

# 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

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# Initial Study Goals

*The study aims to analyze and identify the potential to:*

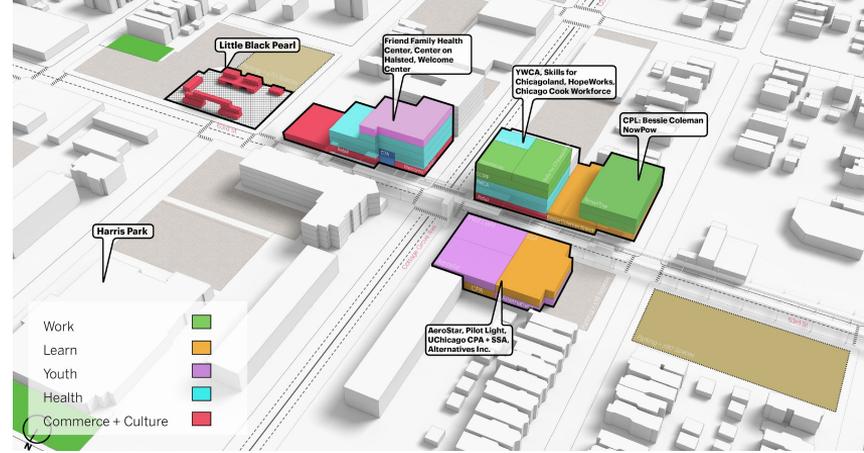
- + Increase **density** where appropriate and identify to what degree density should be increased.
- + Promote a **greater mix of land uses**.
- + Improve how development **relates to the surrounding community**.
- + Enhance the **pedestrian experience and safety** along the five-mile stretch of the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



# 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

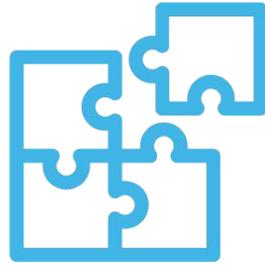
We are here

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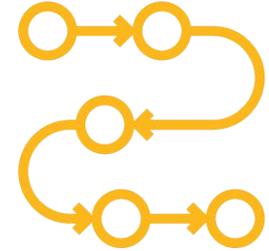
# Participation Principles: The Corridor



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



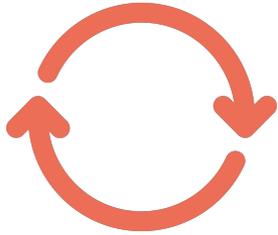
We will create a **collective vision** for Western Avenue that acknowledges the **diverse conditions** of the entire five-mile corridor from Addison to Howard.



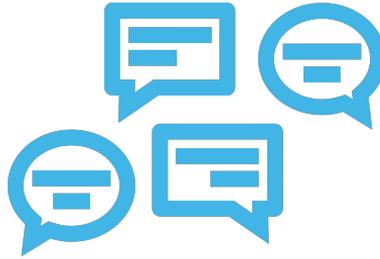
We will develop a cohesive, long-term roadmap that is the **first of many steps** toward change--Implementation will entail future projects with their own processes.

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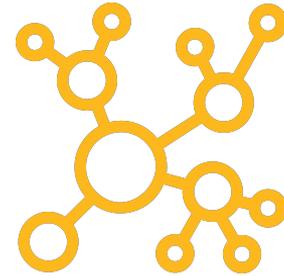
# Participation Principles: The Conversation



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.

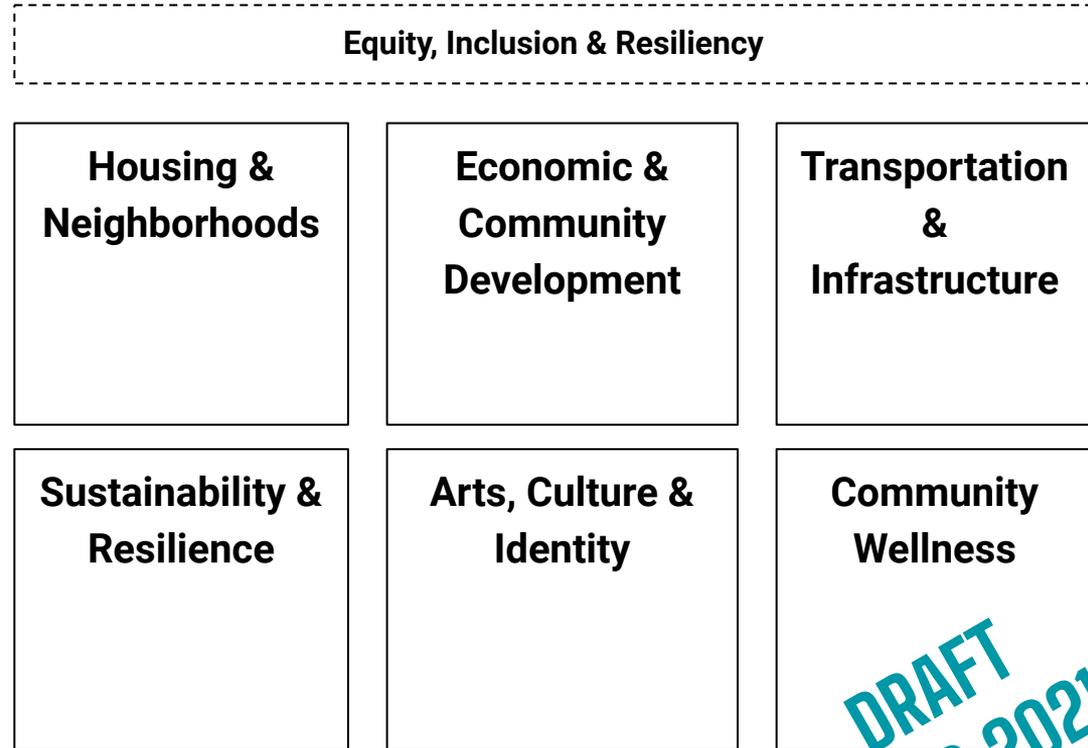


We will **communicate in good faith**, in a spirit of collaboration and mutual respect.

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# 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





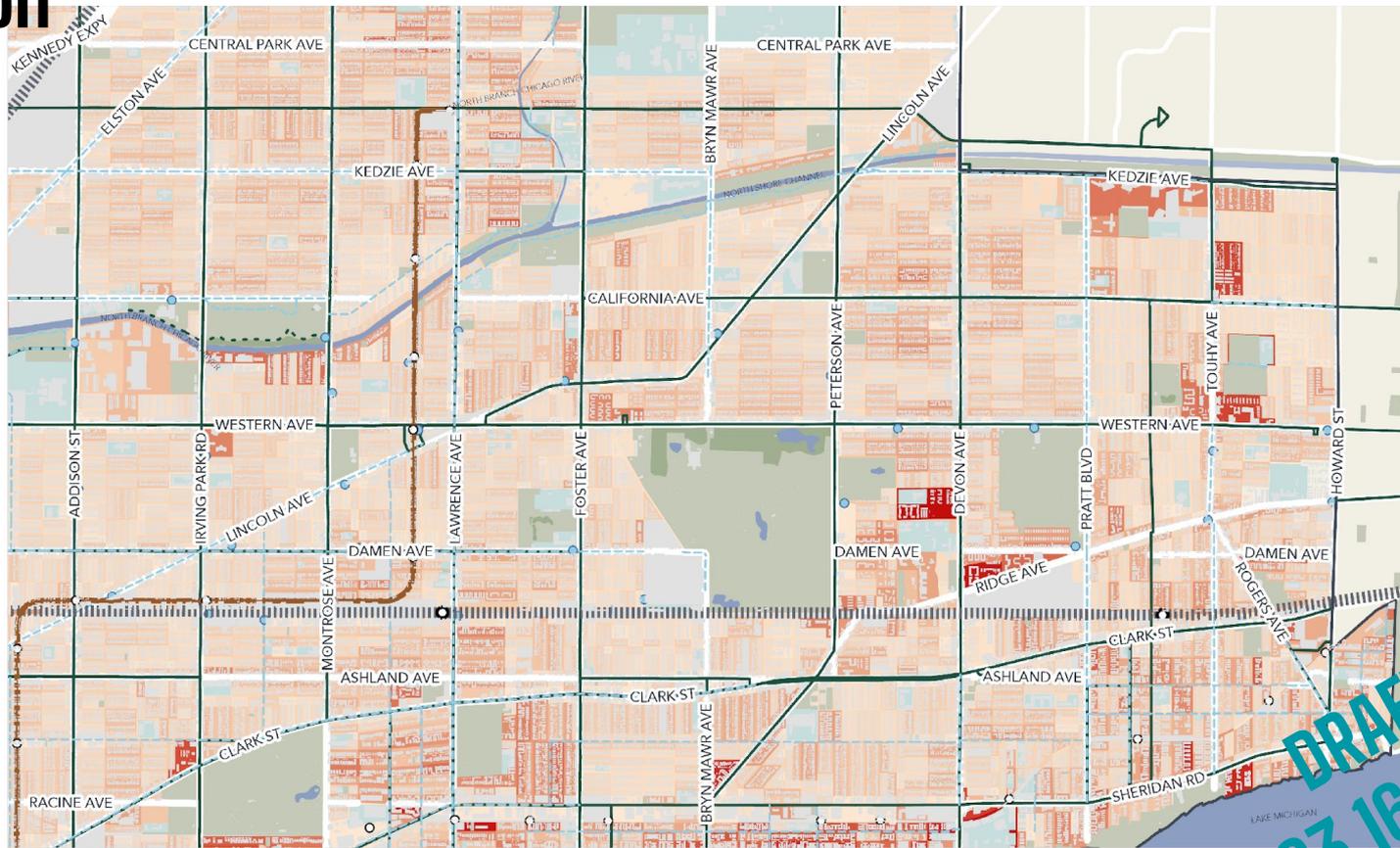
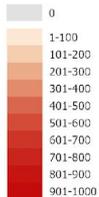
# CONTEXT



# Population

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

## TOTAL POPULATION

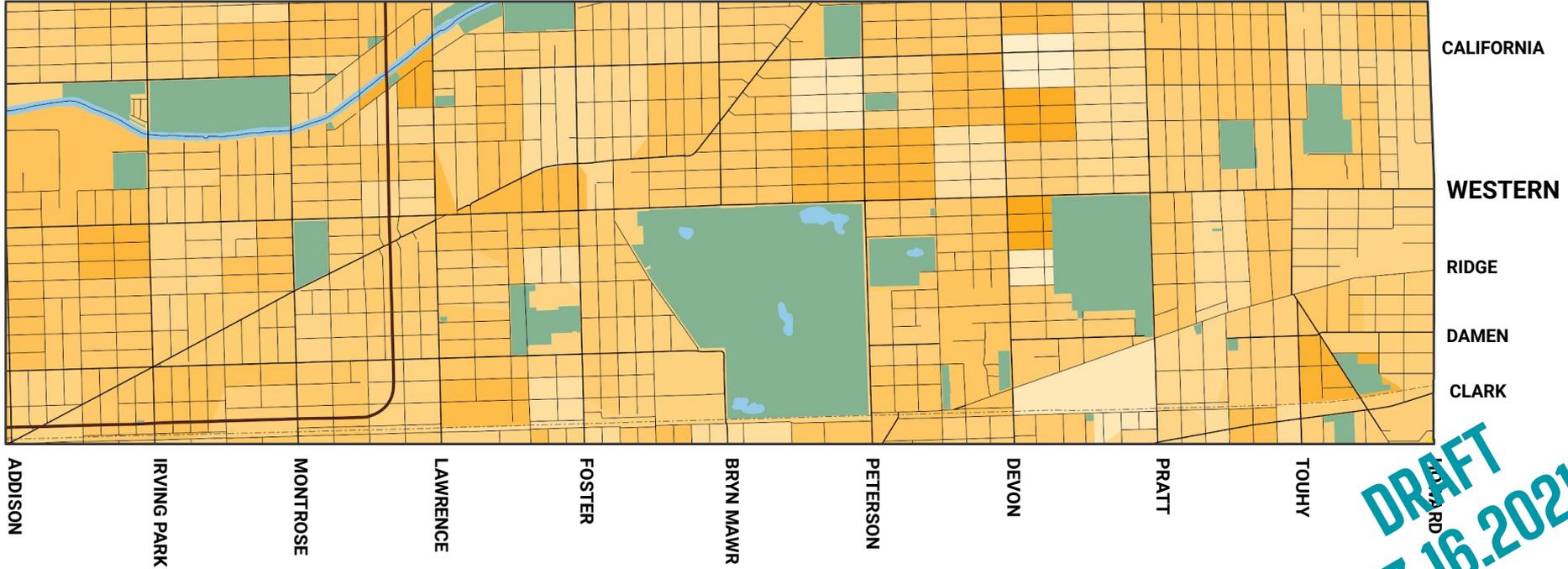
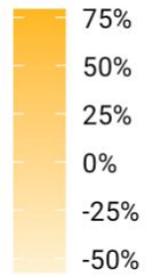


City of Chicago, Esri, HERE, Garmin, SafeGraph, INCREMENT P, METI/NASA, USGS, EPA, NPS, US Census Bureau, USDA, Esri, HERE

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# Population Growth, 2010 to 2019

2010 Census, 2019 5-year ACS

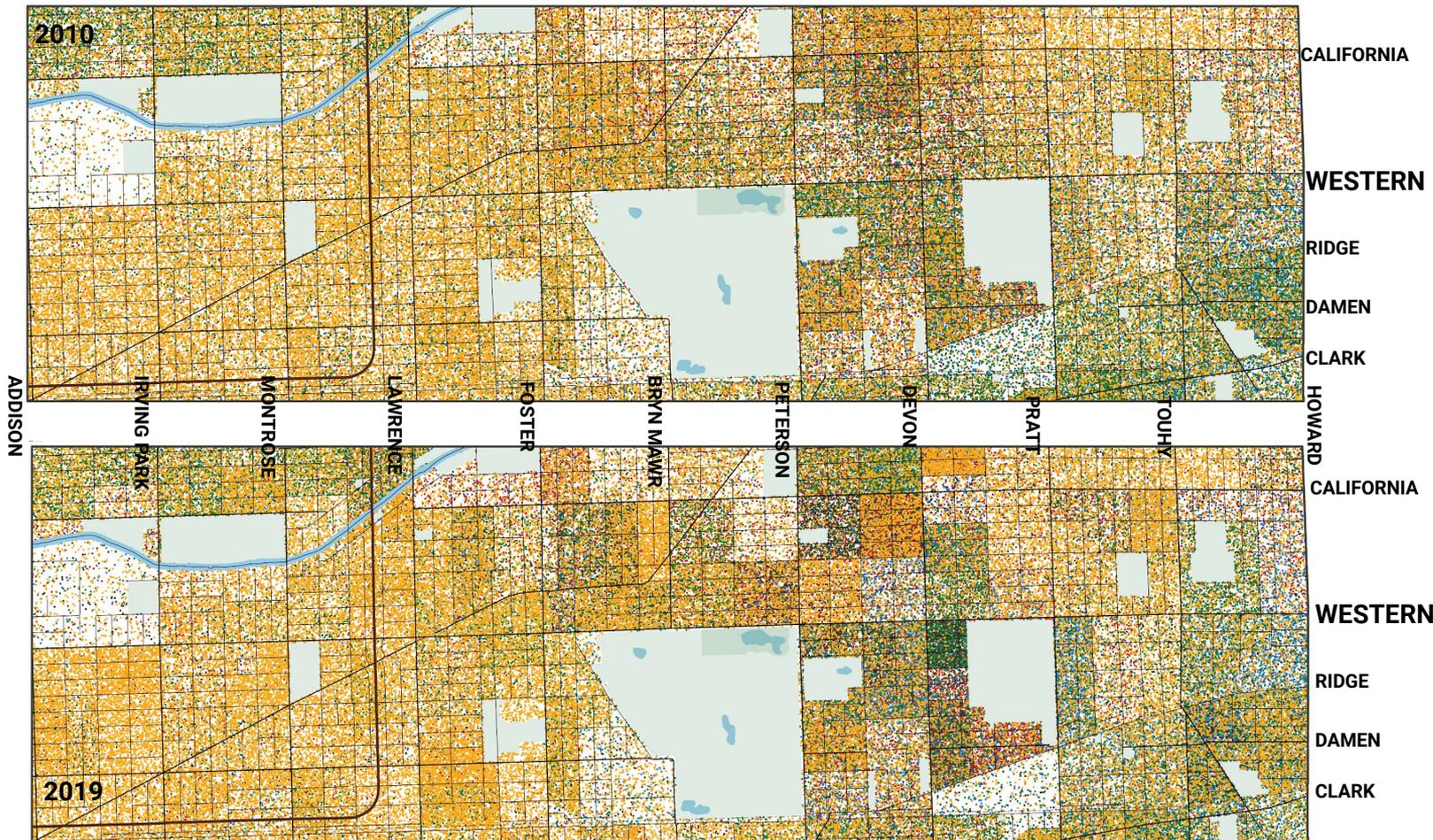


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# Race and Ethnicity, 2010 vs. 2019

2010 Census, 2019 5-year ACS

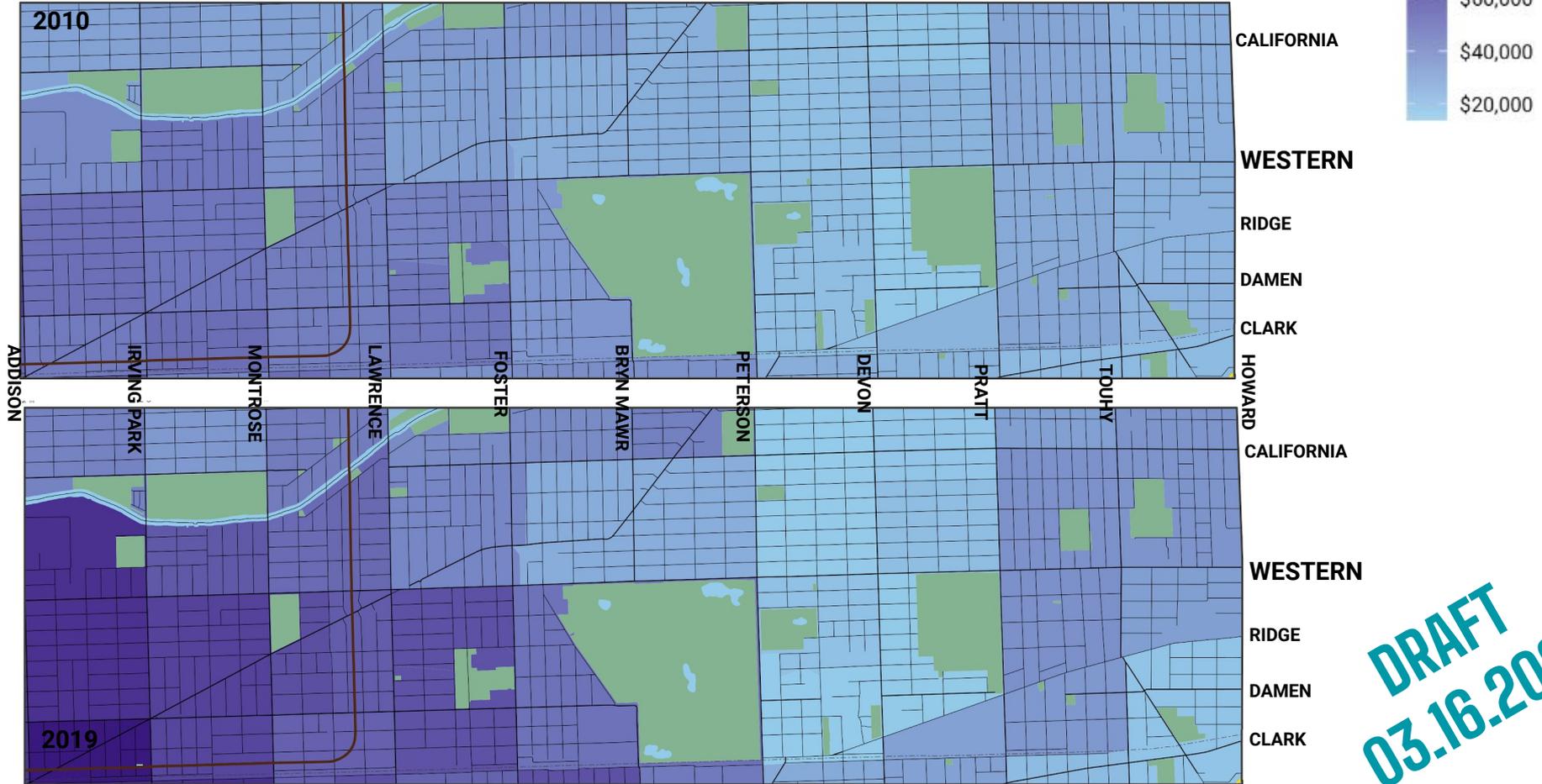
- Asian
- Black
- Hispanic
- Other
- White



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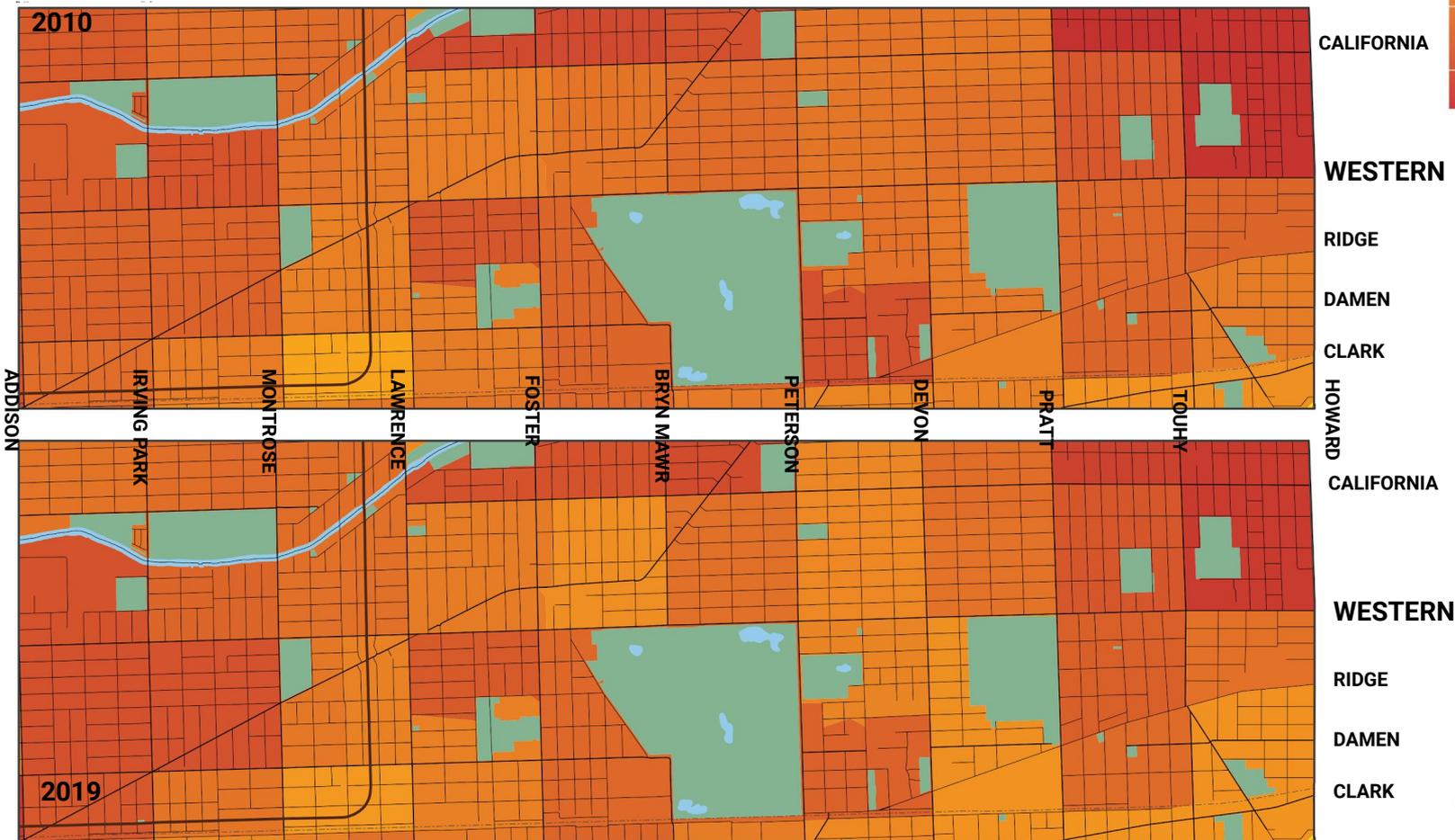
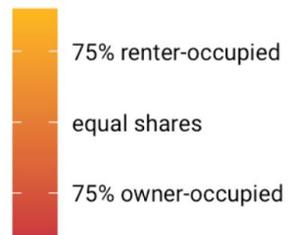
# Income per Capita, 2010 vs. 2019

2010 Census, 2019 5-year ACS



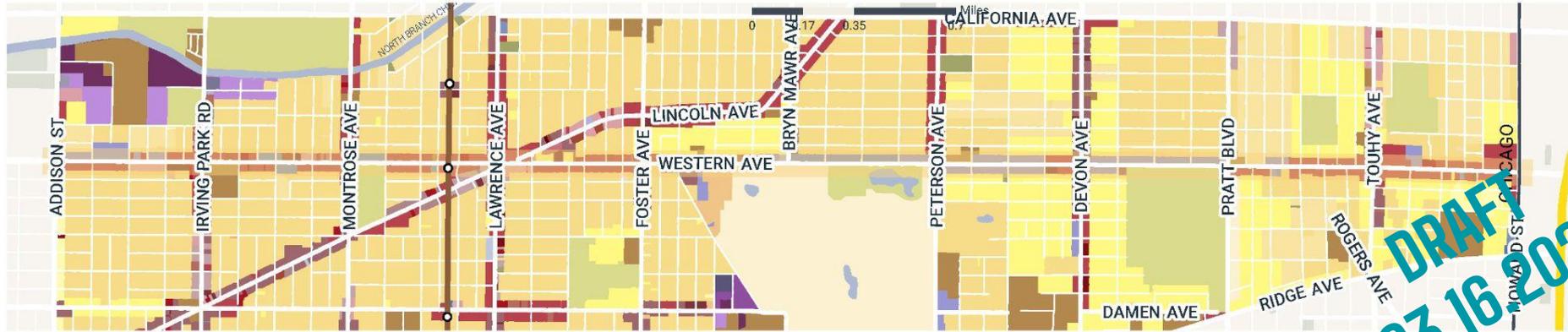
# Renting/Home Ownership, 2010 vs. 2019

2010 Census, 2019 5-year ACS



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# Zoning Map



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# Public Facilities

- **Public facilities attract large numbers of people** through the week and meet a spectrum of community needs.
- **Employees, students and visitors are also an important part of the catchment for businesses** in the corridor and can provide support for nearby retail and food activity.
- There are also **overlaps with cultural programming audiences**.



# Cultural Hubs

- Cultural facilities can **serve neighboring residential communities and become destinations for wider audiences.**
- Cultural facilities can play an important role in **supporting nearby business activities by attracting customers** to their locations.
- The **success of cultural facilities and businesses is linked to a supportive setting**, including a mix of other activities and a high-quality public realm.



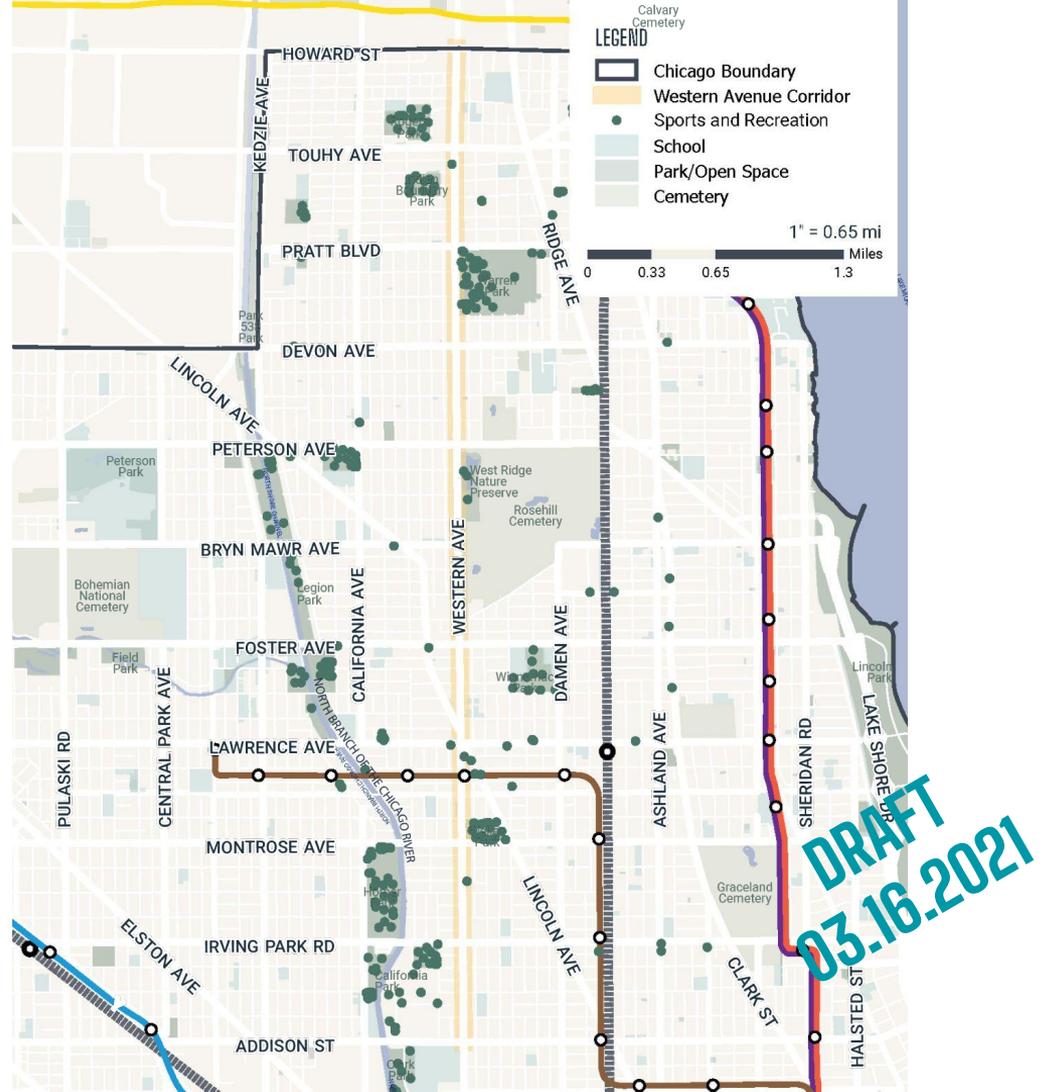
# Religious Institutions

- Religious institutions are an important part of the **fabric and community life** of the corridor.
- Religious institutions can help **support nearby business clusters.**



# Sport & Recreation

- There is a wide range of sports and recreation facilities throughout the corridor that **attract a wide range of users and meet a spectrum of community needs.**



# Office & Workspace

- Office employees can be an important part of the **café, food, and retail catchment** for the corridor.
- Office activities are **compatible with culture and entertainment land uses**, providing activation on weekdays, while culture and entertainment activities activate evenings and weekends.
- Office activities can be steered to and help **activate mixed-use hubs** along the corridor.



# Auto Business

- The auto sector and its sub sectors will continue to **play an important role** on Western Avenue.
- Ongoing industry changes are likely to lead to **some consolidation of sites and facilities**.
- Former auto sector sites will play an important role in **defining the future success of Western Avenue**.



# 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

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# Discussion



# Discussion Topics: Housing & Neighborhoods

- **Demographics and trends**

- What demographic/population trends are you noticing in neighborhoods along the corridor?
- What demographics/populations should the study plan to accommodate in the long-term future?

- **Housing needs**

- What types of housing do you think are (or will be) most in demand in the future?
- What levels and strategies for affordability are appropriate for different neighborhoods along the corridor?
- How can we promote equity in future housing policies and incentives?

- **Neighborhood amenities**

- What amenities are important to preserve, enhance, increase, etc. for neighborhoods along the corridor? Examples: schools, community resources, recreation, open space, access to neighborhood commercial uses
- What are the current barriers to leveraging these amenities?
- How can we promote equity in access to neighborhood amenities?

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