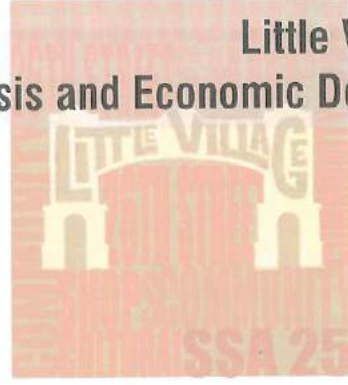


Little Village SSA #25 Market Analysis and Economic Development Plan



December 4, 2012

Conducted for Little Village SSA #25 by
Teska Associates, Inc. and Axia Development







26th Street in Little Village is one of the most vibrant commercial districts in the City of Chicago. Called "The Mexican Capital of the Midwest," Little Village is a center for restaurants, stores, jobs, and housing.

Little Village restaurants and stores do not only serve the community. They serve the City of Chicago, suburbs, and are a center of tourism from other states from throughout the Midwest. While the area has fared better than most commercial districts in Chicago during the recession, there are still a troubling number of vacancies in an area that had traditionally had few vacancies, if any.

In September, 2012 Teska Associates, in association with Axia Development, was retained by Little Village SSA #25 to conduct a market analysis and economic development strategic plan for Little Village SSA #25.

This study aims to answer the following questions:

- 1) What is the current make-up of businesses in SSA #25?
- 2) What are the current market conditions facing these businesses?
- 3) What is the demand (or gap) for additional retail and restaurants?
- 4) What are the desires of businesses, customers, and residents as expressed through a survey and a series of focus groups?
- 5) What are the characteristics of competing business districts?
- 6) What are the challenges to redevelopment and reuse of properties?
- 7) What economic development strategies would improve the business climate, retain businesses, and attract new businesses to SSA #25?

LITTLE VILLAGE





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EXECUTIVE SUMMARY

Executive Summary

Little Village SSA #25 is home to one of the most vibrant commercial districts in the City of Chicago. Six distinct sectors make up the SSA, which is best known for 26th Street between California and Kostner, but also includes a mixed use area along 25th Street between Kedzie and Lawndale, auto-oriented commercial arterials along Kedzie and Pulaski, and a small commercial district on 31st Street. Together, there are over 600 business licenses in SSA #25, with a prevalence of restaurants, specialty grocery stores, and bridal/ quinceañera stores. In all, there are 110 restaurants, 96 miscellaneous retailers, and 33 beauty salons, making the area a destination retail district that draws customers from throughout Chicago, the suburbs, and the Midwest.

Retail is supported through several factors, including high traffic counts, high density of population and a large concentration of employers. 26th Street, Kostner Avenue, Pulaski Road, and Kedzie Avenue all have over 18,000 Average Daily Traffic which are very healthy numbers to support retail. There are over 95,000 residents within a five minute drive, and over 350,000 people within a ten minute drive. Finally, there are over 1,800 employers with over 30,000 employees within a five minute drive.

Yet, a rise in vacancies in the SSA has raised concerns. A retail gap analysis conducted for this study determined large gaps for general merchandise, health and personal care, and convenience shopping. The study also confirmed the importance of restaurants and groceries as an engine of growth for the SSA.

Three market comparisons were conducted: Pilsen, Wicker Park/Division Street, and Cicero/Berwyn/N. Riverside. The market comparisons showed relatively high rent levels in Little Village and less land available for new development and national retailers. Many of the services offered by the SSA are similar to other areas, although the SSA may consider offering loan packaging to assist its members.

Key recommendations include:

1 | A retail retention strategy to include marketing current SSA programs such as the Façade Rebate Program and Signage Improvement Grant (SIG). Consider a program to add WI FI across 26th Street to entice younger customers and increase support for restaurants and places to go to work off-site. Expand on the use of the La Villita Facebook page, and expand the branding/identity program to improve signage throughout the SSA.

2 | Enhance public safety through continuing to build relationships with the Chicago Police Department and other local organizations focused on public safety. Improvements to improve lighting, litter and graffiti removal, and consider private security or guides especially on peak evenings.



Proposed lighting enhancements to Manuel Perez Jr. Plaza.



3 | Attract new businesses through proactively recruiting a mix of local, national, and Mexican-owned businesses to expand into Little Village. Seek opportunities for shared parking with local businesses during off-business hours. Pursue strategic acquisition of vacant parcels to add parking. Establish a Creative Arts District along 25th Street to attract artists and creative industries that are getting priced out of other neighborhoods and want a more genuine neighborhood experience. Attract new development along Pulaski and Kedzie, such as at the former Armando's Supermarket site and the underutilized properties stretching down to 27th Street.

4 | Promote quality urban design through a branding campaign, renovation of Manuel Perez Jr. Plaza to add lighting and decorative gates that respect veterans and attract additional families and space for small events. Undertake parking improvements at key intersections to add diagonal parking spaces and/or provide additional sidewalk space for outdoor seating for restaurants. Create a new outdoor public space by working with Little Village Plaza between Troy Street and Whipple Street.

5 | Coordinate with street vendors so that they add character and vitality but limit locations to not compete directly with similar businesses that have additional real estate and operating expenses.

6 | Investigate establishing or amending a TIF District so that increment derived from new developments is reinvested in the heart of the SSA to benefit the small businesses in the community.

7 | Expand recreation and open space opportunities such as new fields planned on Kedzie, consider attracting sports facilities into former industrial spaces that would attract people to Little Village, and work with local organizations to expand positive opportunities for youth to enhance public safety.



Recommendation #4: Adding diagonal parking spaces as well as providing sidewalk space for outdoor seating within the SSA boundary.



Section 1

LAND USE & BUSINESS CHARACTERISTICS



1 | Land Use & Business Characteristics

Section 1.1

Land Use Analysis

SSA #25 is comprised of the following five sectors shown in Figure 1:

- **26th Street: California to Kostner**
- **25th Street: Kedzie to Lawndale**
- **Kedzie Avenue: 25th Street to 31st Street**
- **31st Street: Springfield to Karlov; and**
- **Pulaski: Ogden to 31st Street**

The characteristics of each sector are very different, ranging from 26th Street as a very pedestrian oriented retail corridor, to auto-oriented corridors along Pulaski and Kedzie, and a mixed-use neighborhood-based district on 25th Street.

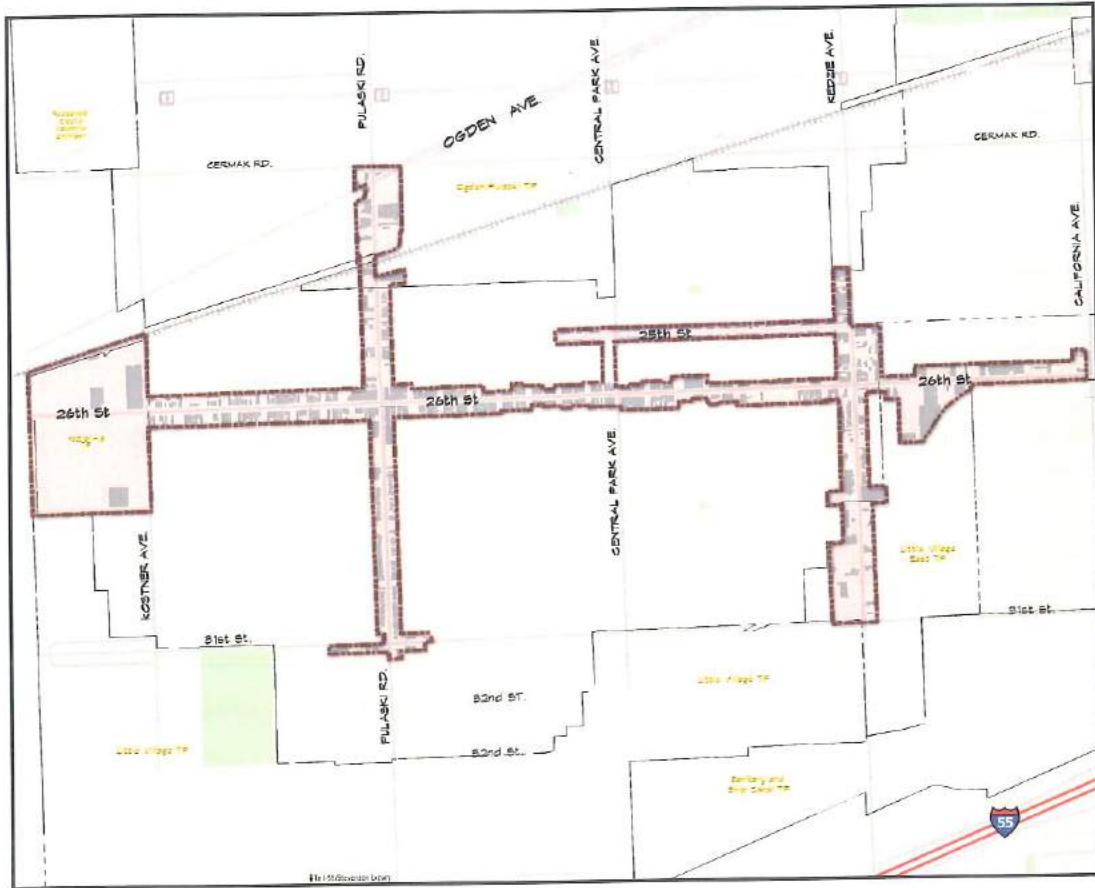
Figure 1.1 (right): SSA #25 is located along commercial arterials in Little Village, southwest of downtown Chicago and accessed by I 55, I 290, and public transportation

LAND USE & BUSINESS CHARACTERISTICS



SSA Boundary Map

- Little Village SSA #25
- TIF Districts
- Buildings
- Roads





Section 1

LAND USE & BUSINESS CHARACTERISTICS

26th Street between California and Kostner has a unique character that has become very conducive to retail stores and restaurants. When people say Little Village, they often think of 26th Street as its heart and soul. The older buildings on 26th Street tend to have small storefronts that suit the many small businesses. The rents may be high per square foot, but can be achieved by the small spaces and narrow storefronts. This has allowed for intensive specialization in the businesses – whether they are retail goods or restaurants. The building assets along 26th Street have fostered the ability of small businesses to open and occupy these small spaces, although there is limited space for these businesses to grow and high rents face a challenge for many businesses.

While the buildings were built long before Mexican migration to Chicago, the adaptation of facades and storefronts provides a vibrant, active atmosphere to the area. Compared with other Chicago business districts, storefronts are continuous along most blocks of 26th Street. The area is easily walkable, despite few improvements have been made to street lighting or other amenities for pedestrians. While some modern buildings have been built, there are generally not large parking lots or curb cuts between the street right-of-way and the storefronts, enhancing the experience for pedestrians, but making finding parking a challenge for customers.



The Arch at the eastern gateway of 26th Street near Troy has become an iconic image for Little Village.



26th Street is home to a variety of stores with a high concentration of bridal and cotillion retailers.

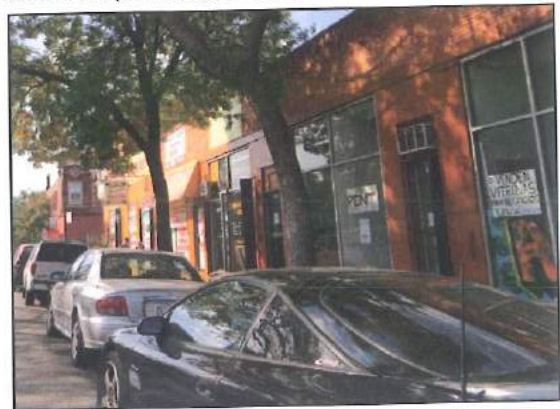


LAND USE & BUSINESS CHARACTERISTICS

25th Street: Kedzie to Lawndale is comprised of a mix of uses. Former warehouses and light industry have been converted to new businesses. The narrow lots traverse east west and therefore are not large enough, in most cases, for new development. In fact, aggregating enough of the lots to do new development would likely be cost prohibitive given adaptive reuse that has occurred organically and because of the logistics in dealing with multiple owners. This stretch of 25th Street is compact enough that a focus on adapting these spaces for galleries, small businesses, and other artist and creative industries, if successful, would create a very recognizable specialty district with attraction to residents and non-residents alike. The Chamber's 25th Street office was an innovative use of the land with two-story loft spaces for office and services.



The 25th and Millard Street Offices of the Chamber Provides an Example of New Development along 25th Street.



Vacant storefronts along 25th Street could be reused for gallery or creative spaces.



Section 1

LAND USE & BUSINESS CHARACTERISTICS

Kedzie Avenue: 25th Street to 31st Street is the most auto-oriented of the five sectors. With over 24,000 cars, a new McDonald's restaurant took advantage of an adjacent former parking lot to convert to a double-drive thru and parking lot for the restaurant. The site of former Washburne campus is being proposed as the new location of St. Anthony's Hospital and a retail development.

31st Street: Springfield to Karlov is a small commercial district. There are no vacancies within the SSA boundaries. The street has high traffic volumes of 20,100 ADT and there is a CTA bus turnaround for Route 60 that goes through 26th Street and Little Village on its way downtown.

Pulaski: Ogden to 31st Street is an auto-oriented commercial strip. It has some of the largest retailers in SSA #25 including Walgreens, CVS, and Supermercado La Chiquita. The CVS parking lot is over-sized for its use. The southern portion of the lot could be sold or leased to a new retailer.



Many of the businesses along Kedzie Avenue are auto-oriented taking advantage of high traffic volumes.



Second Federal Savings at Pulaski and 26th Street owns several parking lots on Pulaski that could be used during non-business hours for parking to support restaurants and stores



Section 1.2

Market Analysis

SSA #25 has a very diverse set of stores and businesses. Based on a compilation of all business licenses within SSA #25, there are 608 businesses, a very large number for a small area. Twenty percent of the businesses are services, including travel agencies, financial services, Laundromats, photography studios, insurance agents, etc. In addition, there are national banks located in the SSA for whose license may be drawn from another location in Chicago.

Focus groups and results from the market survey that follows this discussion pointed to particular strengths in the area of restaurants and retail stores, especially clothing and general merchandise.

The analysis of business licenses backed up these observations. There are 110 restaurants, comprising 18% of all businesses. There are 96 miscellaneous retail establishments such as florists, music, jewelers, and appliances. The next major category is clothing (which would include bridal/quinceanera that represents 81, or 13% of all businesses. Beauty (such as salons), and food stores represent 5% or 33 stores. Other categories with at least twenty businesses include auto dealers and parts, general merchandise (e.g. dollar stores), and building materials/contractors. There are also 19 "peddler" licenses with addresses in the SSA, although there may be more vendors that visit the area. Remaining categories include furniture, health care, sporting goods, liquor, and optical.

Key observations include:

- The largest concentration of businesses are services, reflecting the entrepreneurial nature of Little Village and the immigrant community;
- There are 110 restaurants within the SSA, mostly concentrated on 26th Street demonstrating the attractiveness of locating in this area and the ability to attract customers from well beyond Little Village;
- Clothing stores – from discount stores to bridal and quinceañera stores – is a major draw for the area;

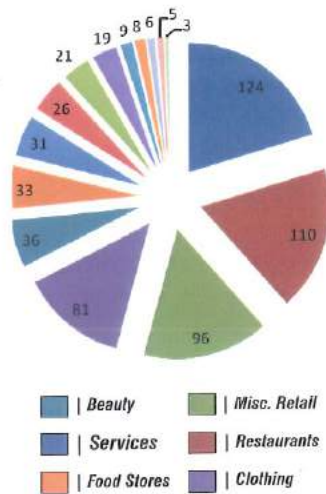


Figure 1.2: Types of Businesses in SSA #25

Business Type	Number of Businesses	Percent of Total
Services	124	20%
Restaurants	110	18%
Misc. Retail	96	16%
Clothing	81	13%
Beauty	36	6%
Food Stores	33	5%
Auto Dealers and Parts	31	5%
General Merchandise	26	4%
Building Materials/Contractors	21	3%
Peddler	19	3%
Furniture	9	1%
Health Care	8	1%
Sporting Goods	6	1%
Liquor	5	1%
Optical	3	0%
TOTAL	608	100%

Figure 1.3: Number and Percent of Business Types in SSA #25



LAND USE & BUSINESS CHARACTERISTICS



- The high number of miscellaneous retailers includes some categories of retailers that are often absent from business districts other neighborhoods, such as photo and music. They are likely supported by tourists and patrons of bridal stores, but are also representative of the vibrant arts and culture of Little Village; and
- Of the 19 peddlers, nine of them are fruits and vegetables only. The others are non-food vendors except one mobile food dispenser.

Section 1.3

Vacancies

Retail vacancies have become a significant issue in the SSA. While the overall vacancy is very low, there are a number of storefronts and lots in the SSA. While 14 vacant storefronts along a two-mile stretch of 26th Street is quite low, some of these vacancies have persisted, and as rents are renegotiated, interviewees have reported that rental rates have decreased.

Figure 1.4: Vacant Buildings and Sites by Sector

Business Type	Number of Businesses	Percent of Total
26th Street: California to Kostner	14	2
25th Street: Kedzie to Lawndale	7	2
Kedzie Avenue: 25th Street to 31st Street	4	4
31st Street: Springfield to Karlov; and	0	0
Pulaski: 31st to Ogden	7	2
Food Stores	33	5%

There are few large redevelopment sites in SSA #25. The largest vacant site is the Kostner/26th Street Site. It is a large, potential mixed-use site located between Kostner and Kenton. There have been a variety of development proposals for the site in recent years.

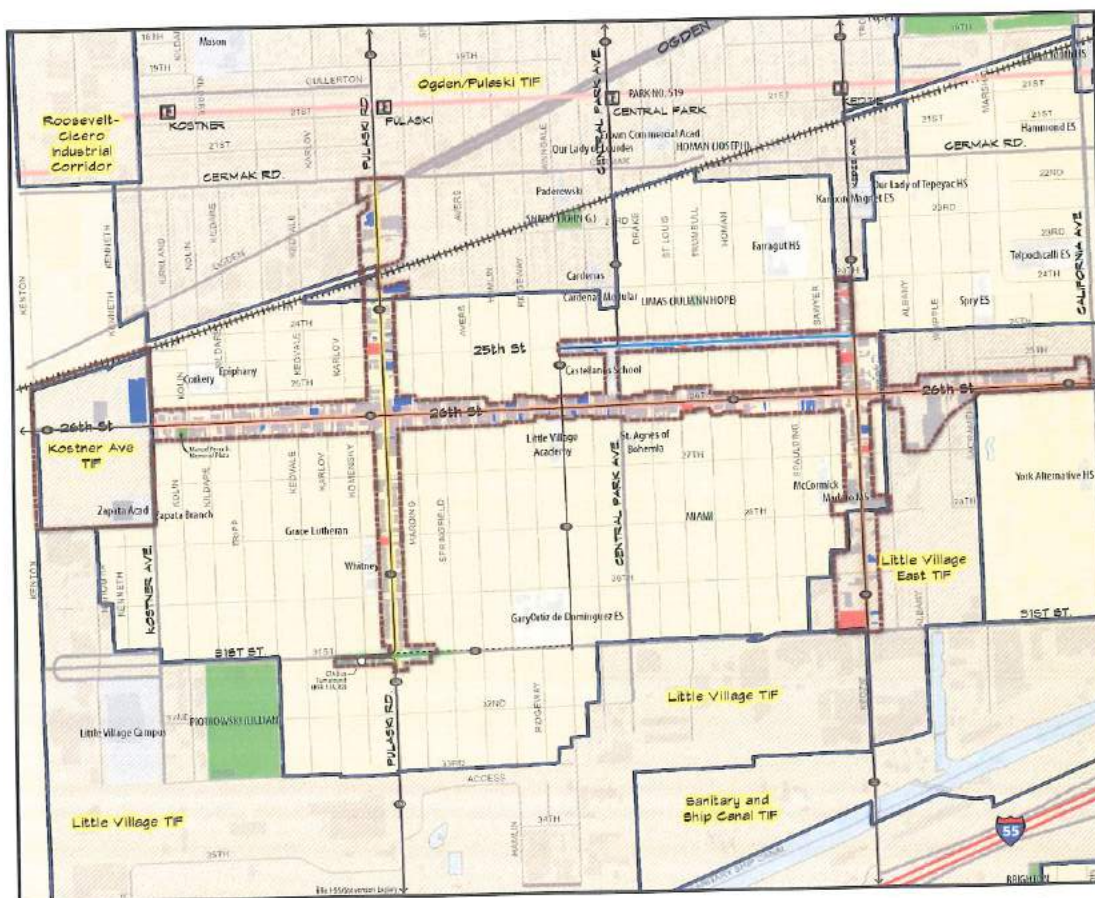
There are no large vacant parcels on 26th Street between Kostner and California, although there are a number of vacant buildings and/or underutilized properties that could be redeveloped under the right market conditions.

This study will look at:

- 1) What strategies are available to retain businesses in existing buildings?
- 2) What impediments to redevelopment exist in the marketplace?
- 3) What assistance can the SSA provide to aid in business retention and attraction?
- 4) What infrastructure improvements can be made to make existing buildings and sites more attractive to business development?

Figure 1.5 (right): The Existing Conditions Map Identifies Vacant Buildings and Vacant Lots, as well as the commercial sectors that comprise SSA #25, adjoining TIF districts, and transportation routes.

LAND USE & BUSINESS CHARACTERISTICS



Little Village Special Service Area #25

Map prepared by Tomi Associates, Inc. on 11/1/12

Existing Conditions Map

COMMERCIAL SECTORS

- 26th Ave. between Roscoe and California Ave.
- 31st St. between Springfield and Karlov
- Kostner Ave. between 29th and 31st
- 25th St. between Toy & Laundale
- Pulaski Ave. between 31st and Ogden Ave.

Legend:

- Little Village SSA #25
- TIF Districts
- Buildings
- Parks
- Streets
- School Lots
- CIA Park Line
- Bus Routes
- Vacant Buildings (Not in market)
- Vacant Lots

Map prepared by Tomi Associates, Inc. on 11/1/12



Section 1.4

Transportation

Little Village has strong traffic counts that aids the retail environment. 26th Street, Kostner, 31st Street, Pulaski, and Kedzie all have high traffic counts of at least 18,000 Average Daily Traffic (ADT) which is what higher volume retailers typically look for.

Figure 1.5: Average Daily Traffic Counts (ADT) of Major Arterial Roads

Street	Average Daily Traffic (ADT)
26th Street	18,400
Kostner Avenue	19,200
Pulaski Road	21,500
Kedzie Avenue	25,400

Little Village is also well served by public transportation with Route 60 going east west along 26th Street, and Routes 53, 53A, and 82 terminating at 31st Street west of Pulaski Road, with Route 53 going north along Pulaski, Route 53 A going south, and route 82 going east along 31st Street to Lawndale Avenue and then north along Central Park Avenue.

Bike lanes have been added to 26th Street between Kostner and Pulaski, although are marked as "sharrows" or shared bike lanes with car traffic east of Pulaski, most likely because there is not enough right-of-way for a full bike lane.

The key transportation issue in SSA #25 is parking. Focus groups conducted for this study with local businesses identified parking as one of the greatest challenges for the area. While many local customers can walk to the stores and restaurants, a large and growing share of customers drive

and need to park. Some of the larger restaurants, stores, and banks have their own parking lots. But, most stores do not have off-street parking and depend on turnover of metered spaces and the availability of parking on side streets. There is particular concern that more blocks will be posted as resident-only parking which will hurt sales.

Of note, businesses were in favor of expanding the number of parking spaces even if the spaces were metered. In contrast to most neighborhood commercial areas in Chicago, the businesses generally were supportive of the parking meters because it meant the spaces turned over to multiple customers over the course of the day.

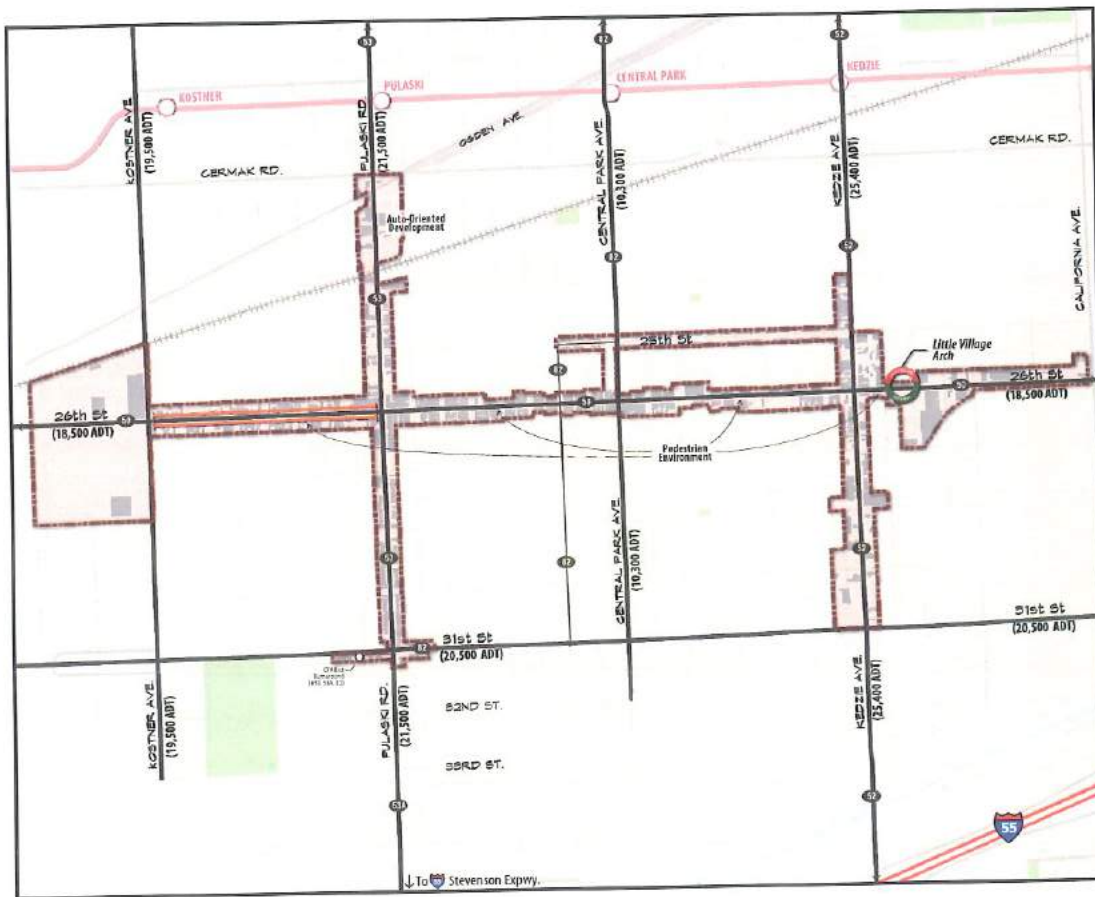
Three recommendations to expand parking availability will be discussed in the strategy section of this report. They include:

- Pursuing opportunities for shared parking during off-hours at local bank parking lots;
- Adding diagonal parking along certain side streets that intersect with 26th Street; and
- Adding one or more parking lots on vacant land along or near 26th Street.

Because of the two-mile length of 26th Street, it will be important to add parking in several locations along the corridor, rather than concentrated in one location. The SSA may also explore structured parking, but the cost of these structures is far more expensive on a per space basis than surface parking.

Figure 1.6 (right): Little Village has excellent road access, public transportation, and high traffic counts which support local retail. The challenge is to improve walkability, access to cars that support retail and expand parking opportunities.

LAND USE & BUSINESS CHARACTERISTICS



Little Village Special Service Area #25

Map powered by Esri/ArcGIS, Inc. on 11/6/17

Transportation Conditions

- Little Village SSA #25
- TIF Districts
- Buildings
- IDOT Roads
- Local Streets
- Bike Lanes
- NOTE: Shared bike lanes on 26th St. between Pulaski and California Avenues.
- CTA Pink Line
- Pink Line Stations
- Bus Routes
- Existing Gateway



Section 2 MARKET ANALYSIS

2 | Market Analysis

Section 2.1

Demographic Analysis and Employment

Little Village SSA #25 is located approximately 7 miles southwest of downtown Chicago. The area has excellent transportation and is accessible from I 55, I 290 and major arterial highways to Chicago, Midway Airport, and nearby industrial, commercial, and residential markets.

In order to analyze the market conditions for SSA #25, a trade area analysis was undertaken for a **Five Minute (Drive Time) Neighborhood Trade Area**, which represents the buying power and demand of nearby residents and businesses, and a larger **Ten Minute (Drive Time) Community Trade Area**, which represents a broader market of consumers that may do their shopping, eating, or work within a ten minute drive-time.

SSA #25 is surrounded by a dense, urban environment of residents that support that local economy. There are 95,465 residents within the Neighborhood Trade Area and 358,731 residents within the Community Trade Area. Approximately 38% of residents in the Neighborhood Trade Area are White, and 24% are Black or African American, with similar ratios for the Community Trade Area. Perhaps more significant is that **over 70% of residents within the Neighborhood Trade Area are Hispanic or Latino**, compared with 58% in the larger Community Trade Area. Furthermore, 93% of Hispanic residents are Mexican, and **66% of all residents within the Neighborhood Trade Area speak Spanish at home**. This density of population of Hispanic, particularly Mexican origin, has a major impact on the retail and economic characteristics of the area, as will be discussed in further sections of this study.

Figure 2.2 also shows that education issues are a challenge in the trade area. Only 48% of residents over age 25 in the Neighborhood Trade Area have a high school degree or GED. This presents a challenge for the community to provide quality jobs for adults without high school or higher degrees. In the long-term, training and education is needed for these residents to improve their career path.



Figure 2.1: Five Minute Neighborhood Trade Area



Population	5 Minute Drive Time Neighborhood Trade Area		10 Minute Drive Time Community Trade Area	
	Total	%	Total	%
2012 Estimate	95,465		358,731	
2000 Census	112,232		396,319	
1990 Census	104,242		370,920	
2012 Est. Pop by Single Race Class	95,465		358,731	
White Alone	36,148	37.87	128,674	35.87
Black or African American Alone	23,183	24.28	95,273	26.56
Some Other Race Alone	33,574	35	125,104	35
Two or More Races	2,560	2.68	9,680	2.70
2012 Est. Pop Hisp or Latino by Origin	95,465		358,731	
Not Hispanic or Latino	27,918	29.24	150,197	41.87
Hispanic or Latino:	67,547	70.76	208,534	58.13
Mexican	62,969	93.22	190,344	91.28
Puerto Rican	1,304	1.93	6,641	3.18
Cuban	72	0.11	388	0.19
All Other Hispanic or Latino	3,203	4.74	11,161	5.35
2012 Est. Median Age	28.13		29.39	

	5 Minute Drive Time Neighborhood Trade Area		10 Minute Drive Time Community Trade Area	
	Total	%	Total	%
2012 Est. Pop Age 5 + by Language Spoken At Home	85,889		323,122	
Speak Only English at Home	28,297	32.95	132,421	40.98
Speak Spanish at Home	56,812	66.15	167,086	51.71
2012 Est. Pop. Age 25 + by Edu. Attainment	53,328		206,708	
Less than 9th grade	17,324	32.49	52,039	25.18
Some High School, no diploma	10,370	19.45	32,483	15.71
High School Graduate (or GED)	14,206	26.64	57,342	27.74
Some College, no degree	6,178	11.58	28,140	13.61
Associate Degree	1,567	2.94	8,247	3.99
Bachelor's Degree	2,607	4.89	17,996	8.71
Master's Degree	781	1.46	7,089	3.43
Professional School Degree	165	0.31	2,081	1.01
Doctorate Degree	129	0.24	1,291	0.62
Households				
2012 Estimate	23,852		108,585	
2000 Census	25,781		110,797	
1990 Census	25,546		111,842	

Figure 2.2: Trade Area Population, Race, Language, and Education
Source: Nielsen Site Reports 2012, Teska Associates



The median income of the Neighborhood Trade Area is \$33,762, and slightly higher at \$33,828 in the Community Trade Area. The median income of Hispanic or Latino households is significantly higher, however at \$37,782 in the Neighborhood Trade Area and \$39,537 in the Community Trade Area. Over 25% of all households in the Neighborhood Trade Area earn more than \$50,000 income per year.

The family-oriented nature of the trade areas also impact buying patterns as shown in the Table 2. The median household size is 3.54 in the Neighborhood Trade Area, higher than the level of 3.17 in the Community Trade Area. Fifty-five percent of all households in the Neighborhood Trade Area have children under the age of 18 in the home compared with 46% in the Community Trade Area. Of these households in the Neighborhood Trade Area, 52% are headed by a married couple, 10% by male householder and 37% by female householder.

Figure 2.4 shows transportation and housing characteristics. The average household has 1 vehicle, although 25% do not have a vehicle. In addition, while there is frequent CTA bus service, there are no CTA El stations in the SSA. This tends to lead to a larger share of household spending to be local, versus driving or taking a train to large stores outside of the neighborhood. The relatively high share of grocery, clothing, and restaurants are supported by this transportation pattern.

Thirty-five percent of households own their home, while 65% rent in the Neighborhood Trade Area. The average tenure of households is quite long and stable, with 22 years in owner-occupied homes and 8 years in rental housing.

The average value of an owner-occupied home is \$165,431 in the Neighborhood Trade Area, nearly as much as in the larger Community Trade Area. Over 28% of owner-occupied homes are worth over \$200,000. Eighty-six percent of all housing units are four units or smaller, compared with other Chicago neighborhoods with a much larger share of multi-family housing. While the median age of a home of 74 years, 734 homes have been built since 2000.



2012 Est. HHs by HH Income	5 Minute Drive Time Neighborhood Trade Area		10 Minute Drive Time Community Trade Area	
	23,852	%	108,585	%
Income Less than \$15,000	5,589	23.43	26,202	24.13
Income \$15,000 - \$24,999	3,423	14.35	15,542	14.31
Income \$25,000 - \$34,999	3,326	13.94	14,214	13.09
Income \$35,000 - \$49,999	4,347	18.22	18,077	16.65
Income \$50,000 - \$74,999	3,983	16.70	17,668	16.27
Income \$75,000 - \$99,999	1,601	6.71	8,250	7.60
Income \$100,000 - \$124,999	810	3.40	4,257	3.92
Income \$125,000 - \$149,999	432	1.81	1,967	1.81
Income \$150,000 and more	343	1.44	2,408	2.22
2012 Est. Average Household Income	\$42,164		\$44,853	
2012 Est. Median Household Income	\$33,762		\$33,828	
2012 Median HH Income for Hispanics Households				
Hispanic or Latino	37,782		39,537	
Not Hispanic or Latino	22,497		27,311	

2012 Est. Average Household Size	5 Minute Drive Time Neighborhood Trade Area		10 Minute Drive Time Community Trade Area	
	3.54		3.17	
2012 Est. Households by Presence of People	23,852		108,585	
Households with People under Age 18:	13,175	55.24	50,485	46.49
Married-Couple Family	6,849	51.98	26,183	51.86
Other Family, Male Householder	1,303	9.89	5,147	10.20
Other Family, Female Householder	4,960	37.65	18,915	37.47
Non-family, Male Householder	60	0.46	147	0.29
Non-family, Female Householder	3	0.02	94	0.19
Households without People under Age 18:	10,677	44.76	58,100	53.51
Married-Couple Family	3,237	30.32	15,528	26.73
Other Family, Male Householder	1,032	9.67	3,916	6.74
Other Family, Female Householder	1,657	15.52	7,262	12.50
Nonfamily, Male Householder	2,801	26.23	16,111	27.73
Nonfamily, Female Householder	1,950	18.26	15,283	26.30

Figure 2.3: Income and Housing Characteristics

Source: Nielsen Site Reports 2012, Teska Associates



Section 2

MARKET ANALYSIS



	5 Minute Drive Time Neighborhood Trade Area		10 Minute Drive Time Community Trade Area	
		%		%
2012 Est. HHs by Number of Vehicles	23,852		108,585	
No Vehicles	6,028	25.27	28,257	26.02
1 Vehicle	10,152	42.56	45,928	42.30
2 Vehicles	5,625	23.58	25,194	23.20
3 or more Vehicles	2,048	8.59	9,206	8.48
2012 Est. Average Number of Vehicles	1.19	16.70	1.18	16.27
2012 Est. Avg. Travel Time to Work in Minutes	37.70		35.56	
2012 Est. Tenure of Occupied Housing Units	23,852		108,585	
Owner Occupied	8,390	35.18	41,889	38.58
Renter Occupied	15,463	64.83	66,696	61.42
2012 Est. Average Household Income	22		10	
2012 Est. Median Household Income	8		8	
2012 Est. All Owner-Occupied Housing Values	\$165,431		\$172,709	
Value Under \$60,000	237	2.82	1,394	3.33
Value \$60,000 - \$79,999	227	2.71	1,041	2.49
Value \$80,000 - \$99,999	404	4.82	1,733	4.14

	5 Minute Drive Time Neighborhood Trade Area		10 Minute Drive Time Community Trade Area	
Value \$150,000 - \$199,999	2,593	30.91	11,975	28.59
Value \$200,000 - \$299,999	2,036	24.27	10,822	25.83
Value \$300,000 - \$399,999	238	2.84	2,054	4.90
Value Over \$400,000	128	1.53	1,532	3.66
2012 Est. Median All Owner-Occupied Housing Value	\$165,431		\$172,709	
2012 Est. Housing Units by Units in Structure	28,441		27,140	
1 Unit Attached	394	1.39	4,261	3.35
1 Unit Detached	4,537	15.95	23,707	18.65
2 Units	10,113	35.56	39,382	30.98
3 or 4 Units	9,323	32.78	32,052	25.21
5 Units or More	4,039	14.20	27,487	21.62
2012 Est. Housing Units by Year Structure Built	28,441	0.02	127,140	0.19
Housing Unit Built 2005 or later	274	0.96	3,796	2.99
Housing Unit Built 2000 to 2004	460	1.62	4,608	3.62
Housing Unit Built 1990 to 1999	585	2.06	4,499	3.54
Housing Unit Built 1940 to 1989	9,194	32.33	43,255	34.02
Housing Unit Built 1939 or Earlier	17,928	63.04	70,983	55.83
2012 Est. Median year Structure Built	1,950	1939	15,283	1939

Figure 2.4: Transportation and Housing

Source: Nielsen Site Reports 2012, Teska Associates



Section 2.2

Employment

Little Village is a major employment center. There are 1,866 businesses in the Neighborhood Trade Area and 8,766 businesses in the Community Trade Area. The largest sector of businesses is service industries with 823 businesses in the Neighborhood Trade Area employment 18,107 workers. Of this amount, 177 health services employ 11,046 workers. Similarly, 1,037 health services in the Community Trade Area employ 56,942 workers. This large concentration of workers provides customers for the retail businesses. There may be opportunities to promote health care related office space in Little Village to accommodate additional medical office space related to St. Anthony Hospital and other providers.

The second most prevalent sector is retail, with 574 businesses and 4,296 employees within the Neighborhood Trade Area and 2,263 businesses and 23,518 employees within the Community Trade Area. Of these jobs, 1,546 employees work in restaurants and 1,065 work in food stores in the Neighborhood Trade Area.

Manufacturing and wholesale trade are also strong sectors, with 2,456 manufacturing jobs and 1,860 wholesale trade jobs in the Neighborhood Trade Area.

These high concentrations of local employment are not only important sources of jobs for local residents, but provide a high number of employees that come into Little Village and nearby areas each day that are potential customers for restaurants, food stores, and other neighborhood businesses.

Business Description	5 Minute Drive Time Neighborhood Trade Area		10 Minute Drive Time Community Trade Area	
	Establishments	Employees	Establishments	Employees
Industries (All)	23,852	%	108,585	%
Industries (Private Sector)	1,600	23,069	7,540	136,542
Industries (Government and Non-Profit)*	266	7,283	1,226	45,641
Agriculture (All)	3	18	45	457
Mining (All)	0	0	2	13
Construction (All)	52	241	329	3,550
Manufacturing (All)	84	2,456	478	15,782
Transportation, Communication/Public Utilities	93	849	422	10,025
Wholesale Trade (All)	79	1,860	339	5,663
Retail (All Retail)	574	4,296	2,263	23,518
Building Materials and Garden Supply	17	95	80	1,285
General Merchandise Stores	29	107	95	1,298
Food Stores	129	1,065	406	4,198
Auto Dealers and Gas Stations	46	274	202	1,345
Apparel and Accessory Stores	74	278	173	881
Home Furniture, Furnishings and Equipment	32	422	153	1,092
Eating and Drinking Places	150	1,546	758	9,816
Miscellaneous Retail	97	509	396	3,603

Figure 2.5: Business Sectors and Employment
(Table continued on the following page)



Business Description	5 Minute Drive Time Neighborhood Trade Area		10 Minute Drive Time Community Trade Area	
	Establishments	Employees	Establishments	Employees
Finance (All)	133	796	668	4,298
Bank, Savings and Lending Institutions	55	460	240	1,930
Security and Commodity Brokers	9	80	33	172
Insurance Carriers and Agencies	38	122	132	696
Real Estate	31	134	256	1,399
Trusts, Holdings and Other Investments	0	0	7	101
Service (All)	823	18,107	4,103	112,535
Hotel and Other Lodging	1	3	13	555
Personal Services	208	705	935	3,622
Business Services	75	438	537	5,403
Motion Picture and Amusement	28	110	145	4,131
Health Services	177	11,046	1,037	56,942
Legal Services	43	143	119	422
Educational Services	75	3,723	357	30,242
Social Services	57	1,368	294	6,302
Misc, Membership Orgs and Nonclassified	143	547	675	3,320
Public Administration (All)	25	1,729	117	6,392

Figure 2.5: Business Sectors and Employment (continued)

Section 2.3

Retail Opportunities

There are two ways to look at retail attraction. The first method is to determine retail opportunity gaps – those types of retail stores in which local demand exceeds supply. The second method is to build on area strengths – those instances in which customers are coming into the trade area to purchase goods and supply exceeds local demand. Since Little Village SSA #25 is a major destination for restaurants and specialty food stores, these retail strengths can anchor additional demand for restaurants, food stores, and types of retail that compliment these stores.

a. | Retail Opportunity Gaps

The largest retail opportunity gap is General Merchandise reflecting over \$91 million in the Neighborhood Trade Area, and over \$180,000,000 in the Community Trade Area. This sector covers dollar stores through large format general merchandise retailers. In a dense trade area like the Little Village, there are few sites that can accommodate mid- to large-format retailers, so demand is often met through food and convenience stores that also sell general merchandise. Similarly, there are few sites large enough to accommodate the second largest retail gap – motor vehicle and parts. And while there is \$36 million of gap for building material and garden, most of that gap disappears in the larger trade area.

The most promising areas for attracting retail would be health and personal care with a \$27 million gap in the Neighborhood Trade Area and a \$105 million gap in the Community Trade Area. With growing health care needs, there may be room to expand to capture more of this gap. There is also excess demand for gasoline stations, although those stations may not fit the character of much of the SSA. Additional promising retail categories



	5 Minute Trade Area Opportunity Gap	10 Minute Trade Area Opportunity Gap
1. General Merchandise	91,868,971	181,606,218
2. Motor Vehicle and Parts	61,850,106	222,580,132
3. Building Material & Garden	36,119,177	18,710,245
4. Health and Personal Care	27,156,658	104,969,843
5. Gasoline Stations	22,881,244	79,686,547
6. Electronics and Appliance	10,951,378	52,987,666
7. Sporting Goods, Hobby, Book, Music	7,062,871	28,810,200

Figure 2.6: Retail Opportunity Gaps by Category

would be electronics and appliances at \$11 million at the Neighborhood level and sporting goods, hobby and books, at \$7 million of gap.

Also, while clothing does not show a retail gap, this is likely because there are so many bridal stores. Based on the survey and focus groups, many residents leave the area to shop for clothes in the suburbs, such as North Riverside Mall.

b. | Retail Strengths

A retail retention and attraction strategy for Little Village SSA should build on several key strengths. Little Village has become a destination retail area, particularly along 26th Street, attracting residents from other areas of Chicago and the region.

Figure 2.7 provides a summary of the top five categories in which supply

exceeds demand in the 5 Minute Neighborhood Trade Area: Furniture and Home Furnishings, Specialty Food Stores, Women's Clothing Stores, Prerecorded Tapes, CDs, Records, and Full Service Restaurants.

As reported in discussions with local businesses, customers come to the local restaurants and specialty food stores from throughout the Chicago area and from other Midwestern regions in Michigan, Iowa, Indiana, and Wisconsin. Mexican immigrants from throughout the Midwest come to Little Village to shop at bridal and quincenera stores, eat at local restaurants, and bring back Mexican imported goods. Convention-based tourism to Chicago also supports the restaurants.

A successful retail strategy will build on these strengths and begin to attract retailers that can meet the demand of shoppers and diners coming to Little Village.

A full listing of all retail opportunity gaps and surpluses are provided in Table 2.7.

	5 Minute Trade Area (Surplus)	10 Minute Trade Area (Surplus)
1. Furniture & Home Furnishings	(24,964,040)	(29,632,029)
2. Specialty Food Stores	(9,404,097)	(61,945,299)
3. Women's Clothing Stores	(9,196,984)	(8,169,414)
4. Prerecorded Tapes, CDs, Records	(4,765,652)	(6,880,169)
5. Full Service Restaurants	234,784	(44,350,604)

Figure 2.7: Retail Strengths: Largest Surpluses by Category



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Retail Stores	5 Minute Neighborhood Trade Area			10 Minute Community Trade Area		
	Demand	Supply	Gap/(Surplus)	Demand	Supply	Gap/(Surplus)
Total Retail Sales Including Eating and Drinking Places	758,020,505	625,904,268	132,116,237	3,401,225,240	4,032,370,947	(631,145,707)
Motor Vehicle and Parts Dealers-441	101,130,888	39,280,780	61,850,108	463,066,131	240,485,999	222,580,132
Furniture and Home Furnishings Stores-442	12,223,290	37,187,330	(24,964,040)	58,004,703	87,638,732	(29,632,029)
Furniture Stores-4421	6,546,443	10,738,882	(4,192,439)	31,070,960	28,323,989	4,746,971
Home Furnishings Stores-4422	5,676,847	26,448,448	(20,771,601)	26,933,743	61,312,763	(34,379,020)
Electronics and Appliance Stores-443	15,887,608	4,938,230	10,951,378	72,408,763	19,421,097	52,987,666
Building Material, Garden Equip Stores-444	52,983,733	16,884,556	36,110,177	252,384,789	233,674,544	18,710,245
Building Material and Supply Dealers-4441	47,989,092	16,657,185	31,331,907	229,186,010	226,852,921	2,533,089
Home Centers-44411	20,195,757	2,587,763	17,607,994	95,714,155	104,361,917	(8,647,762)
Paint and Wallpaper Stores-44412	1,034,005	0	1,034,005	5,065,154	2,694,764	2,370,390
Hardware Stores-44413	5,611,063	3,389,962	2,221,101	25,661,189	7,889,320	17,771,869
Lawn, Garden Equipment, Supplies Stores-4442	4,984,641	207,371	4,787,270	23,198,779	7,021,623	16,177,156
Food and Beverage Stores-445	120,907,742	124,978,161	(4,070,419)	522,297,845	605,609,656	(83,311,811)
Grocery Stores-4451	111,077,534	103,769,829	7,307,705	479,346,389	487,274,233	(7,927,844)
Supermarkets, Grocery (Ex Conv) Stores-44511	105,983,098	98,095,685	7,887,413	456,979,756	437,469,444	19,510,312
Convenience Stores-44512	5,114,436	5,673,944	(559,508)	22,368,638	49,804,788	(27,438,155)
Specialty Food Stores-4452	3,626,275	13,030,372	(9,404,097)	15,502,609	77,447,908	(61,945,299)
Beer, Wine and Liquor Stores-4453	6,203,933	8,178,160	(1,974,227)	27,448,847	40,887,516	(13,438,669)
Health and Personal Care Stores-446	46,733,168	19,576,510	27,156,658	215,379,324	110,409,461	104,969,863
Pharmacies and Drug Stores-44611	39,789,427	17,812,195	21,977,232	183,844,564	100,419,987	83,424,577

Table 1 of 3

Figure 2.8: Retail Opportunity Gaps

Source: Nielsen 2012, Teska Associates.

* Note: Positive numbers indicate demand is greater than supply

Retail Stores	5 Minute Neighborhood Trade Area			10 Minute Community Trade Area		
	Demand	Supply	Gap/(Surplus)	Demand	Supply	Gap/(Surplus)
Total Retail Sales Including Eating and Drinking Places	758,020,505	625,904,268	132,116,237	3,401,225,240	4,032,370,947	(631,145,707)
Cosmetics, Beauty Supplies, Perfume Stores-44612	1,649,018	620,514	1,028,504	7,662,559	4,253,840	3,408,719
Optical Goods Stores-44613	2,261,774	654,118	1,707,656	9,945,278	1,571,663	8,373,615
Gasoline Stations-447	73,398,656	50,517,412	22,881,244	329,705,553	250,019,006	79,686,547
Clothing and Clothing Accessories Stores-448	43,087,587	45,178,877	(2,081,310)	185,887,423	132,433,996	53,453,427
Clothing Stores-4481	32,201,707	28,292,858	3,908,849	137,056,844	90,826,208	46,230,636
Men's Clothing Stores-44811	1,983,234	2,904,264	(921,030)	8,338,753	4,001,270	4,337,483
Women's Clothing Stores-44812	7,635,262	16,832,246	(9,196,984)	33,116,108	41,285,522	(8,169,414)
Childrens, Infants Clothing Stores-44813	2,435,348	2,789,524	(354,176)	9,918,573	4,694,180	5,224,393
Family Clothing Stores-44814	17,426,649	2,957,293	14,469,356	73,866,304	15,091,321	58,774,983
Clothing Accessories Stores-44815	683,081	272,656	410,405	3,004,925	1,986,480	1,018,445
Shoe Stores-4482	7,232,593	9,115,256	(1,882,663)	30,121,619	27,908,961	2,212,658
Jewelry, Luggage, Leather Goods Stores-4483	3,663,268	7,770,763	(4,107,495)	18,708,980	13,688,826	5,010,154
Sporting Goods, Hobby, Book, Music Stores-451	14,555,451	7,482,580	7,062,871	65,734,059	38,923,859	26,810,200
Sporting Goods, Hobby, Musical Inst Stores-4511	10,733,501	1,017,105	9,716,396	47,261,008	7,346,199	39,914,809
Book, Periodical and Music Stores-4512	3,821,950	6,475,476	(2,653,526)	18,473,051	29,577,660	(11,104,609)
General Merchandise Stores-452	117,838,849	25,969,878	91,868,971	513,184,886	331,578,668	181,606,218
Miscellaneous Store Retailers-453	17,328,470	14,054,827	3,273,643	80,606,506	81,632,900	(1,024,394)
Florists-4531	1,186,592	1,391,143	(204,551)	5,645,908	7,105,708	(1,459,800)

Table 2 of 3



Retail Store	5 Minute Neighborhood Trade Area			10 Minute Community Trade Area		
	Demand	Supply	Gap/(Surplus)	Demand	Supply	Gap/(Surplus)
Total Retail Sales Including Eating and Drinking Places	758,020,505	625,904,268	132,116,237	3,401,225,240	4,032,370,947	(631,145,707)
Office Supplies, Stationery, Gift Stores-4532	6,743,100	6,083,600	659,500	31,582,785	18,895,009	12,687,776
Foodservice and Drinking Places-722	83,739,205	62,052,489	21,686,716	378,378,495	479,710,182	(101,331,686)
Full-Service Restaurants-7221	37,330,906	37,096,122	234,784	169,382,957	213,733,561	(44,350,604)
Limited-Service Eating Places-7222	36,013,577	20,138,784	15,874,793	161,851,272	143,463,702	18,387,570
Special Foodservices-7223	6,963,148	2,282,873	4,680,275	31,368,803	105,701,642	(74,332,839)
Drinking Places-Alcoholic Beverages-7224	3,431,574	2,534,710	896,864	15,775,465	16,811,277	(1,035,812)

Table 3 of 3

Based on a review of properties listed for lease, the going asking rent levels in the SSA is approximately \$25 per square foot, with a low of \$16 per square foot to a high of \$34 per square foot. These are high asking prices for retail space and reflect the strong retail demand of the area. Before the recent recession, it was reported that there were very few vacancies along 26th Street. Yet high asking rents may be pushing the limit as several vacancies have arisen, even in strong locations along 26th Street. The small spaces, age of the buildings, and difficulty with parking are all factors that need to be taken into account in leasing these spaces. These asking rents are higher than the citywide average of under \$22 per square foot (Figure 2.9). A summary of sample listings is included in Appendix 1.

Retail and mixed-use buildings for sale range from \$60 to \$180 per square foot. The condition and amenities of each property varies considerably, but demonstrate high asking prices for older buildings that will challenge the reuse of many properties.

Asking Rent Retail for Lease Chicago, IL (\$/SF/Year)

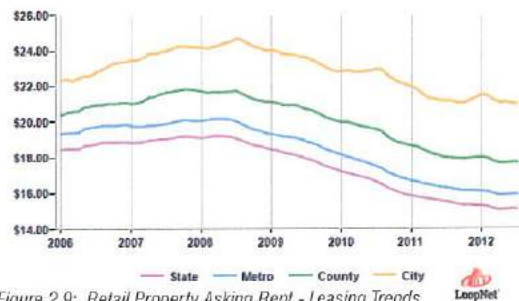


Figure 2.9: Retail Property Asking Rent - Leasing Trends
Source: Loopnet 2012

Retail sales comps since 2011 show sales prices of between \$40 and \$60 for older buildings and \$125 and \$300 for newer, well located buildings, which are in line with citywide averages.

Asking Rent Retail for Lease Chicago, IL (\$/SF/Year)

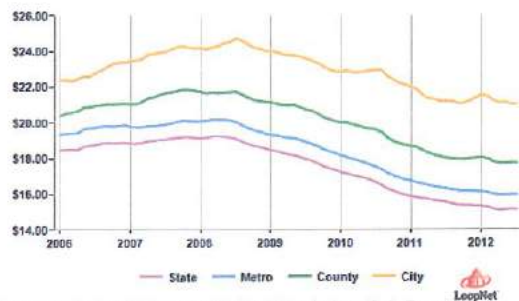


Figure 2.10: Retail Property Asking Price Index - Sale Trends
Source: Loopnet 2012



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Retail Properties for Lease
Source: Loopnet 2012

					No Photo Provided	
Address	2552 S. PULASKI Chicago, IL 60623	3955 W. 26th Street Chicago, IL 60623	3634-44 W. 26 Street Chicago, IL 60623	3450 W. 26th St. Chicago, IL 60623	3142 W 26th Street Chicago, IL 60623	2615 S Kedzie Chicago, IL 60623
Property Type	Retail	Retail	Retail	Retail	Retail	Retail
Property Subtype	Street Retail	Street Retail	Street Retail	Free Standing Bldg	Free Standing Bldg	Strip Center
Zoning						B3-2
Building Size	8,000 SF Bldg	13,000 SF Bldg	28,500 SF Bldg	3,166 SF Bldg	1,400 SF Bldg	1,400 SF GLA
Year Built						1995
No. Stories						
Lot Size			40,000 SF		3,125 SF	33,600 SF
APN / Parcel ID						
Space Available	1,076 SF	3,600 SF	40,000 SF	3,166 SF	1,400 SF	1,400 SF
Asking Rent	\$16 /SF/Yr	\$25 /SF/Yr	\$8.40 /SF/Yr	\$25 /SF/Yr	\$34.29 /SF/Yr	\$25 /SF/Yr
Spaces	1 Space	1 Space	1 Space	1 Space	1 Space	1 Space
Property Description	Street level store front on busy intersection of 26th & Pulaski. One-story Building.	Approx. 3,600 sf of retail on 26th Street. Storefront has over 30' of frontage and prominent signage positions available.	Approximately 40,000 Square Feet of Space! 2 Buildings with Gated Secured Parking on Site. Lot Size Approximately 100x125 Main Building: Former G...	3,166 square feet available with parking. Incredible signage and identity opportunities.	10' Ceiling Height, in Heart of Little Village, located on 26th Street with High Revenue Producing Street, High foot, Auto traffic, High Visibility,...	Newer 6000sf retail center with plenty of parking. The southern end unit approximately 1400sf is available. The property is located at the corner o...



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Retail Properties for Sale
Source: Loopnet 2012

Address	2500 S. Springfield Chicago, IL 60623	3955 W 26th Street Chicago, IL 60623	3634 W. 26th St Chicago, IL 60623	3600 W. 26th St Chicago, IL 60623	3519 W. 26th St Chicago, IL 60623	3435 W. 26th St Chicago, IL 60623
Property Type	Retail	Retail	Retail	Retail	Retail	Retail
Property Subtype	Free Standing Bldg	Retail (Other)	Retail (Other)	Retail (Other)	Street Retail	Retail (Other)
Zoning						
Building Size	2,060 SF Bldg	20,625 SF Bldg	40,000 SF Bldg	15,000 SF Bldg	9,000 SF Bldg	15,500 SF Bldg
Year Built						
No. Stories						
Lot Size	1,650 SF	20,625 SF	40,000 SF	15,000 SF	0.07 AC	15,500 SF
APN / Parcel ID	16261190160000	N/A	16-26-124-034-0000	16-26-125-023-0000		
Asking Price	\$125,000	\$3,995,000	\$2,900,000	\$2,700,000	\$603,000	\$2,700,000
Price Per	\$60.68 /SF	\$193.70 /SF	\$72.50 /SF	\$180 /SF	\$67 /SF	\$174.19 /SF
Cap Rate		6.50%		10.22%		7%
Property Description	Bank owned single story mixed use building. Sold as-is, no surveys, no warranties, etc.	Quantum Real Estate Advisors, Inc. (QREA) has been retained to exclusively offer for sale a mixed-use building located at the SEC of Pulaski Road...	For Sale or Lease! One of the very few properties on 26th Street that has a Parking Lot, this property is three properties packaged into one. There...	In stellar condition, this is as good as an investment property on 26th Street is going to get. The retail space is fully occupied by 2 strong nati...	This Mixed use bank owned property consists of one restaurant and two apartments in one of Chicago's busiest retail corridor. Located in the heart of...	This commercial property is facing a street riddled with heavy car traffic, and even heavier walking traffic. 6 tenants are currently occupying the...



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Section 2.4

Industrial

As discussed above, there is a significant inventory of manufacturing and warehousing within the Neighborhood and Community Market Areas, although most of this is outside of SSA #25.

Industrial properties are leasing between \$4.50 and \$15 per square foot in the Neighborhood Trade Area for buildings between 7,000 and 50,000 square feet. (See Appendix 1) The industrial market has access to I55 at Pulaski and Kedzie with larger sites desirable near I55.

Older industrial buildings for sale, either one or two stories have listings for sale at asking prices generally between \$20 and \$40 per square foot, reflecting the downturn in the market for industrial spaces in the Chicago metro area (Figure 4). Figure 5 shows some tightening up of the market as the over-supply of industrial space is beginning to be absorbed.

Asking Prices Industrial for Sale Chicago, IL (\$/SF)

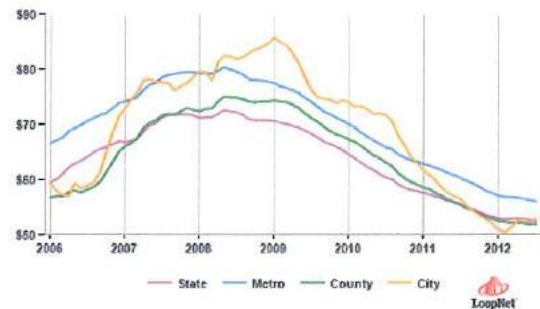


Figure 2.11: Industrial Property Asking Price Index - Sale Trends
Source: Loopnet 2012

Index of Total Sq Ft Available Industrial for Lease Chicago-Naperville-Joliet, IL-IN -Wt (May 08=100)

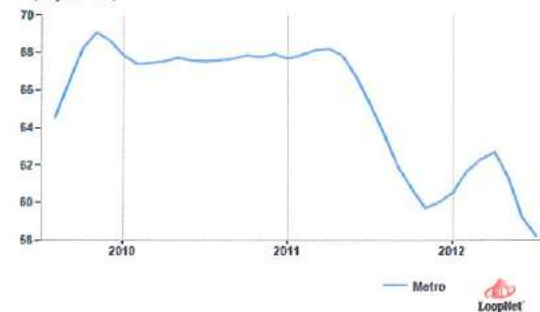


Figure 2.12: Industrial Property Total SF Available - Lease Trends
Source: Loopnet 2012



Industrial Properties for Lease
Source: Loopnet 2012

					No Photo Provided	No Photo Provided
Address	2345 S. Harding Chicago, IL 60623	2330 S. Springfield Chicago, IL 60623	2329 S Troy St Chicago, IL 60623-3424	3100 South Homan Chicago, IL 60623	3018 S Spaulding Chicago, IL 60623	3524 Kostner S. Ave. Chicago, IL 60632
Property Type	Industrial	Industrial	Industrial	Industrial	Industrial	Industrial
Property Subtype	Manufacturing	Warehouse	Warehouse	Warehouse	Warehouse	Refrigerated/Cold Storage
Zoning			C1-2	M2 Industrial	M1-1	
Building Size	20,000 SF Bldg	30,000 SF Bldg	6,930 SF Bldg	18,360 SF Bldg	12,000 SF Bldg	50,000 SF Bldg
Year Built			1997	1961		2006
No. Stories			2			
Lot Size			0.22 AC	38,348 SF		2.80 AC
APN / Parcel ID						
Space Available	4,800 SF	7,000 SF	3,465 SF	6,360 - 12,000 SF	4,000 SF	25,000 SF
Asking Rent	\$6.25 /SF/Yr	\$4.97 /SF/Yr	\$9.69 /SF/Yr	\$4.50 - 5 /SF/Yr	\$7.50 /SF/Yr	\$14.75 /SF/Yr
Spaces	1 Space	1 Space	1 Space	2 Spaces	1 Space	1 Space
Property Description	Well maintained industrial space with heavy power (3 Phase) with a partially covered yard. 4,000 SF Yard is completely fenced!	Beautiful clear span space with newer small offices. Two bathrooms (one private in office) and new 200 Amp service. Concrete floors with a 13'x12'...	Property Description: Single Tenant Industrial Building Use Description: Single Tenant Industrial Building	Two adjacent warehouse buildings totalling 18,360 SF plus abundant parking. Space is ideal for storage, manufacturing, distribution, etc. Qui...	Part of a larger building, fully renovated office space, use warehouse for garage or storage, on site parking.	Chicago Cold Storage, owner and co-tenant. State of the art facility. Great access to I-55 and Pulaski Road. Ammonia system. Built in 2001. Sp...



Section 2 MARKET ANALYSIS

Industrial Properties for Sale
Source: Loopnet 2012

				No Photo Provided		
Address	2503-09 S. Pulaski Chicago, IL 60623	2121 S. Troy Avenue Chicago, IL 60623	2329 S Troy St Chicago, IL 60623- 3424	2108 California Ave Chicago, IL 60608	2643 W. 19th St. Chicago, IL 60608	1901 South Rockwell Street Chicago, IL 60608
Property Type	Industrial	Industrial	Industrial	Industrial	Industrial	Industrial
Property Subtype	Warehouse	Distribution Warehouse	Warehouse	Flex Space	Manufacturing	Warehouse
Zoning			C1-2		FMD-7A	
Building Size	10,467 SF Bldg	24,041 SF Bldg	6,930 SF Bldg		21,750 SF Bldg	104,110 SF Bldg
Year Built			1997	1930		
No. Stories	2		2			
Lot Size	7,530 SF		0.22 AC		0.95 AC	2 AC
APN / Parcel ID						
Asking Price	\$399,000	\$249,000	\$480,000	\$299,000	\$745,000	\$550,000
Price Per	\$38.12/SF	\$10.36 /SF	\$69.26 /SF		\$34.25 /SF	\$5.28 /SF
Cap Rate						
Property Description	10,467 sq. ft. 2- story masonry building on 7,530 sq. ft. 5,000 sq. ft. office on two levels, 12' clear, 1 DID (10'x12'), 200 amps @ 480 volts, 3-...	24,041 SF * 1,000 SF Office * 2 Drive- in Doors * 10' 6" Clear * 400 Amps 240 Volts * 3 ton crane * 3 ton elevator	Property Description: Single Tenant Industrial Building Property Use Description: Single Tenant Industrial Building		Additional land across the street of 23,995 SF is also for sale at \$195,000. Excellent location just four miles southwest of the Loop. I-55 Expre...	*Excellent location, 4 miles SW of the Loop *I-55 Expressway less than 1.5 miles SE and I-290 2 miles N *Close to public transportation and strong ...



Section 2.5

Office

Little Village SSA #25 primarily has office in the upper stories of retail buildings or in flex buildings that were once industrial. Many of these properties will not be listed in the market and will be rented through word of mouth, as ancillary to the retail uses on the ground floor. With the high concentration of health services in the area, there may be additional demand for medical and dental. For example, 4111 W. 26th Street has up to 3,500 sq. ft. of furnished medical office space listed at \$21 triple net lease (plus \$8.52 CAM/Taxes). If these rents can be supported, there is sufficient income to support rehab and new development of service and office space in the SSA.



Medical office space listed at 4111 West 26th St.



3 | TIF Districts

SSA #25 overlaps with two TIF Districts: Little Village East and Kostner Avenue TIF. In addition, both of these TIF Districts are contiguous with Little Village TIF which encompasses the industrial corridor along the Sanitary Ship Canal. In addition, Kostner Avenue TIF is adjacent to Ogden/Pulaski TIF which runs from Kenneth to Albany in the northern portion of Little Village. Funds can be “ported” from one TIF District to another adjacent TIF District.

SSA #25 overlaps with **Little Village East TIF District** at the eastern end of the 26th Street between Troy Street and California Avenue, and along Kedzie Avenue between 28th Street and 31st Street. Little Village East TIF was created in 2009 and will expire in 2033. In 2010, there was \$171,877 in tax increment and a total of \$344,443 in assets.

The Redevelopment Plan calls for:

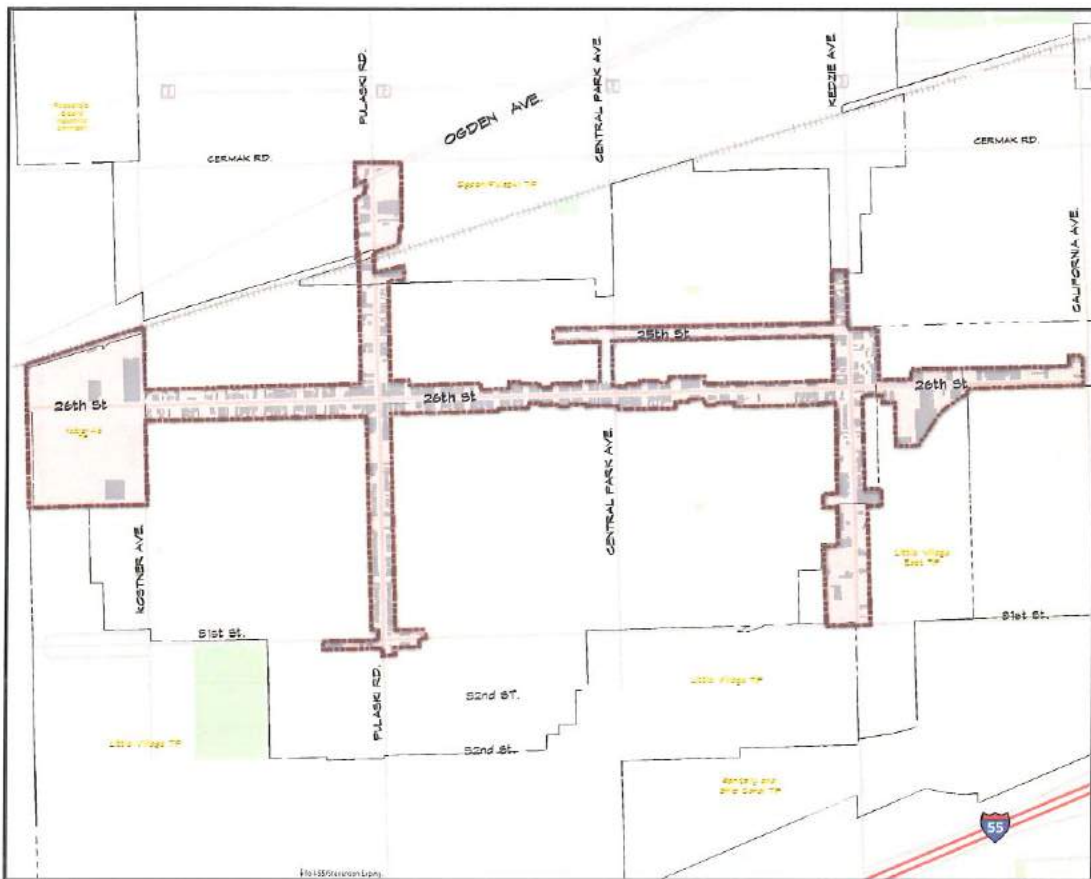
- Professional services including planning studies, legal, surveys, and real estate marketing costs, and other costs related to the implementation and administration of the Plan (Estimated cost: \$1.5 million)
- Property assembly costs and land acquisition (Estimated cost: \$14 million)
- Costs of rehabilitation, reconstruction, repair or remodeling and up to 50% of the cost of construction of low-income and very low-income housing units (Estimated cost: \$10 million)
- Costs of construction of public improvements, infrastructure and facilities (Estimated cost: \$13 million)
- Relocation costs (Estimated cost: \$3 million)

- Costs of job training, re-training and welfare to work programs (Estimated cost: \$5.5 million)
- Interest costs related to redevelopment projects (Estimated cost: \$ 5 million)
- Provision of day care services (Estimated cost \$2 million)

SSA #25 includes the entire **Kostner Avenue TIF District** which is located between Kenton to the west, Kostner on the east, the railroad to the north, and mid-block between 27th and 28th Streets to the south. The TIF District was established in 2008 with an expiration of 2032. In 2010 there was \$2,749 in tax increment with total assets of \$4,337.

Figure 3.1 (right): SSA #25 Overlaps with Little Village East TIF, Kostner Avenue TIF, and Ogden/Pulaski TIF

Section 3
TIF DISTRICTS



Little Village Special Service Area 25

Map of Little Village Special Service Area #25

0 0.125 0.25 0.5 Miles

SSA Boundary Map

- Little Village SSA #25
- TIF Districts
- Buildings
- Roads

Map prepared by Esri Associates, Inc. on 11/16/12



The Redevelopment Plan called for an estimated EAV of the Redevelopment Project at \$113 million. The Plan called for approximately \$275,000 square feet of new commercial space, approximately 400 new for-sale residential units, and approximately 100 new senior rental residential units.

- Professional services including planning studies, legal, surveys, and real estate marketing costs, and other costs related to the implementation and administration of the Plan (Estimated cost: \$1.8 million)
- Property assembly costs and land acquisition (Estimated cost: \$10 million)
- Costs of rehabilitation, reconstruction, repair or remodeling and up to 50% of the cost of construction of low-income and very low-income housing units (Estimated cost: \$25 million)
- Costs of construction of public improvements, infrastructure and facilities (Estimated cost: \$7.6 million)
- Relocation costs (Estimated cost: \$50,000)
- Costs of job training, re-training and welfare to work programs (Estimated cost: \$500,000)
- Interest costs related to redevelopment projects (Estimated cost: \$10 million)
- Provision of day care services (Estimated cost \$50,000)

Total Redevelopment Costs: \$55 million

Little Village TIF

Both Little Village East TIF and Kostner Avenue TIF are contiguous with Little Village TIF. Little Village TIF was established in 2007 and will expire in 2031. It is located in the area north of Sanitary and Ship Canal between Kostner and Kedzie Avenues. The District earned net income of \$358,660 in FY 2011 and has a total fund balance of \$1,779,165 out of a cumulative amount of \$1,907,718 that has been collected cumulatively. Funds could be "ported" from Little Village TIF to either Little Village East TIF or Kostner Avenue TIF because the districts are contiguous.



Crawford Generating Station



The Crawford Generating Station located just south of the SSA at 3501 S. Pulaski within the Little Village TIF. It is located on a 72-acre site at the Chicago Sanitary and Ship Canal with access to I 55 to the South and Little Village SSA #25 to the north. While not located in the SSA, it is located in the market area and will be marketed to large-scale redevelopment. The station was closed in September 2012 and its reuse is guided by recommendations of the City of Chicago's Mayor's Fisk and Crawford Reuse Task Force.

The Crawford Generating Station located just south of the SSA at 3501 S. Pulaski within the Little Village TIF. It is located on a 72-acre site at the Chicago Sanitary and Ship Canal with access to I 55 to the South and Little Village SSA #25 to the north. While not located in the SSA, it is located in the market area and will be marketed to large-scale redevelopment. The station was closed in September 2012 and its reuse is guided by recommendations of the City of Chicago's Mayor's Fisk and Crawford Reuse Task Force.

Implications

SSA #25 may want to consider whether to conduct an eligibility study to amend either Kostner Avenue TIF or Little Village East TIF to include a portion or all of the SSA area along 26th Street, Pulaski Avenue, 25th Street, and/or Kedzie Avenue. Alternatively, a new TIF District eligibility study could be undertaken by the City for a portion or all of SSA #25. The benefit would be able to raise TIF revenue to supplement SSA funds to invest in projects that are eligible for TIF, such as establishing a Small Business Improvement Fund (SBIF) or paying for infrastructure improvements such as streetscapes. It would also allow gathering TIF increment from larger sites to invest in small business environment on 26th and 25th Streets.



4 | Market Comparisons

Section 4.1

Pilsen

Pilsen, northeast of Little Village, shares several characteristics. It is best known for the 18th Street area from Wood to Racine, which is a much smaller commercial corridor than 26th Street in Little Village. The commercial district also includes Blue Island from 16th Street to 19th Street ("six corners"), and Loomis Street, between 16th Street and 18th Street. None of these streets are within a TIF or Industrial Corridor.

There is also the Pilsen Industrial Corridor which has been home to many large scale projects and encompasses a large portion of the overall land area in Pilsen.

There are many organizations serving the Pilsen community. Eighteenth Street Development Corporation (ESDC), has led business development efforts in the community. It's mission is as follows:

ESDC envisions Pilsen as a vibrant center of commercial and industrial activity, offering safe modern housing, a diversity of employment and a successful business strip. ESDC works to promote Pilsen as a tourist destination highlighting its Mexican products and heritage. Through collaborations, ESDC fosters the advancement of an industrial haven in the interest of a skilled local workforce and concentration of manufacturing and back-office firms. ESDC also supports a model for development while respecting the diverse social and economic backgrounds of area residents. ESDC designs its programs to encourage



Jumping Bean Cafe, Pilsen

entrepreneurship and investment in Pilsen. This strategy of promoting targeted economic growth will ensure sustainable neighborhood prosperity and long-term, self-propelled growth.

In addition, organizations such as The Resurrection Project and Instituto del Progreso Latino are involved in economic development, asset management, and workforce training, as well as a number of other organizations. The Pilsen Planning Committee has been a forum to coordinate efforts among



these organizations and has been successful and promoting housing, education, and mixed-use development.

The National Museum of Mexican Art has become a resource and destination for tourists and residents from throughout the Midwest. Tourists coming to Chicago may visit the Museum as well as restaurants and stores in both Pilsen and Little Village.

East Pilsen has become a major destination for galleries and artists, which has created tension and competition for resources along Halsted Street as developers have transformed older buildings and built newer galleries and condos targeted to non-Latino artists, professionals, and residents looking for a more "hip" area to live than on the North Side.

Pilsen has one of the best access points to transportation of anywhere in Chicago. Not only does it have three CTA L stations, but it has easy highway access to both I90/94 and I55, as well as arterial roads heading into Chicago. Many of these same arterials extend to Little Village, creating a fluid commercial corridor and interconnected economy between Pilsen and Little Village.

Pilsen has been successful at both expanding housing and economic communities while creating additional affordable and market housing opportunities. Pilsen has established itself as:

- **A cool place to live:** Easy access to goods and services like grocery stores, bakeries, an active artist community and multiple yearly neighborhood events increase the quality of life of the residents.
- **A cool place to visit:** strong Mexican identity makes Pilsen a destination for food, merchandise, arts and events/festivities.
- **Active local leadership:** the alderman is active and

committed to bringing the resources critical to successful retail. Other institutions/partners like Eighteenth Street Development Corporation, The Resurrection Project, Instituto del Progreso Latino, Chicago Community Bank and the National Museum of Mexican Art are also active and an important part of the community leadership.

- **Diversity and density attract investment:** the percentage of middle income households has increased by over 100% since 1990 with a density of 3 times greater the number of middle income households than in a typical square mile in Cook County.
- **Buying power is strong:** the convenience trade area has \$341 million in concentrated buying power per square mile, almost four times greater than Cook County.

Recent improvements include:

- Improvements for Cermak Rd and Blue Island Ave. total \$16 million, and includes: sidewalks, light poles, landscape and drainage.
- \$36 million expansion of Juarez High School have been invested in the school, including new or upgraded performing arts center, soccer field, eight new classrooms.
- A \$150,000 investment has been made in El Paseo to date. Phase One includes a walking path along Sangamon from 21st St to Cullerton with prairie grass and a community garden. The Community Image Task Force has partnered with local artists to create benches as public art.
- Jefferson Park has \$1.2 million in improvements for a new playground, new garden and green space.

**Implications for Little Village:**

- As rents and housing prices increase in Pilsen, Little Village can be more competitive, especially if its rent levels are reasonable.
- 26th Street offers a greater concentration of restaurants and stores than Pilsen, but these businesses are fluid and can move if they perceive better opportunities in Pilsen.
- Both districts share the problem of small sites and difficult land assembly. With access to the large Latino markets in both areas, property owners that are able to put together attractive development sites may have a unique opportunity in an otherwise largely landlocked development scene.
- Authentic artists and galleries looking for more affordable space are getting priced out of Pilsen. Little Village, particularly along 25th Street, is a natural location to attract these types of residents, artists, and art-related businesses and galleries.

Section 4.2

Wicker Park/Division Street

Wicker Park has become a center of retail development and entertainment that draws residents from throughout Chicago and the region. It's blend of arts, culture, retail, restaurants, and clubs has become a destination for diners, shoppers, and tourists. Only twenty years ago, the area was home to a vibrant art scene, but had little retail or amenities. With excellent transportation (rail and road), close proximity to the Loop, and a plentiful housing stock available to rehab, the area rapidly transformed to become a trendy location for nightlife, stores, and eventually high-end boutiques.

Much of the physical housing stock of Wicker Park is similar to Little Village, with a mix of single-family to two and three flats. More recently, condos have filled in to former industrial sites, two and three flats have also been converted to single-family homes and condos. There are various theories regarding the change of Wicker Park. The area had a high Latino



Sidewalk cafes are abundant along a former gritty stretch of Division Street in Wicker Park



population prior to becoming gentrified. Organizations such as Bickerdike Redevelopment Corporation, for example, originally focused on this area. One theory is that the area's growth in arts and galleries promoted artists to convert loft spaces in former factories and live in the older housing stock that was affordable at the time. As the area improved, these artists have generally been priced out.

Wicker Park Bucktown Chamber of Commerce operates SSA 33 which was formed in 2005. The mission of the SSA is to:

'Sustain and promote the prosperity and unique qualities of life of the Wicker Park Bucktown neighborhood and commercial district, whilst preserving its diverse character for the benefit of its residents, visitors, and businesses through the wise and discerning investment of resources to enhance our public ways'

The SSA provides services similar to Little Village SSA #25 including:

- Holiday Décor
- Sidewalk Snow Removal & Cleaning, and Landscaping services.
- Graffiti Abatement Program: to help pay for repairing or replacing glass damaged by acid etching, and to help pay for installing anti-graffiti film to protect glass from damage.
- WPB Facade Rebate Program: owners and tenants of street level commercial or retail property may apply for a rebate up to 50% on approved facade improvement costs.
- Community Grant Program: to sponsor public programs, events, initiatives, or services that demonstrate a measurable benefit to the community and foster community growth and development within the SSA district.
- Community Signage and real time Bus Tracker Information: posted at various community locations.
- Specialty Projects: Public Art, Polish Triangle Market and other seasonal community events.

Today, the Latino population has generally been pushed to the west into Humboldt Park or to the Northwest in Logan Square. Smaller, independent businesses have also tended to move to these areas as rents went up considerably.

Wicker Park's commercial strength has expanded, particularly south along Milwaukee to Division Street and west on Division Street toward Paseo Boriqua, which has been pushed west to between Western and Central Park Avenue on Division Street in Humboldt Park.

Implications for Little Village:

- Rents on 26th Street began to approach that of Milwaukee Avenue and other commercial districts. At some point, businesses start to question if the location justifies the high rent.
- Unique businesses on 26th Street have moved or opened locations in higher income areas, such as Lalo's with locations in Lincoln Park and Glenview. Others may follow suit, either as a springboard from 26th Street to capture higher revenue, or moving their business to commercial corridors with higher income levels if rents are comparable.
- Wicker Park has restaurants, clubs, and stores that younger people want to shop at. The question would be if there is a large enough market to either "grow your own" restaurants, cafes, and stores on 26th Street to serve that market (such as Catedral Café), or attract these businesses to open up outlets on 26th Street because of the high density of population and concentration of young people.



Section 4.3

Berwyn, Cicero and North Riverside

These near-western suburban communities are located just to the west of the Little Village neighborhood. Located primarily in the original township created in 1849 and organized in 1857 as the "Town of Cicero", the area was eventually partially annexed into the City of Chicago (Austin neighborhood) and the remaining area voted to separate into the communities of Berwyn, Cicero and Oak Park in 1901.

Berwyn

After incorporation as a Village in 1901, and later as a City seven years later, Berwyn experienced significant population growth of primarily Eastern European immigrants, and

Downtown Berwyn (City Website)

gained a reputation as one of the fastest growing suburbs of Chicago. Originally prohibiting industrial development, Berwyn remained largely residential, and stringent building codes produced neighborhoods of high quality brick bungalows, and a second building boom occurred post-WWII. Thereafter, population began to fall as long time residents aged and their children moved away, but in the 1990's the population began to return and housing prices increased. Although the primarily Czech heritage of the City remains, ethnic diversity continues to increase and Berwyn retains a solid middle-class suburban community.

Berwyn includes a number of commercial corridors, and the major commercial areas have all been designated as Tax Increment Financing Districts, including:

- Harlem Avenue TIF (Berwyn Main Street, Cermak Plaza, Berwyn Gateway Plaza)
Average Rental rates: \$18 - \$22 / sf
- Cermak Road TIF (Berwyn Main Street, Cermak Plaza, Berwyn Gateway Development, World's Largest Laundromat, Zacatacos)
Average Rental rates: \$18 - \$22 / sf
- Ogden Avenue TIF (Historic Route 66, Berwyn's Toys and Trains, Ogden Top and Trim, Kia Motors, Luigi's Paisans Pizza)
Average Rental rates: \$15 - \$20 / sf
- Roosevelt Road TIF (Buona Beef Corp. Headquarters, Fitzgerald's, Turano bakery Corp. Headquarters, Culver's, Autre Monde)
Average Rental Rates: \$16 - \$22 / sf
- Depot TIF (MacNeal Hospital, Century Station, Three Metra Rail Stops, Commuter Parking Garage)
Average Rental Rates: \$12 - \$18 / sf

The Berwyn Development Corporation (BDC) offers programs such as technical assistance and a commercial loan program. Little Village SSA #25 may want to consider adding these services and assisting local businesses by packaging loans from commercial lenders.



Cicero

After the separation of Berwyn and Oak Park in 1901, Cicero experienced significant population growth with the establishment of a Western Electric manufacturing plant. Primarily of Eastern European descent, population increased dramatically during the early 20th Century, and its location at the western edge of the City attracted criminal activity attempting to evade the scrutiny of law enforcement within the City of Chicago. In the 1950's and 1960's, Cicero experienced racial tensions as African Americans began to move in, and more recently the Town has experienced an emerging majority of Hispanic residents.

The Town of Cicero includes a number of commercial centers, and a total of four Tax Increment Financing Districts, including:

- Town of Cicero TIF
- Town of Cicero 54th Avenue TIF
- Town of Cicero Laramie / 25th Street TIF
- Town of Cicero Town Square TIF

The Town of Cicero also contains an Enterprise Zone which provides State and local incentives in the form of abatement of property taxes on new improvements, homesteading and shop-steading programs, waiving of business licensing and permit fees, streamlined building and zoning requirements, and special financing programs and other resources.

North Riverside

The Village of North Riverside was incorporated in 1923 primarily serving as recreational and retirement opportunities due to the heavily forested landscape alongside the Des Plaines River. After WWII, the Village experienced growth as new residents, primarily of Eastern European descent, moved into newly constructed neighborhoods of relatively small brick single-family homes. In 1975, the North Riverside Park Mall was constructed on what was once a tuberculosis sanitarium, as well as the North Riverside Plaza shopping center. These commercial centers pay for over half of the Village's operating expenses and allow for the community to remain an affordable place to live.

The North Riverside Park Mall is a two-level, super-regional enclosed shopping center located just west of Harlem Avenue in North Riverside. The mall includes a wide range of tenants including 4 department store anchors, a food court and a movie theater.



Mexican Independence Parade (courtesy of the City's website)



North Riverside Park Mall

Implications for Little Village:

- Close proximity to the City of Chicago and easy access to transportation make these areas desirable for younger population as older residents move away.
- Multiple transportation opportunities, including easy access to I-290 and I-55, and multiple stations on the Metra Burlington Northern line and PACE bus routes makes the areas viable for younger residents who work in the City.
- Affordable home prices and quality brick single-family homes competitive with neighboring suburbs and the City.

- Increasing Hispanic population throughout the area has led to increasing concentration of ethnic oriented businesses and restaurants.
- Low rents for retail space on high traffic count thoroughfares such as Harlem Avenue, Cicero Avenue, Ogden Avenue, and Roosevelt Road.
- Multiple TIF districts and other incentives to attract businesses from surrounding areas.
- North Riverside Mall offers newly renovated retail space and desirable department store anchors.



5 | Recommendations

Based on the market analysis, results of surveys, meetings with SSA #25 members, economic development best practices, and the physical conditions of Little Village, the following strategies are recommended for SSA #25 that range from retaining retail businesses, attracting new restaurants and businesses, improving the design and physical infrastructure of Little Village, exploring new revenue sources such as TIF, and enhancing recreation and open space in the community.

Section 5.1

Retail Retention Strategy

The most important element to a successful economic development plan is to retain existing businesses. The services offered by SSA #25 should be continued including door-to-door outreach, marketing the SSA, organizing events, and improving communication through the web site and La Villita Facebook page.

The tag line "Mexican Capital of the Midwest" is well known and continues to be a good brand for the area. Comments in the focus groups pointed to La Villita being "la ciudad" rather than where families might come from "el pueblo," small towns that do not have the goods and services people are looking for. In fact, the groceries, restaurants and bridal stores are major draws to the area and need to continue to be supported through marketing efforts. 26th Street already has a **genuine brand that needs to be fostered and reinforced, rather than reinvented.**

Current services do a good job of serving local businesses, but getting them to take advantage of what the SSA has to offer can sometimes be a challenge. Three specific programs should continue to be marketed:

1 | Façade Rebate Program provides up to \$7,000 per storefront to property owners or tenants that make at least \$15,000 in improvements or general maintenance to facades, such as repair and replacement of windows and doors, brick cleaning, painting, and other improvements visible from the street. Since the work requires permits, some businesses may not be participating because of the cost of hiring contractors, they do not believe façade improvements will impact the bottom line, or tenants may not have a long enough lease to make the improvements worthwhile. SSA staff should continue to educate businesses of the benefits of this program and focus on particular blocks, especially along 26th Street where these improvements are visible and would have the most impact.

2 | Sidewalk Café – Currently there are no sidewalk cafes, although La Catedral Café is planning on one. This issue will be addressed under Recommendation #3: Urban Design. Since the right-of-way along 26th Street is narrow, sidewalk cafes may work better on the corners where there could be sufficient space to meet City requirements.

3 | Signage Improvement Grant (SIG) provides up to \$1,000 for signage improvements. These improvements also require permits and businesses may have similar hesitations based on the cost of improvements. Similar to the Façade Rebate Program, the benefits to the commercial area can be significant, especially if clusters of businesses each improve their signage.

Sharing of market information. The Market Analysis included in this report can be of significant value to many businesses, especially the demographic data and the retail opportunity gap analysis. While



most businesses will tell you they know their customers, there may be segments of the population they are missing, or goods in demand that are not currently being sold in Little Village that a business could start carrying. A regular program of identifying retail gaps can help businesses improve and be ready for competition.

4 | Connecting to More Customers. The Chamber has already begun to reach out through social media to reach additional audiences and better connect with younger residents. La Villita Facebook page, for example, is well utilized and was noted by many respondents to the survey as a primary tool to find out local news.



A screen shot of La Villita's facebook page.

The focus groups and survey data indicated an interest in connecting with younger customers who now typically shop in other areas, especially N. Riverside Mall where national chains are located. To better connect with these youth, a combination of factors can be used.

Catedral Café reaches out to this demographic. It has reopened even though the building's ownership has changed. The Café offers both Mexican and café food, has Wi Fi, and is conducive to young people who want to talk amongst their friends, do their schoolwork, or have something to eat.

The many bakeries in the area serve a traditional purpose in the daily lives of many families. Customers come in to buy a few goods, talk to the employees, and maybe get a cup of coffee. Many do not have seating, but perhaps with some assistance, and the addition of Wi Fi, some could start to serve this purpose as well. Could these bakeries and some of the restaurants bridge the generational divide? Café culture could become a more genuine experience along 26th Street, think Mexico City or a South American or European city, than the contrived atmosphere of national chains.

5 | Technology. SSA #25 already has a computer lab and has training classes. Resources for these efforts should continue, especially aimed at employees and owners of small businesses who may not have basic knowledge of how to use technology to improve their business. Small businesses used to working via phone and fax have found that most bidding documents have gone online. Many of the restaurants may not have a Web page, and if they do, it may not be able to take an order.

With the high density of stores and restaurants along 26th Street, SSA #25 should consider working with Wi Fi vendors to become the first commercial district in Chicago with universal free Wi Fi. This could either be done by working with vendors (Clear, AT&T, Comcast, etc.) to market Wi Fi to businesses in the SSA, or by pooling demand among businesses and issuing a RFP to build out a Wi Fi network. The SSA could also work in partnership with the City of Chicago, and local institutions such as St. Anthony's to build out a Wi Fi network along the commercial areas.



Wi Fi would primarily be useful to support customers and patrons of restaurants and stores. Especially if families do not have computers and Wi Fi at home, this service can be a major benefit to support restaurants and cafes, rather than traveling to Pilsen or another neighborhood in search of free Wi Fi and a comfortable place to do your school work or work off-site.

La Villita Facebook page is an example of using technology to reach more people. Efforts to promote local businesses through the Web or Facebook provides new opportunities to potentially new customers, both locally and out of the area. This may be critically important especially for unique retailers that may no longer be able to depend on face to face contact as business such as music, books, health goods, and specialty items from Mexico are increasingly available online.

The Pilsen Portal (www.pilsenportal.org) effort is another example of using the Web to build connectivity and news about the neighborhood, allowing multiple organizations to "feed" into a web site with news and events.

Section 5.2

Enhance Public Safety

The biggest impediment to business attraction and retention in Little Village is the perception of public safety. It was the number one concern expressed during interviews, focus groups, and the survey. There is no easy answer to improving public safety, but some elements that SSA #25 can do to improve the environment include:

1 | Continued relationship-building with the Chicago Police Department and other neighborhood organizations. SSA #25 can bring businesses to the table to understand the issues, identify hot spots and communicate with the police. Many businesses may not want to communicate directly with the police. SSA #25 can collect the information and relay to the police. SSA #25 can also organize businesses to participate in community-wide activities that put pressure on gangs and support local efforts through sports, schools, and after-school programs to provide positive experiences to youth and act as role models for youth and young adults.

2 | Physical improvements - The SSA #25 can also continue to invest its resources to make the area safer through graffiti removal, banners, litter removal, new street furniture and amenities and better lighting. SSA #25 should not only invest its funds, but advocate for a more comprehensive streetscape improvement program (See Recommendation #4: Urban Design).

3 | Private security and/or guides - Depending of funding resources, SSA #25 should consider supplementing the police with local guides or security, especially during evening and peak periods. Expanding the presence of security on 26th Street provides a greater sense of safety in the community. Cameras can also be used to supplement physical presence on the streets with cameras. Businesses would need to cooperate to both allow the installation of equipment and to file complaints as needed.



Section 5.3

Business Attraction Strategy

The recommendations for business attraction are arranged below by sector. Vacant buildings and lots are shown below in Figure 5.1 (on the following page).

1 | 26th Street: California to Kostner - has approximately 15 building vacancies and a number of small vacant parcels. It is the heart and soul of Little Village and needs specific attention to improve streetscapes, work with owners to market sites, and focus efforts of SSA #25's Façade Improvement Program and Signage Improvement Grant to improve the appearance of the commercial district and convey an image of a safe, clean environment. Vacant buildings are shown in blue on the Development Opportunities Map, and vacant parcels are shown in red.

Based on the retail gap analysis, there are two major strategies to attract retailers to occupy these vacant buildings:

1) Build on local strengths by continuing to market the area as a destination center for restaurants, specialty/ethnic groceries, and bridal/cotillion stores. These stores and restaurants drive customers and demand to the area.

2) Fill in key retail gaps, especially categories including health and personal care, general merchandise, electronics and appliances, sporting goods, hobby, books and music. While 26th Street already has a number of these types of stores, the density of population supports a greater number of items that carry convenience goods.

3) **Explore Mexican brands** that may be interested in opening a Chicago location. 26th Street is the premier retail address in Chicago for Mexican goods. If Mexican-based retailers or restaurants are considering locating in Chicago, this should be their first location, because it is already where Mexicans are shopping and would likely be loyal to these brands.

4) Seek opportunities for **shared parking**. SSA #25 should continue conversations with property owners to make arrangements for shared parking during off-peak retail hours. Particularly for the bank parking lots, SSA #25 should continue to explore obtaining insurance to protect liability of banks and hire an experienced firm to operate low cost parking during evening and weekend hours when the banks are closed and the demand for parking for the restaurants is greatest. These lots include Bank of America, TCF, Chase, and Second Federal (with the lots on Pulaski just north of 26th Street). In addition, it may be possible to negotiate with Chicago Public Schools for after-hour use at Little Village Academy, Castellanos School, and/or with St. Agnes of Bohemia Church.

5) Seek **strategic acquisition of vacant parcels to add parking**, such as the south side of 26th Street at St. Louis Avenue to support local stores.

Figure 5.1 (right): This map illustrates the number of Development Opportunities within the SSA boundaries.

Section 5
RECOMMENDATIONS

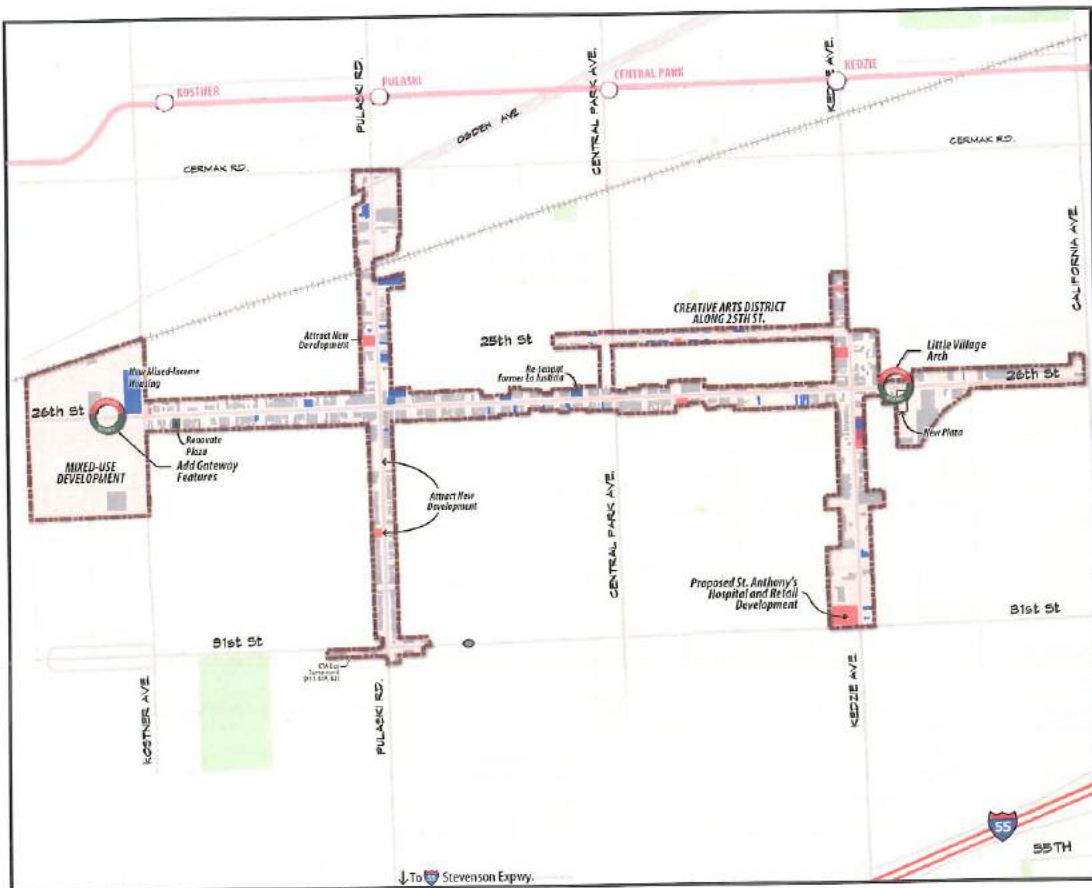


Little Village
 Special Service Area #25



Development Opportunities

- Little Village SSA #25
- TIF Districts
- Buildings
- CTA Pink Line
- Pink Line Stations
- Re-tenant Vacant Building(s)
- Redevelop Vacant Lot(s)
- Redevelopment Opportunities
- Existing & Potential Gateways



↓ To Stevenson Expy.

Map prepared by Tetra Tech Inc. on 11/4/17



6) The **26th and Kostner Site** is 39 acres, of which 3.4 acres is under contract to Mercy Housing. The site is an approved Planned Development 1132 which allows development of up to 800 residential units and 130,000 square feet of retail. There have been various development proposals and designs over the years, but they have not been built for a variety of reasons. Because of the large size and strong traffic counts, the reuse of this site is critical to the overall health of SSA #25. Retail, residential or other commercial use are appropriate to the site, as is a public gathering open space that is critically needed in the area.

2 | 25th Street: Kedzie to Lawndale – Creative Arts District. The narrow depth of lots along 25th Street make redevelopment challenging. The parcels are not large enough for most retailers or a multifamily housing building. Instead, these buildings can be reused for alternative uses that may not be able to afford space on 26th Street. The location of Cathedral Café may be a harbinger for the types of businesses that support artists, live/work spaces, and creative industries. SSA #25 should explore grants to attract local or national artists or galleries, creating “vanilla” space that can be used by establishing creative industries. With prices for similar spaces in Pilsen having risen rapidly over the past several years, Little Village could be an alternative location that has similar amenities without the gentrification and forces that have pushed artists from affordable spaces.

3 | Kedzie Avenue: 25th Street to 31st Street. Kedzie Avenue has some of the largest vacant parcels in the SSA. St. Anthony Hospital is currently proposing building a new hospital at Kedzie and 31st Street that would have additional amenities such as common open space and recreational fields. The hospital would bring

hundreds of employees and visitors into the SSA daily, closer to the restaurants and stores on 26th Street.

Another prime redevelopment site is the former Armando's supermarket. McDonald's purchased and redeveloped the parking lot into an expanded drive thru and parking for the restaurant, but the building, and underutilized properties to the south could be packaged into a very strong opportunity site, stretching the half-block to the south to the corner of Kedzie and 27th Street.

In addition, there are vacant parcels on the west side of Kedzie north of 26th Street.

All of these sites are auto-oriented and can attract high-volume businesses that can take advantage of the high traffic counts (25,400 cars) on Kedzie Avenue.

4 | 31st Street: Springfield to Karlov. The small commercial stretch on 31st Street is currently fully occupied. These restaurants and businesses serve convenience customers and the high traffic volume on both Pulaski and 31st Street. Maintenance and upkeep of the public ways is important to support these local businesses. A gateway at or near 31st Street signaling an entry in Little Village could be considered as Pulaski is one of the major entries into the business area, particularly from I 55.

5 | Pulaski: Ogden to 31st Street. Pulaski is an auto-oriented mixed-use area with commercial, residential, the Chicago Public Library all south of 26th Street. North of 26th Street this is far less activity, especially near the rail tracks and shopping center at Ogden Avenue.

The parking lot at the CVS on the west side of Pulaski is currently oversized. There is likely enough space to add a retail store at the south end of the parking lot, and still have sufficient parking for CVS.



North of 26th Street, Second Federal has two large parking lots. The lot on the west side of the street in particular could be sold and reused for a new development site, such as a one story retail site, or residential mixed-use over retail. Further to the north, there is a vacant site at 25th Street that would make a good retail site for a restaurant or small retailer.



Section 5.4

Promote Quality Urban Design

Little Village is one of the most vibrant commercial districts in Chicago. The spirit and life of the stores, housing, and people in this area set the stage for a public realm that meets much greater expectations as a destination business district. Current lighting, and lack of public improvements add to the unease and perception of public safety concerns in the area.

SSA #25 is currently in the process of rehabilitating the Arch located just east of Kedzie Avenue. This is a significant sound public investment for the business community. It signals strength, pride, and culture in the area and is one of the first and most recognizable gateways in Chicago.

A | Branding

Based on the survey, meetings with SSA #25 Board and members, and interviews one of the most important elements of the community is to celebrate the culture of Little Village. To create unity and recognition of the community throughout the SSA, a new template was created to add a permanent feature to the streetlight poles that would highlight the Little Village Arch as the icon of the community. This branding, shown in multiple color options, could also be used on electronic and printed communications of SSA #25, whether it is advertising the Mexican Independence Day Parade, or on the Facebook page or Web site, a consistent imagery of what makes Little Village unique could permeate multiple media.

B | Manuel Perez Jr. Plaza

Manuel Perez Jr. Plaza is an underutilized public plaza at the western end of 26th Street. The plaza recognizes Manuel Perez Jr., a United States Army soldier who was posthumously awarded the Medal of Honor, the United States' highest military decoration, for his actions in Battle of Luzon, during the Philippines campaign of World War II. Perez was born in Oklahoma City but moved to Chicago where he was raised by his father and grandfather where he entered service at Chicago. According to the citation on the Medal of Honor "through his courageous determination and heroic disregard of grave danger, Pfc. Perez made possible the successful advance of his unit toward a valuable objective and provided a lasting inspiration for his comrades."

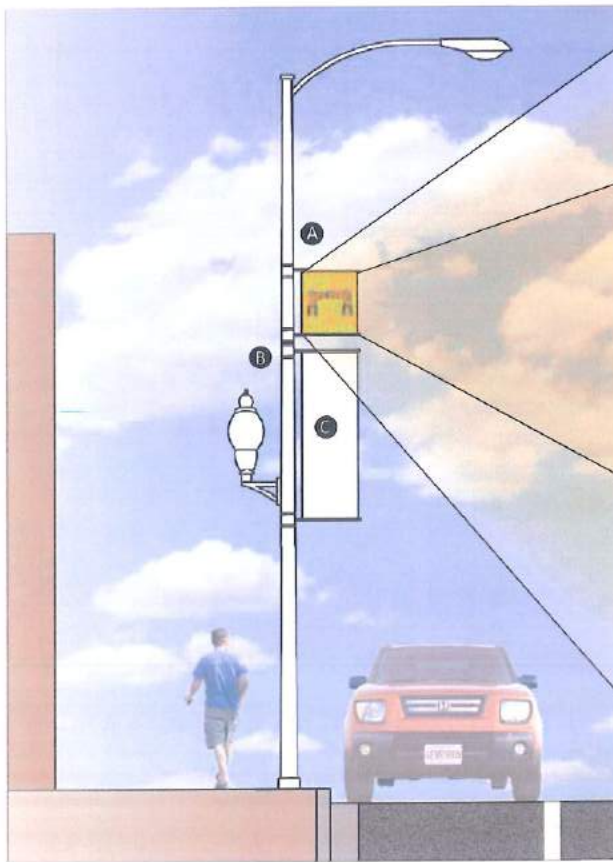
The plaza is respectful of his legacy and Latino veterans and is used for ceremonies by the VFW. But due to limited upkeep and a lack of other amenities, the plaza is not well used by residents on a regular basis.

Three designs have been proposed that both pay respect to Pfc. Perez as well as increase the attractiveness of the plaza to be used as a gathering spot for families, making the plaza safer, particularly at night.

The first design (Figures 5.3) incorporates lighting to brighten the trees in the plaza from below, adds lighting (either in-ground or projected) to create a space for children to interplay with the light, and adds seating near the monument. A second design is similar but has additional lighting. The idea is to create a destination in this area of Little Village

Figure 5.2 (right): This following illustrates the permanent feature envisioned on the streetlight poles. The piece to the far right displays some of the designs that highlight the Little Village Arch as the icon of the community.

RECOMMENDATIONS



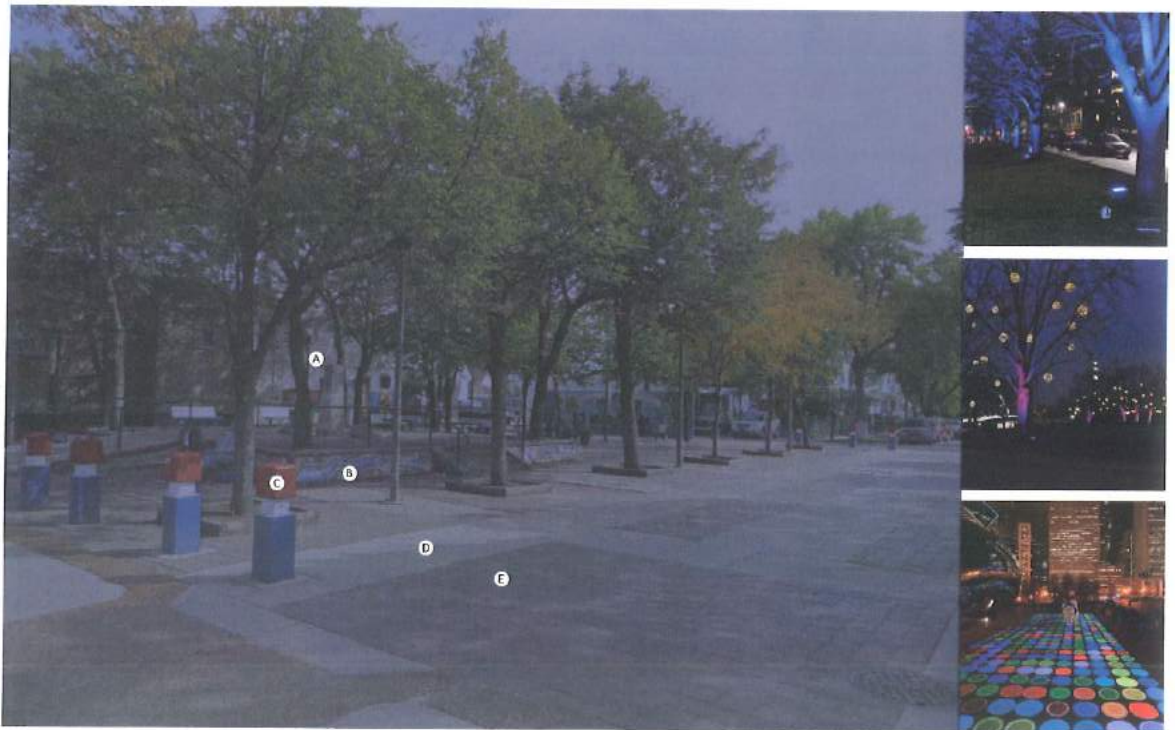
- A** LITTLE VILLAGE COMMUNITY IDENTITY SIGNAGE -
SIZE: 24" X 27"
MATERIAL OPTION: ALUMINUM/FABRIC SIGN
COLOR: SEE OPTIONS ABOVE
- B** EXISTING ROADWAY LIGHT
- C** EXISTING BANNERS (24" X 72")



Section 5

RECOMMENDATIONS

Manuel Perez Jr. Plaza -
Existing Conditions



- A** MEMORIAL MONUMENT
- B** MURALS
- C** BOLLARDS
- D** CONCRETE WALK
- E** DECORATIVE BRICK

CHARACTER IMAGES



Figure 5.3
 Manuel Perez Jr. Plaza - Concept A



- | | | |
|-------------------------------------|-------------------------------------|------------------------------|
| A MEMORIAL MONUMENT LIGHTING | C IN-GROUND BOLLARD LIGHTING | E SEATING OPPORTUNITY |
| B MURAL LIGHTING | D IN-GROUND ACCENT LIGHTING | F TREE UPLIGHTING |



Section 5

RECOMMENDATIONS



Figure 5.4
Manuel Perez Jr. Plaza - Concept B



- A MEMORIAL MONUMENT LIGHTING
- B MURAL LIGHTING
- C IN-GROUND BOLLARD LIGHTING
- D IN-GROUND ACCENT LIGHTING
- E SEATING OPPORTUNITY
- F TREE UPLIGHTING
- G OVERHEAD TIVOLI LIGHTING



Figure 5.5
 Manuel Perez Jr. Plaza - Concept C



- | | | | |
|--|-------------------------------------|---|----------------------------------|
| A MEMORIAL MONUMENT LIGHTING | C MURAL LIGHTING | E INTERACTIVE LIGHTING OPPORTUNITY | G TREE UPLIGHTING |
| B NEW DECORATIVE METAL FENCE WITH STAR MEDALLIONS | D IN-GROUND BOLLARD LIGHTING | F SEATING OPPORTUNITY | H NEW PEDESTRIAN LIGHTING |



Section 5 RECOMMENDATIONS



Figure 5.5(a)
Proposed decorative gates to improve sense of security and beautify the Plaza



- A** EXISTING MURAL
- B** DECORATIVE ORNAMENTAL METAL RAILING
(TO MATCH MONUMENT AREA)
COLOR: BRONZE/BLACK
OPTION: STAR MEDALLION (SEE ENLARGEMENT)
- C** CONCRETE BASE WALL PROVIDES A PHYSICAL BARRIER
SEPARATING THE ALLEY FROM THE PLAZA
- NEW WALL PROVIDES ADDITIONAL MURAL SPACE

- B** DECORATIVE ORNAMENTAL
METAL RAILING (ENLARGEMENT)





for multi-generations to spend time – from children playing in the light to parents and grandfathers having a cup of coffee or catching up with friends.

The second design (Figure 5.4) would project images onto the surface that reflects the art and culture of Little Village. The idea builds off of proposals to project images onto the Arch located east of Kedzie. Festivals and seasons could be commemorated simultaneously at the Plaza as well as the Arch, providing a unified identity and sense of community and pride at both ends of Little Village.

The design also includes an improved low gate around the monument that could include commemorative plaques. This motif would be extended to a knee wall and gate rising 5 feet at the southeast portion of the plaza to enclose the park and separate it from the alley, improving the sense of safety and security and improving lighting throughout the plaza by lighting of the trees as well as hanging decorative strings of lights.

In addition, there could be a possible of encouraging the private parking lot on the west side of the plaza to renovate their space and add windows overlooking the plaza. If this were to be used as a restaurant, a door could be added and large windows, with service extended to café seating along the western edge of the plaza.

C | Parking and Sidewalk Cafes

26th Street is well utilized by multiple modes – cars, buses, bicycles, and pedestrians on narrow sidewalks. The narrow width of 26th Street has its advantages – it slows down traffic, allows parallel parking, and people can easily see the storefronts as they pass through – but has limited opportunity to widen sidewalks or add additional parking. For these reasons the best use of the right of way is to add amenities

such as new streetlights and street furniture, focusing on safety and appearance especially through brighter and more pleasant lighting at the pedestrian level.

In order to expand parking and add café seating, the key opportunities lie at the intersections with side-streets. Already, there are several instances of several diagonal spaces that have been added along the side-streets along 26th Street. There are several instances where this template can be expanded, typically resulting in adding approximately four additional spaces on each side of the street (converting four parallel spaces to eight diagonal spaces.)

In Figures 5.5 & 5.6, we show the opportunity to add these spaces on the south side of Springfield, as a typical example of what could be replicated at several additional intersections.

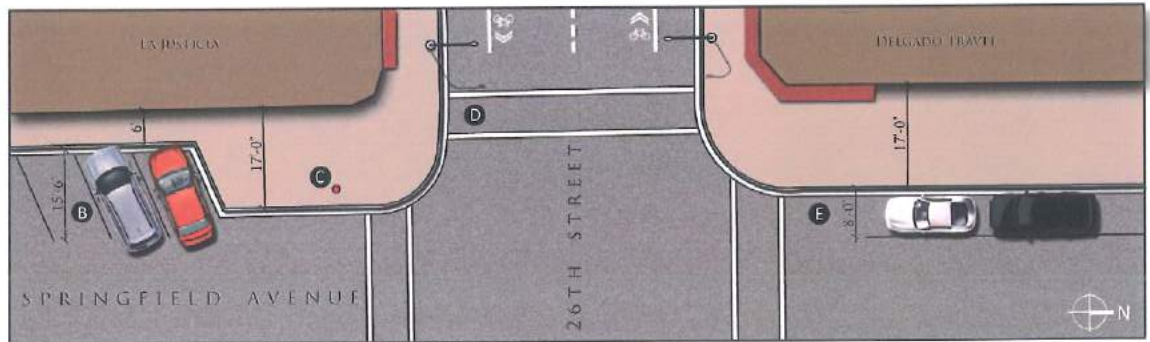
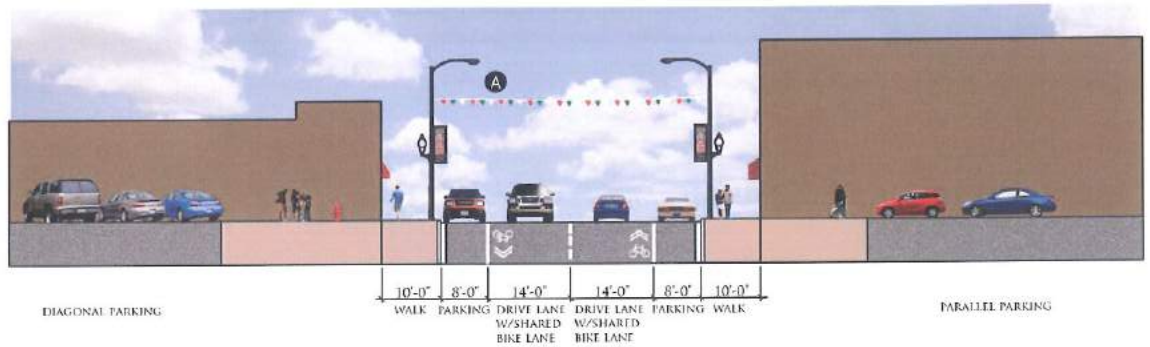
But there is also an opportunity to add café seating and landscaping at some of these intersections. The same figure shows the conversion of two parking spaces into a new corner treatment that would allow for a very attractive area for a sidewalk café next to La Justicia Restaurant. The seating area should be lighted with side-mounted lights located on the building, offer attractive landscaping and get encourage more positive activity of customers making the corner safer and brighter for the business and community.



Section 5 RECOMMENDATIONS

Figure 5.6
26th and Springfield Ave.
Existing Streetscape

Plan for adding sidewalk café and lighting on the northeast corner of 26th Street and Springfield Avenue, and additional diagonal parking on the southeast corner.

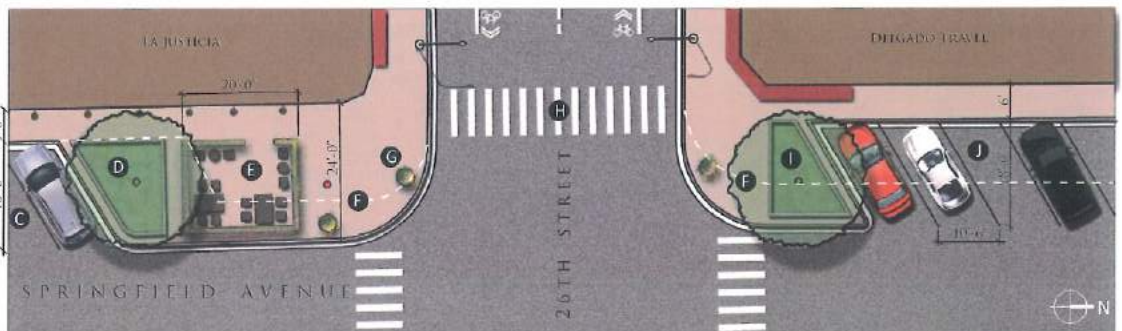
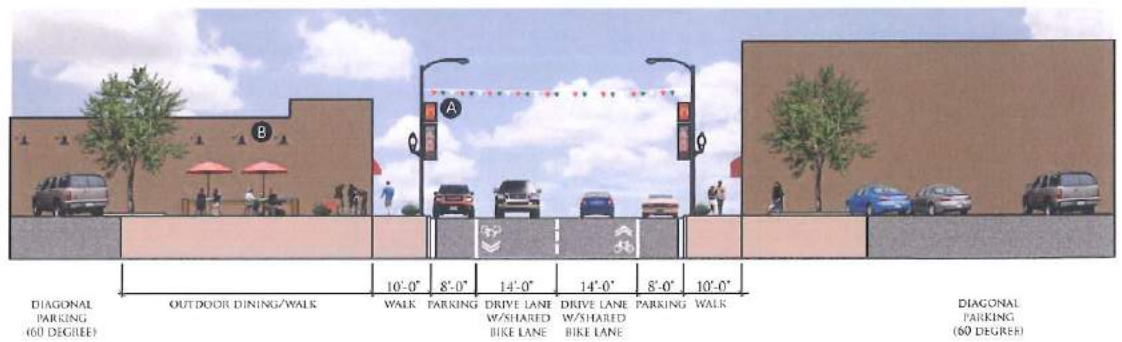


- A BANNERS
- B DIAGONAL PARKING
- C FIRE HYDRANT
- D CROSSWALK STRIPING
- E PARALLEL PARKING (4) SPACES



Figure 5.6
26th and Springfield Ave.
Proposed Streetscape

Plan for adding sidewalk café and lighting on the northeast corner of 26th Street and Springfield Avenue, and additional diagonal parking on the southeast corner.



- A** LITTLE VILLAGE COMMUNITY IDENTITY SIGNAGE - ALUMINUM/FABRIC SIGN (SEE ENLARGEMENT SHEET)
- B** BUILDING LIGHTING
- C** LOSS (2) DIAGONAL PARKING SPACES NET OF 2 SPACES (NORTH SPRINGFIELD)
- D** RAISED CURBED PLANTER W/ SHADE TREE
- E** OUTDOOR DINING SPACE (12 SEATS)
- F** EXISTING CURB LINE
- G** MOVEABLE PLANTERS
- H** CROSSWALK STRIPING
- I** RAISED CURBED PLANTER W/ SHADE TREE
- J** NEW DIAGONAL PARKING (8) SPACES NET OF 4 SPACES





D | New Plaza near Arch

There is also the opportunity to work with private owners of Little Village Plaza between Troy St. and Whipple St. to create a small public plaza near the Arch. This commercial site is home to Walgreens, St. Anthony's and the Little Village Discount Mall. St. Anthony's and Walgreens are planning on significant improvements and renovations to their properties. The parking lot is well-utilized, but through more efficient use of space and circulation, a plaza could be constructed that would serve as a welcome spot for families and friends that compliments the Arch and gateway to Little Village. The Plaza could serve multiple purposes – from having food stands and merchants on selected days to being home to festivities and events – bringing both economic and cultural programming to this section of Little Village.

Section 5.5

Coordinate with Street Vendors

Business-owner frustration with street vendors is understandable. They do not have the same overhead as businesses that own or rent real estate, they often locate near other businesses, and may carry goods or sell food that would otherwise be sales at stores.

The survey showed that most residents appreciate the vendors, with 88% reporting that they "add to the vitality of Little Village" rather than "taking away sales from vendors." In fact, these survey takers (which were 60% residents and 40% employees) reported spending very little per week at vendors, typically less than \$10. Studies from other cities showed that vendors may be victims of street crime, due to the cash that they have on hand being an easy target.

SSA #25 should convene a working group of its members and street vendors to decide on locations and ways they can work together, to continue the culture of Little Village, ensure safety of both vendors, and the public safety service they provide by providing a consistent outdoor presence, and determining locations and times of day in places that allow them to be in business, but limit direct competition with local restaurants and businesses, similar to the food truck ordinance that was passed by City Council. If residents know that there are 4-5 locations for vendors that are well lit, have sufficient space and do not add to traffic congestion, there could be a good solution for all, offering a "leg up" for entrepreneurs, and encourage them to grow their business to eventually open their own location, or pool resources to convert a retail space into a location for several vendors, if it meets local permits.

Section 5.6

Investigate Establishing or Amending a TIF District

SSA #25 overlaps with two TIF Districts – Little Village East and Kostner. It is also adjacent to Little Village TIF that is likely to receive substantial investment through the redevelopment of the Crawford Site.

The heart of SSA #25 – 26th Street – is not in a TIF however. This area is home to the small business economy that drives Little Village. Improvements to the infrastructure – streetscapes, parking, and redevelopment sites – and the availability of Small Business Improvement Funds (SBIF), are currently not available on most of 26th Street.

SSA #25 should consider encouraging the City of Chicago to conduct an eligibility study to either extend one of the existing TIF districts (Little Village East or Kostner) to include 26th Street and the rest of the SSA or



establish a new TIF District. Based on initial review of conditions, the area would very likely qualify for a TIF District.

This would allow not only the growth of increment in the SSA #25 to be used as TIF funds to support public improvements and redevelopment projects, but would allow the benefits of large-scale redevelopment at sites including Kostner, Kedzie, and Crawford to be used to support small business environment along 26th Street and other areas of SSA #25.

Section 5.7

Expand Recreation and Open Space Opportunities

SSA #25 and Little Village organizations should advocate to be part of the City of Chicago’s bike sharing program which will launch next year. The original list of bike sharing locations did not include sites in Little Village or most other neighborhoods outside of downtown and the north side. Little Village is the perfect location with high pedestrian traffic, a large number of youth and young adults, and high rates of transit usage. Bike sharing locations should be placed along 26th Street (such as at Central Park and Kedzie) and at least one location on the Pink Line.

Indoor recreation facilities can also be an engine of economic development. A proposal for converting a portion of the Azteca Mall (located just south of the SSA) to be an indoor soccer facility would not only serve the neighborhood, but would draw families from throughout Chicago and the suburbs for soccer leagues and other indoor sports. Other industrial warehouse space should also be explored for indoor sports – whether for private leagues or health clubs.

The health of Little Village, positive opportunities for youth, and the appeal of the community are related to community amenities, sports, and

recreation. Well renowned programs such as La Villita Church’s Beyond the Ball programs, Chicago Youth Boxing Club, and the Boys and Girls Club, and various other after school and youth programs provide opportunities for youth. Yet Little Village has very little park and open space. New fields are proposed along Kedzie that will provide opportunities for youth leagues and other sports. SSA #25 members can become involved and support these activities, providing positive experiences for youth and stronger linkages between the business community and youth programs.

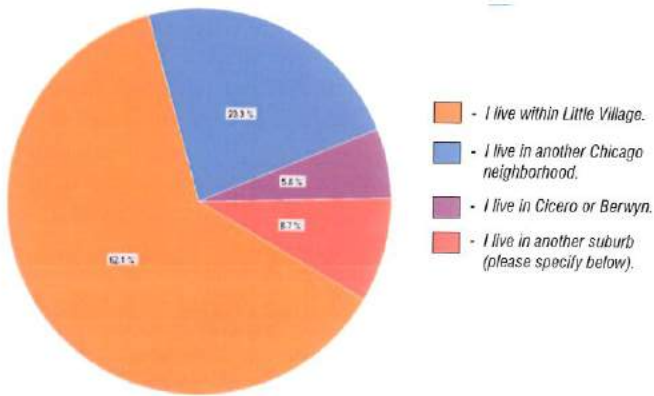


6 | Surveys

Two surveys were undertaken as a part of the study.

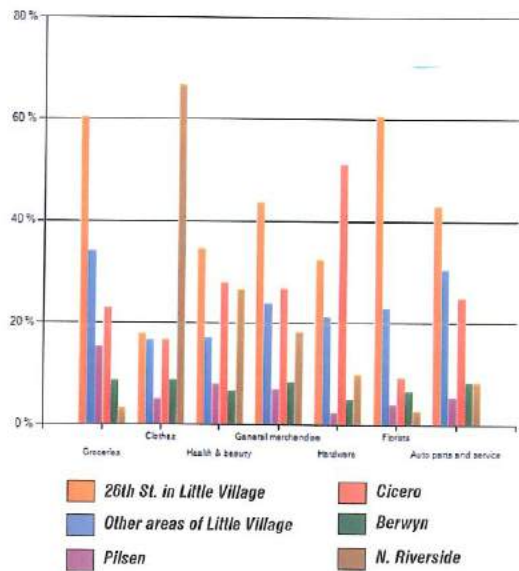
The first survey was an Internet-based survey. There were 106 respondents to the survey. Sixty percent of the respondents are ages 25-44. Sixty-two percent live in within Little Village, 23% live in another Chicago neighborhood, 6% live in Cicero or Berwyn, and 9% live in another suburb.

Figure 6.1: Where do you live?



Sixty-nine percent of the respondents own their own home, and 31% rent. The survey was also representative of the working population with 41% of the respondents work in Little Village. Sixty-three percent of respondents have lived at their current address eleven years or longer, while 57% have lived in Little Village two or more generations.

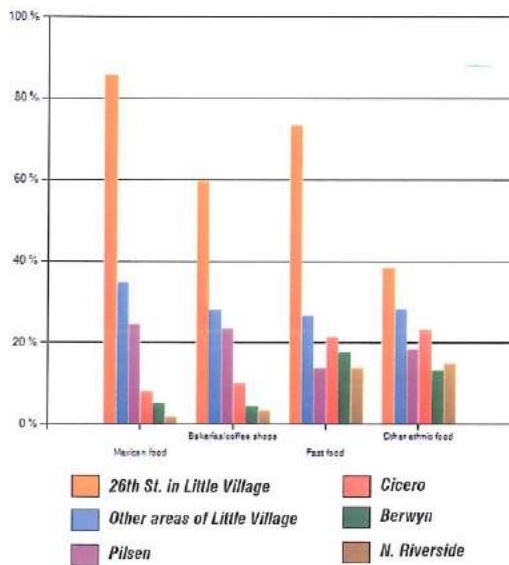
Figure 6.2: Where do you shop for the following goods?





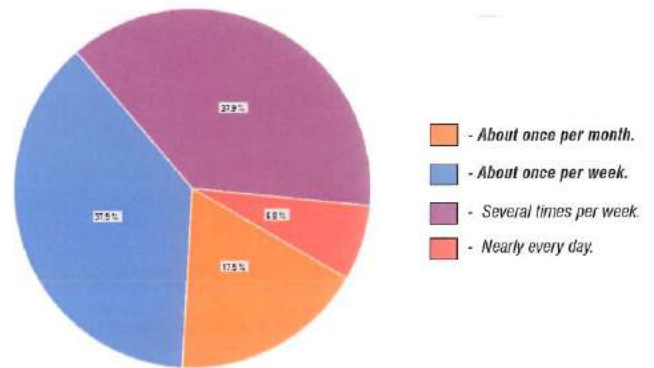
Given the concentration of restaurants, results for where people eat at least once per month were very strong, with 86% of respondents choosing 26th Street to eat Mexican food, 60% for bakeries/coffee shops, and 73% for fast food (Figure 6.3). Figure 6.4 shows that over two-thirds of respondents eat out either about once per week or several times per week.

Figure 6.3: Where do you go to restaurants at least once per month?



Given the concentration of restaurants, results for where people eat at least once per month were very strong, with 86% of respondents choosing 26th Street to eat Mexican food, 60% for bakeries/coffee shops, and 73% for fast food (Figure 6.3). Figure 6.4 shows that over two-thirds of respondents eat out either about once per week or several times per week.

Figure 6.4: How often do you eat out?

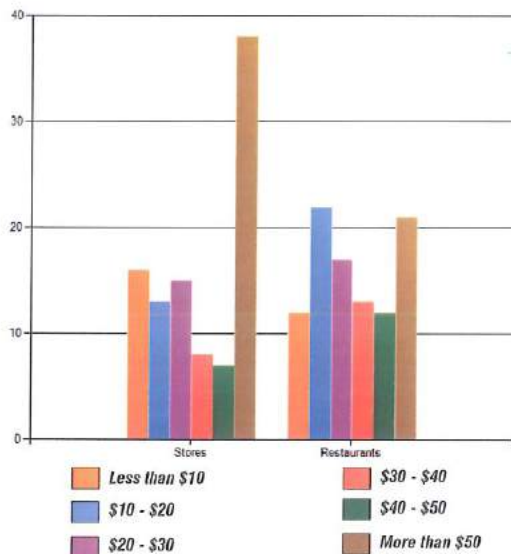




Section 6 SURVEYS

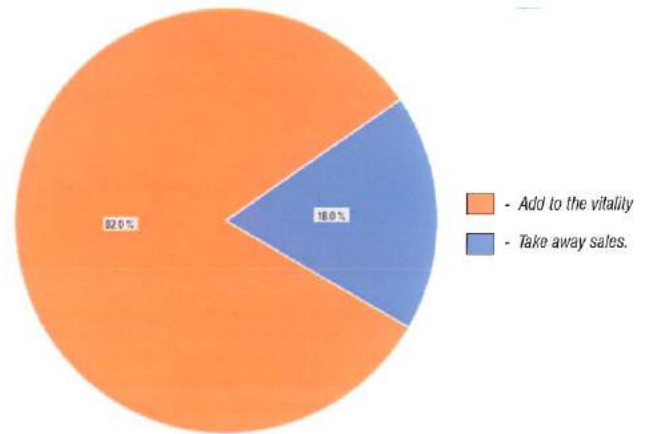
As Figure 6.5 shows, respondents' households spend substantial sums in Little Village, with 39% spending more than \$50 per week in stores and 22% spending more than \$50 per week at Little Village restaurants. In fact, only 17% of respondents' households spend less than \$10 per week at stores and less than 13% spend less than \$10 per week at Little Village restaurants.

Figure 6.5: How much does your household spend in Little Village each week?



One of the specific area of questions that SSA members had regarded the street vendor issue. The survey found that 68% of households spend less than \$10 per week at street vendors and only 4% spent more than \$20 per week. Furthermore, as shown in Figure 6.6, 82% of respondents believe that "street vendors add to the vitality of the area rather than taking away sales from local businesses.

Figure 6.6: Do you think local street vendors add to the vitality of the area or take away sales from local businesses in Little Village?



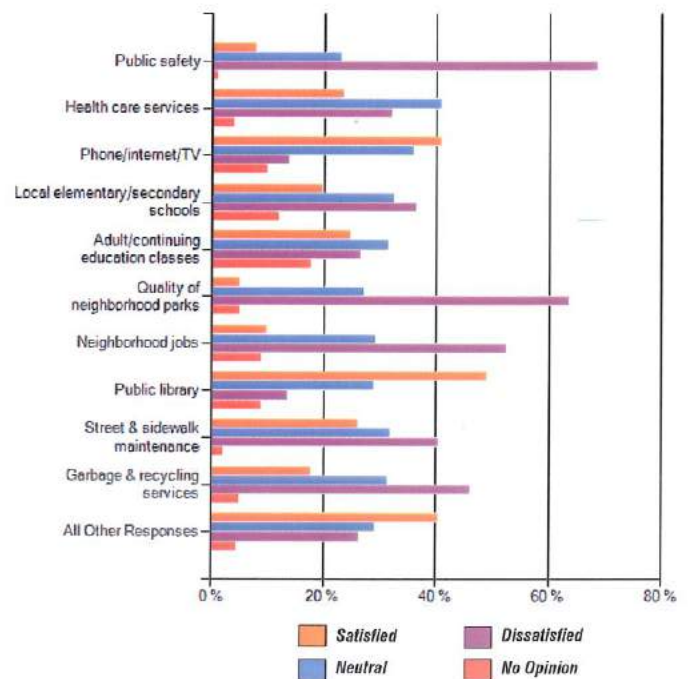


The Chicago Public Library and public transit received the highest satisfaction ratings for Little Village. The highest dissatisfied ratings were for public safety, quality of neighborhood parks, neighborhood jobs, garbage & recycling services, and street & sidewalk. These weaknesses will be explored in the recommendations section of this study.

Respondents most value the following community features:

- Access to public transportation (87%)
- Tree planting and beautification (79%)
- Walking to work, schools and stores (79%)
- Access to recreational opportunities (76%)
- Preserving historical structures (76%)
- Vibrant, active mixed-use streets (70%)
- Festivals and cultural events (68%)
- Large neighborhood park (65%)
- Plazas with fountains (38%)

Figure 6.7: Rate your satisfaction with the following items in Little Village:





Section 6 SURVEYS

There were also two open ended questions to the survey. The first question asked respondents to name one thing they would change about Little Village. The most prevalent answers regarded public safety, gangs, and cleanliness of the streets. Typical responses included:

- **“There is no ONE thing to change there are many starting with getting rid of the gangs, clean the streets, pick up litter, remove gang signs, widen 26th street, more public safety, better commerce, and increase street sanitation.”**
- **“More safety - HIGH PRIORITY More well-lit side streets More beautification projects More cleaning of trash and clearing of trash receptacles Abatement of rats More cultural spaces, galleries Highlighting of Mexican Culture Expanding food options Maintaining Business Vitality More Pride and care of neighborhood Less gangs/drugs More locally-driven initiatives for residents by residents.”**
- **“Concentrate on the youth. After school programs, mural organizations. A much more positive influence on the youth because gangs are influencing the youth more than the people that should. Like teachers, mentors, leaders, people that help out the community, painters, university students, poets, skaters, graffiti artists, mural artists. etc.**

The final question of the survey asked “what one thing would you keep the same about Little Village?” The overwhelming responses concerned culture and history. ”

- **“The culture and its people, along with the historical buildings located within the area.”**
- **“I love the way the 26th Chamber of Commerce decorates the street lights on the big streets for different holidays.”**
- **“The culture, the people and healthy activities for our youth.”**
- **“The willingness to improve the community to keep it culturally strong.”**

The second survey was conducted of neighborhood youth. The survey was an open-ended survey asking where they shopped, dined, and what community they like to hang out in. There were 29 responses to the survey.

Common answers to where people shop included national chain stores, typically located outside of Little Village in Cicero, N. Riverside, or downtown, such as Forever 21, H&M, Old Navy, Target and Kohl's.

In terms of where people eat, local eateries include Piza Nova, Natty's, and McDonalds. A few people mentioned local Mexican restaurants such as El Faro, Jalisco and Atotonilco.

Most of the youth named Little Village as where they hang out, stating it's “where I live,” or “where I feel safe.”