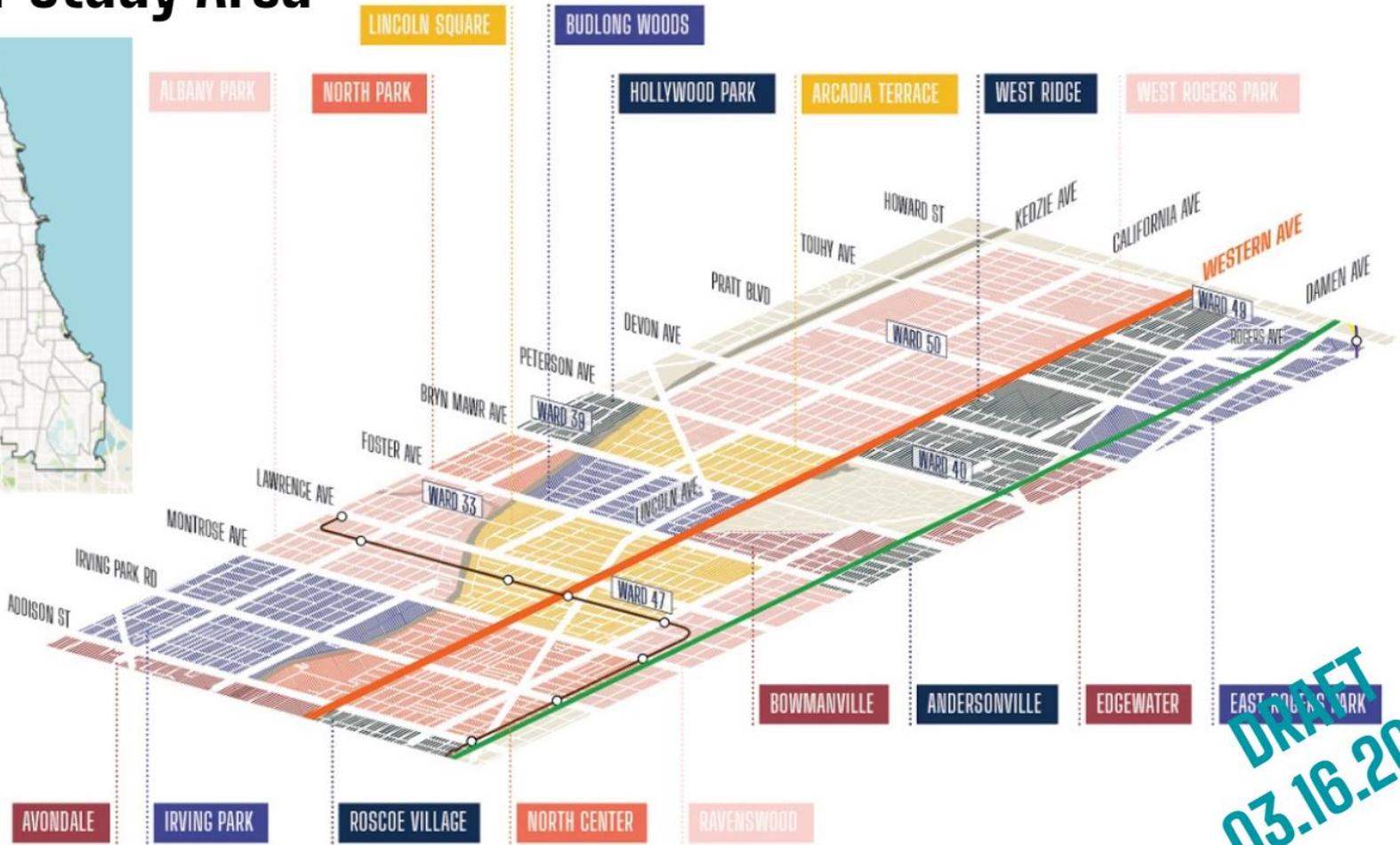


Focus Group Goals

- Informal, candid **conversation**
- Gather **feedback and insight** towards key themes to inform a community-led vision for this corridor
- Identify **missing perspectives or aspects** from the study or engagement process

DRAFT
03.16.2021

Corridor Study Area



DRAFT
03.16.2021

Initial Study Goals

The study aims to analyze and identify the potential to:

- + Increase **density** where appropriate and identify to what degree density should be increased.
- + Promote a **greater mix of land uses**.
- + Improve how development **relates to the surrounding community**.
- + Enhance the **pedestrian experience and safety** along the five-mile stretch of the corridor, while maintaining the corridor as a main arterial street.



63rd and Cottage Grove Neighborhood Hub (SOM)

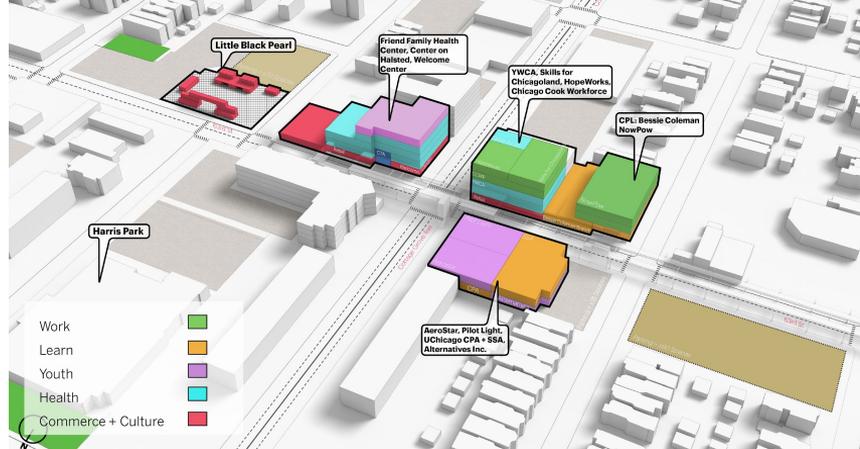


East Jefferson Corridor Enhancement Plan
(Sam Schwartz)

Expected Study Deliverables

The final document will be a report that presents:

- + **Long-term vision** for the corridor that will include **future land use, zoning, development, and infrastructure recommendations**
 - + Opportunity sites for future development
 - + Public realm improvements
 - + Mobility improvements
- + **Design guidelines** along the corridor
- + **Resource Reference Guide** for stakeholders



Western Avenue Corridor Study Timeline

2020

2021

dec jan feb mar apr may jun jul aug sep oct



Phase 1:
Review and Analysis

Phase 2:
Principles, Strategies, and Concepts

Phase 3:
Refinement and Documentation

● Deliverable Milestone ○ Engagement Milestone

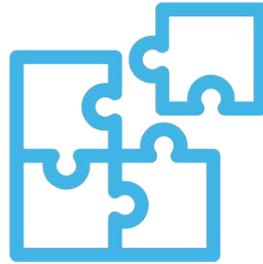
We are here

DRAFT
03.16.2021

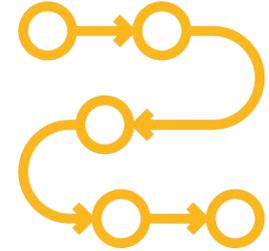
Participation Principles: The Corridor



We will **envision the long-term future** grounded in data-driven and feasible strategies.



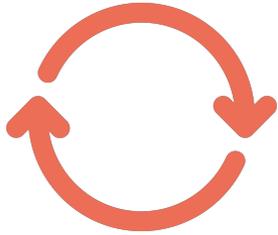
We will create a **collective vision** for Western Avenue that acknowledges the **diverse conditions** of the entire five-mile corridor from Addison to Howard.



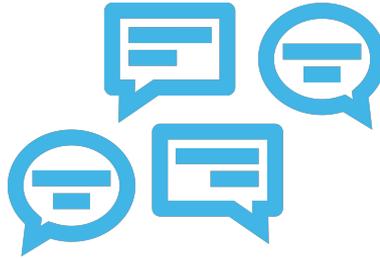
We will develop a cohesive, long-term roadmap that is the **first of many steps** toward change--Implementation will entail future projects with their own processes.

DRAFT
03.16.2021

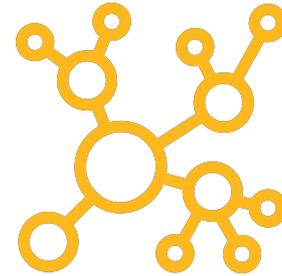
Participation Principles: The Conversation



We will be **transparent** by sharing relevant information, ideas, and concerns with one another.



We will seek **inclusion** by listening to as many voices as possible while embracing productive tensions and respectful disagreements.

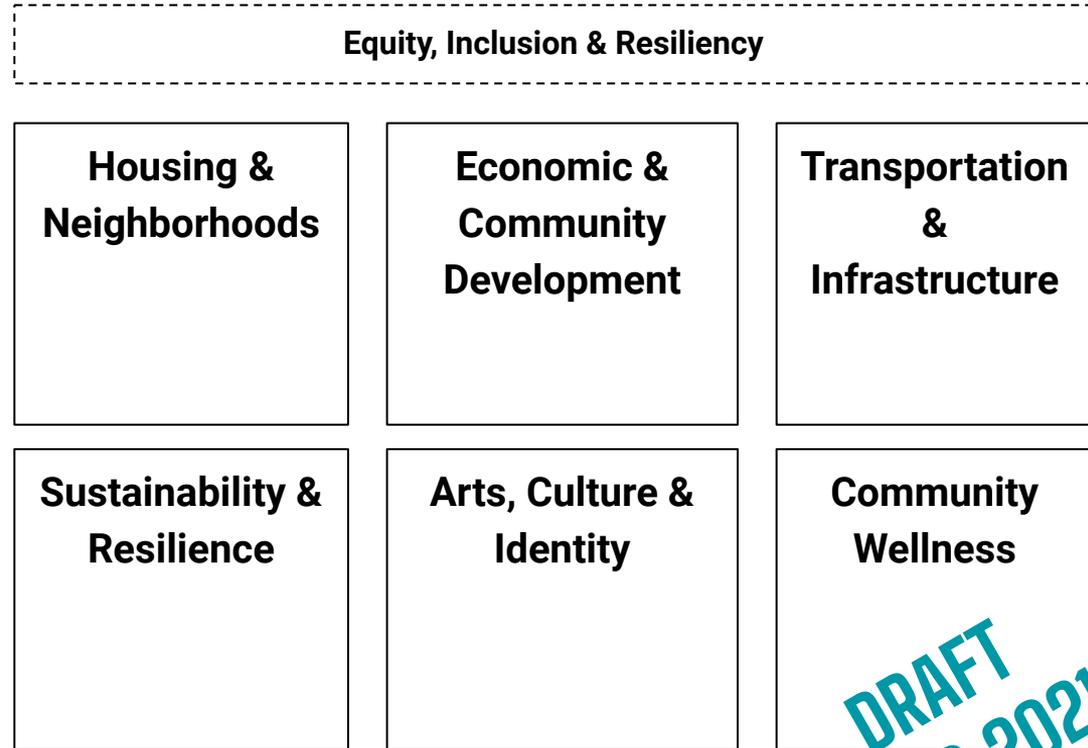


We will **communicate in good faith**, in a spirit of collaboration and mutual respect.

DRAFT
03.16.2021

Focus Group Structure

- Please share feedback on behalf of yourself as well as your community or organization
- Please be conscious of how much time you and others are speaking—we want to hear from everyone
- Please do not record any portion of this meeting to allow others to speak freely
- The planning team is taking notes for their own records and may request clarification
- Feedback will be reported in aggregate (themes), no quotes will be attributed without permission





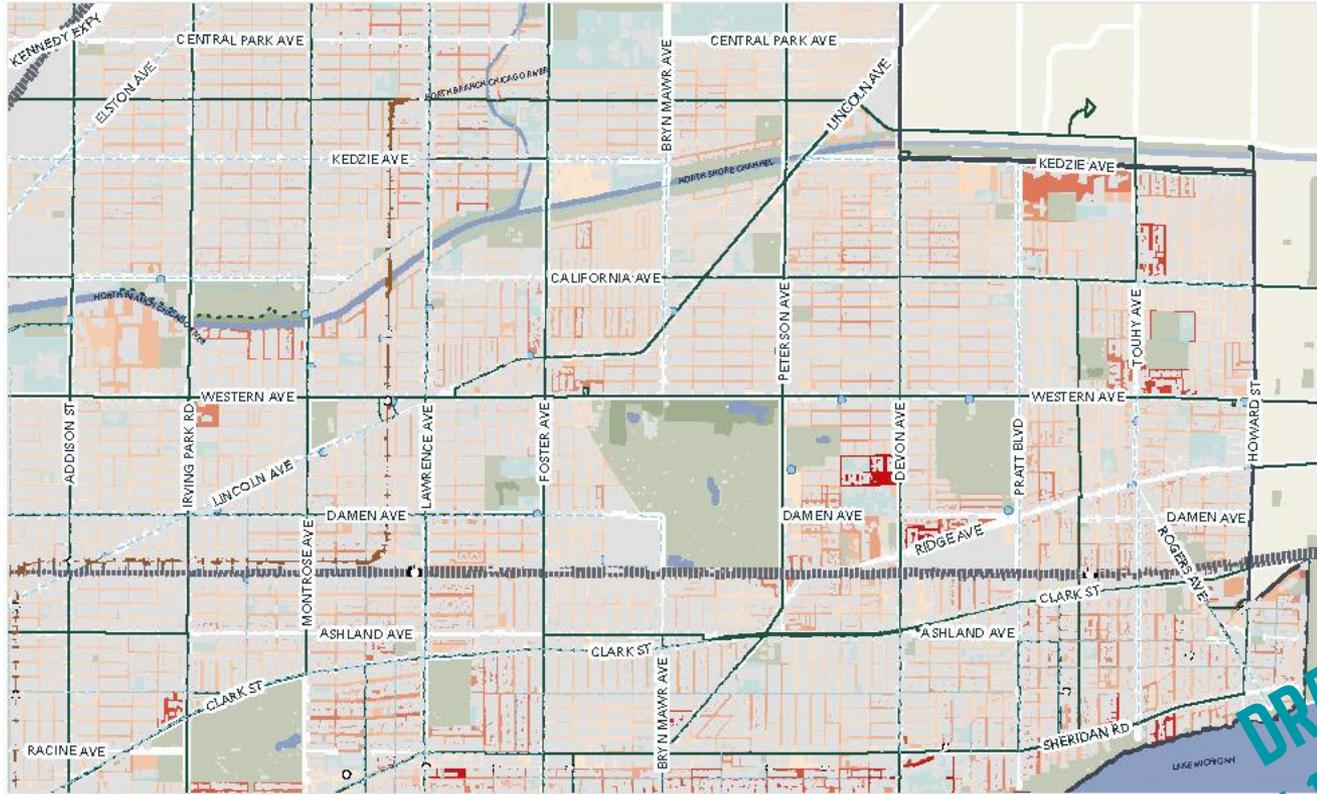
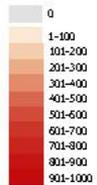
CONTEXT



Population

-  BLDG Footprints
-  Chicago Boundary
-  CTA Rail Stations
-  CTA Brown Line
-  Metra Stations
-  Metra Lines
-  DIWY Stations
-  Bike Routes
-  CTA Bus Routes
-  Riverwalk
-  Major Streets
-  Water
-  School
-  Habitat
-  Cemetery
-  Parks and Open Space
-  Mall Plaza
-  Campus Parks

TOTAL POPULATION

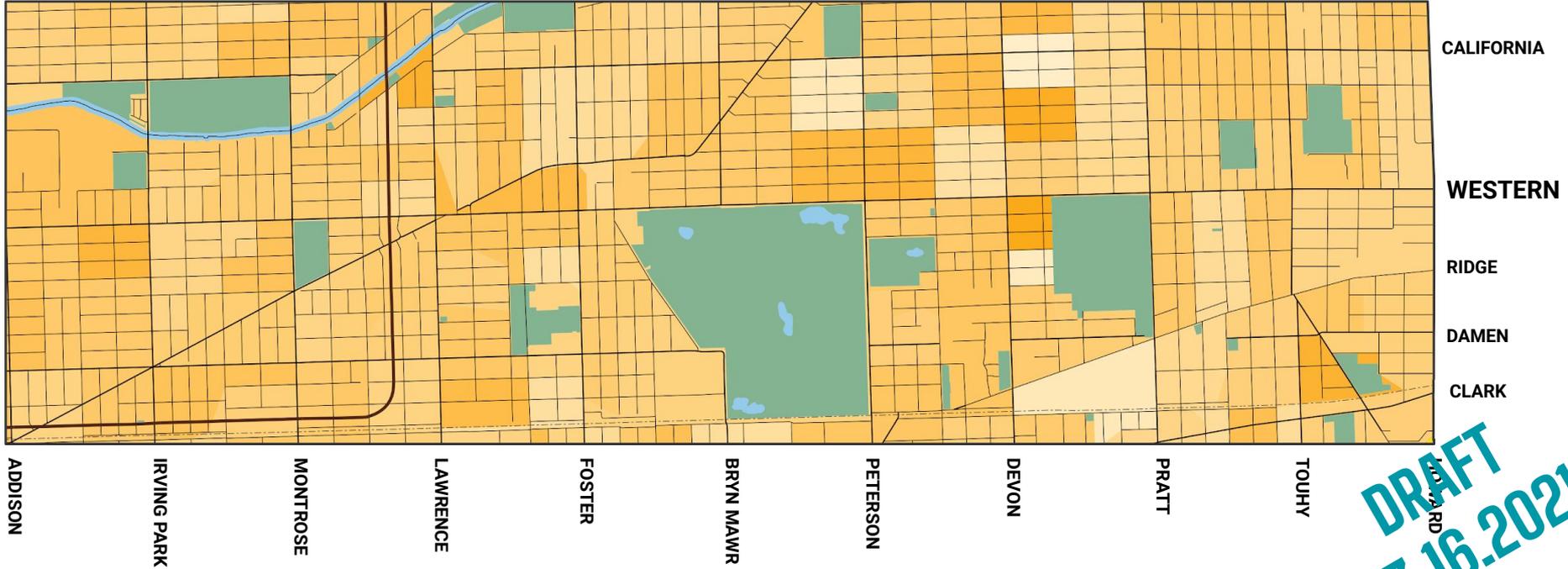
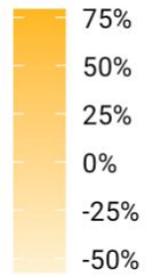


City of Chicago, Esri, HERE, Garmin, Swire, IGN, Intermap, Inc, INCREMENT P, NOAA, USGS, EPA, NPS, US Census Bureau, USGS, Esri, HERE

DRAFT
03.16.2021

Population Growth, 2010 to 2019

2010 Census, 2019 5-year ACS

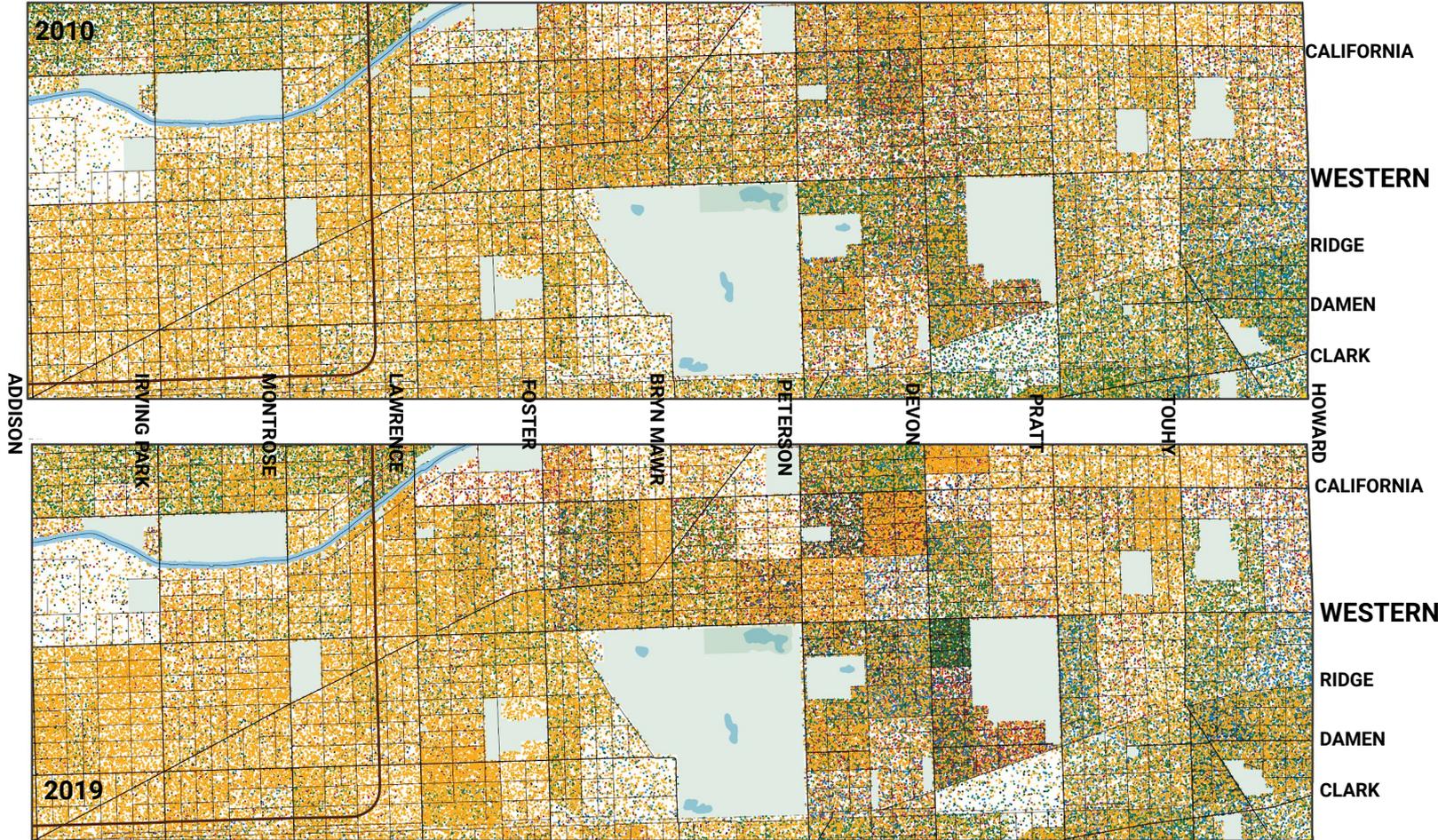


DRAFT
03.16.2021

Race and Ethnicity, 2010 vs. 2019

2010 Census, 2019 5-year ACS

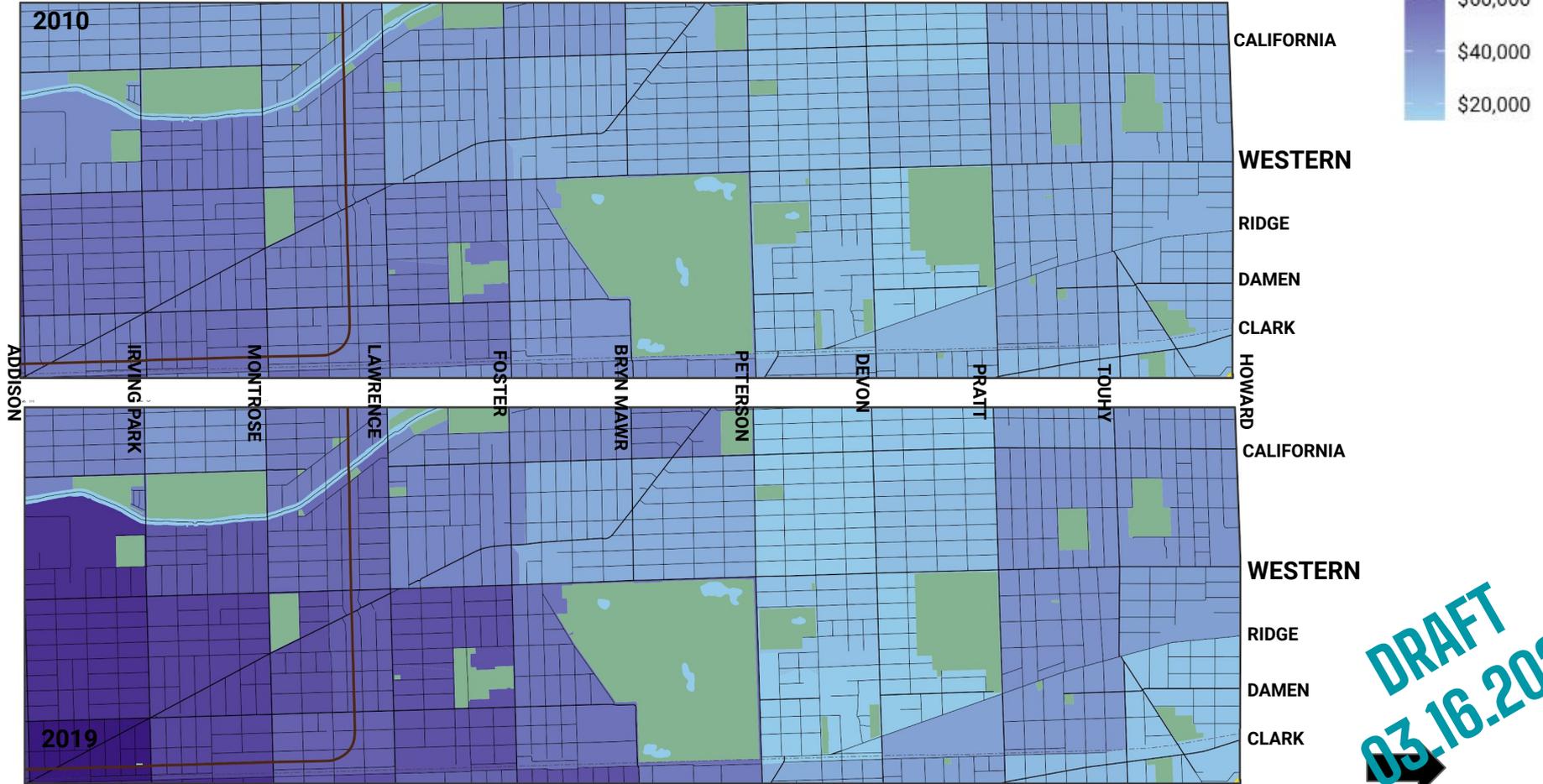
- Asian
- Black
- Hispanic
- Other
- White



DRAFT
03.16.2021

Income per Capita, 2010 vs. 2019

2010 Census, 2019 5-year ACS



Zoning Map

LEGEND

	Chicago Boundary		C1-3
	Brown Line		C2-1
	Yellow Line		C2-2
	CTA Rail Stations		C3-1
	Water		C3-2
	B1-1		C3-3
	B1-1.5		M1-1
	B1-2		M1-2
	B1-3		M2-2
	B1-5		PD
	B2-1		POS-1
	B2-2		POS-2
	B2-3		RM-4.5
	B2-5		RM-5
	B3-1		RM-5.5
	B3-1.5		RS-1
	B3-2		RS-2
	B3-3		RS-3
	B3-5		RT-3.5
	C1-1		RT-4
	C1-2		



Commercial Vacancy



Vacant Sites



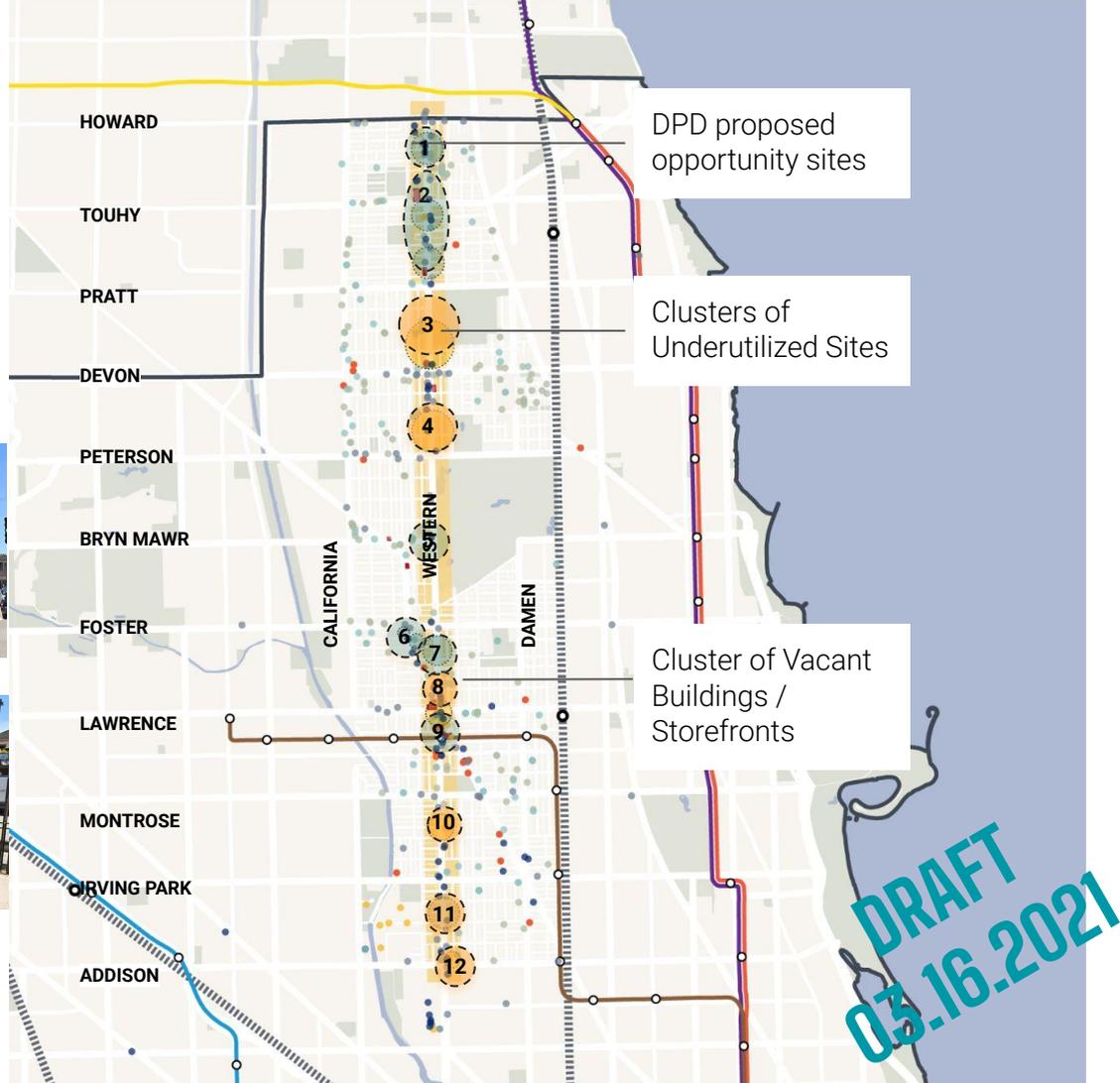
Potential



Vacant Retail Ground Floor

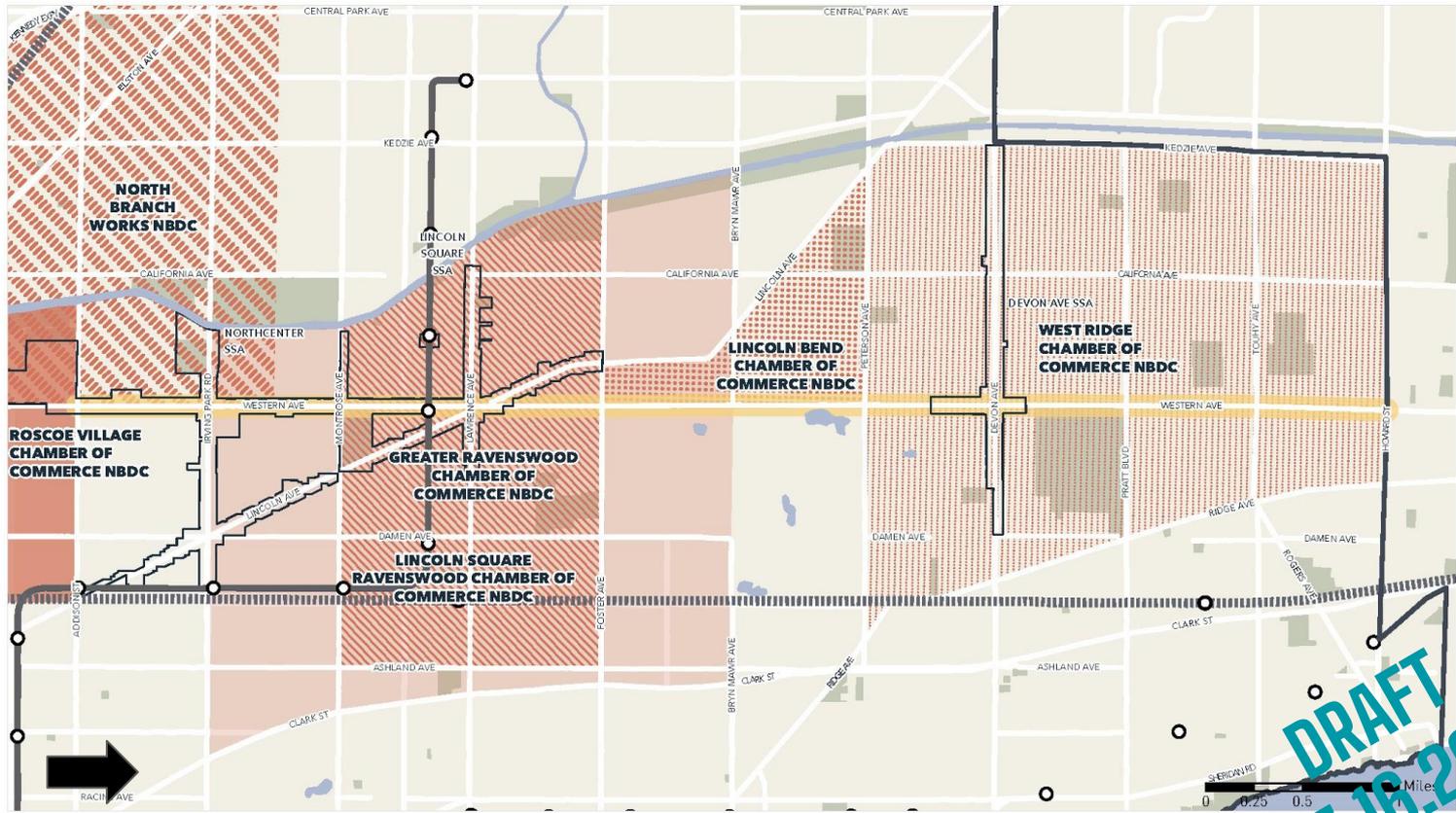


Potential Underutilized Sites



Chambers of Commerce / SSAs

- LEGEND
- CHICAGO BOUNDARY
 - METRA STATIONS
 - CTA RAIL STATIONS
 - METRA LINES
 - CTA BROWN LINE
 - WATER
 - SSAS
 - WESTERN AVENUE CORRIDOR
 - GREATER RAVENSWOOD CHAMBER OF COMMERCE
 - LINCOLN BEND CHAMBER OF COMMERCE
 - LINCOLN SQUARE RAVENSWOOD CHAMBER OF COMMERCE
 - NORTH BRANCH WORKS
 - ROSCOE VILLAGE CHAMBER OF COMMERCE
 - WEST RIDGE CHAMBER OF COMMERCE



City of Chicago, Esri, HERE, Garmin, SafeGraph, INCREMENT P, MET/NASA, USGS, EPA, NPS, US Census Bureau, USDA

DRAFT
03.16.2021

What we've heard so far...

- **Transit access, public parks, and local restaurants** are the top three things that make Western special or unique. Responses varied by geography:
 - Southern half: Restaurants, Shopping, Schools
 - Northern half: Community services, Libraries, Parks
- Top challenges are **vacant stores, lack of trees, and unsafe bicycling**. Responses varied by age:
 - Young adults: Accessibility, bus stops, gentrification, the environment, narrow sidewalks, and unsafe bicycling
 - Middle to older adults: Trees, landscape, safety, traffic, trash, and vacant stores
- Steering Committee priorities: safer /more attractive pedestrian and transit environment, leveraging diversity, equitable development
- Youth Council priorities: recreation, open spaces, art

DRAFT
03.16.2021



Discussion



Discussion Topics: Economic & Community Development

- **Past and projected trends in commercial space**
 - What commercial space trends are you noticing along the corridor?
 - What types of commercial uses should the study plan accommodate in the long-term future?
- **Vision for commercial identity along the corridor**
 - What should the role of Western Avenue as a neighborhood commercial corridor be?
 - How should each commercial area along Western Avenue function differently (or not)?
- **Barriers to desirable economic development**
 - What are the primary barriers you've noticed? Examples: types of spaces available, access, zoning, regulations, etc.
- **Short-term and longer-term ideas to support current desirable businesses and development**
 - What changes to policy, physical environment, investments, etc. can be made?
 - Who are the primary partners for making these changes?
 - What resources exist (or should exist) to support them?
 - How many of these interventions apply along other corridors in Chicago?

DRAFT
03.16.2021