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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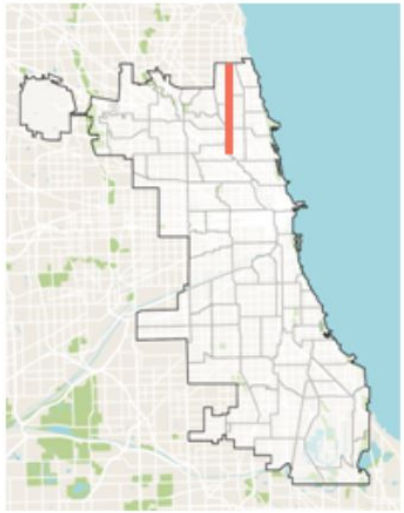
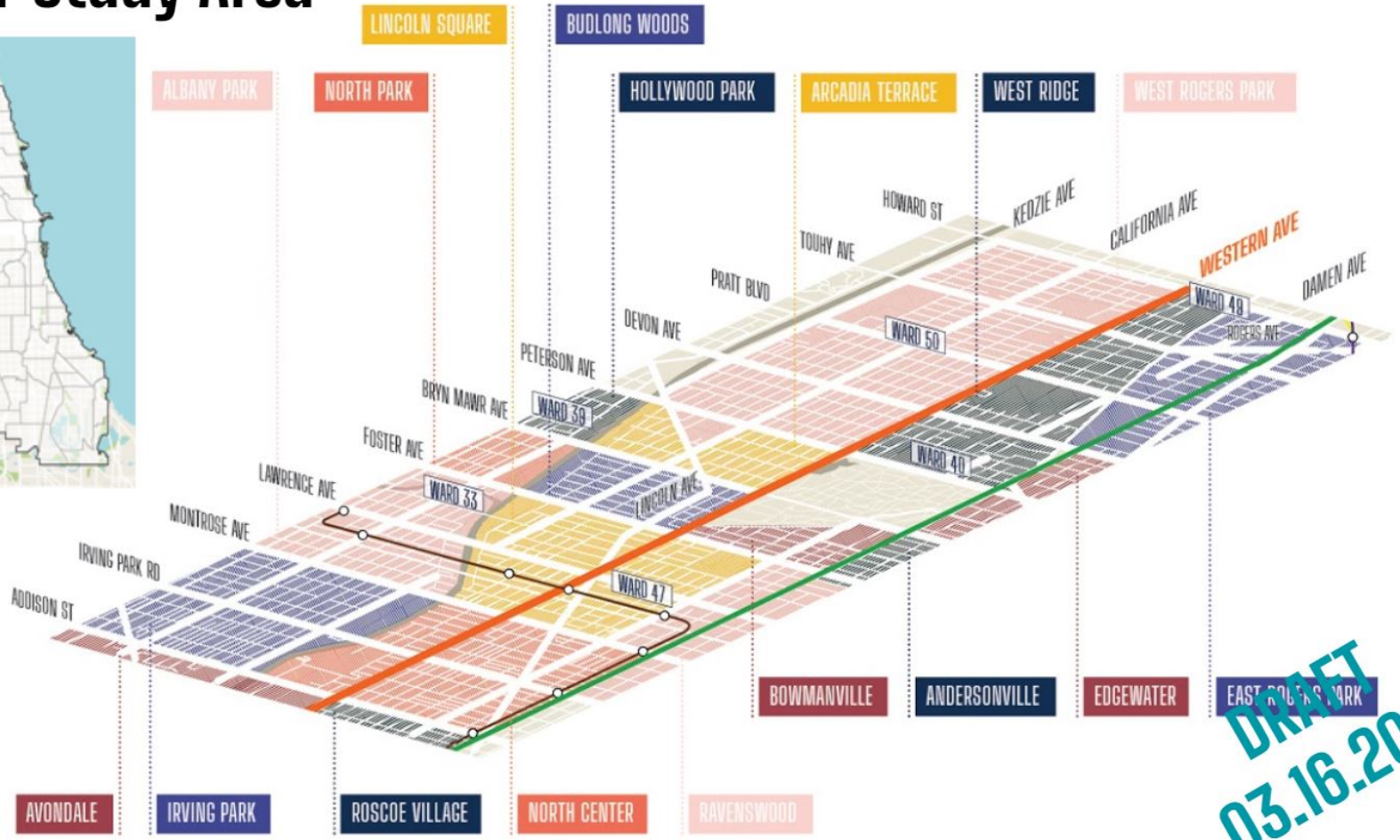
Corridor Study Area





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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.

63rd and Cottage Grove Neighborhood Hub (SOM)

East Jefferson Corridor Enhancement Plan (Sam Schwartz)

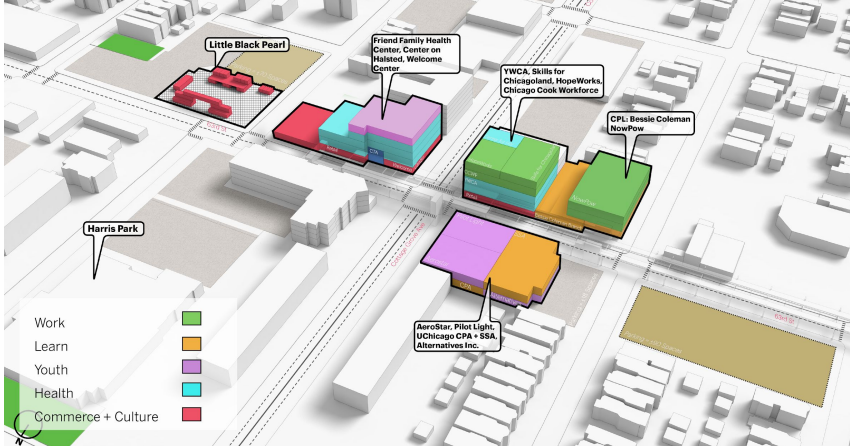
Expected Study Deliverables

The final document will be a report that presents:

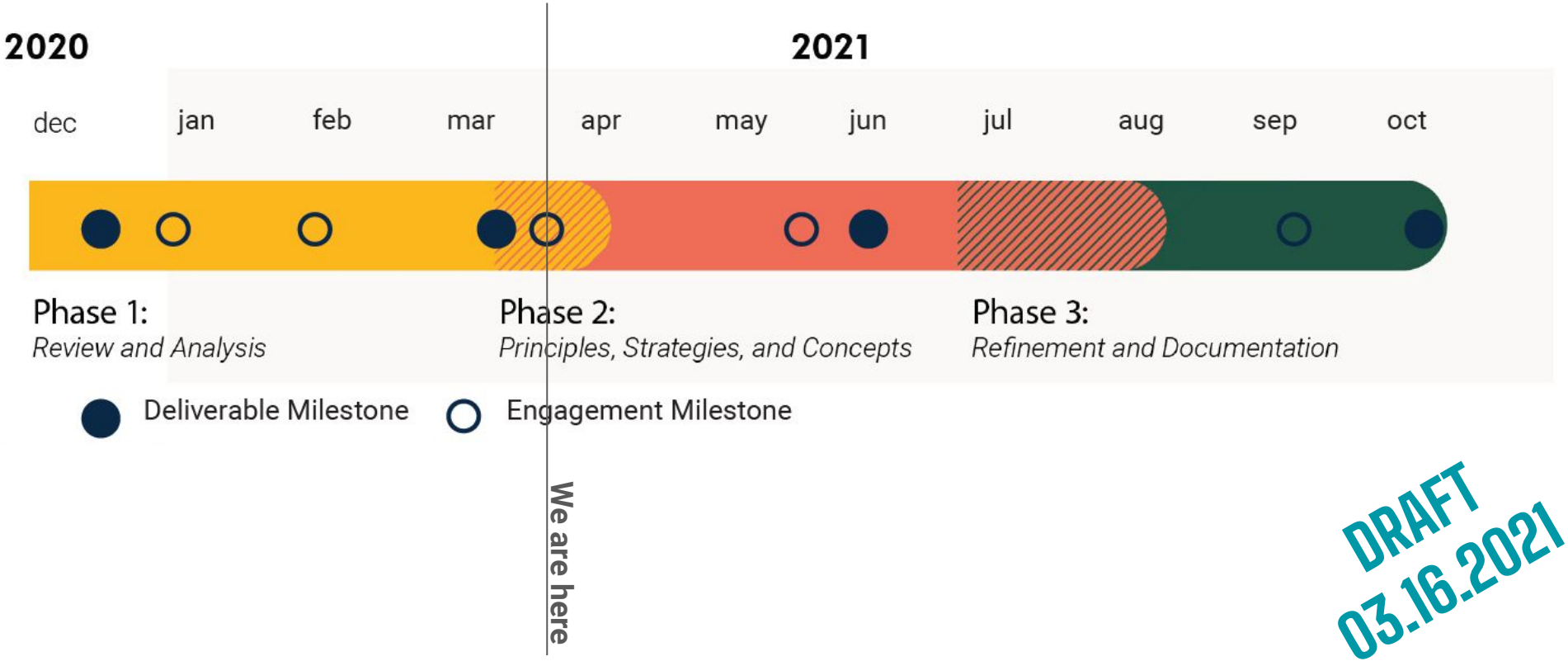
+ **Long-term vision** for the corridor that will include **future land use, zoning, development, and infrastructure recommendations**
  + Opportunity sites for future development
  + Public realm improvements
  + Mobility improvements

+ **Design guidelines** along the corridor

+ **Resource Reference Guide** for stakeholders



Western Avenue Corridor Study Timeline



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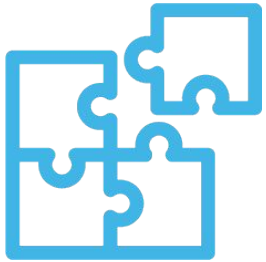
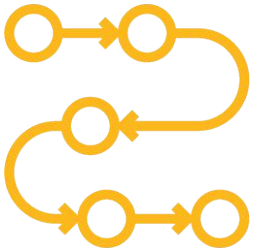
Participation Principles: The Corridor

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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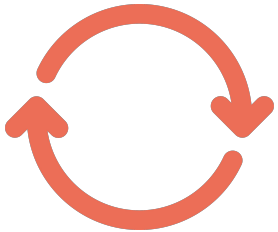
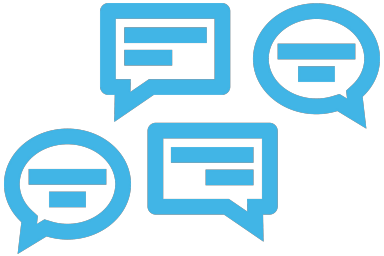
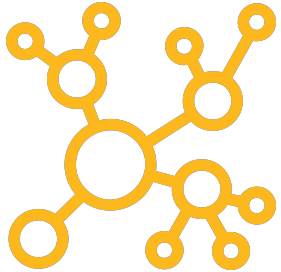
Participation Principles: The Conversation



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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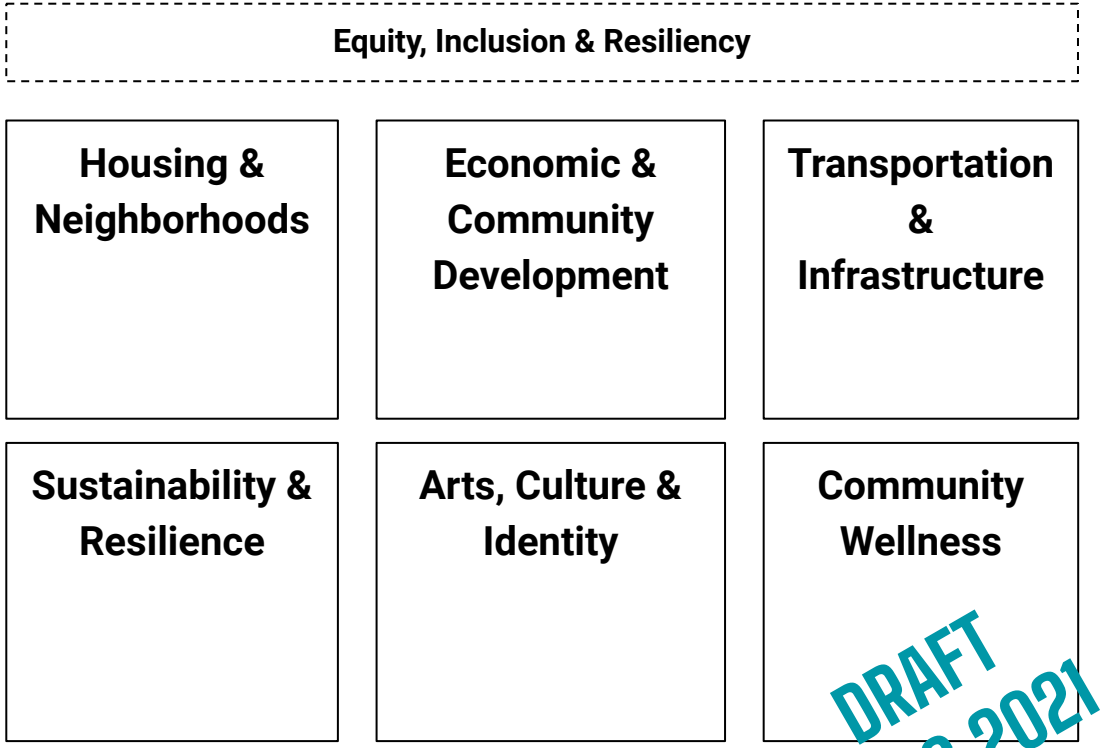
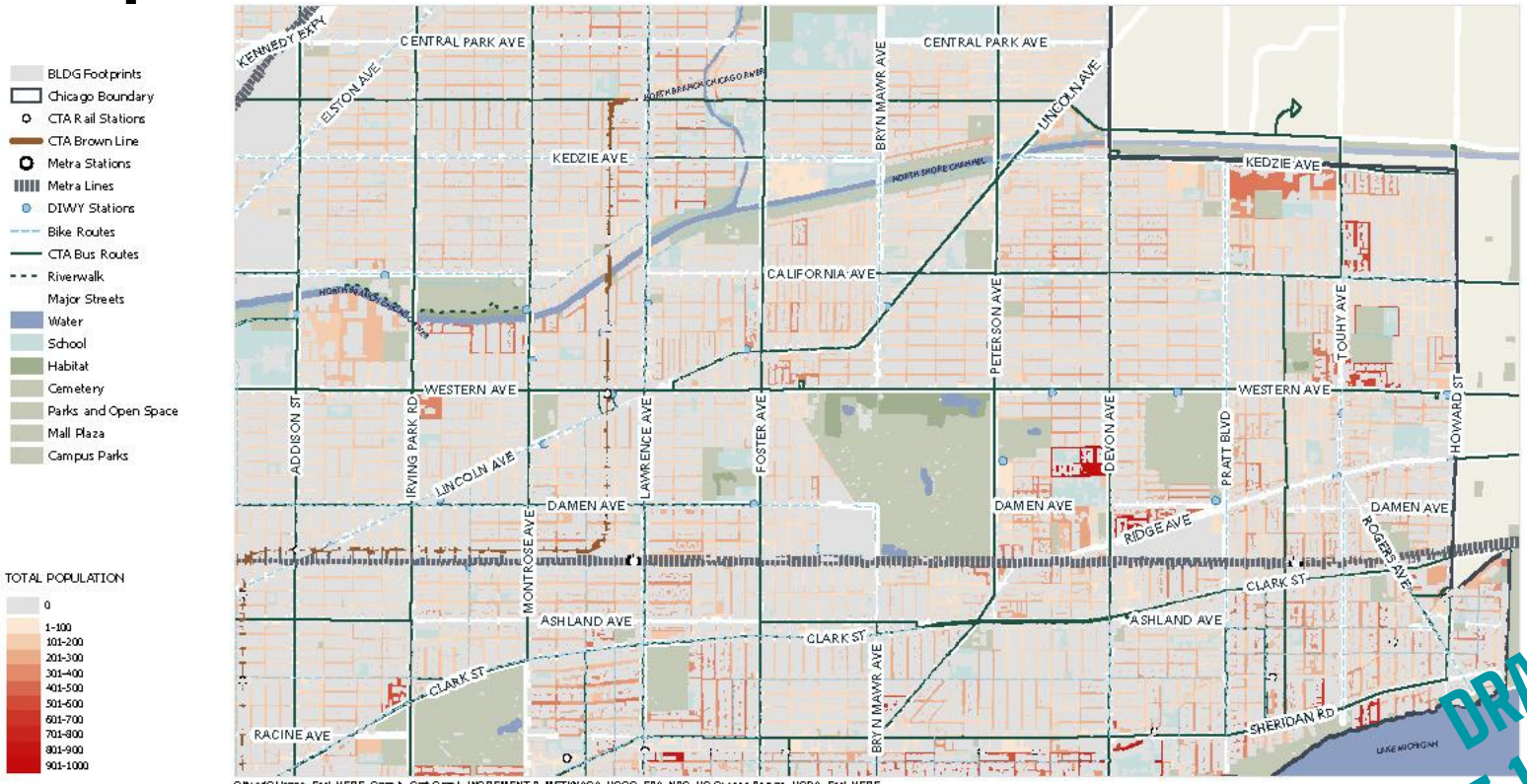
Focus Group Structure

- 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 :

Total Population



PLANNING CONTEXT

SCALE: 1" = 0.55 MILE

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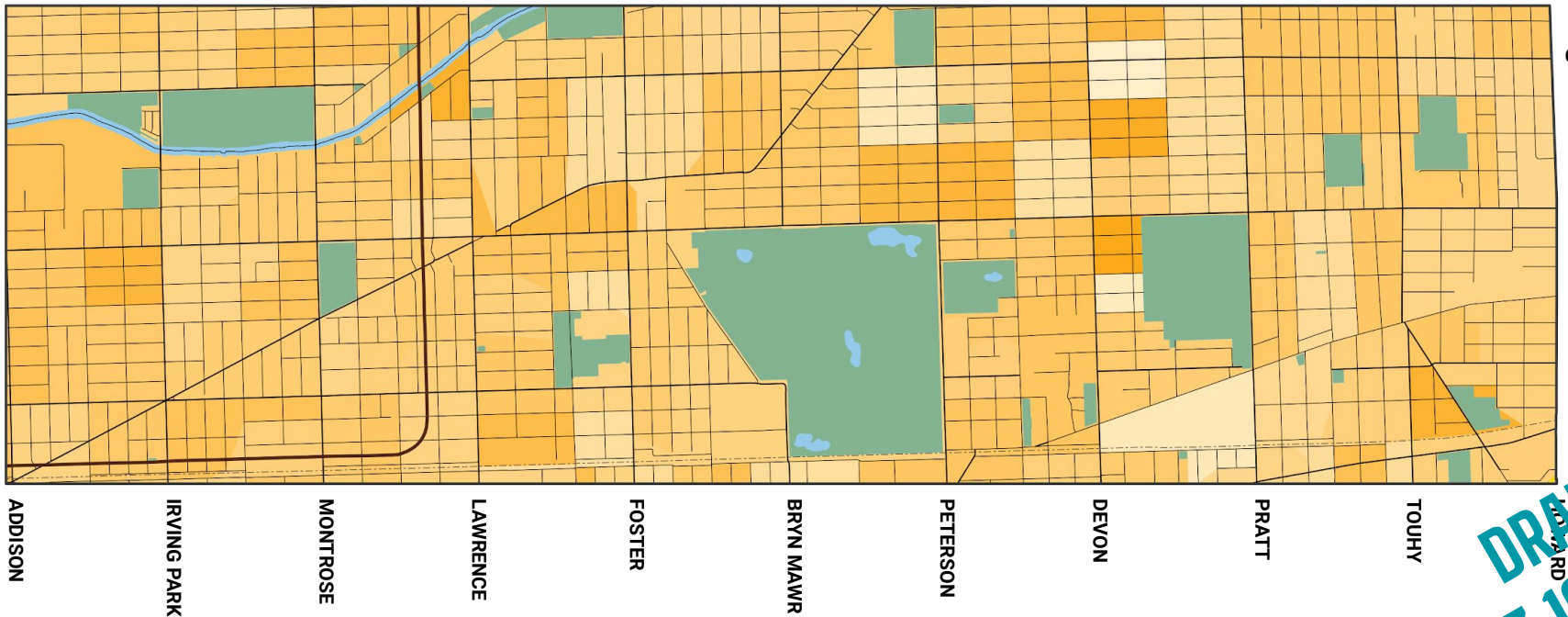
Population Growth, 2010 to 2019

2010 Census, 2019 5-year ACS



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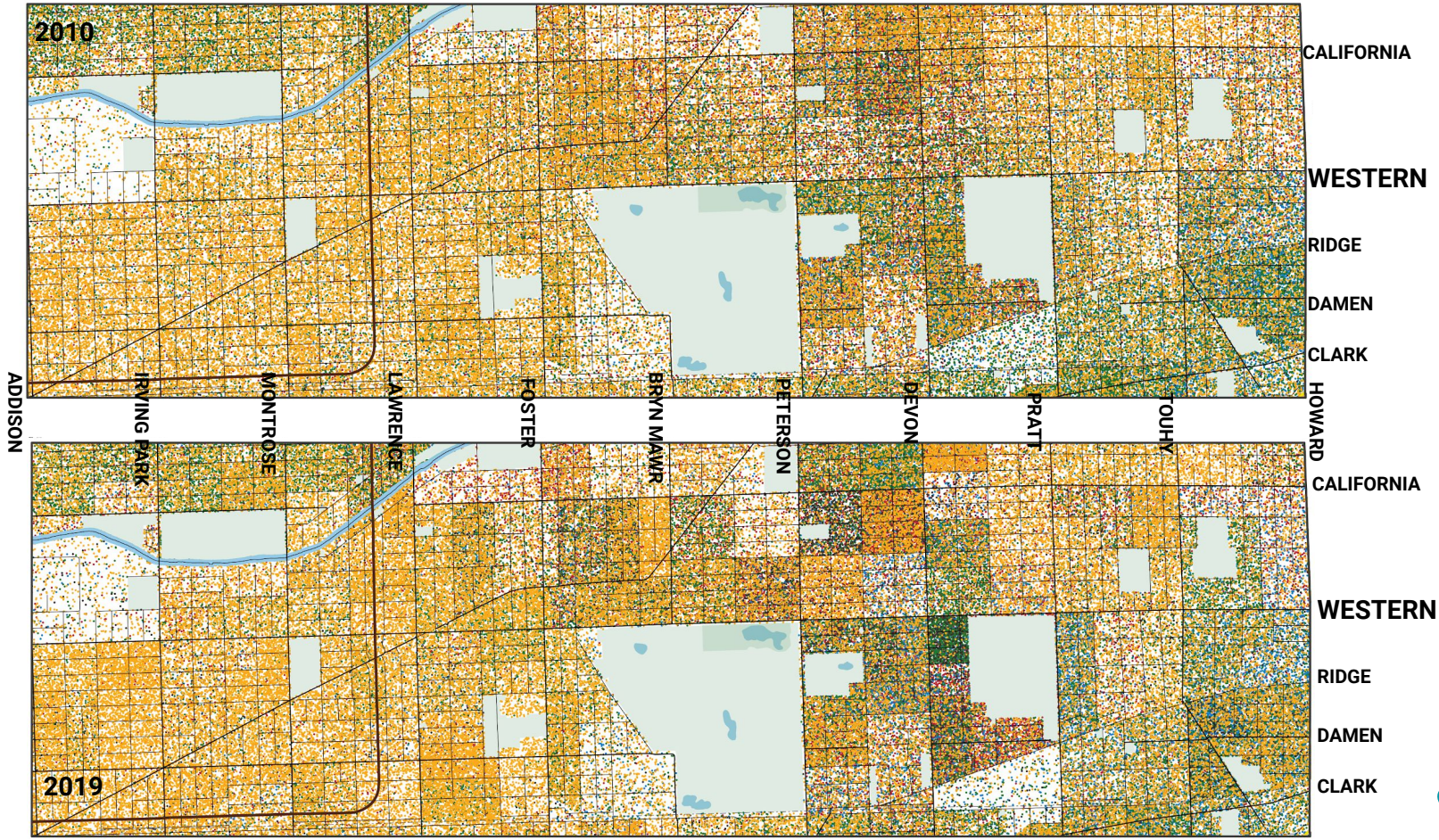
Race and Ethnicity, 2010 vs. 2019

2010 Census, 2019 5-year ACS



- Asian
- Black
- Hispanic
- Other
- White

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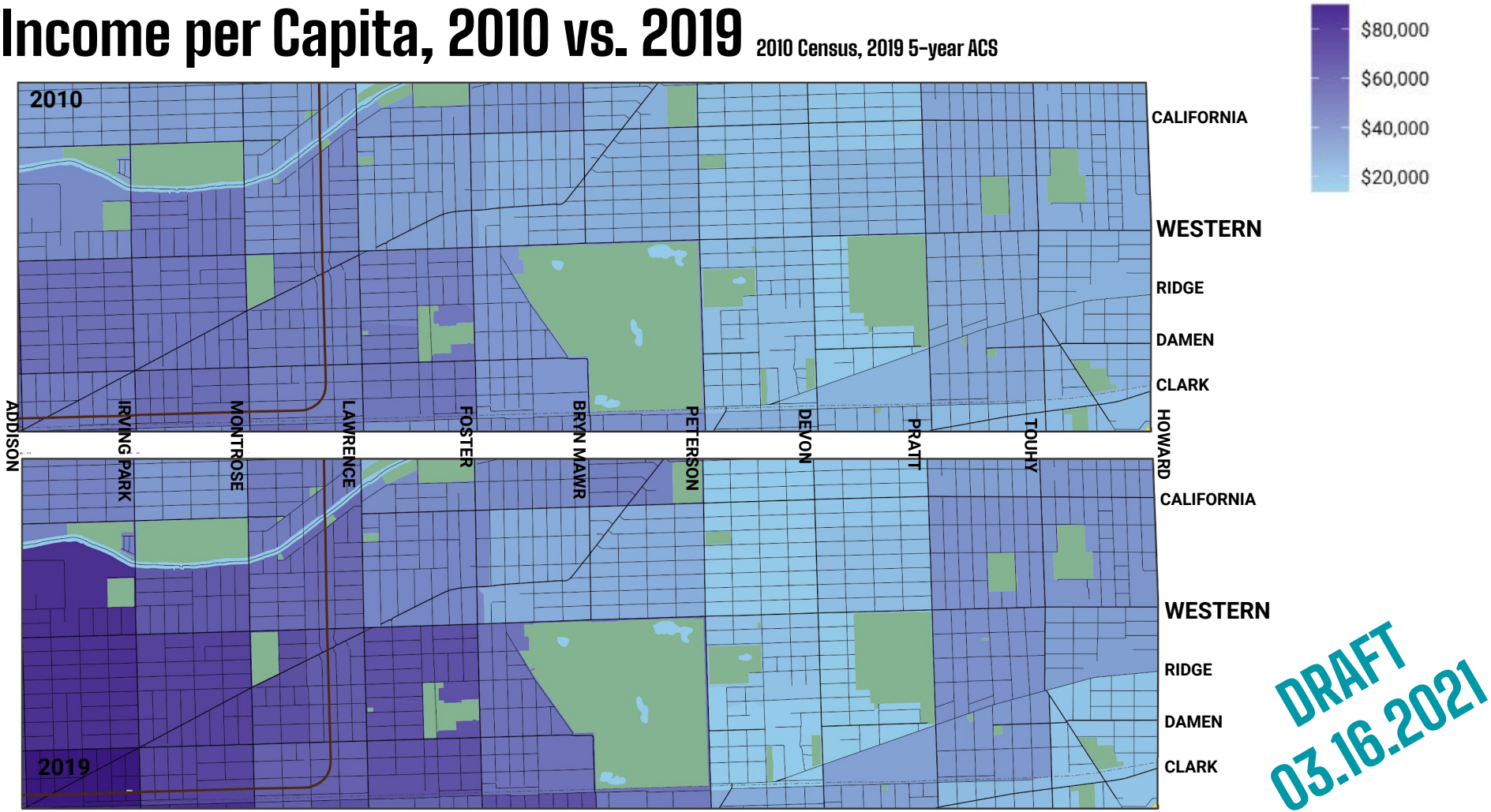
Income per Capita, 2010 vs. 2019

2010 Census, 2019 5-year ACS



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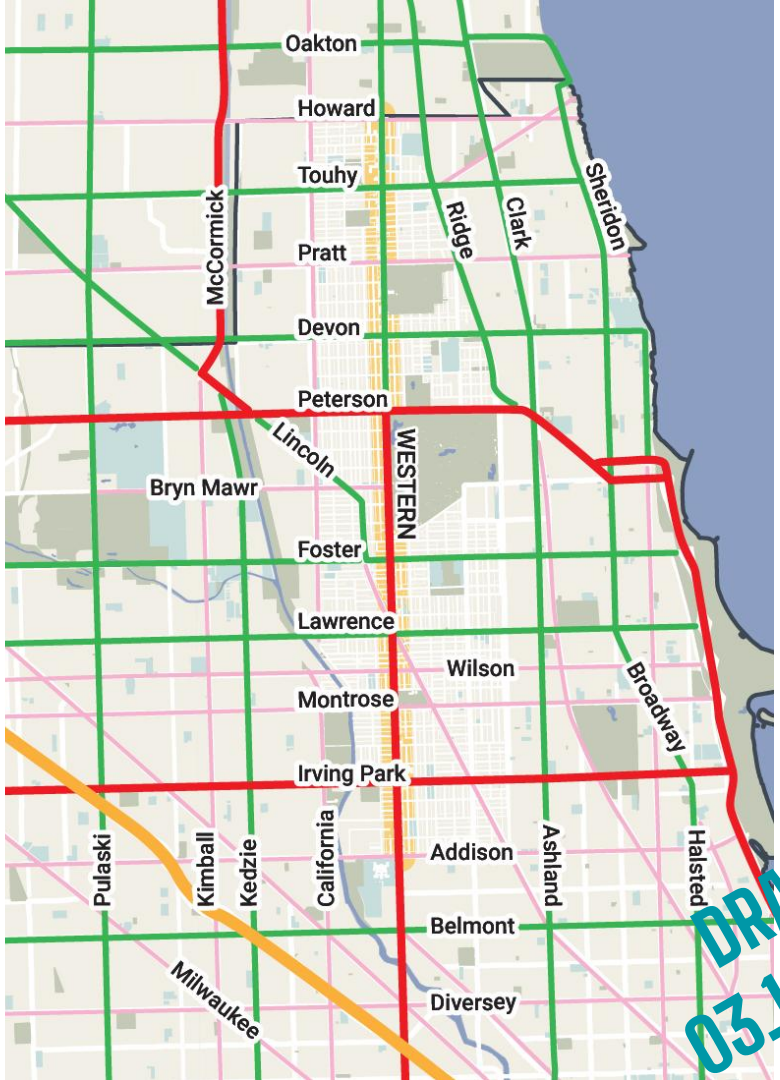
Arterial Diagram

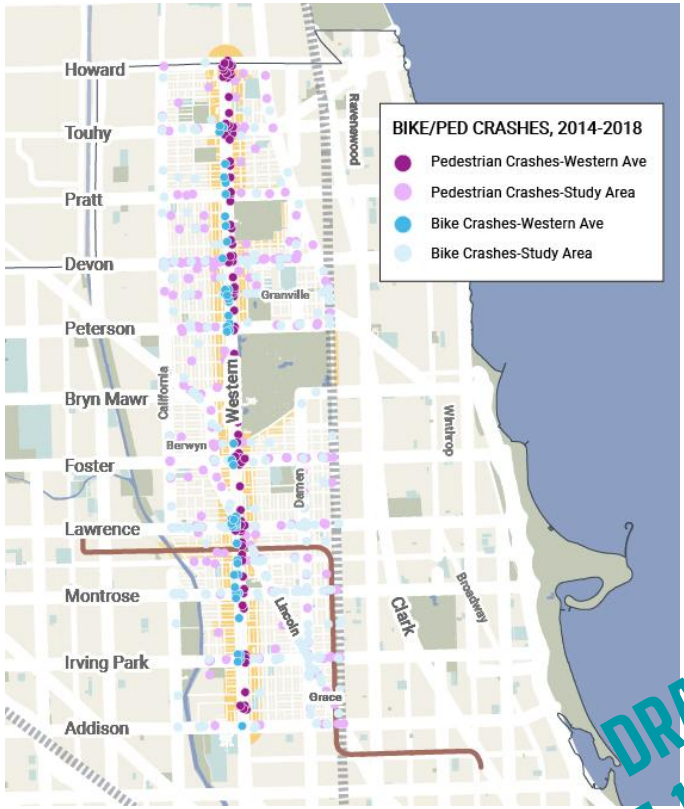
Roadway Functional Classification Diagram

- Interstate
- Principal Arterial
- Minor Arterial
- Major Collector



Bike Network

Pedestrian and Bike Safety



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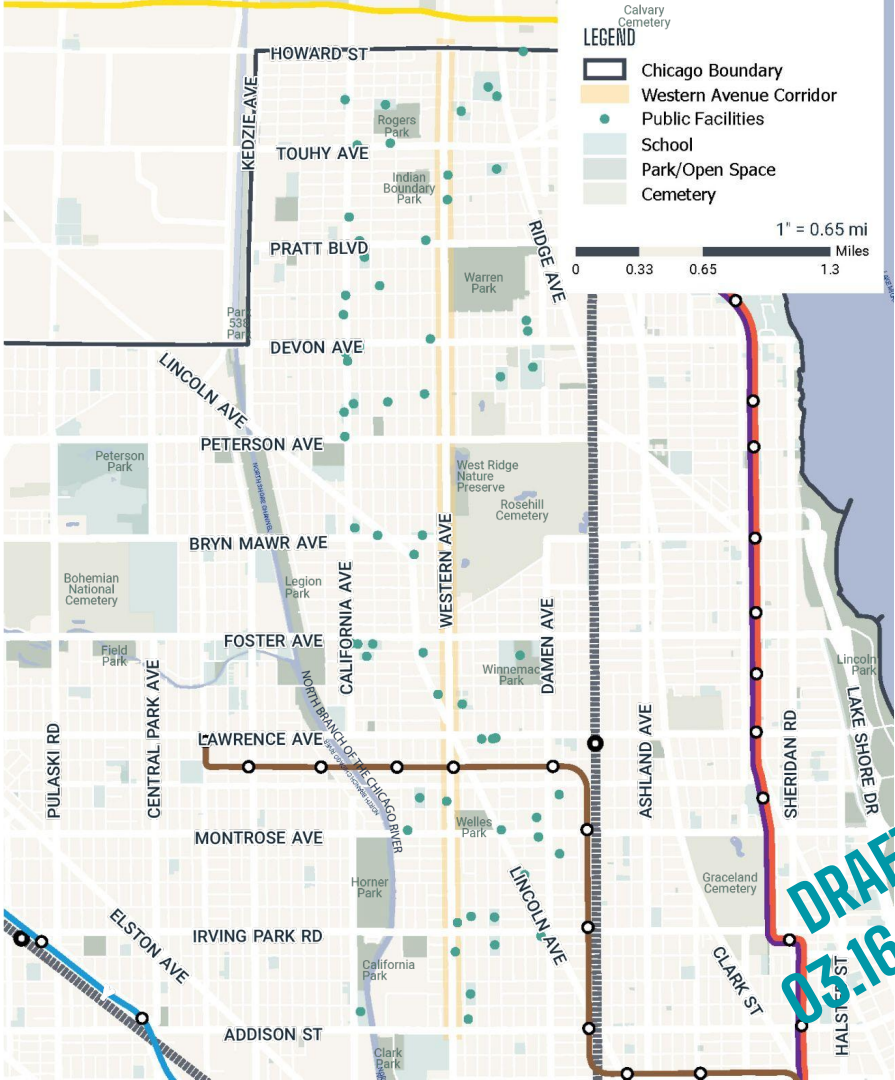
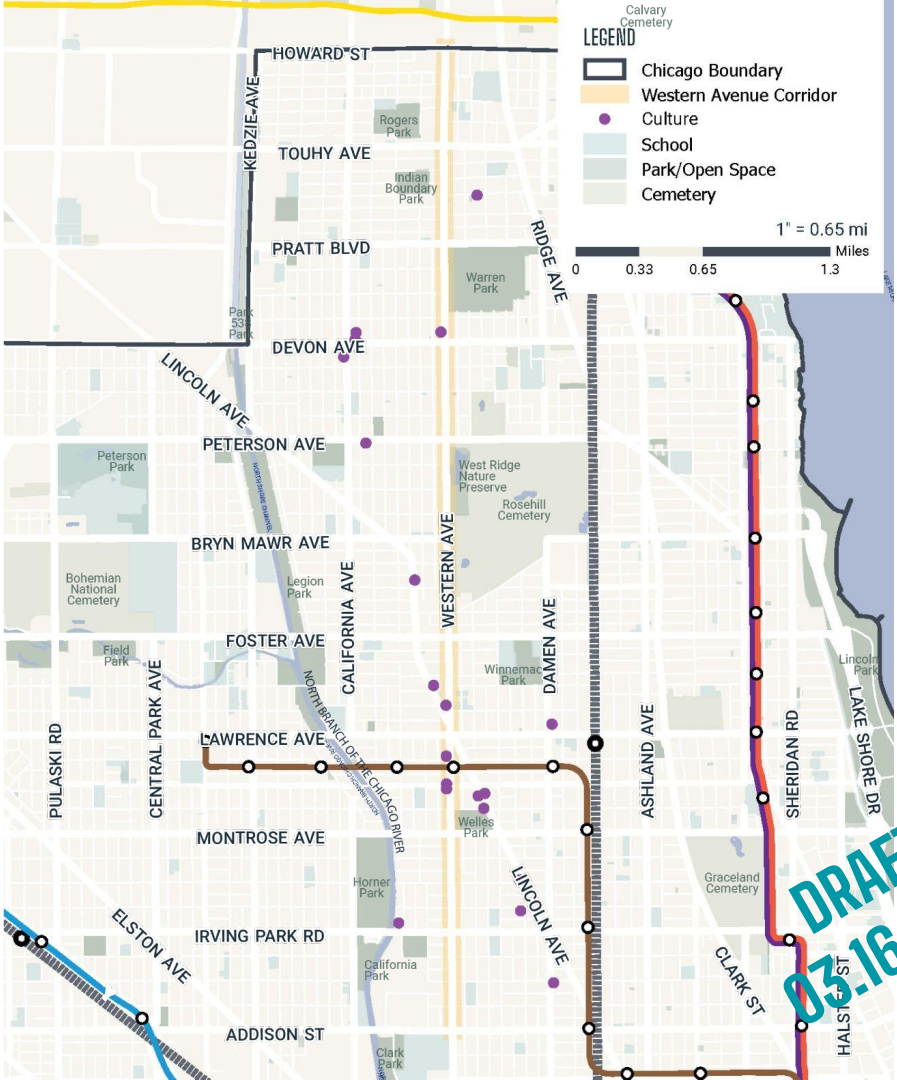
Public Facilities

- **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**.



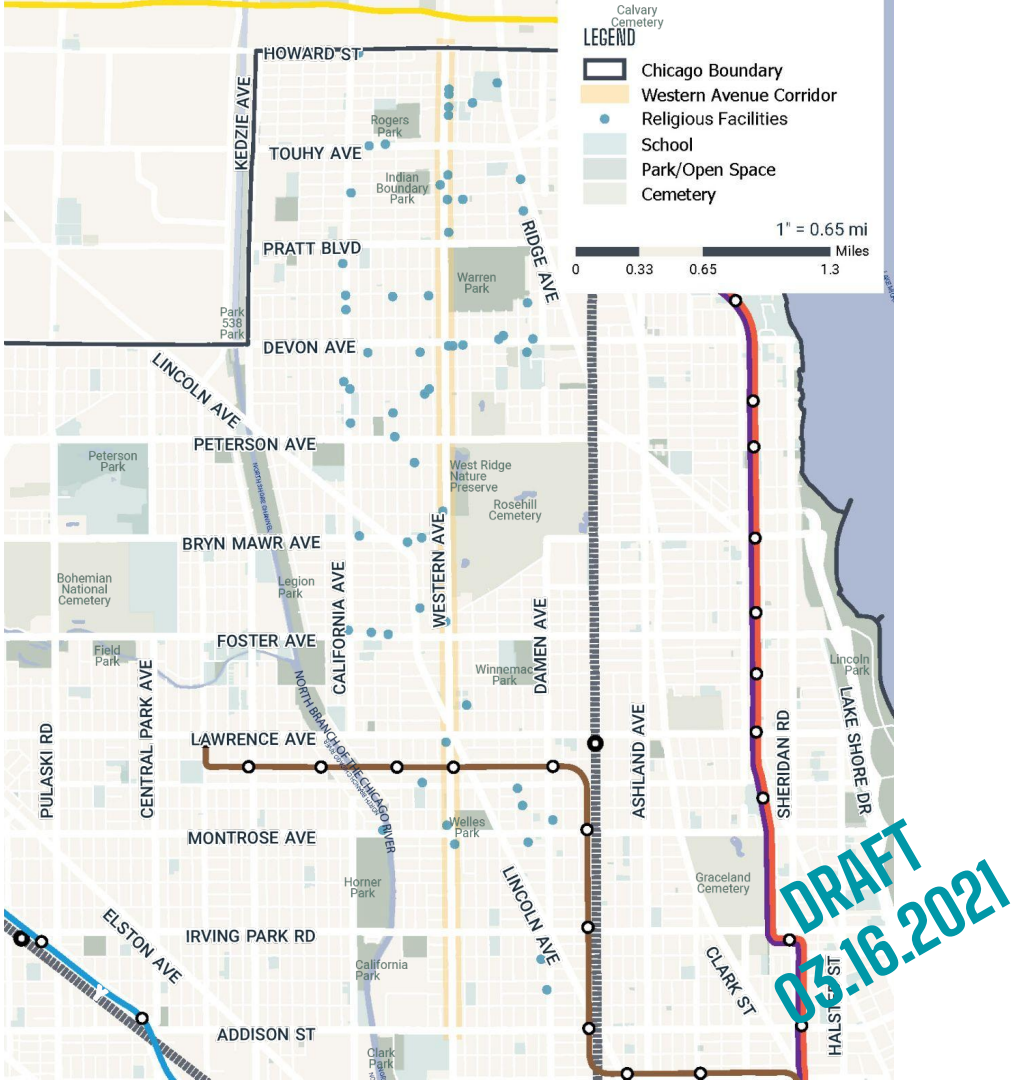
Cultural Hubs

- 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.**

Open space

LEGEND
Chicago Boundary
Western Avenue Corridor
Sports and Recreation
School
Park/Open Space
Cemetery
1" = 0.65 mi
0
0.33
0.65
1.3
Miles
HOWARD ST
KEDZIE AVE
TOUHY AVE
PRATT BLVD
RIDGE AVE
DEVON AVE
LINCOLN AVE
PETERSON AVE
BRYN MAWR AVE
FOSTER AVE
CALIFORNIA AVE
WESTERN AVE
DAMEN AVE
LAWRENCE AVE
MONTROSE AVE
IRVING PARK RD
ELSTON AVE
ADDISON ST
PULASKI RD
CENTRAL PARK AVE
ASHLAND AVE
SHERIDAN RD
LAKE SHORE DR
HALSTED
Peterson Park
West Ridge Nature Preserve
Rosehill Cemetery
Bohemian National Cemetery
Legion Park
Field Park
California Park
NORTH BRANCH OF THE CHICAGO RIVER
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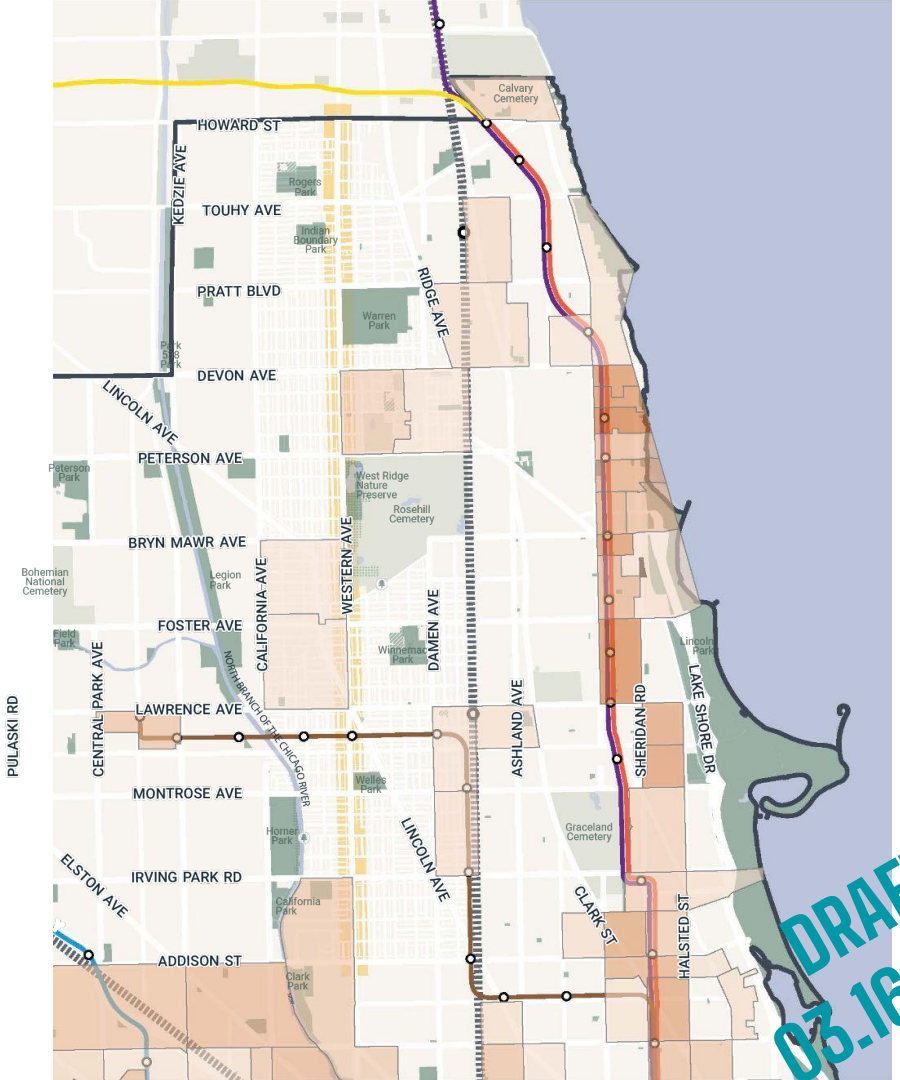
Canopy Cover Map

Less Canopy Cover

More Canopy Cover



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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: Community Wellness

- **Demographic trends and wellness priorities for this area**
  - What demographic/population trends are you seeing in neighborhoods along the corridor?
  - How have community wellness needs been changing?
  - What are the priority aspects of wellness for neighborhoods along the corridor?
    Examples: Air quality, sanitation, open space, health care, public safety, etc.
  - How can we promote more equity for these priority aspects of wellness?

- **Short-term and longer-term interventions to improve these aspects of wellness**
  - 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?

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