

**PROJECT NARRATIVE**

1460 North Magnolia Avenue / 1465 North Elston Avenue

Since 2018, Goose Island Holiday Pop Ups, LLC (the “Applicant”) has operated seasonally themed pop-up attractions at the property located at 1460 N. Magnolia Avenue (also commonly known as 1465 N. Elston Avenue) (the “Property”). Seasonal pop-ups have included a rodeo-themed summer pop-up with go-karts, a Halloween and pumpkin-patch themed fall pop-up with a corn maze, and a holiday themed winter pop-up with an ice-skating rink. These pop-up attractions have been authorized through Department of Cultural Affairs and Special Events-issued special event permits and Department of Business Affairs and Consumer Protection-issued special event liquor and pop-up retail business licenses. Due to the special event permitting and licensing, the Applicant has not provided off-street parking historically.

The Property is 1.68 acres (73,120 square feet) in size and is located within the North Sub-Area of the North Branch Industrial Corridor. The Property is currently unimproved by any permanent building structure and is located in an M3-3 Heavy Industry District. The Property is owned by Chicago Title Land Trust Company as Successor Trustee to LaSalle Bank National Association as Successor Trustee to American National Bank and Trust Company of Chicago as Trustee under Trust Agreement dated July 12, 1999 and known as Trust number 125216-05 (the “Owner”), which leases the Property to the Applicant for such season pop-up attractions.

The Applicant would like to continue to utilize the Property for rotating seasonal pop-up attractions, but with the changing nature of the North Branch Industrial Corridor and the area at-large, it would like to obtain more permanent business licensing for the pop-up attraction business activities, which include:

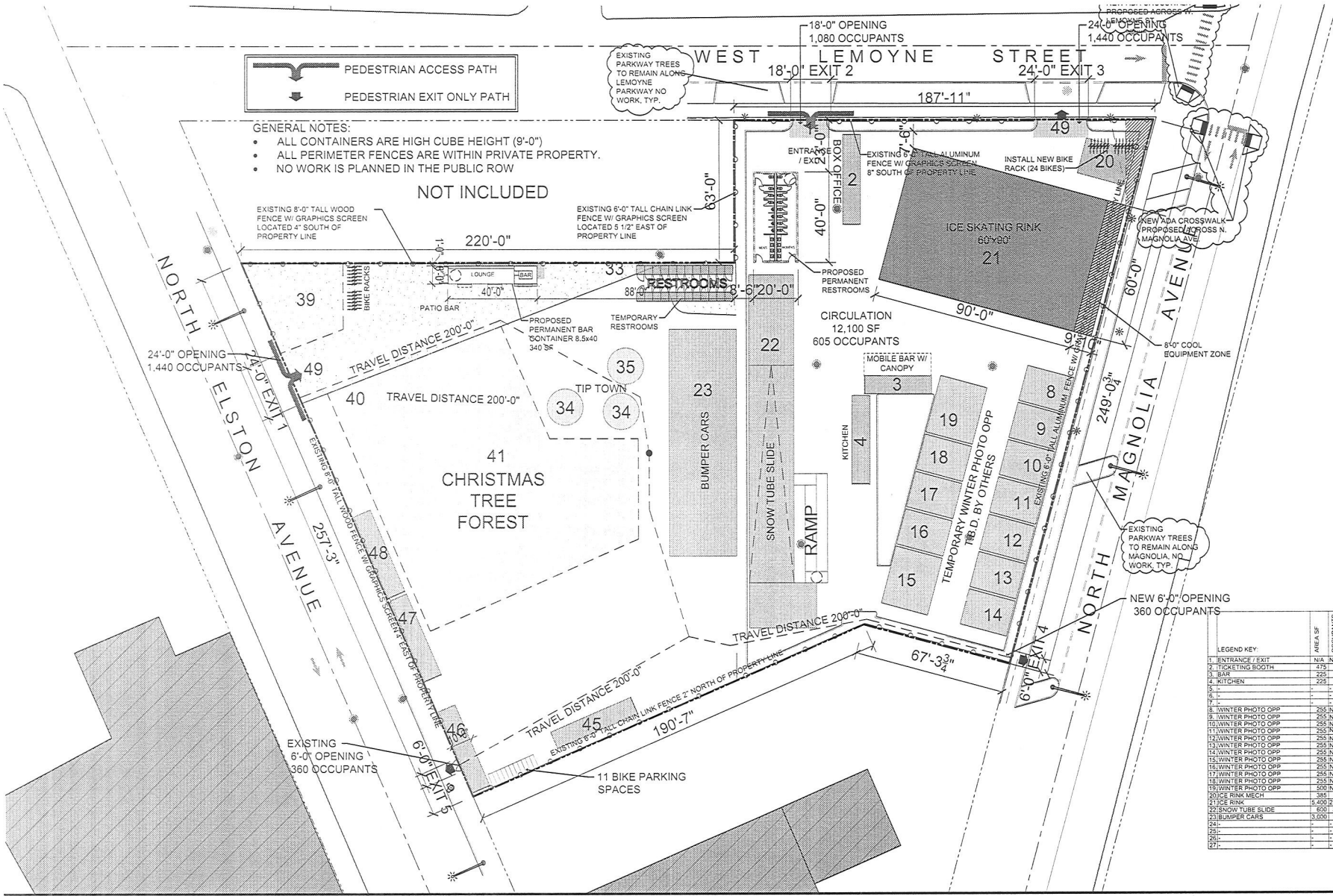
- Sports and Recreation, Participant – Outdoor
- Tavern
- Outdoor Patio
- Retail Sales, General

In order to pursue business licensing that corresponds to these uses, the Applicant proposes a zoning map amendment for the Property to a C3-1 Commercial, Manufacturing and Employment District pursuant to §§ 17-13-0300 and 17-13-0402 of the Chicago Zoning Ordinance. The Applicant would also request a 100% reduction in the off-street parking requirement to continue operating at the Property with zero parking spaces, which is authorized through the recently passed Equitable Transit Oriented Development Ordinance and the Property’s proximity to the North Avenue bus line corridor (which is approximately 650 feet away).

The proposed zoning map amendment would trigger the Industrial Corridor System Conversion Fee, pursuant to § 16-8 of the Municipal Code of Chicago. With a net site area of 73,120 square feet, the estimated Conversion Fee would be \$895,720.00.



**FINAL FOR PUBLICATION**



- GENERAL NOTES:**
- ALL CONTAINERS ARE HIGH CUBE HEIGHT (9'-0")
  - ALL PERIMETER FENCES ARE WITHIN PRIVATE PROPERTY.
  - NO WORK IS PLANNED IN THE PUBLIC ROW

**NOT INCLUDED**

EXISTING 8'-0" TALL WOOD FENCE W/ GRAPHICS SCREEN LOCATED 4' SOUTH OF PROPERTY LINE

EXISTING 6'-0" TALL CHAIN LINK FENCE W/ GRAPHICS SCREEN LOCATED 5 1/2' EAST OF PROPERTY LINE

- ACTIVITY LEGEND:**
- ENTRY / EXIT
  - CONTAINER
  - PHOTO OP
  - ATTRACTION
  - GAMES
  - FOOD & BEVERAGE
  - TREE FOREST
  - BATHROOMS
  - AXE THROWING

LEGEND KEY:	AREA SF	OCCUPANTS	LEGEND KEY:	AREA SF	OCCUPANTS
1. ENTRANCE / EXIT	N/A	N/A	28.		
2. TICKETING BOOTH	475	21	29.		
3. BAR	225	1	30.		
4. KITCHEN	225	1	31.		
5.			32.		
6.			33. BATHROOMS	384	N/A
7.			34. TIP TOWN	N/A	N/A
8. WINTER PHOTO OPP	255	N/A	35. TIP TOWN	N/A	N/A
9. WINTER PHOTO OPP	255	N/A	36.		
10. WINTER PHOTO OPP	255	N/A	37.		
11. WINTER PHOTO OPP	255	N/A	38. BAR	475	51
12. WINTER PHOTO OPP	255	N/A	39. AXE THROWING	1,315	11
13. WINTER PHOTO OPP	255	N/A	40. TREE FOREST SIGN	N/A	N/A
14. WINTER PHOTO OPP	255	N/A	41. CHRISTMAS TREE FOREST	73,000	100
15. WINTER PHOTO OPP	255	N/A	42.		
16. WINTER PHOTO OPP	255	N/A	43.		
17. WINTER PHOTO OPP	255	N/A	44.		
18. WINTER PHOTO OPP	255	N/A	45. TREE FOREST BAR	475	51
19. WINTER PHOTO OPP	300	N/A	46. BERKSHIRE STORAGE	475	51
20. ICE RINK MECH	381	51	47. STORAGE	475	51
21. ICE RINK	5,400	370	48. EMPLOYEE STORAGE	475	51
22. SNOW TUBE SLIDE	600	30	49. KIT	N/A	N/A
23. BUMPER CARS	3,000	10	50. CIRCULATION 1 (12,100 SF)	605	
24.					
25.					
26.					
27.					
<b>TOTAL</b>					<b>1071</b>

SCALE: 1"=40'

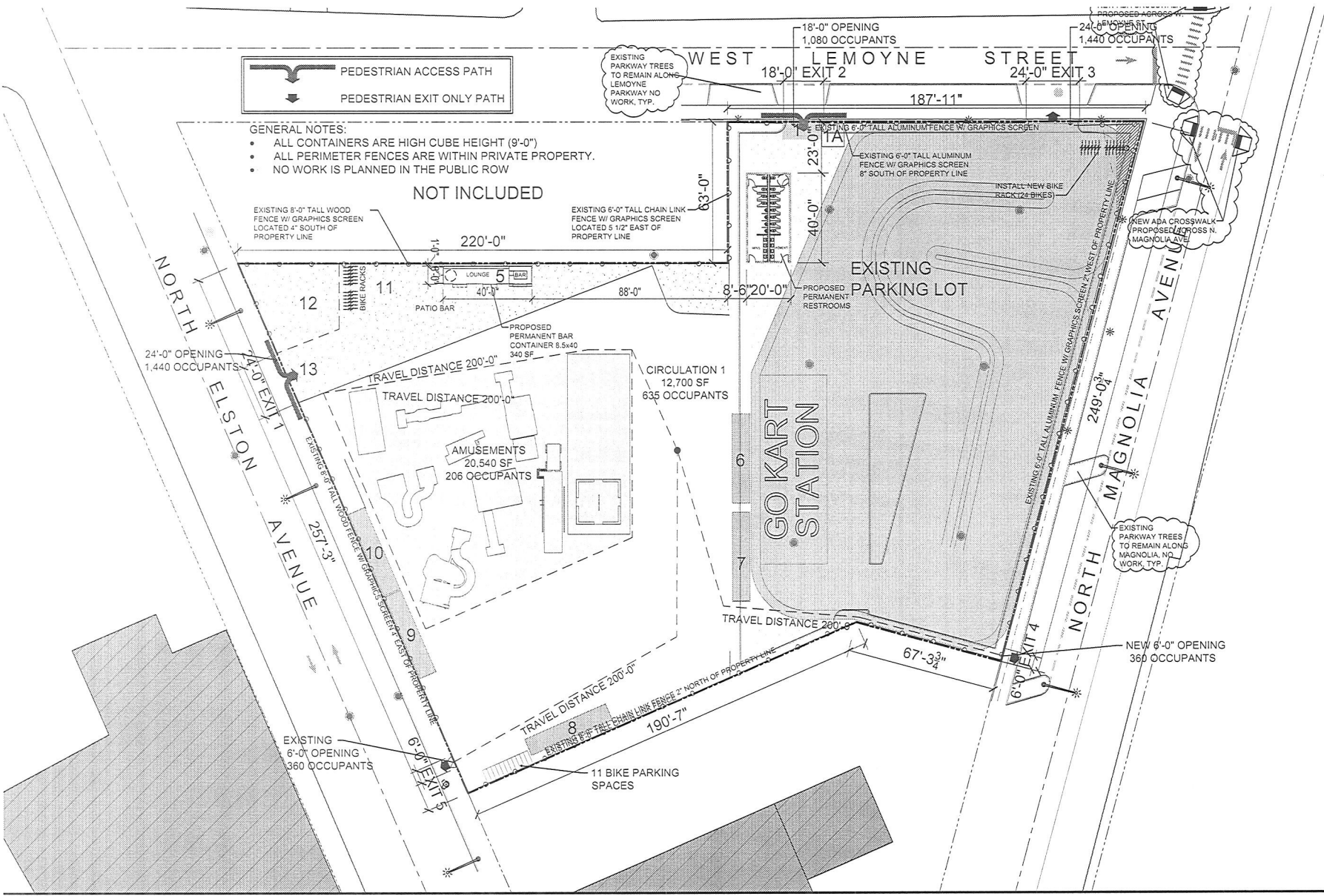


1465 NORTH ELSTON AVENUE  
CHICAGO IL 60642



WINTER PROGRAMMING EXHIBIT  
PROPOSED SITE PLAN  
May 12, 2023

**FINAL FOR PUBLICATION**



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- ACTIVITY LEGEND:**
- ENTRY / EXIT
  - CONTAINER
  - GO KART CIRCUIT
  - AMUSEMENTS
  - FOOD & BEVERAGE
  - BATHROOMS
  - AXE THROWING

LEGEND KEY:	AREA SF	OCCUPANTS
1. ENTRANCE / EXIT	N/A	N/A
2. GO KART TRACK	26,800	26,800
3. AMUSEMENTS	20,540	206
4. RESTROOMS	100	100
5. BAR	300	300
6. OFFICE	300	300
7. STORAGE	275	275
8. BEVERAGE STORAGE	275	275
9. STORAGE	275	275
10. EMPLOYEE STORAGE	275	275
11. LARGE SUNR OVER	285	285
12. AXE THROWING	1,315	1,315
13. CIRCULATION 1 (12,700 SF)	12,700	635
TOTAL		873

SCALE: 1"=40'



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SUMMER/SPRING PROGRAMMING EXHIBIT  
PROPOSED SITE PLAN  
May 12, 2023

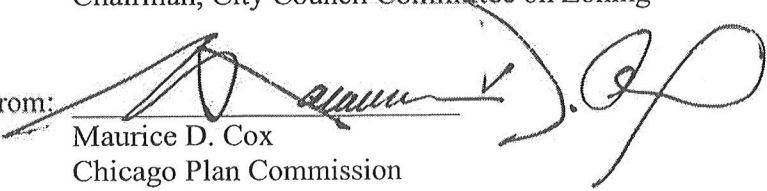


DEPARTMENT OF PLANNING AND DEVELOPMENT  
CITY OF CHICAGO

**MEMORANDUM**

To: Alderman Carlos Ramirez-Rosa  
Chairman, City Council Committee on Zoning

From:

  
Maurice D. Cox  
Chicago Plan Commission

Date: June 15, 2023

Re: Proposed Industrial Corridor Map Amendment – 1465 N. Elston Ave.

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On June 15, 2023, the Chicago Plan Commission recommended approval of the proposed Industrial Corridor Map Amendment, submitted by Good Island Holiday Pop Ups LLC. A copy of the proposed ordinance and exhibits are attached. I would very much appreciate your assistance in having this introduced at the next possible City Council Committee on Zoning.

Also enclosed is a copy of the staff report to the Plan Commission which includes the Department of Planning and Development, Bureau of Zoning recommendation and a copy of the resolution. If you have any questions in this regard, please do not hesitate to contact Joshua Son at 312-744-2780.

Cc: PD Master File (Original PD, copy of memo)