning Commission (NIPC) generously loaned the committee their voting machines to enable immediate tallying of the responses to the ideas presented at the community meeting. A summary of the questions and responses is included in Appendix 3. (Page 99)

Figure 2.02: Community Participation Process
PART 3:
Past Plans and Coordination

Preliminary Traffic Impact Study
Athletic Facilities Development Concepts
Sheridan Road Plan - Streetscape Beautification Project
West Devon Streetscape Study
North Broadway and South Sheridan Charrette
South Broadway Framework Plan
PART 3: PAST PLANS AND COORDINATION

Over the last 20 years, various studies have been completed in or around the newly established Devon-Sheridan TIF District. This section summarizes these plans and highlights their implications on the study area.

Preliminary Traffic Impact Study- 2004
Loyola University and Metro Transportation Group

The subject of the study was to evaluate the traffic impact of potential development along Sheridan Road to the surrounding roadways. The key recommendations of the study included:

- Closing the western component of Loyola Avenue at Sheridan Road
- Eliminating the signalized pedestrian crossing on Sheridan Road
- Creating an entrance-only access on the western component of Sheridan Road/ Loyola Avenue

Sheridan Road Plan - Streetscape Beautification Project- 1985-1994
DevCorp

A beautification project was commissioned for the Sheridan Road streetscape from West Sheridan north to the border of Evanston. The project aimed to preserve low-rise vistas and unify development. Recommendations included:

- Landscaped gateways at north and south ends of Sheridan road
- Bus stop beautification
- Beautification of sidewalks and parkways for 20 blocks
- Visual identifiers for the area

Athletic Facilities Development Concepts- 1995
Loyola University and J JR Inc.

Development concepts were considered for 2 sites for athletic facilities. J JR prepared options for Misericordia, the site just west of the TIF district from the Facilities Alternatives Report, and a site just south of the TIF district at Broadway and Granville.

Figure 3.01: Looking toward the CTA Red line - Loyola station
West Devon Streetscape Study- 1999  
Edgewater Development Corporation, Loyola University and JJR Inc.

JJR facilitated several streetscape studies and charrettes for the street corridors around Loyola. The West Devon Streetscape Study focused on Devon from Sheridan to Clark.

- Recognized Narrow 66’ ROW and 6’ sidewalks on Devon
- Identified potential gateways at Broadway & Sheridan and Clark & Devon
- Identified examples and precedents of streetscape components including planters, lighting, facades and parking solutions
- Recommended design improvements for the Clark & Devon intersection and relocation of hardware store

North Broadway and South Sheridan Charrette- 1999  
Edgewater Development Corporation, Loyola University, JJR Inc.

This report summarized a design charrette facilitated by JJR Inc. for the corridor formed by Sheridan Road at Albion, south through Broadway to Bryn Mawr.

- Identified intersection gateways at Albion and Sheridan and Broadway and Sheridan
- Illustrated landscape improvements along Sheridan
- Identified community goals for the retail corridor including pedestrian friendliness, “Period” architectural preservation, strengthening anchor development, improved lighting on West Sheridan and improved retail options including banks, “movies”, books and “good restaurants”

South Broadway Framework Plan- 2001  
Edgewater Development Corporation, Smithgroup JJR Inc.

Smithgroup JJR illustrated conceptual streetscape improvements and identified possible development opportunities for Broadway south of Sheridan. The study area is outside of the TIF district.

- The plan identifies Broadway as “an important connector to Rogers Park and Evanston” via Sheridan.
- Provides illustrations of recommended facade, parking, corner, and pedestrian design solutions.

Figure 3.02: Devon-Sheridan- Broadway Intersection
PART 4:  
Zoning

Chicago Zoning Ordinance
Residential
Commercial
Business
PART 4: ZONING

Zoning is a tool that the City of Chicago uses to regulate and control development within the City. It governs the use, size, bulk, height, position on site, amount of open space, required parking, number of dwelling units, and allowed signage of a building on a parcel of land. The Devon-Sheridan TIF District includes the following Zoning Designations:

- **Residential**
  - RT-4
  - RM-6
- **Commercial**
  - C1-1
  - C1-3
- **Business**
  - B1-1
  - B1-2
  - B3-2
  - B3-3
  - B3-5
- **Planned Development (PD)-34***

*Planned Development-34 is the PD for Loyola University; therefore, it has special zoning requirements.

---

Figure 4.01: Existing Zoning in the TIF District
Chicago Zoning Ordinance
The following excerpts from the Chicago Zoning Ordinance, define the City’s development criteria for each zoning designation, located in the district.

RESIDENTIAL
RT Residential Two-Flat, Townhouse and Multi-Unit Districts
Section 17-2-0103
The primary purpose of the RT districts is to accommodate detached houses, two-flats, townhouses and low-density, multi-unit residential buildings at a density and building scale that is compatible with RS districts. The districts are intended to provide a gradual transition between RS districts and higher density RM districts. The RT districts are differentiated primarily on the basis of allowed density (minimum lot area per unit) and floor area ratios. The RT4A designation is intended to accommodate and promote multi-unit buildings containing accessible dwelling units. See also Sec. 17-2-0105.

RM6 High Density Residential
Section 17-2-0104-D
The RM6 district is a high-density zoning classification that permits mid-rise and high-rise residential buildings in those areas where such building types already exist or where such buildings would be consistent with an area’s established development pattern and character.

COMMERCIAL
C-1 Neighborhood Commercial District
Section 17-3-0105-A
The primary purpose of the C1, Neighborhood Commercial district is to accommodate a very broad range of small-scale, business, service and commercial uses.

Section 17-3-0105-B
C1 zoning is distinguished from B1 zoning by the range of use types allowed: C1 permits more intensive, more auto-oriented commercial use types than does B1. The C1 district also allows taverns and liquor stores by-right.

Section 17-3-0105-C
The C1 district permits residential dwelling units above the ground floor.

Section 17-3-0105-D
C1 zoning is generally intended to be applied in compact nodes, at the intersection of two or more major streets, or in a cohesive linear fashion along streets.

Section 17-3-0105-E
The C1 district can be combined with the dash 1, dash 1.5, dash 2, dash 3 or dash 5 bulk and density designations (see Sec. 17-3-0401).

BUSINESS
B1 Neighborhood Shopping District
Section 17-3-0102-A
The B1, Neighborhood Shopping district is intended to accommodate a broad range of small-scale retail and service uses.

Section 17-3-0102-B
B1 zoning is intended to be applied in compact nodes at the intersection of two or more major streets or in a cohesive linear fashion along relatively narrow streets that have low traffic speeds and volumes (compared to multilane, major streets).

Section 17-3-0102-C
The B1 district is intended to exhibit the physical characteristics of storefront-style shopping streets that are oriented to pedestrians.

Section 17-3-0102-D
The B1 district permits residential dwelling units above the ground floor.

Section 17-3-0102-E
The B1 district can be combined with the dash 1, dash 1.5, dash 2, dash 3 or dash 5 bulk and density designations (see Sec. 17-3-0401).

B3 Community Shopping District
Section 17-3-0104-A
The primary purpose of the B3, Community Shopping district is to accommodate a very broad range of retail and service uses, often in the physical form of shopping centers or larger buildings than found in the B1 and B2 districts. In addition to accommodating development with a different physical form than found in B1 and B2 districts, the B3 district is also intended to accommodate some types of uses that are not allowed in B1 and B2 districts.

Section 17-3-0104-B
Development in B3 districts will generally be destination-oriented, with a large percentage of customers arriving by automobile. Therefore, the supply of off-street parking will tend to be higher in B3 districts than in B1 and B2 districts.

Section 17-3-0104-C
The B3 district permits residential dwelling units above the ground floor.

Section 17-3-0104-D
The B3 district is intended to be applied to large sites that have primary access to major streets. It may also be used along streets to accommodate retail and service use types that are not allowed in B1 and B2 districts.

Section 17-3-0104-E
The B3 district can be combined with the dash 1, dash 1.5, dash 2, dash 3 or dash 5 bulk and density designations (see Sec. 17-3-0401).
PART 5:

Key Asset Areas

Area a: North Sheridan Residential
Area b. The Loyola Red line ‘El’ Station
Area c. Loyola University
Area d. Devon Retail Corridor

District Wide Planning Strategies:

- Transportation
- Development
- Landscape
- Retail
- Parking
PART 5: KEY ASSET AREAS

The TIF district includes a wide variety of different entities, neighborhoods, building types, land uses, institutions and transportation infrastructure components making it a challenge to unify the district under one label or theme. The planning approach to establish TIF District design guidelines, focused first on understanding the variety and complexities of district assets and community concerns. Then to pose solutions and ideas that enhance and weave these diverse district components into a future vision. The following are the key asset areas that offer a unique sense of place for the district and establish criteria or themes for how the district can develop in the future.(Figure 5.01)

a. N. Sheridan Residential  
b. The Loyola Red line 'El' Station  
c. Loyola University  
d. Devon Retail Corridor

While investigating each district component and asset through walking tours, community discussions and / or research; a series of issues evolved that became the foundation for establishing design guidelines. The goal of the design guidelines is to enhance the existing character of Devon Avenue and Sheridan Road; provide identity, improved aesthetics and better pedestrian connections between the disconnected components of the district. The guidelines will focus on enhancing the vitality of the key assets of the TIF district.

Figure 5.01: Identifying areas for Improvement
Area a: North Sheridan Residential
Enhancing and Creating an Inviting Neighborhood Street

Setbacks: Some of the three and six-flats are high quality and contribute positively to the area. However, the random depth of the building setbacks creates an inconsistent street edge.

Building Designs: Many of the “Four + One” building designs, lack character and negatively impact the street environment. The building entries are small with no detail and require people to walk down a 1/2 level of stairs to enter a minimal lobby. The ground level parking detracts from the street and either presents a solid blank facade or views of the open parking deck (Figure 5.03). Building maintenance, reduction of security grills, removal of wall hung air conditioners and redesign of entrances and planting will significantly improve the image of the district.

Retail Areas: Some of the more recent commercial developments are one story; however, many retail businesses are located on the ground floor of residential buildings (Figure 5.04). Opportunities exist for retail stores to improve their image through less signage clutter, higher quality signage and more consistent awnings.

Cafes and Plazas: A variety of cafes and adjoining small plazas are located at intersections along N Sheridan Road specifically at Albion, Columbia and Pratt Avenues. These places are neighborhood amenities and can be strengthened by improved landscapes.

Streetscape: The parkway along North Sheridan Road is wide, north of Albion Street and has many mature trees. There are some gaps in the spacing of street trees that should be filled with new street trees. Also the planting at the ground are minimal at best and would benefit from a defined planting area bordered by wrought iron fencing and filled with hearty vegetation.

Area b. The Loyola Red line ‘El’ Station
Establishing a Transit Oriented Development (TOD)

As the only major public transportation component in the district, this station provides an important mode of travel for neighborhood residents, students and others traveling to and from the District.

Presently, the station can only be entered from the west side of North Sheridan Road. It can be exited at the entry point on Loyola Avenue which runs along the south side of the rail embankment. Proximate to the station are various retail and entertainment establishments, many of which cater to college students. There are also many vacant land parcels adjacent to the station.

Across the street from the station entrance is the main pedestrian entry gate to Loyola University which has little presence along Sheridan compared to the ‘El’ tracks. In the past, the station had an exit on the east side of Sheridan Road, but the exit has been closed.
Area c. Loyola University
Improving the Pedestrian Experience

Loyola University has a strong presence in both the Rogers Park and Edgewater neighborhoods. The University borders many edges of the TIF district with various buildings and land holdings. With an enrollment of over 13,000 students, it is the third largest private university in the Chicago region. While many of the students live on-campus, a significant number of students rent apartments in the surrounding neighborhoods. Most of the students, faculty, and staff are frequent customers to neighborhood businesses.

Streetscape: The campus spans both sides of West Sheridan Road, with academic buildings on the northside and student residences to the south. Students cross West Sheridan Road at all times of day and the streetscape could be improved to reflect the campus landscape. At night West Sheridan Road’s sidewalks are very dark, and would benefit from improved pedestrian lighting.

Area d. Devon Retail Corridor
Enhancing the Existing Retail Corridor

Devon Avenue is the most concentrated retail corridor in the district incorporating a variety of business establishments ranging from funeral homes to ethnic restaurants. Most of the buildings are one or two story structures with residential or office uses located above the ground level retail. In some cases office uses reside at the street level.

Devon Avenue is the established east-west dividing line between Rogers Park to the north and Edgewater to the south.

Streetscape: In 2003, the sidewalks of Devon Avenue were rebuilt with new streetlights, planters, trees and handicap curbs. While improving the image of Devon Avenue this effort has significantly reduced the sidewalk widths.

Storefronts: Devon Avenue has many attractive brick buildings dating back from the 1920’s-1940’s with cornices and special terracotta detailing. The storefronts are old and would benefit from facade renovations that compliment the building character. In many cases the building signage, detracts from the image of the retail. Providing guidelines for facade, storefront and signage design would improve the street as a whole.

Gateways: Devon Avenue would benefit from having a stronger image at the key intersections of Sheridan Road and Broadway Avenue (eastern boundary) and Clark Street (western boundary).
DISTRICT WIDE PLANNING STRATEGIES

Throughout the planning process, the following principles were adopted for the TIF District:

Aesthetically improve Devon Avenue and Sheridan Road to create a greater sense of place and vitality

- Promote aesthetic diversity in the district and consistency within the individual building designs
- Enhance the pedestrian experience and safety
- Provide better pedestrian access to places in the district

Following these principles, the planning team developed strategies for the entire district addressing issues including: transportation, development, landscape, retail, and parking.

TRANSPORTATION

ISSUES

In planning for the development of any block or district, transportation is a major factor and can directly influence the success of a new development. The transportation network impacts retail vitality and development potential of a particular parcel. Especially in highly-urbanized areas such as Chicago, the combination of public transit, roads and parking increase land value by providing improved access to the commercial district. In the Devon-Sheridan TIF District, public transit options such as buses and the CTA Red line Elevated Train are crucial for access to the Rogers Park and Edgewater neighborhoods.

STRATEGIES

The transportation issues were considered and a list of strategies were developed to guide transportation decisions for the TIF District. The following is a summary of the major transportation issues and strategies for improvement:

- Increase the pedestrian safety by strategically improving intersection designs, crosswalks and pedestrian lighting
- Reduce vehicular conflicts at key intersections by improving intersection geometries
- Balance the already existing needs for moving high volumes of traffic through the district by creating safe and pleasant pedestrian environment

DEVELOPMENT

ISSUES

Redevelopment was a major consideration in creating a new TIF District along Devon Avenue and Sheridan Road. Encouraging appropriate development, preserving neighborhood character and keeping any new construction at a compatible height to the existing neighborhood were common themes at meetings. The many under-utilized parcels throughout the district include vacant lots, dilapidated structures, one story buildings and suburban-type strip center buildings. These are considered soft sites or parcels under potential development pressure. The goal of the guidelines is to propose community driven building types and design criteria that should be considered when redeveloping these sites. This will ensure that the new structures are compatible with the goals of the community.

STRATEGIES

- Promote mixed use development that is in keeping with the scale of the existing neighborhood
- Encourage redevelopment of vacant properties
- Encourage high quality construction for all new development
- Promote new buildings with facades that turn the corner and create a street edge
- Discourage strip centers or single story buildings, with deep setbacks, excessive curb cuts, front yard parking and/or drive thru services
LANDSCAPE

ISSUES
Throughout the TIF district, there is a wide variety of landscape planting and streetscape elements. In many areas the landscape is lush and complete (Figure 5.10); in other areas there are gaps in the vegetation, and in a few locations, landscape installations have actually reduced pedestrian accessibility (Figure 5.11).

STRATEGIES
Landscape improvements were widely supported by the community at meetings and can be an attractive and cost effective way to improve the TIF District. The following is a list of strategies for landscape improvements:

- Improve the landscape quality throughout the district through streetscape improvements that complement the neighborhood character
- Provide sidewalks with adequate width throughout the district
- Increase the amount of green while reducing the amount of grey along the streets
- Enhance the streetscape through the creation of small green spaces and/or plazas for pedestrians; improve transit stops and along building storefronts

RETAIL

ISSUES
In most neighborhoods, retail is the catalyst for pedestrian activity and a key indicator of community vitality. Creating Design Guidelines that address the physical characteristics of retail establishments helps to shape the aesthetic character of an area and provide attributes that create a cohesive district.

While the entire Devon-Sheridan TIF District is zoned for retail, there are some areas that are more conducive for retail, such as Devon Avenue between Sheridan and Clark and on Sheridan Road near the “El” Station. Almost all of the establishments can be classified as neighborhood retail businesses. This means that the customer base is comprised primarily of area residents who arrive by car, public transportation, or by walking.
The size of existing retail spaces are small which limits the type of businesses that are attracted to the district. In addition, that many of the parcels have limited parking opportunities adds another challenge to retail success.

Design Guidelines can be used to encourage improvements to existing buildings or to guide the design of new development. In both cases, the result is an overall improvement to the appearance of the district’s building stock. When renovating a building or storefront it is important look at the impact of the proposed improvement in a comprehensive manner and with consideration of the surrounding context. The goal is a retail environment that is cohesive and aesthetically pleasing while allowing for diversity and effective marketing.

The TIF District includes a great variety of business types and facade styles. It also has a wide range of good and bad examples of retail design. Throughout the district there are also several examples of good architectural precedents for district character with new buildings and renovations to follow.

**STRATEGIES**

Like other areas of Chicago, storefront facades in this district are the primary street level element. Therefore special attention should be paid to ensure that all storefronts work together to create a harmonious and visually pleasing environment. The following are a summary of strategies to achieve this end:

- Improve the retail facades to complement the existing neighborhood character
- Coordinate the storefront design with the entire facade design of the building
- Ensure that a majority of the storefront window is transparent to provide for the natural display of merchandise and inviting atmosphere for customers
- The aesthetics of signage is as important as the message. Creating an attractive signage is good marketing

**Figure 5.13:** Windows: This storefront is nearly opaque with its concrete screen pattern.

**Figure 5.14:** Signage: This storefront is covered with wordy signs blocking views inside.

**Figure 5.15:** This facade is a good example of appropriate lighting. The lights complement the building’s architecture and highlight the awning sign.
PARKING

ISSUES
Parking is a critical issue for any urban development. This is especially true for retailers who experience a direct relationship between sales and store accessibility.

STRATEGIES
Excessive amounts of parking or poorly designed parking can detract from the image of a district. Maximizing parking use during the day and evening can add to the vitality of the district and help preserve the land area within a district. Time sharing of parking spaces can be an asset for a shopping district but requires some management and coordination between different entities. The following outlines strategies for successfully integrating parking into the urban environment:

- Encourage the screening of parking lots with wrought iron fencing and landscaping
- Encourage time sharing with existing parking lots for maximum use both, day and night
- Where possible locate parking in the rear or to the side of the building

Figure 5.16: Existing Parking Lot adjacent to the CTA station
- has low fences and no screening from the street

Figure 5.17: Existing Parking Lot adjacent Loyola University

Figure 5.18: Parking Lot along N. Broadway with wrought iron fencing
PART 6:  

Sub-District Descriptions

Sub-District 1
Sub-District 2
Sub-District 3
Sub-District 4
PART 6: SUB - DISTRICT DESCRIPTIONS

During the information gathering process for this study, it became apparent that a majority of the stakeholders identified with a particular part of the district and typically did not experience or see the district as a cohesive place. As a result, the planning team delineated the district into four parts that related to the street configuration, key assets or district components and architectural character. (Figure 6.01)

Sub-district 1

This sub-district is located entirely in the Rogers Park neighborhood and extends along North Sheridan Road from Devon Avenue at it’s southern boundary, to the mid-block between Pratt Boulevard and Farwell Avenue to the north. A majority of sub-district 1, north of Albion Street is residential. The building types include three and six-flats dating from the 1920’s and “Four + One” (the building name refers to four residential floors over one level of parking) buildings built in the 1950’s and 60’s.

Sheridan Road south of Albion Street is bisected by the elevated embankment of the Chicago Transit Authority (CTA) Red line. The Loyola ‘El’ Station is prominently located in the middle of Sheridan Road, overlooking the street. The area surrounding the station consists of retail and entertainment establishments, and a number of vacant land parcels.

The scale of Sheridan Road south of the CTA station includes a number of large buildings: Loyola University’s Granada Center and the Chicago Housing Authority building, are over twenty stories. There are also a number of vacant parcels in this area.

Figure 6.01: Sub-District Areas
Sub-district 2
Located along West Sheridan Road and a portion of North Sheridan Road, and between the CTA overpass and Lake Michigan, much of this sub-district overlaps with the Loyola University Lakeshore Campus. The buildings located to the south of West Sheridan Road are privately-owned residential structures. Many are high rise buildings dating from the 1960’s and are located within the Edgewater neighborhood. In the TIF District, this sub-district is the only one located contiguous to Lake Michigan.

Sub-district 3
Sub-district 3 is the smallest sub-district and includes properties along the west side of North Broadway Avenue and two structures on the southeast corner of the intersection of Broadway Avenue and West Sheridan Road. The area includes a number of vacant parcels and is located entirely within the boundaries of the Edgewater neighborhood.

Sub-district 4
Sub-district 4 is located along West Devon Avenue and is primarily a neighborhood shopping street dating from the 1920’s. Most of the buildings have a commercial component and are between 1 to 4 stories in height. Devon Avenue is the boundary of the adjoining neighborhood Rogers Park to the north and Edgewater to the south. The entire district is commercial with first floor retail uses. Devon Avenue is home to many restaurants, groceries, retailers, medical offices and funeral homes.
PART 7:

Sub-district Design Concepts

The ‘Crossroads’
Sub- District 1
Sub- District 2
Sub-District 3
Sub- District 4
PART 7: SUB- DISTRICT DESIGN CONCEPTS

The overall conceptual framework for the design guidelines encompasses the various subdistrict design strategies. Since the TIF boundaries cross many municipal and neighborhood boundaries, it is very important to acknowledge and incorporate the multiple characteristics within the district. After many walking tours and conversations with residents and business owners, it became apparent that four distinct sub-districts existed.

The ‘Crossroads” was established to celebrate the overlap of these sub-districts and create identity for future development and creating a strong sense of place. Currently this major intersection of Sheridan Road, Devon Avenue and Broadway functions chaotically with the area being a major confluence of heavy automobile and pedestrian traffic. The intersection is hard to navigate for pedestrians as several issues exist with the way the crosswalks have been designed and function. This intersection has the potential to transform into a prominent gateway to the district that will help tie the different sub-districts together through a characteristic and significant entry point, while still serving automobiles and pedestrians alike.

Figure 7.01 illustrates this district concept. Each of the numbers correspond to the sub-districts that were described in the prior chapter. The red star denotes the Loyola Red-line station which is a key asset area within sub-district 1. The following describes the major characteristics of the four sub-districts:

1. Upper North Sheridan Road: Mixed Use Residential, Retail and University Uses. The CTA ‘El’ Stop is a major amenity.
2. West Sheridan Road Loyola University Campus Zone
3. Broadway Avenue: Retail Street
4. Devon Avenue: Retail Corridor

The design concepts for the Crossroads and each of the Subdistricts is elaborated within the following pages.
At the intersection of the four sub-districts is the Crossroads. The Crossroads marks the beginning of Devon Avenue to the west, Broadway to the south, and Loyola University’s campus to the northeast. It’s primary role within the TIF District is as a connector from one sub-district to another— or as a hub with many spokes into the community.

The photographs help to illustrate the character of the Crossroads.

Figures 7.04 and 7.05 show the traffic merging from West Sheridan Road to North Sheridan Road. The movement of large volumes of high-speed traffic make this intersection challenging to balance pedestrian safety and ease of movement.
Transportation and Access
The intersection formed by Devon Avenue, Sheridan Road and Broadway Street forms the southwest gateway to Loyola’s campus and the southern boundary of the TIF district. The current intersection configuration poses pedestrian flow and safety issues.

1. West-bound Sheridan Road traffic turns north on West Sheridan via a double right turn lane that creates an island in the intersection.

2. Pedestrians crossing West Sheridan or Broadway must traverse this island’s perimeter and essentially cross the intersection twice. The center of the island contains a small sign announcing Rogers Park and Loyola University. (Figure 7.06)

3. This triangular island is under-utilized green space in its current condition. It has no pedestrian amenities or gathering spaces. On the median between the turn lane from W. Sheridan and N. Sheridan, the vegetation grows in a low walled planter forcing pedestrians to walk around the planter next to the fast moving traffic.

4. Drive-through/suburban building types produce many curb cuts into southbound Broadway. The signs are too high for an urban context. This type of development is inappropriate and exacerbates traffic problems.

Figure 7.06: Existing Traffic Flows, Signals and Bus Stops at the Devon-Broadway Sheridan Intersection
Development
The Crossroads area would be more successful and a more pleasant place if the buildings and streetscape were developed to be more pedestrian friendly. Automobile-oriented design tends to hinder the pedestrian access across roads and can isolate various parts of the TIF District.

Figure 7.07: Drive through Establishments cater largely to an Automobile Environment

Car-designed buildings (Figure 7.07) do not contribute to a pedestrian environment. Buildings with ground-floor retail could be improved (Figure 7.08) to be more pleasant additions to the pedestrian landscape.

Figure 7.08: Mixed Use Buildings with Retail Businesses on the First Floor

Figure 7.09 shows how an activity inside a building can help to animate the sidewalks along the street. Coupled with tree trees and landscape improvements, a pleasant pedestrian environment results. Specific Guidelines addressing retail design criteria are included in Part 8 (Page 48).

Development will only occur over time as the real estate market establishes more favorable redevelopment opportunities. Guidelines can help convey the community’s urbanistic and aesthetic goals for redevelopment, when it occurs.

Landscape and Streetscape
Unlike design guidelines for building development, landscape and streetscape improvements can be implemented quickly and be very effective in establishing a new neighborhood image. Throughout the planning process the community consistently supported a landscape approach to district revitalization. As a result landscape became a critical component of the design guidelines.

GOAL: Improve the Sheridan–Devon–Broadway Intersection using a landscape and streetscape approach.

Figure 7.10 shows conceptually where landscape and streetscape improvements could take place at the Crossroads. The following page illustrates specific design elements that are recommended for the area.¹

Figure 7.10: Landscape Improvements at ‘The Crossroads’

¹ This plan was created through a community oriented consensus building process and the intention of images contained within this document is to illustrate the community vision. All subsequent development of the ideas shown in this document and especially any improvements in the public right of way will have to comply with all City of Chicago procedures and standards.
Design Concepts

Specific Design Elements:

1. Lower the existing island to be at grade so that pedestrians can use it
2. Relocate the W. Sheridan double right hand turn lanes to the west providing greater width to pedestrian way
3. Redesign existing median
4. Delineate clear pedestrian circulation and crosswalks
5. Provide pedestrian lighting
6. Improve district signage and provide public Art at strategic locations
7. Install pedestrian signals with count down timers at all crosswalks

Figure 7.11: Existing conditions at the Devon - Broadway- Sheridan Intersection

Figure 7.12: Proposed improvements at the Devon - Broadway- Sheridan Intersection

* This image is for illustration purposes only and may not reflect City of Chicago streetscape guidelines and standards.
N. Sheridan Rd. (South of Station Area)
Mixed-use Streetscape

Continuing the mixed use development in the TOD Area, the area along N. Sheridan between Devon and the CTA station should act as a transition between the high-density buildings already present in the area and the lower-density housing.

Figure 7.13: View looking up N. Sheridan from Devon Ave.

Figure 7.14: View looking up N. Sheridan towards the CTA Red line station

Figure 7.15: Proposed improvements at the CTA Red Line Station as seen when looking north along Sheridan Avenue.

² This image is for illustration purposes only and may not reflect City of Chicago streetscape guidelines and standards.
**SUB-DISTRICT 1**

The largest of the areas, Subdistrict 1 covers land adjacent to N. Sheridan Road north of Devon. The south end of the sub-district was addressed in the prior chapter since it lies in the Crossroads area. The three main themes in Subdistrict 1 are the CTA ‘El’ Station area, the potential mixed-use development area south of the station, and the residential neighborhood areas to the north of the station.

North Sheridan Road, is a wide north-south roadway that handles significantly higher volumes of traffic than Devon Avenue. It is a major arterial with many lanes, and numerous bus routes adding to the traffic congestion at rush-hour. North Sheridan Road is very automobile-oriented with retail interspersed along it’s length. Although the retail does not have a strong presence on the street (except directly north of the Loyola El Station). The Advisory Committee recognized that the pedestrian environment must be balanced with vehicular needs to provide a strong atmosphere for retail. Considering the proximity of the El Station and Loyola University, Sheridan Road has an extraordinarily large pedestrian population that could be capitalized on to make a better retail street. However, Sheridan Road is difficult to cross and the district as a whole is difficult to navigate for pedestrians. Intersection improvements that allow pedestrians to easily traverse the district will inherently improve the opportunities for street-level retail.

**CTA Station Area**

The ‘Loyola’ El Station impacts the district and can be a major component for future development. The area proximate to the station including entrances to Loyola University and the north Edgewater and Rogers Park neighborhoods must be carefully considered in any plan for future development in the TIF District.

The area surrounding the CTA Red line ‘El’ Station is very complex. There are automobile traffic issues, pedestrian traffic issues, various vacant land development opportunities, influences from Loyola University, and implications from public transportation choices. Due to the complexities, it is imperative to approach the improvement of the area comprehensively as a transit-oriented development (TOD). The following goals are based on this approach:

**GOALS:**

1. Enhance the area surrounding the CTA station from Arthur to Loyola Avenue.
2. Create a strong sense of place for both Loyola University and the CTA.
3. Encourage mixed use development around the station.
4. Improve the appearance and access to the CTA station.
5. Create a pedestrian space in front of the station which connects with the train station entrance.
CTA Station Existing Conditions

The Loyola CTA Red-line station is built above the intersection of Sheridan Road and Loyola Avenue. It serves the Loyola University campus and surrounding neighborhoods.

The current street and pedestrian configuration poses issues with efficient access and traffic flow, including:

1. Pedestrians access the CTA station by crossing Sheridan Road in between two existing signaled traffic intersections.

2. The intersection formed by Loyola Avenue, Sheridan Road and W. Arthur Avenue forms a confusing street pattern at the base of the CTA station. Site lines for drivers and pedestrian are narrowed by the overpass of the elevated train.

3. Loyola Avenue runs along the base of the CTA station forming a bare wall on one side of the street.

4. The configuration of streets around the CTA station require traffic signals to be placed at short intervals creating congestion points.

5. The CTA station opens into the intersection of the station platform and Sheridan Road. The placement of the station entrance is poorly placed with limited visibility.

Figure 7.18: Existing Traffic Flows, Signals, Bus & Train Stops at the Sheridan Loyola Intersection
CTA Station Area Recommendations

The elevated CTA embankment and station bisects North Sheridan Road and the surrounding neighborhood. This high wall is visible for blocks and can be a landmark for the district if it is used to create an attractive place.

The CTA station is a major generator of pedestrian activity and a great location for retail and other uses. There is a tremendous opportunity to create new mixed-use development surrounding the station that takes advantage of the proximity to transit. Recommendations for public improvements that border the vacant parcels include:

1. **Plaza**: Create a small public plaza on the north side of the CTA station and border retail along all sides of the station. This plaza will encourage pedestrians to cross North Sheridan Road at Loyola Avenue and not at the mid block location.

2. **Street Closure**: Close the western side of Loyola Avenue that borders the diagonal wall of CTA. This dramatically improves the Arthur intersection. Consider the following options for changing Loyola Avenue, (1) cul-de-sac the east side of Loyola, (2) continue Loyola east under the embankment, or (3) connect Loyola with Magnolia Street to the south.

3. **Sheridan Road**: Improve the streetscape throughout with street trees and pedestrian fixtures. Prevent pedestrians from crossing mid-block with strategically located planters and median.

4. **CTA Station**: Re-clad the station surfaces and create a neighborhood landmark.
Design Concepts

Specific Design Elements:

1. Create a small plaza in front of the CTA station on west side of Sheridan Ave.
2. Prohibit pedestrian crossings from occurring mid block through the use of streetscape and median designs.
3. Provide exiting from the CTA at the east side of Sheridan Road.
4. Improve the intersection at Arthur / Sheridan by closing and rerouting Loyola Avenue.
5. Encourage mixed use development on the vacant parcels.
6. Renovate the CTA underpass and station through improved lighting, façade improvements and general refurbishing of the station.
7. Encourage first floor retail and storefronts surrounding the CTA station.

Figure 7.20: View looking down N. Sheridan towards the CTA Red line station

Figure 7.21: Proposed improvements at the CTA Red Line Station as seen when looking south along Sheridan Avenue. This image is for illustration purposes only and may not reflect City of Chicago streetscape guidelines and standards.
North Sheridan Rd.  
(North of Station Area)  
Residential Neighborhood Streetscape

The area of the TIF District north of the CTA station along N. Sheridan has primarily multi-unit residential structures with some retail on the ground floor.

**GOAL:**
*Enhance the residential streetscape character of N. Sheridan from Albion Street north to Pratt*

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**Figure 7.22:** One of the well landscaped residential lots along N. Sheridan.

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**Figure 7.23:** One of the existing plaza areas recommended to be improved at Sheridan and Albion. Plazas at Columbia and Pratt should also be enhanced to be more pleasant pedestrian spaces.

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**Design Concepts**

*Specific Design Elements:*

1. Encourage façade and entrance improvements to the 4 + 1 residential buildings.
2. Strategically infill street trees and planting between Albion and Pratt Streets
3. Improve existing plazas at Albion, Columbia, and Pratt Streets.
4. Improve cross-walks at Albion, Columbia, and Pratt Streets.
5. Encourage redevelopment of the Beth Shalom Site which is vacant from a major fire.

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**Figure 7.24:** Landscape Improvements along Sheridan Avenue

1. This plan was created through a community oriented consensus building process and the intention of images contained within this document is to illustrate the community vision. All subsequent development of the ideas shown in this document and especially any improvements in the public right of way will have to comply with all City of Chicago procedures and standards.
**SUB-DISTRICT 2**

Sub-district 2 consists primarily of campus buildings serving Loyola University. The approach to the improvement of this area centers around that of creating a campus streetscape.

**GOALS:**

1. Aesthetically enhance the landscape and campus quality of the streetscape on both sides of West Sheridan Road.
2. Improve pedestrian safety along West Sheridan Road.
3. Encourage the redevelopment of underutilized sites.

**Figure 7.25:** A east view looking down West Sheridan Road

**Figure 7.26:** A west view looking down West Sheridan Road

**Figure 7.27:** A south view looking north into campus from Kenmore and West Sheridan Road

**Figure 7.28:** A view looking east at the underpass. This underpass is an opportunity for public art and should be improved to increase pedestrian safety.
Design Concepts

Specific Design Elements:

1. Increase the street trees and pedestrian lighting along West Sheridan Road.
2. Improve the crosswalks at Winthrop and Kenmore Streets.
3. Improve the CTA embankment and underpass.
4. Strategically locate bus stops.
5. Add a small plaza or public art at the turn of North Sheridan into West Sheridan Road.

Figure 7.29: Landscape Improvements on West Sheridan

1 This plan was created through a community oriented consensus building process and the intention of images contained within this document is to illustrate the community vision. All subsequent development of the ideas shown in this document and especially any improvements in the public right of way will have to comply with all City of Chicago procedures and standards.
### SUB-DISTRICT 3

Sub-district 3 is the smallest of the Sub-districts and consists primarily of commercial parcels along the west side of Broadway north of Rosemont Street and south of Devon. There are two parcels on the east side of Broadway on the south side of W. Sheridan, that are also included in the sub-district.

The major issues facing this area are the vacant parcels and the existing automobile-oriented development. As this area redevelops, a more pedestrian-oriented approach should be sought.

The goals for this sub-district are as follows:

**GOALS:**

1. Encourage the redevelopment of the vacant and under utilized parcels.
2. Encourage redevelopment of the south side of W. Sheridan.
3. Create Gateways to Broadway, the Edgewater Neighborhood and Devon Ave.

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**Figure 7.30:** A north view looking up Broadway

**Figure 7.31:** A closer view looking north showing the car-oriented buildings

**Figure 7.32:** A view looking south down Broadway
Similar to the Crossroads area, more vibrant pedestrian environments should be sought for this area.

**Design Concepts**

**Specific Design Elements:**

1. Design new buildings to define a continuous street edge and street corner.
2. Locate parking in the rear of the buildings.
3. Eliminate corner curb cuts and associated cut-through traffic.
4. Provide identity signage.
5. Encourage mixed use development with first floor retail.
6. Provide street trees and pedestrian lighting.

**Figure 7.33:** Activities from inside the buildings spilling out to the sidewalks make for better walking streets.

1 This plan was created through a community oriented consensus building process and the intention of images contained within this document is to illustrate the community vision. All subsequent development of the ideas shown in this document and especially any improvements in the public right of way will have to comply with all City of Chicago procedures and standards.
SUB-DISTRICT 4

Devon Avenue is a narrow neighborhood shopping street as well as a major east-west street for City traffic flow. This area consists primarily of neighborhood retail and mixed use buildings. Devon Avenue shoppers arrive both by foot and by vehicle. The Advisory Committee analyzed the street for improving both the pedestrian and retail experience and identified: better crosswalks, traffic calming, parking, improved sidewalks, streetscape and facade improvements as potential options. On-street parking and curb-cut entrances to parking areas were also reviewed to determine if automobile-pedestrian conflicts can be minimized. Improvements in this sub-district should address the building facades. Specific guidelines for retail facades are included in Part 8 (Page 48).

The recommendations for this area focus on creating a more pleasant and safer pedestrian environment. The plan shown indicates where streetscape improvements can be made.

Along Devon Avenue, the installation of sidewalk planters have severely restricted the walkable sidewalk width. The four feet wide sidewalk areas limits the ability of one walking side by side or passing a wheelchair.

Figure 7.35: North street edge looking west down Devon Avenue.

Figure 7.36: South street edge looking west down Devon Avenue.

Figure 7.37: Landscape Improvements on Devon Avenue.
Design Concepts

GOALS: 
Enhance the Devon Retail Corridor by encouraging pedestrian streetscape and building facade improvements

Specific Design Elements:

1. Design new buildings to define a continuous street edge along Devon Avenue
2. Renovate existing retail storefronts. Improve retail signage
3. Replace the planters with walkable tree grates to increase the sidewalk width.
4. Improve pedestrian crossings at Clark, Glenwood and Magnolia Streets
5. Screen parking lots with wrought iron fences, street trees and planting

Figure 7.38: Existing planters along Devon Avenue reduce the width of the sidewalk causing accessibility issues.

Figure 7.39: Ideal Sidewalk condition incorporating street lights and planting
Devon-Clark Intersection
Existing Conditions

The intersection of Devon and Clark streets form the west edge of the TIF district. The northeast and southwest corners of the intersection are dominated by surface parking, while the opposite corners are defined by buildings.

1. The northeast corner is occupied by surface parking serving a large hardware store. The curb cut on Clark is fairly close to the intersection, which potentially can cause conflicts with northbound traffic & possible accidents. (Figure 7.41)

2. The gas station contributes to traffic flow problems at the intersection with multiple curb-cuts and no definition of the corner.

3. Raised medians on Clark do not extend to the intersection line. Therefore, they do not offer refuge for crossing pedestrians caught in the 8 lanes of traffic.

Figure 7.40: Existing Hardware Store and Bus Stop at the Devon-Clark Intersection

Figure 7.41: Existing Conditions at the Devon-Clark Intersection
Design Concepts

GOALS:
1. Make safer for pedestrians while creating a more pleasant pedestrian experience.
2. Strengthen the corners with buildings, plazas, or landscaping.

Specific Design Elements:

1. Create a western gateway into the Devon Avenue shopping district at Clark St.
2. Strengthen the North East corner of the Devon and Clark intersection
3. Strengthen the South East corner by encouraging new development that holds the edges.
4. Provide street trees and pedestrian crossings.
5. Extend and widen the median along Clark St. providing a place of refuge for pedestrians.

Figure 7.42: Existing Conditions at the Devon-Clark Intersection

Figure 7.43: Proposed Improvements at the Devon-Clark Intersection

2 This image is for illustration purposes only and may not reflect City of Chicago streetscape guidelines and standards.
PART 8:
Building Facade Improvements

Elements of a Facade

Storefront Facade Elements

Windows
Awnings
Signs
Entrances
Lighting
Security Features
Colors and Materials
PART 8: BUILDING FACADE IMPROVEMENTS

Throughout the Devon-Sheridan TIF District, there are building facades in need of repair and improvement. In Sub-district 4, along Devon Avenue, the pedestrian experience could be vastly improved by adherence to these guidelines; however, all areas of the district could benefit from the implementation of a facade improvement program.

This chapter outlines many guidelines, but it is important to look at the entire building and the surrounding context in determining what is ultimately appropriate for a particular project.

GOAL: Strive for consistency by building and for diversity in the district.

Figure 8.01: These images illustrate potential improvements that could result from following the Guidelines.

2 This image is for illustration purposes only and may not reflect City of Chicago streetscape guidelines and standards.
ELEMENTS OF A FACADE

The Devon retail corridor exhibits many design issues common to retail areas throughout Chicago. The buildings in the corridor have varying architectural styles, ages and facade conditions. These issues fall into the following general categories, making it easier to appraise and improve a specific building's condition:

**BUILDING ELEMENTS**

It is important to coordinate the storefront design with the entire facade design of the building. Harmonious design helps to organize components on individual buildings and brings cohesive character to the district. The following make up the elements of a building facade:

- **Cornice**
- **Upper Floors**
- **Storefront**
- **Landscaping***

*While landscape design is an important element to be coordinated with the storefront function of the buildings, it will be covered more comprehensively in the Streetscape Chapter.

**Figure 8.02:** Building Elevation illustrating the elements of the facade above the storefront level

**Figure 8.03:** Building Section illustrating the elements of the storefront including signage and awnings
**STOREFRONT FACADE ELEMENTS**

Storefront facades are the primary street-level element in a retail district. Therefore special attention should be paid to ensure that all the storefronts work together to create a harmonious and visually pleasing district.

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**Figure 8.04:** Building Elevation illustrating the elements of the storefront
**WINDOWS**

Windows play a crucial role in making a retail environment feel welcoming and interesting. Street-level windows create a "permeable space" along the street - that is, a way for pedestrians to connect the inside of buildings with the outside environment. At night, street level windows provide extra street light and help create an image of safety and vitality.

Buildings facades should be mostly transparent glass at street level (Figure 8.05). Retailers should minimize blocking this glass with interior signs and banners.

**GUIDELINES**

1. All windows on store fronts should contain a minimum of 70% transparent glass
2. Windows should be not be mounted more than 30” from the ground
3. Windows should be transparent up to at least 8'-0" from the ground
4. Business owners should minimize the blocking of windows with interior displays or signage

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*Figure 8.05: Ideal arrangement for storefront windows*

*Figure 8.06: Existing conditions of storefront windows in the District*
AWNINGS

Awnings add color and depth to retail facades helping to positively contribute to the vibrancy of the street. In addition, they provide a place of refuge from the elements to pedestrians and shade the viewing windows from glare. Awnings should be consistent in design across buildings but should vary from building to building. The district should allow for diversity in awning design while adhering to some standards.

GUIDELINES

5. Awnings should be mounted so that the bottom is 8 to 10 feet above sidewalk
6. Awnings should cover roll-down mechanisms of security grilles
7. An awning zone (Figure 8.07) should be established between 8 feet and 12 feet above ground
8. Awnings should extend at least 4 feet from face of building
9. Awnings should not cover architectural elements of building such as piers and facade details
10. Awning signs should not overwhelm the underlying awning color and design
11. Awnings should comply with acceptable materials such as high quality canvas, fabric or metal

Figure 8.07: Ideal arrangement for awning placement
SIGNS
Many undesirable sign issues occur when signs are simply too large or placed on a building in a haphazard way. By respecting a building’s architectural features, signs can be both attractive and effective for retailers. The City Sign Ordinance should be a starting point for sign guidelines. The ordinance governs sign size and type of allowable signs. To enhance the district’s appearance, signs should also adhere to the following:

GUIDELINES
12. Do not place signs above the first level
13. Limit signs to no more than seven words
14. Establish a specific area on a building for signage. Use architectural elements to guide placement
15. Do not cover significant architectural elements or detailing with signage (Figure 8.08)
16. Do not block doors or windows with permanent signs
17. Wall signs should not protrude excessively beyond a building facade’s architectural elements
18. All signage should coordinate with building colors and materials

Figure 8.08: Ideal arrangement for storefront signage
ENTRANCES

Building entrances are important and should be apparent to a pedestrian. Entrance areas should be well lit with transparent glass in doors and windows. (Figure 8.09)

Recessed entry areas offer refuge from bad weather and street activity, but they can also be havens for loitering.

GUIDELINES

19. Entrance areas should be obvious
20. Entrances should be well lit and accessible, especially side or alley entrances
21. Entrance doors and windows should have transparent glass
22. Recess entry ways no more than 24”
23. As much possible, entrances on major streets should not be blocked or diverted to side streets

Figure 8.09: Ideal arrangement for placement of entrances
LIGHTING

Lighting, like signs and awnings, should strike a balance between diversity and overall district continuity. Lighting should respect and highlight architectural details with appropriate direction, color and intensity. Street and sidewalk lights should be at an appropriate scale for the space.

Lighting is also crucial to safety. Recessed entries and facade elements should be lit to eliminate dangerous blind spots. Special attention should be paid to residential and loading entrances where prolonged pauses are common.

GUIDELINES

24. Lighting should be integrated into architectural design

25. Junction boxes and conduits should be hidden from view

26. Lights should emphasize entrances, signs and displays and architectural elements (Figure 8.10)

27. Recessed areas at street level and areas of pause such as loading areas should be well lit

28. Street and sidewalk lights should provide adequate light but be limited in size to respect the scale of the streetscape

29. Unless hidden from view, all light fixtures and mechanics should be compatible with building colors and materials
SECURITY FEATURES

Security features that are too imposing can make a district feel dangerous instead of safe. Security grilles and roll-downs should only be used if necessary. Grilles should be in keeping with the architectural character of the building. (Figure 8.11)

GUIDELINES

30. Grille and roll down design should complement a building’s architecture, colors and materials

31. Security features should be unobtrusive

32. Grilles should be placed on the inside of windows and doors if possible

33. Exterior grille and roll down boxes should be hidden by awnings where possible

Figure 8.11: Ideal arrangement for placement of security features

Figure 8.12: Existing security grilles on storefronts in the District
COLOR AND MATERIALS

Building colors and materials should be consistent with building architecture and in harmony with other buildings on the street. Colors and materials should reflect a limited palette that allows for expression and diversity while reducing the prevalence of loud or conflicting color schemes.

Wood facades should be limited to historic styles while contemporary storefronts should be metal and transparent glass. Renovations and additions should honor existing building design.

GUIDELINES

34. Building and signage colors should adhere to a limited palette.

35. Materials should be consistent with existing building architecture.

36. A building’s color and material should be in harmony with other buildings on the street.

37. Renovations and additions should be consistent with existing building architecture.

38. Wood storefronts should be limited to specific historic architectural styles.

39. Contemporary storefront facades should be metal and transparent glass.

40. Brick facades should be encouraged on Devon Avenue.
Design Guidelines Summary

Planning Principles

District Wide Strategies

Sub- District Design Concepts
DESIGN GUIDELINES SUMMARY

The goal of the design guidelines is to enhance the existing character of Devon Avenue and Sheridan Road; and to provide identity, improved aesthetics and better pedestrian connections between the disconnected and sometimes isolated components of the district.

The Design Guidelines Summary provides a quick overview of all the recommendations and guidelines made for the Devon Sheridan TIF District. The Overall Planning Principles outline the design principles adopted for the entire District. Strategies based on these Planning principles were evolved to help deal with issues of transportation, new development, landscape, retail and parking.

For the purpose of this study, the District was subdivided into 4 major sub-districts (Figure S.01). Within these sub-distincts there are two areas, (1) the Devon, Broadway, Sheridan Intersection which we have labeled the “Cross Roads” and (2) the Loyola Red Line CTA Station which were identified as significant places that required specific guidelines to address the complex site issues. A detailed overview of the specific guidelines for each of these sub-districts follows the summary of the district wide planning principles.

Figure S.01: Major Characteristics of the Four Sub-Districts
Planning Principles:
The following planning principles were established to outline an overall approach and understanding of the community goals for improving the TIF District.

- Aesthetically improve Devon Ave and Sheridan Road to create a greater sense of place and vitality
- Promote aesthetic diversity in the district and consistency within the individual building designs
- Enhance the pedestrian experience and safety
- Provide better pedestrian access to places in the district

District Wide Strategies:
The planning team categorized the primary issues facing the improvement of the district as transportation, development, landscape, retail and parking related concerns and developed a set of strategies for resolving those issues.

Transportation:
- Increase pedestrian safety by strategically improving intersection designs, crosswalks and pedestrian lighting
- Reduce vehicular conflict at key intersections by improving intersection geometries

Development Strategies:
- Promote mixed-use development that is in keeping with the scale of the existing neighborhood.
- Encourage redevelopment of vacant properties.
- Encourage high quality construction on any new development.
- Promote new buildings with facades that turn the corner and create a street edge.
- Discourage strip centers or single story buildings with deep setbacks, excessive curb cuts, front yard parking and / or drive thru services.

Landscape Strategies:
- Improve the landscape quality throughout the district through streetscape improvements that complement the neighborhood character.
- Provide sidewalks with adequate width through-out the district.
- Increase the amount of green (landscape) while reducing the amount of grey(parking) on the streets.

Retail Strategies:
- Improve the retail facades to compliment the existing neighborhood character.
- Coordinate the storefront design with the entire façade design of the building.
- Ensure that a majority of the storefront window is transparent to provide for the natural display of merchandise and inviting atmosphere for customers.
- Encourage aesthetically pleasing signage.

Parking Strategies:
- Encourage the screening of parking lots with wrought iron fencing and landscaping.
- Encourage time sharing with existing parking lots for maximum use both, day and night.
- Locate parking in the rear or to the side of the building where possible.
Sub-District Design Concepts
A design concept plan was prepared for each sub-district (refer to Figure 6.01, Page 25 for location and boundary of each sub-district). The following is a summary of the key recommendations for each sub-district. The detailed description of the issues, background data and reasons substantiating the recommendations are contained in the report document.

The Crossroads (Devon, Broadway and Sheridan intersection)

1. Redesign of the existing median.
2. Relocate the W. Sheridan double-right hand turn lanes to the west providing greater width to the pedestrian way.
3. Lower the existing island to be at grade so that pedestrians can use it.
4. Delineate clear pedestrian circulation and crosswalks.
5. Provide pedestrian lighting.
6. Improve district signage and provide public art at strategically locations.
7. Incorporate the crosswalk signal with count down timer at all crosswalks.

CTA Station

1. Create a small plaza in front of the CTA station on west side of Sheridan Road.
2. Prohibit mid block pedestrian crossings through streetscape and median designs.
3. Provide exiting from the CTA at the east side of Sheridan Road.
4. Improve the intersection at Arthur / Sheridan by closing and rerouting Loyola Avenue.
5. Encourage first floor retail and storefronts surrounding the CTA station.
6. Renovate the CTA underpass and station through improved lighting, façade improvements and general refurbishing of the station.
7. Encourage mix use development on the vacant parcels.
Sheridan Road, North of CTA Station

1. Encourage façade and entrance improvements to the 4 + 1 residential buildings.
2. Strategically infill street trees and plantings between Albion and Pratt.
3. Improve existing plazas at Albion, Columbia, and Pratt Streets.
4. Improve cross walks at Albion, Columbia and Pratt Streets.
5. Encourage redevelopment of the Beth Shalom Site which is vacant from a major fire.

Figure S.04: Landscape Improvements at the Sheridan Loyola Intersection

Figure S.05: Proposed improvements at the CTA Red Line Station as seen when looking south along Sheridan Avenue.

Figure S.06: Landscape Improvements along Sheridan Avenue
West Sheridan Rd.

1. Improve the crosswalks at Winthrop and Kenmore Streets.
2. Improve the CTA embankment and underpass.
3. Strategically locate bus stops to reduce traffic congestion.
4. Add a small plaza or public art at the turn of North to West Sheridan Road.
5. Increase the street trees and pedestrian lighting along West Sheridan Road.

North Broadway

1. Design new buildings to define a continuous street edge and street corner.
2. Locate parking in the rear of the buildings.
3. Eliminate corner curb cuts and associated cut-through traffic.
4. Provide identity signage.
5. Encourage mixed use development with first floor retail.
6. Provide street trees and pedestrian lighting.
Devon Avenue Corridor

1. Design new buildings to define a continuous street edge along Devon Avenue.
2. Renovate existing retail storefronts and improve retail signage.
3. Replace the planters with walkable tree grates to increase the effective sidewalk width.
4. Improve pedestrian crossings at Clark, Glenwood and Magnolia Streets.
5. Screen parking lots from the street with wrought iron fences, street trees and plantings.

Devon and Clark Intersection

1. Develop the Northeast corner.
2. Strengthen the Southeast corner.
3. Provide street trees and pedestrian crossing.
4. Create a western gateway into the Devon Avenue shopping district at Clark Street.
5. Extend the median along Clark to provide a place of refuge for pedestrians.

Figure S.11: Landscape Improvements on Devon Avenue.

Figure S.12: Existing planters along Devon Avenue reduce the width of the sidewalk causing accessibility issues.

Figure S.13: Proposed Improvements at the Devon-Clark Intersection
Plan for Implementation
PLAN FOR IMPLEMENTATION

Local organizations can work together to strongly encourage the implementation of the design guidelines. In the development of the Devon-Sheridan TIF design guidelines, a broad spectrum of local organizations from throughout the TIF district were sought to lead the creation of the design guidelines. It is expected that these community organizations and leaders will work cooperatively with each other and their local elected officials to refer developers and property owners to the design guidelines and review new proposals, especially for those seeking TIF funds. Other strategies for implementation include the Small Business Improvement Fund, the Neighborhood Improvement Plan and support from city agencies.

The Department of Planning and Development, the Chicago Transit Authority, the Chicago Department of Transportation and the Lakeshore Advisory Council are sources of additional support. A presentation of the design guidelines was made to each of these organizations during the final editing process. These guidelines are a standard against which proposed projects should be measured.

The Department of Planning and Development also has the ability to encourage any developer seeking TIF funding or any kind of variance in the TIF district to adhere to the design guidelines. This will greatly increase the awareness of the guidelines in the development community.

There are two TIF funding programs, the Neighborhood Improvement Plan (NIP) and the Small Business Improvement Fund (SBIF), which can provide resources to directly support the design guidelines. Both of these programs are being planned for implementation by local community groups will be invaluable tools in supporting the design guidelines.

SBIF funds can be used by small businesses for building renovations, including façade and signage improvements. DevCorp North and the Edgewater Chamber of Commerce will take lead roles in administering this program, guided by the recommendations of the design guidelines.

NIP funds can be used to encourage multi-unit residential rental building improvements while keeping rent levels in those buildings affordable. The Rogers Park Community Development Corporation and the Edgewater Development Corporation will oversee and administer the NIP funds.

Further presentations of the design guidelines will be made by members of the steering committee to local community groups and property owners in order to continue broadening the public awareness about the guidelines. Anyone seeking to use TIF funds is encouraged to submit to a review by local block clubs, community organizations and Aldermen, all of whom will be familiar with the guidelines and committed to making the community’s vision a reality.

Adherence to the general intentions of this document does not alleviate any responsibility to meet specific design requirements of the governing authorities. All proposed developments affecting the public right-of-way must be designed in accordance with the City of Chicago standards and meet the approval of all applicable authorities before work commences.
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