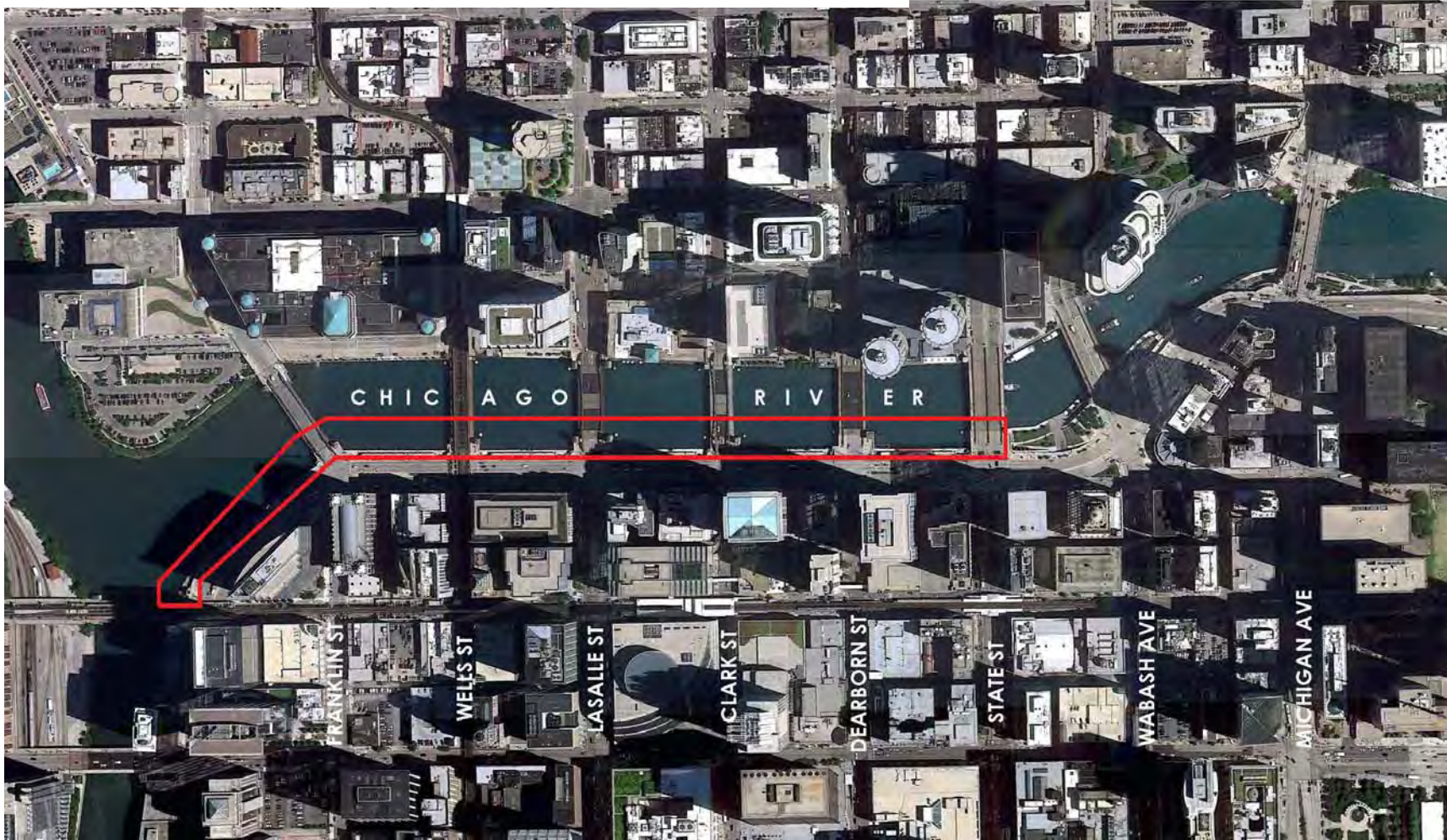




CHICAGO RIVERWALK

Phase 2 and 3

RIVERWALK PROJECT MAP



HISTORY OF STUDIES

1990 - 1995

1995 - 2000

2000 - 2005

2005 - 2010



Chicago Riverwalk Feasibility
CDOT, 1992

Main Branch Guidelines
1995

Chicago River Development Plan
Planning, 1999

Chicago Riverwalk Program and Development,
MRA, 1999

Volpe Analysis
US ACOE, 2001

Chicago River Master Plan
Chicago Parks District, 2002
Chicago Riverwalk Agenda
Mayor's Office, 2005

Chicago RiverMarket
Planning (w/ VOA), 2006

Action Plan for the River
Friends of the River, 2007

OWPP Riverwalk Study
Mayor's Office, 2008

Central Area Action Plan
Planning, 2009

Chicago Riverwalk Framework Planning (w/ SOM), 2009

RIVERWALK GOALS & PURPOSE

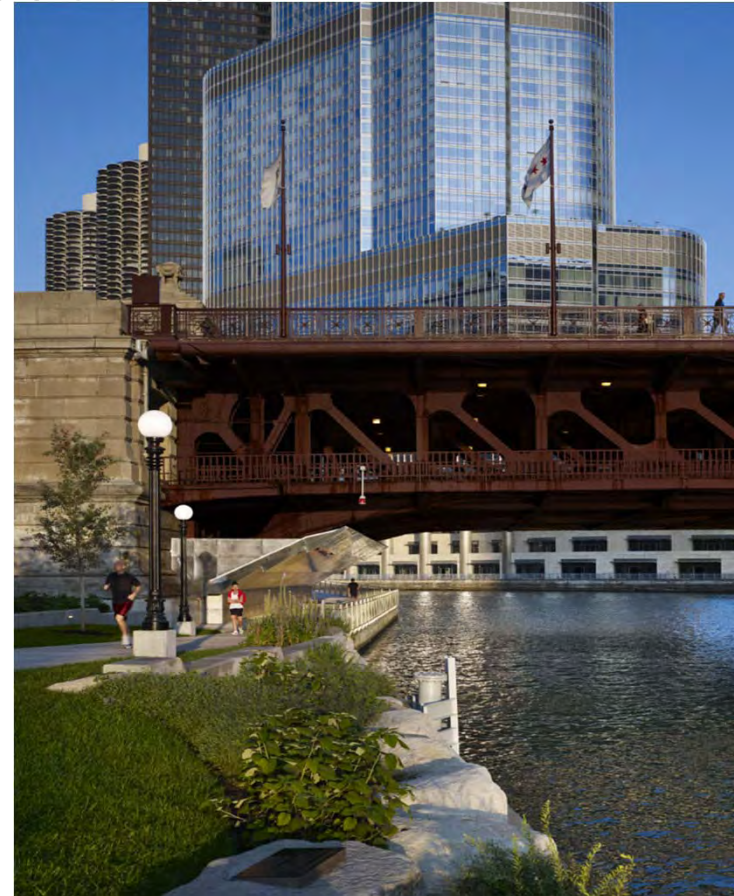
- * A continuous promenade along the South Bank of the Chicago River from Lake Shore Drive to Lake Street
- * Provide a vibrant and active link between the Loop, the Lakefront, and Navy Pier
- * Establish connections between waterway travel to bike share stations and existing CTA train station and bus routes
- * Showcase environmentally friendly building techniques that complement the Chicago River as a valuable natural resource



THE IMPLEMENTED SEGMENTS/ SUCCESS

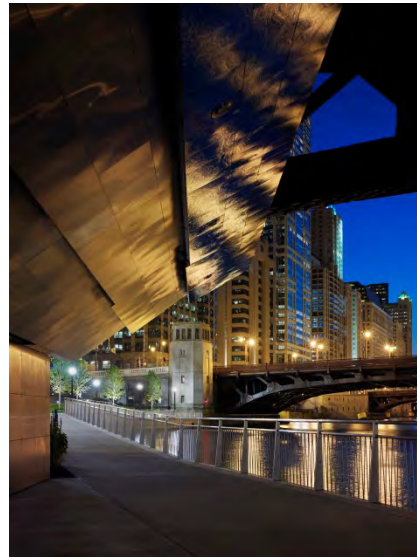


The Vietnam Veterans Memorial
\$5 million Federal Appropriations in 2005



Michigan & Wabash Riverwalk
\$24 million TIF funds in 2008-09 providing a
connection to the vendors on the east end

THE IMPLEMENTED SEGMENTS/ SUCCESS



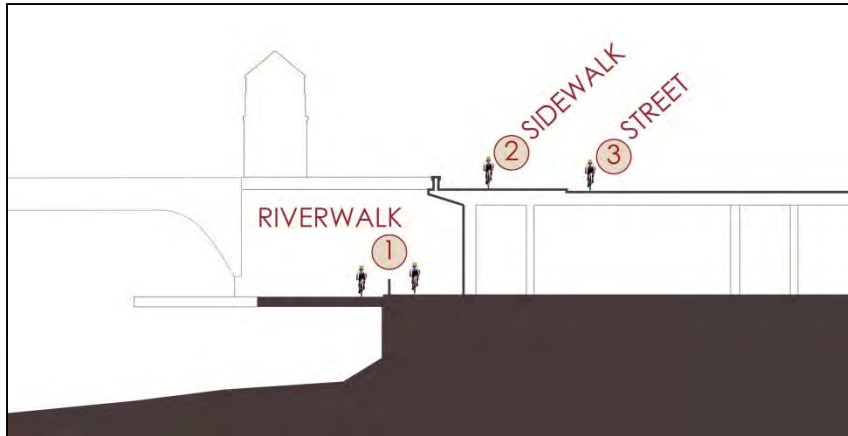
RIVERWALK CONSTRUCTION



RIVERWALK CONSTRUCTION



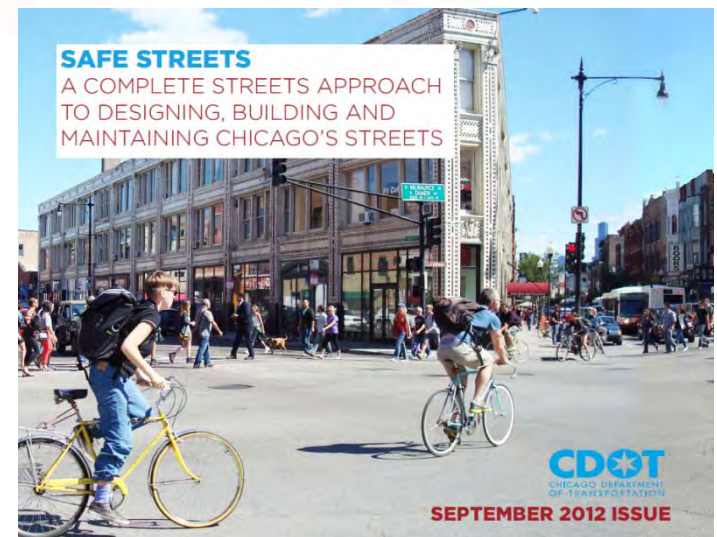
PROJECT GOALS & PURPOSE



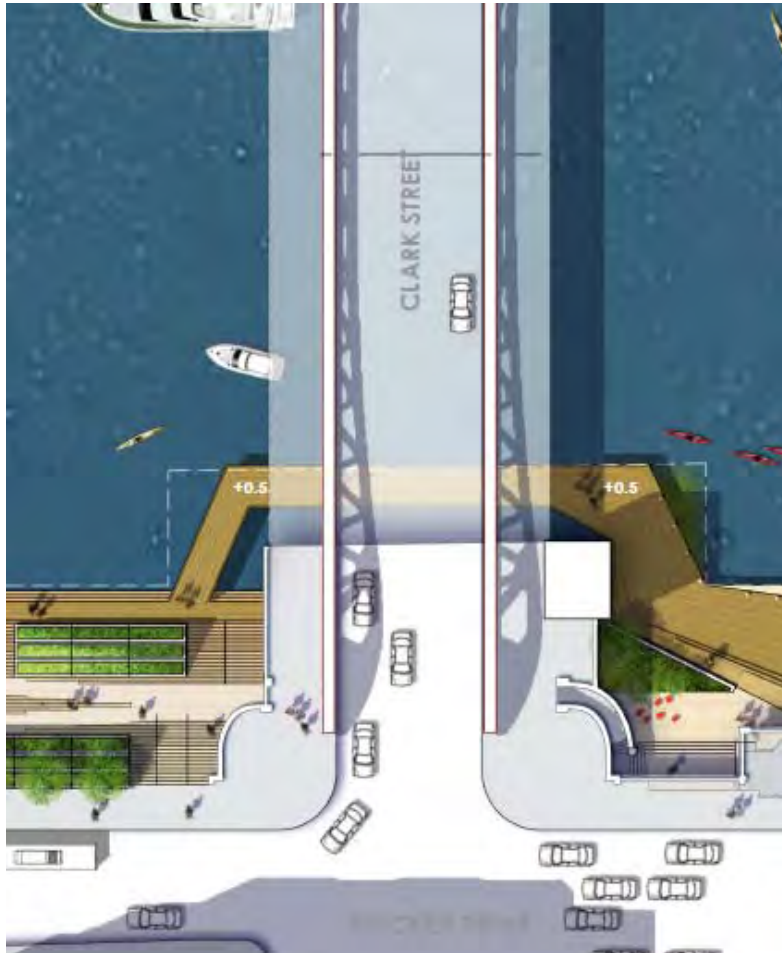
- * Celebrating the Chicago River by connecting Upper Wacker and River level activities and connecting under each bridge allowing people access to get close to the waterway.
- * Through promoting accessibility, create enhancements that promote activities on upper, lower, east and west.
- * Develop transportation amenities like additional boat docking opportunities that promote recreation and develop the Chicago River as a mode of transportation.
- * Support and encourage growth of commercial boating activities and retail space throughout the path.
- * Establish Wacker Drive as the premier transportation route in the US, with vehicle, pedestrian, bicycling and boating amenities and opportunities.

CHICAGO CULTURAL PLAN

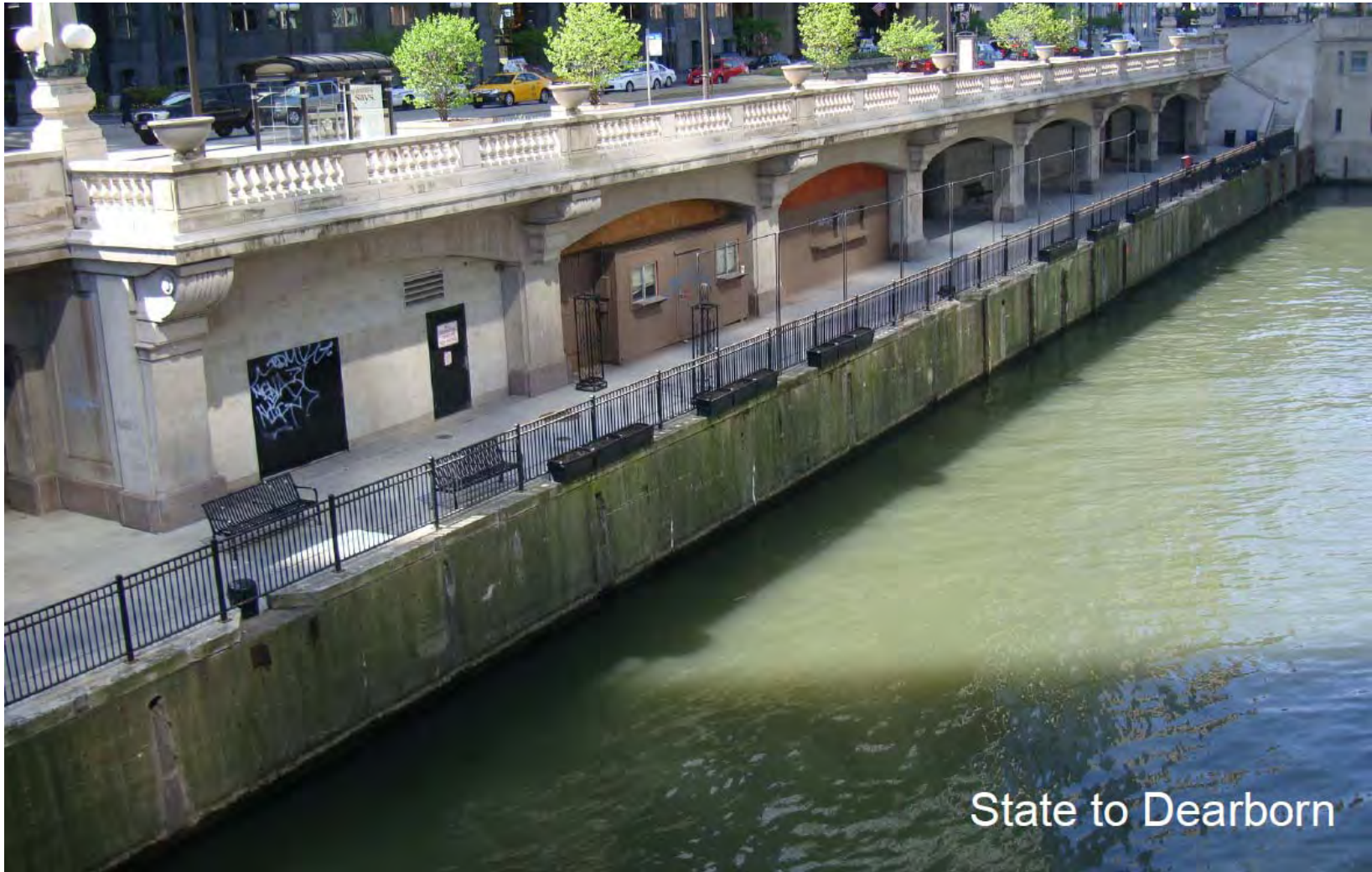
BUILDING A NEW CHICAGO



UNDERBRIDGE CONNECTIONS



EXISTING CONDITIONS



MARINA PLAZA





The Marina Plaza

State St. to Dearborn St.
November 2012

THE MARINA PLAZA



EXISTING CONDITIONS



Dearborn to Clark

THE COVE



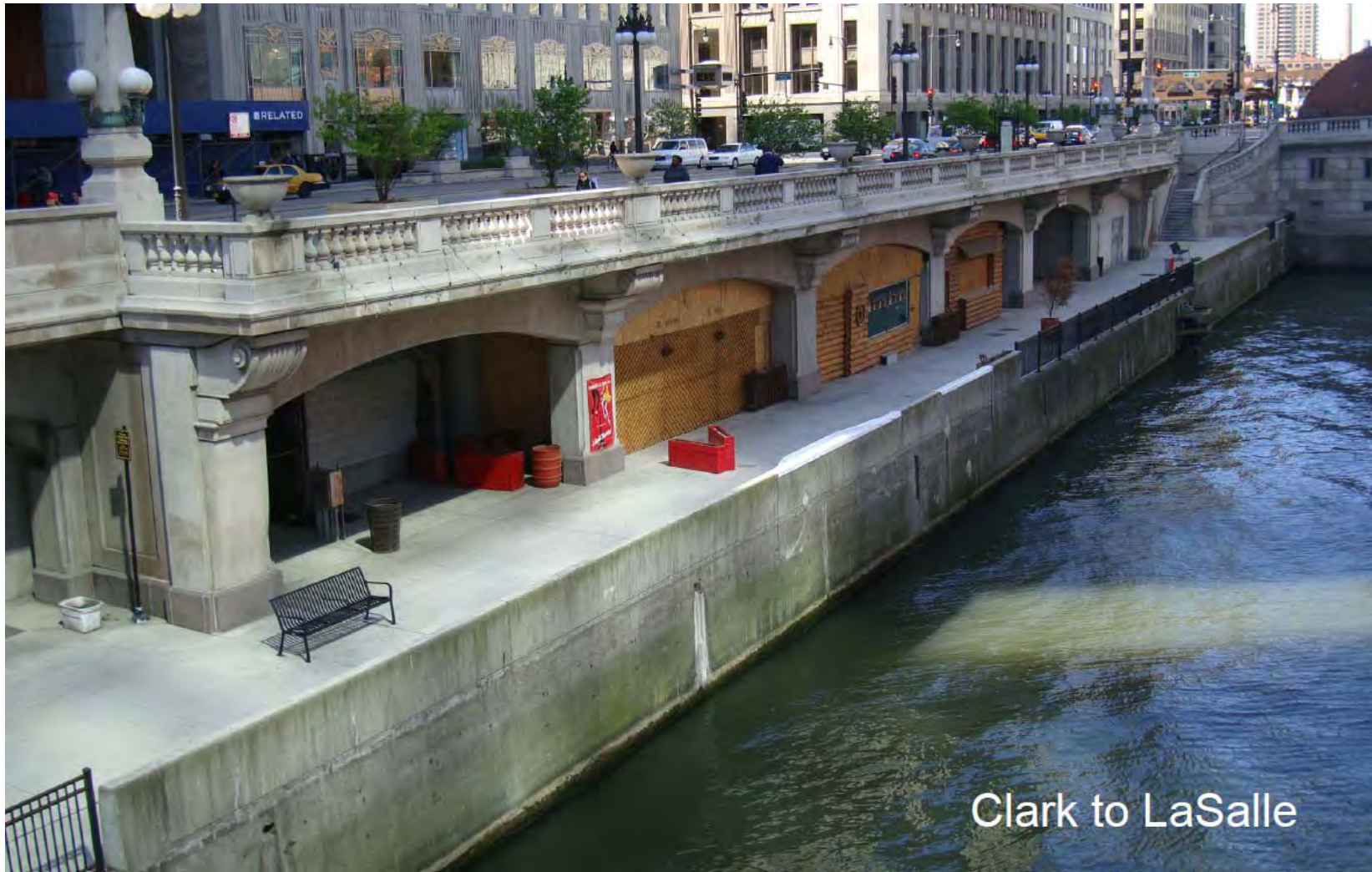


The Cove
Dearborn St. to Clark St.
November 2012

THE COVE



EXISTING CONDITIONS



Clark to LaSalle

THE RIVER THEATER



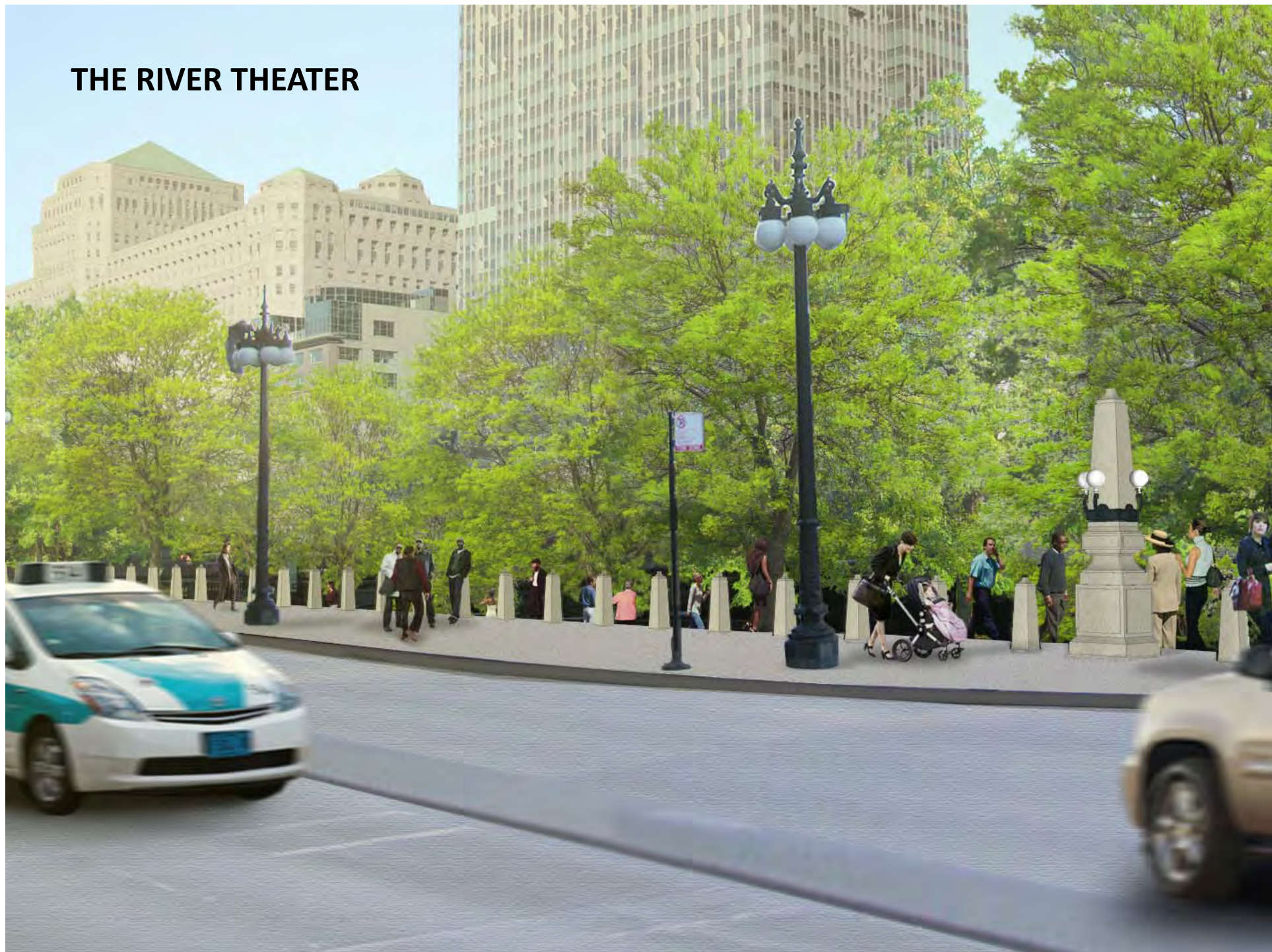


The River Theater
Clark St. to LaSalle St.
November 2012

THE RIVER THEATER



THE RIVER THEATER



EXISTING CONDITIONS



LaSalle to Wells

THE WATERING HOLE





THE WATERING HOLE

LaSalle St. to Wells St.
November 2012

THE WATERING HOLE



EXISTING CONDITIONS



Wells to Franklin

THE JETTY



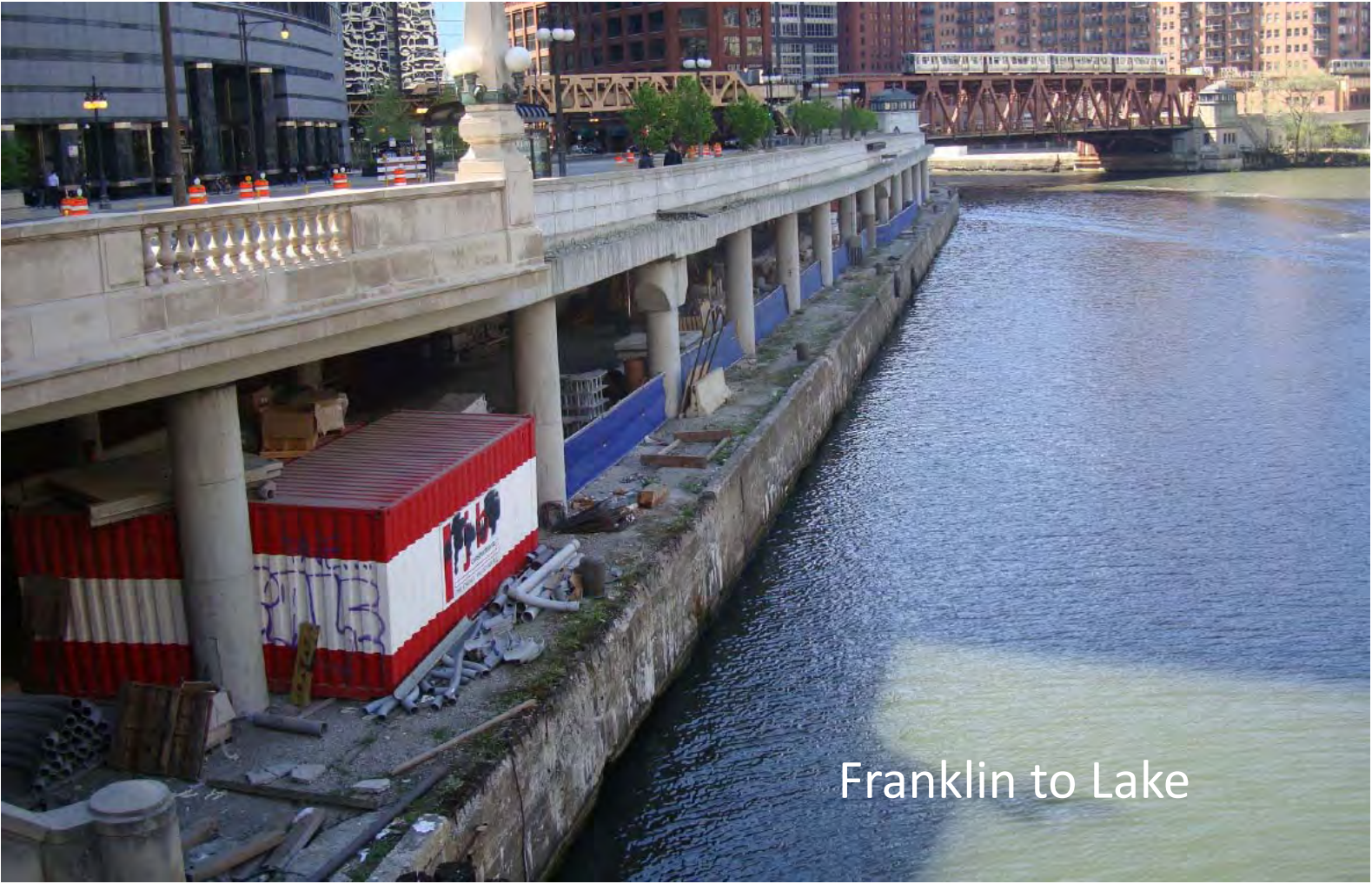


The Jetty
Wells St. to Franklin St.
November 2012

THE JETTY



EXISTING CONDITIONS



Franklin to Lake

THE BOARDWALK



THE BOARDWALK



POTENTIAL ECONOMIC BENEFITS

Economic Impacts

- 1) Reinforce Chicago as a world-class tourist destination
- 2) Support hotel nights downtown
- 3) Increased expenditures at existing retailers (additional support for service sector jobs)
- 4) Support spin-off tourist industries
- 5) Creates short term construction jobs during the construction of the Riverwalk
- 6) Creates long term service sector jobs
- 7) Encourages repeat tourist visitation by enhancing the riverfront and surrounding physical environment



Bike rental station by Bike Chicago Inc



Wacker Riverfront



Impact quantified in following analysis. Other impacts could be quantified at later stages

POTENTIAL FISCAL BENEFITS

Fiscal Impacts

- 1) Enhance nearby property values and increase City's property tax base
- 2) Enhanced parking revenue due to increased tourism
- 3) Additional revenue from hotel tax
- 4) New retail sales tax revenue (state and local)
- 5) Ground lease revenue to the City
- 6) New revenue from Local Business tax (county level)
- 7) New income tax revenue (state level)
- 8) Sales tax revenue on materials used for construction (state level)



Rendering of redesigned riverfront



Existing Conditions



Impact quantified in following analysis. Other impacts could be quantified at later stages

ATTENDANCE ESTIMATES

- Attendance tracking techniques are not consistent across venues and the level of accuracy varies substantially
- Visitor levels can fluctuate substantially over time and planning should account for this variation
- Attendance figures are significantly impacted by the level of programming offered at each venue
- Levels of attendance are significantly impacted by proximity to convention locations

ATTENDANCE: PRECEDENTS AND PROJECTIONS

Top Chicago Destinations

Even at average attendance, Riverwalk would be 4th most popular destination

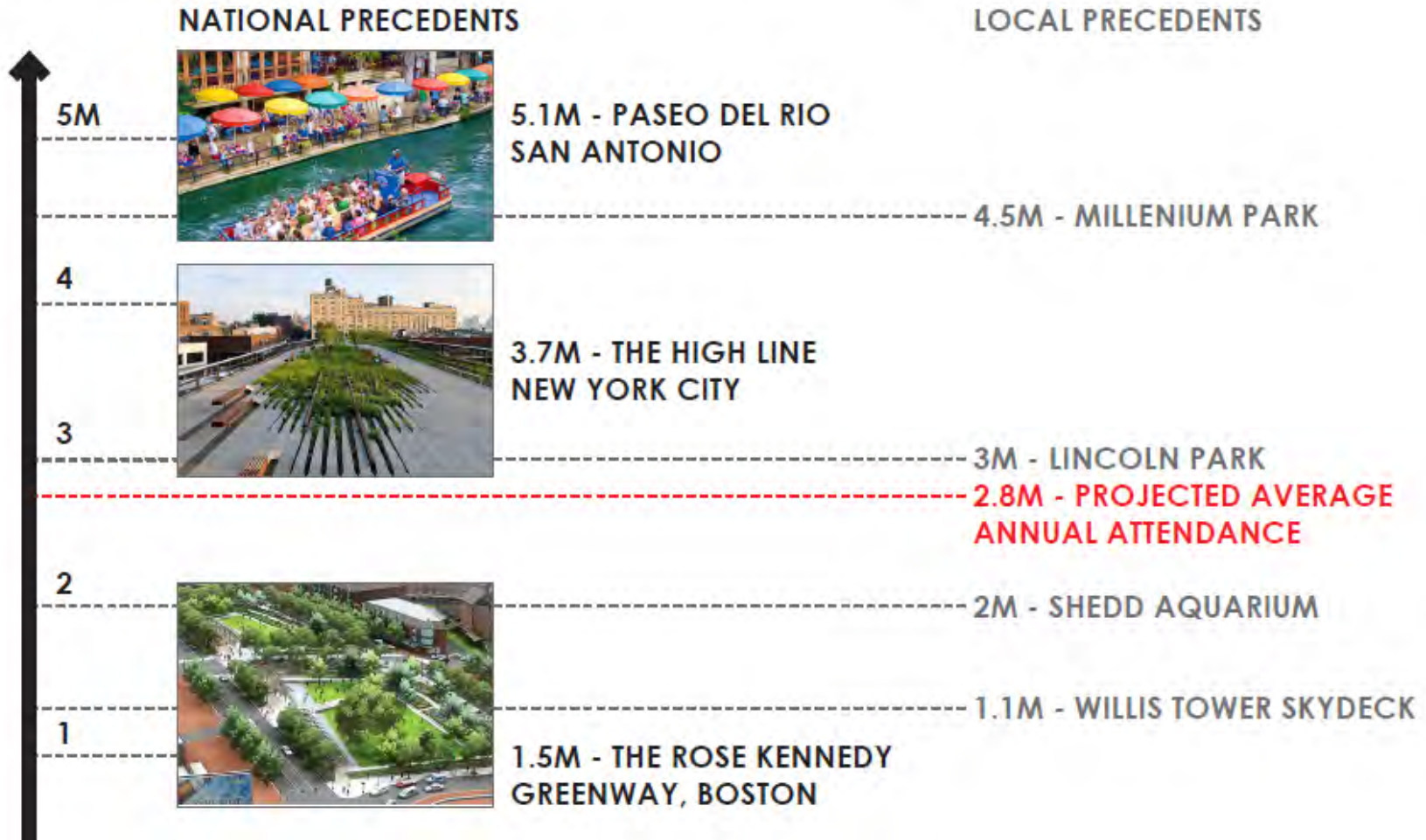


Destination	Attendance
Navy Pier	8,690,000
Millennium Park	4,500,000
Lincoln Park	3,000,000
John G. Shedd Aquarium	2,063,694
Art Institute of Chicago	1,813,000
Museum of Science and Industry	1,481,352
Willis Tower Skydeck	1,360,718
Field Museum	1,221,354
Chicago Cultural Center	897,000
John Hancock Observatory	600,000

Based on 2010 data from the *Chicago Office of Tourism + Culture*



VISITATION ESTIMATES



ADDITIONAL BENEFITS- RESIDENTS

- Provision of passive and active open space for neighborhood residents
- Programmed events for the enjoyment of local residents
- Direct access to the waterfront, one of Chicago's key assets
- Additional location for outdoor dining
- Prime destination to enjoy with out-of-town visitors
- Bike, Segway, and kayak rental opportunities
- Family-friendly amenity
- Marketing value can help drive property transactions
- Increases attractiveness and value of nearby residences
- Visitation volume should attract additional retail tenants to the area

***Takeaway:** The Riverwalk provides a world class open space amenity that will improve the attractiveness of current residential offerings and help to spur future residential uses downtown*

ADDITIONAL BENEFITS-

VISITORS & CONVENTION

- Prime attraction in close proximity to Millennium Park and Navy Pier
- Direct access to the waterfront, one of Chicago's key assets
- Prime views of the city skyline
- Opportunity for additional retail and outdoor dining
- Access to boat taxis and other watercraft
- Bike and Segway rentals for touring
- Driver of coveted international visitation
- Reason to plan or extend convention stay or tourist visit to Chicago

Takeaway: *The Riverwalk creates an additional world class visitor attraction that enhances and renews Chicago's allure as a prime convention and tourist destination*



Additional Benefits-

EMPLOYERS & OWNERS

- Increased property values
- High profile amenity directly on the waterfront
- Increased ability to attract top employers downtown
- Lunchtime activity center for daytime population
- Riverfront dining and expanded retail opportunities
- Elevates the cache of a business address along Wacker Drive

Takeaway: *The Riverwalk drives value for nearby property owners and businesses by increasing property values and improving the marketability of Wacker Drive as a world-class business address*

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