

ULI Chicago
North Michigan Avenue Technical Assistance Panel (TAP) | October 2021
SCOPE OF WORK

ULI Chicago will conduct a Technical Assistance Panel (TAP) to help reposition Michigan Avenue between Oak Street and the Chicago River ("The Magnificent Mile") as a premier retail, entertainment, and tourism destination. The TAP will seek to answer the following questions:

1. What is the future vision for Michigan Avenue?
 - What are opportunities to update the distinct identity of the "Magnificent Mile," and enhance its draw as a premier retail, entertainment and tourism destination (at the local, regional, national, and global level)?
 - What are opportunities to draw upon Chicago's diverse communities, rich cultural and architectural heritage, and natural assets (river, lake, parks) to create an experience on Michigan Avenue that is reflective of, and unique to Chicago?
 - What are the priority opportunity sites for repositioning/ activation?
2. How can Michigan Avenue successfully navigate changing retail trends (shift away from large flagship stores and malls) that have created significant vacancies along the corridor?
 - What mix of uses (retail and non-retail) would be sustainable and generate renewed excitement drawing visitors, both local and out-of-town, to Michigan Avenue?
 - What are strategies for retaining and attracting the right mix of uses along Michigan Avenue
 - Socio-economic data, other information
 - Branding through programming and marketing
 - What are other cities doing? Are there examples of innovative reuse and repositioning of retail/entertainment corridors from other cities that we can learn from?
3. What development and design strategies can help enhance sense of safety and generate excitement along Michigan Avenue? Are there streetscape improvements such as activated plazas/parks, enhanced pedestrian connectivity and amenities that can help make Michigan Avenue more attractive and comfortable for pedestrians and tourists?
4. What land use regulatory mechanisms (existing or new) could help attract desired development/uses for the continued vitality of Michigan Avenue? Are there any specific regulatory processes that should be studied and revised to assist in the revitalization of Michigan Avenue?
5. Is there a need for financial incentives (grant, tax, other) to support existing and attract desired future improvements and uses?