





# NORTH PARK COMMERCIAL CORRIDORS STUDY



Community Engagement Summary January 8, 2019



Foster Avenue

# **INTRODUCTION**

### **PROJECT OVERVIEW**

The North Park Commercial Corridors Study ("North Park Study") focuses on three commercial corridors: Bryn Mawr Avenue, Foster Avenue and Kedzie Avenue in the North Park neighborhood within the City of Chicago. The Study Area has approximately 1,000 residents of the 17,843 residents in the larger North Park Community Area. Several major institutions are located in or adjacent to the Study Area including North Park University, Northeastern Illinois University, Northside College Preparatory High School, Peterson Elementary School and a Chicago Transit Authority (CTA) Bus Barn. Also nearby is Swedish Covenant Hospital and Von Steuben Metropolitan Science Center.

The North Park Study was undertaken to analyze market and land use conditions, engage the community through a series of placemaking events and develop design guidelines for future development.

### Components of the North Park Study

The Study is composed of the following components:

- 1) A **Market Study** that will include existing demographics and household trends, a commercial market assessment, case studies, and market-related findings and recommendations.
- 2) A **Land Use Analysis** that examines existing zoning and land uses in the Study Area, and
- 3) **Design Guidelines** to encourage appropriate use and reinvestment in buildings and properties throughout North Park.

To inform each of these components, the project was guided by an extensive community engagement strategy which included a survey of over 300 households and three pop-up events that engaged hundreds of residents through a variety of outreach techniques. This document summarizes the North Park Study's engagement efforts to date.

# **ENGAGEMENT SUMMARY**

### **OVERVIEW**

As part of the North Park Study, a variety of outreach methods were used to garner as much feedback as possible from the people who live in and interact Bryn Mawr, Foster and Kedzie in North Park: residents, employees, students, and visitors. Beginning in August 2018, the project team and DPD arranged meetings with local stakeholder and developed a community survey and an interactive online comment mapping tool. In September, a Working Group was invited by DPD for a Kick-Off Meeting. The survey and mapping tool were launched on the project website, and marketing began for three Activate North Park Pop-Up events. These events took place at three different locations on September 30th, October 5th, and October 6th. In total, there were 300 responses to the survey and over 250 participants across the three pop-ups, in addition to remarks through the comment map.

### **Key Findings**

Several key themes emerged from the survey responses and the conversations that took place during the pop-ups, stakeholder interviews, and working group meeting.

### **Filling Vacant Storefronts**

People of all ages and backgrounds echoed concerns about North Park's vacant storefronts, from the families with small children at the Community Market to the high school and college students who stopped by during the Friday pop-up. Many discussed a desire to see a wide range of restaurants, including more upscale, dinner restaurants. High school students said they don't have enough things to do near school and that they would like more entertainment options or places to hang out after class. Families with children discussed how much they like the area, but would like more family-friendly businesses. Employers lamented that their employees may go further away to Lincoln Square or Andersonville in search of restaurants and entertainment after work. Survey responses also indicated a demand for more local choices. Most respondents said they shop or dine in North Park at least once per week, with Lincoln Square as the second most common answer but would like more selection. With even more local options, more people would likely stay in North Park for their shopping and dining needs.

### Keep it Local + Unique

The different engagement techniques were designed to reach people from all segments of the community, and the input received across these activities conveyed a message of a desire to attract local, independent, and unique businesses that reflect the diversity of North Park. Survey respondents overwhelmingly said they want to attract local stores. restaurants, and services to North Park rather than national franchises. Members of the working group and local stakeholders expressed similar thoughts, noting the importance of the right kind of economic development. During the pop-ups many participants listed the types of restaurants they want to see, and most were not chains but rather identified a particular ethnic cuisine. Through conversations at pop ups, people understood that there may be necessary trade-offs in order to fill vacant storefronts; for instance, smaller sites may need to be combined into larger and more modern spaces that require regional and national tenants who can pay higher rent.



Pop-up #1 took place Sunday, September 30th at the North Park Community Market. Approximately 70 people stopped by the booth to share ideas.



The second pop-up was on a Friday afternoon, October 5th, in a North Park University parking lot at 3202 W. Foster. This was the most well-attended of the three, with over 150 participants of all ages.



The third and final pop-up was held Saturday morning, October 6th, in front of Outdoor Café at 3257 W.

Bryn Mawr. Rain contributed to lower turnout, but the event still had over 30 participants.

### **Three Distinct Corridors**

Many people naturally focused their ideas and comments on either Foster, Bryn Mawr, or Kedzie. The community seems to interpret these corridors as distinct places that warrant different uses and visions for the future, but as part of the North Park community.

Foster Avenue: Foster relates to and interacts with North Park University, given that the campus occupies most of the south side of the street. North Park students and faculty contribute to foot traffic and demand for retail along Foster, but people discussed a desire for more "people places" with outdoor seating (the pop-up occupied a parking lot and provided tables and seating that were well-used and enjoyed by both students and families). Many also discussed a desire to see redevelopment of the building and parking lot at the northwest corner of Kedzie and Foster.

Bryn Mawr Avenue: North Park residents are fond of Bryn Mawr's unique architecture, pedestrian scale, and overall character. There are a handful of popular existing businesses and people expressed a strong desire to see new uses come in to support and complement these. Several comments discussing future tenants on Bryn Mawr focused on the idea of a "creative corridor" that would include co-working spaces, workshops, art studios, and storefront theaters. People also want to see redevelopment or temporary uses reactivate the vacant buildings on the 3400 block of Bryn Mawr.

Kedzie Avenue: Fewer comments were received on the survey or during in-person conversations that were focused on Kedzie. Instead people explained how they try to avoid the street because it is not pleasant as a pedestrian. Northside College Prep students, who traverse Kedzie daily to get to or from school, walk down to Foster to catch the bus and many order delivery from restaurants on Foster for lunch, but there are few businesses along Kedzie to visit. A desire to make the area more attractive and comfortable for pedestrians and bicyclists was mentioned throughout interviews.

The remainder of this document details each of the engagement activities and input that was received through each technique. The feedback heard throughout this outreach will inform the findings, recommendations, and design guidelines that will be developed as a part of the North Park Study.

### POP-UP EVENTS

### **Planning**

The goals of the pop-up events were to:

(1) maximize access to a diverse set of community members to exchange information between locals and the design team; and

(2) activate the street by introducing uses that complement existing businesses—such as outdoor seating and lights—and highlight improvements that could benefit the community through bringing its diverse users together in communal spaces.

As much as these events allowed the team to engage with community members and learn from their experiences in North Park, they were also intended to create a new and activated street atmosphere and to set the stage for the project overall. Participants were drawn in to the pop-ups to begin these conversations, and then asked to take surveys or visit the website to share more concrete data using those platforms.

Three Pop Up events were planned in order to reach as many perspectives and voices as possible. The Pop Ups were held at different locations and different days & times in order to reach a wide spectrum of community residents and interests.

The North Park Community Market provided a great opportunity to present findings to date and engage community members and their families, as well as local businesses participating in the market.

North Park University has a large stake in the southern portion of the study area, both as an anchor institution that contributes to the market in the form of employees, students, etc., and also as a landowner. The University provided a very visible space in their parking lot at 3202 Foster Ave. The site is adjacent to a North Park University building that was a part of community conversations about design, use, and the future of North Park businesses.

Finally, one goal of the pop-ups was to engage a local business and highlight the economic benefits of outside seating to businesses in North Park. With its corner location and current lack of outdoor seating, as well as being a locally-owned business with strong ties to the community, Outdoor Café "hosted" the third pop-up event.













Various photos from the three Activate North Park pop-ups

### Design + Implementation

Because the pop-ups were meant to be inviting provide a sense of enclosure for people to get out of inclement fall weather, materials were positioned (surveys, maps, information, etc.) within a tented space. Seating, which included bright blue bistro tables and chairs, an umbrella, rocking chairs, and plants, provided an inviting place where people could sit and discuss their ideas, fill out surveys, etc. Balloons, sidewalk chalk, and child-friendly posters and games made the design appealing and inviting to a diverse audience.

Concept plans with sketches and example images for each of the three locations helped to communicate and sell the pop-up idea to the community partners (North Park Community Market, NPU, and Outdoor Café).

To market the events, the team visited businesses along the three corridors and gained permission to post flyers in storefront windows. These flyers were available in English, Spanish, and Korean and were also distributed to the Working Group and to local institutions.

### **Activities**

The pop-ups featured several activities designed to focus on distinct topics and appeal to different audiences. Paper copies of the community survey were available in English and Spanish, and the majority of surveys collected took place during the pop-up events rather than online. The project team used the survey as a way to initially approach passersby and get them to participate in the pop-ups. The online comment map (discussed later in this document) was also turned into a physical board where participants placed stickers to comment on specific locations.

Other activities unique to the pop-up events included a Vision Board, Kids Mural, and Chalkboard Photo-Op Board. The Vision board asked the question, "What services or businesses would you like to see located in North Park?" in four different languages chosen to reflect the multi-lingual makeup of the neighborhood: English, Spanish, Korean, and Hindi. Figure X displays a word cloud with the combined responses over the three events.



Word cloud showing responses on board that asked "What services or businesses would you like to see in North Park?"

Additionally, a Kids Mural was designed to engage children and families at the events. It asked "What's a 'Sticky Place'? for kids to place stickers on photos of recognizable places around North Park, and then coloring images of streetscapes along the three corridors.

Finally, the team designed a 1-page (front and back) summary handout to describe the North Park Study and illustrate some Quick Facts about the study area (as shown on page 8). This was helpful as a way to provide information about the project and also to highlight the website so that those in a hurry could go online to interact with the outreach tools there.

## WHAT'S A "STICKY "PLACE? Place stickers on the places you like to go.

"Great places are both initially attractive, and 'sticky' once you get there. A place is sticky if people love it and don't want to leave."





















### Add some color!



www.tinyurl.com/northparkstudy











The Department of Planning and Development is conducting a market study of the commercial corridors in the North Park neighborhood, primarily along Foster Avenue, Bryn Mawr Avenue and Kedzie Avenue. The North Park Study will analyze existing market conditions in the area to help guide recommendations for land use and retail redevelopment.

The final product of this study will be a reference guide that can be used by both local businesses and residents. The document will include information on incentives, recommendations for preserving and attracting businesses, and design guidelines to assist property owners in the rehabilitation of existing buildings. Ultimately, the project aims to enhance North Park's commercial districts and improve local options for residents and visitors.

Additionally, members of the public are invited to take DPD's online survey and submit comments on a special visual mapping tool created for this project. For links to the survey, comment map and to find out more about the project visit.

www.tinyurl.com/NorthParkStudy

Questions or comments?

Email: dpd@cityofchicago.org







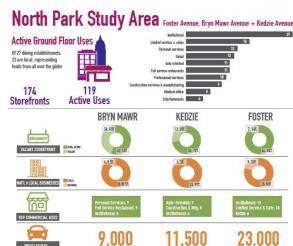
The study will take place between August 2018 and January 2019 and will gather public input and data relating to current market conditions and land use challenges along the three corridors. A working group of key community stakeholders will review and refine ideas that will be presented to the public for their input at pop-up engagement events and community meetings.



# Quick Facts North Park Community Area







A handout with project information and initial findings was passed out to pop-up attendees and passersby

### **Ideas Shared**

While the primary focus of the pop-ups was to invite people to enjoy the spaces and talk with them about the Study, there were also ideas shared through conversations and written activities:

- Ideas for new uses along the corridors included: grocery store, brewery, boutiques, yoga studio, pharmacy, ice cream/donut shop, bookstore, ethnic restaurants, bike shop
- Many expressed a desire for more entertainment options and things to do.

- North Park is seen as a "hidden gem" to many residents and they like its quiet, residential nature but also would like more options to be able to walk to local bars or restaurants.
- Many participants focused on Bryn Mawr vacancies, and offered ideas for creative uses to occupy those storefronts, such as live-work/ co-working spaces, meeting spaces, workshops, art studios, and storefront theatres.
- There were a lot of students and families who stopped by the pop-ups, a reminder of the concentration of kids and young people in the area. High school students talked about wanting food places where they can hang out after school.

### STAKEHOLDER INTERVIEWS

A range of stakeholder interview sessions were conducted to inform the Study. Stakeholders included:

### **Stakeholders**

# Albany Park Community Center (APCC)

Founded in 1975, the Albany Park Community Center operates a wide range of programs and services, including: early education + school age programs; adult education, employment, and training; business planning, and counseling.

### **Chicago Transit Authority (CTA)**

CTA operates the North Park Garage on Foster Avenue just east of Kedzie (3112 W. Foster) with 700 employees and 23 bus routes.

# Hollywood North Park Community Association (HNPCA)

Founded in 1951, HNPCA is a local neighborhood group that "promotes a safe, well-maintained, and inclusive community, and supports thriving business districts, local education, arts, music, and culture, and environmental sustainability."

# Northeastern Illinois University (NEIU)

Another major institution in North Park is NEIU, which has a campus that stretches from Bryn Mawr on the north to Foster on the south. In the last academic year, NEIU had approximately 9,000 students with an average age of 27, reflecting a student body that is older and often fitting in class around a full-time job or family. The majority of students drive to campus and leave when they are finished with class. Over the last several years, NEIU has acquired properties on Bryn Mawr, and their ultimate plans for these parcels will impact opportunities for the broader corridor.

Northside College Preparatory
High School (NCP): Located on
Kedzie just south of Bryn Mawr,
NCP has over high school 1,000
students. The school has a pool and
auditorium, so the building is often
rented out for community uses. While
the campus maintains a closed lunch,
many students order in from area
restaurants.

### North Park University (NPU)

North Park University is a major local institution with over 3,000 students (undergraduate and graduate) and a physical campus that occupies most of the frontage along Foster Ave. from Kedzie to Kimball. 800 students live on campus in dormitories and apartments, and the University offers a mortgage benefit of \$50,000 for faculty to reside within 3 miles of campus. The university also owns large parcels of land at the northwest and southeast corners of Foster and Kedzie.

### **North River Commission (NRC)**

North River Commission is a long-standing nonprofit that unites over 100 northwest side Chicago groups to work collaboratively on Business + Community Development, Affordable Housing, Education, Environment, and Arts and Culture.

### **Swedish Covenant Hospital**

Swedish Covenant Hospital has 3,000 employees, sixty percent of which live within 5 miles of the hospital. This influences their community focus and outreach efforts, which includes an Ambassador Program where employees get engaged in local organizations to bridge the gap between the hospital and happenings in the larger neighborhood.

### **Interview Findings**

These interviews provided perspectives of resident leaders, businesses, local institutions, and community groups. They also provided information on activities and new facility plans in the North Park area. Themes that emerged from each of these meetings are summarized below.

- There is concern about vacant/ underutilized properties in the area. Some of the properties have been vacant for some time.
- Economic development in North Park is important but should not push out the diverse mix of existing businesses and residents.
- New leadership at NEIU and North Park University could set a course for new outreach activities in the community and development of underutilized properties in the Foster and Bryn Mawr corridors.
- While there are a range of activities currently, there may be more opportunities for engaging employees from the major institutions in the North Park community.

- Corridor-specific:
  - o Bryn Mawr: Recent activity
    (Bryn Mawr Breakfast Club
    and Big Hill) has been positive.
    Street could become home
    for small, local, and diverse
    businesses—similar to
    Lawrence Avenue in Albany
    Park—with a mix of uses and
    personal services like nail
    salons. Another idea is for the
    street to evolve into a "creative
    corridor" with a concentration of
    makerspace and design studios.
  - Kedzie: Home to a range of existing uses. Needs improvements to be a more pleasant and active street.
  - Foster: Important to support existing businesses. Potential opportunities for future mixed-use development, particularly near intersection of Foster and Kedzie.

 There is a large employment base at Swedish Covenant Hospital, the two universities, public schools and CTA. Communication and marketing to these employees can help build market support for restaurants and businesses in North Park.

# **ENGAGEMENT SUMMARY**

### WORKING GROUP

DPD assembled a Working Group with representatives from various segments of North Park, including business owners, neighborhood groups, local institutions, and citywide agencies that operate in the area. A kick-off meeting with the Working Group provided an opportunity to learn about initial findings of the study, discuss ideas, and gather information to share with the wider community about the Study and pop-up outreach activities.

### Input

Much of the discussion from the Working Group meeting centered around the following observed issues and opportunities relating to each corridor:

### **Bryn Mawr**

- Important to highlight the uniqueness of Bryn Mawr—it is a short and sweet group of businesses.
- We need to maximize the existing uses and businesses to protect them.
- Future uses along Bryn Mawr should consider its family-oriented nature, which is surrounded by residential, and includes a church, daycare, and Peterson Elementary school.
- Some neighbors would like to see the orange-rated building on Bryn Mawr get a landmark designation.
- Bryn Mawr has a human scale but absentee landlords are an issue; need more businesses in order to activate the street.

### Kedzie

- Kedzie needs to be reinvented it is currently not a pleasant environment and does not have desirable uses.
- There are safety issues—it is difficult to navigate on bike (no bike lanes going north)
- Northside College Prep is considering opening up off-campus lunch for seniors which could generate some restaurant demand along Bryn Mawr or Kedzie. Currently, students often order delivery for lunch (popular options are Jimmy Johns, Sergio's, and Two Asian Brothers).

### **Foster**

- Heavy traffic and parking is an issue on Foster. However, successful businesses can overcome that challenge.
- North Park University currently owns the northeast corner of Foster and Kedzie but does not have the funds to develop the site. Little developer interest due to \$30/square foot rent.

### **COMMUNITY SURVEY**

300 residents, business owners, employees, students, and consumers in North Park responded to a Community Survey that asked questions about shopping and dining preferences and desired land uses along the study area's three focus corridors: Foster, Bryn Mawr, and Kedzie.

Key themes that arose from the survey include:

- North Park is not currently a "destination" neighborhood for shopping, restaurants or entertainment, although residents from nearby areas do come to the area.
- The top response when asked "Where do you shop at least once per week?" and "Where do you go for restaurants/ entertainment at least once per week?" was North Park in both cases, indicating that people do spend money locally and would likely continue to do so if there were even more retail, dining, and entertainment options.
- Parking was ranked as the least important factor when considering where to shop or go to a restaurant.
- Respondents want to see more restaurants/cafes and retail along all major corridors and prefer locally-owned to national chains.
- North Park employees/business owners ranked the most critical issues facing local businesses and organizations in the following order: foot traffic, decreased sales volume, condition of buildings, commercial rent levels, and parking. Those who answered "Other" said that more restaurants (bringing foot traffic) and cleaner sidewalks/overall building and street appearance would help all businesses.

# Relationship to North Park

Of the respondents, most reported that they live in North Park, shop in or visit the area, or attend school in the area (Figure 1).

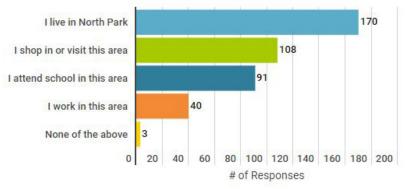
93 respondents also identified if they live in a different neighborhood, demonstrating that many people who interact with North Park (working, visiting, or attending school there) come from other nearby neighborhoods such as Albany Park, West Ridge, Budlong Woods, and Rogers Park.

### **Consumer Behavior**

When asked "Where do you shop at least once per week?" the top response was North Park (48%), followed by Lincoln Square (30%), Other (29%), Lincoln Village/ Lincolnwood Town Center (28%), Lawrence Ave./Albany Park (25%), Andersonville, 13%, and Edgebrook/ Sauganash (10%) (Figure 2). Figure 3 highlights the most common responses for the "Other" category.

Figure 1

### What is your relationship to North Park?



The responses were similar when asked "Where do you go to restaurants/ entertainment at least once per week?" – North Park, Lincoln Square, and Other, were again the top three responses (56%, 35%, and 24%, respectively). Figure 4 shows the full results and Figure 5 displays the word cloud of most common "Other" answers.

Survey respondents said that, most of all, they think Price/Value is the most important factor in an area when choosing where to shop or go out to eat. This was closely followed by Selection, Convenience, Service/friendliness, Ability to walk around an area. Parking, however, was ranked as the least important factor.

Figure 2
Where do you shop at least once per week? (Check all that apply.)

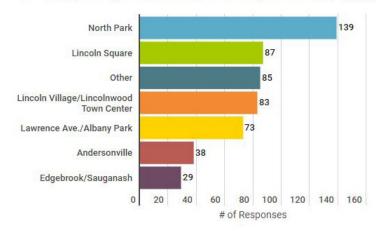


Figure 3
Costco old Orchard Evanston Norridge Shop Town Park
Lincolnwood Jewel Harlem Foster Uptown Skokie
Suburbs Groceries HIP Niles North Riverside Walmart Touhy

Figure 4 Where do you go to restaurants/entertainment at least once per week? (Check all that apply.)

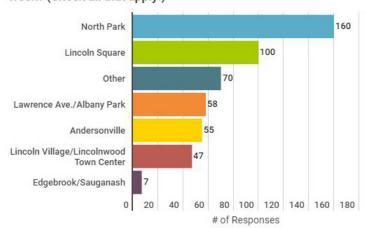


Figure 5
McDonalds Village Crossing Niles Harlem Evanston Downtown
Skokie Cragin Park Neighborhoods Peterson Argyle
Ravenswood Old Orchard Ave Square

### **Corridors**

A series of questions asked what people most want to see along North Park's major corridors, and the #1 answer across Foster, Bryn Mawr, and Kedzie was Restaurants and Cafes. The next most popular answers were Retail, Public Plazas, and Entertainment (Figures 6 through 8).

Common answers for the "Other" category are listed below, by corridor:

- Foster: Grocery store, Parks, Salons, Bars, and Cycling amenities
- Kedzie: Cycling amenities, Art Center/studios, Housing
- Bryn Mawr: Services, Grocery, Salons, Bars, Kid-friendly spaces, Green/public spaces

When asked specifically about the kinds of retail uses that are needed in North Park as a whole, the highest ranked response was Specialty Foods or Groceries, followed by Merchandise, Fitness and exercises facilities, Pharmacy, and Services.

North Park residents and visitors indicated that they would prefer to attract local businesses over national chains in North Park. They ranked local stores and restaurants over local services, followed by national stores and franchises and then national services.

Figure 6

Rank the types of uses you most want to see along Foster Avenue.

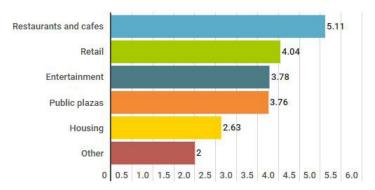


Figure 7

Rank the types of uses you most want to see along Kedzie Avenue.

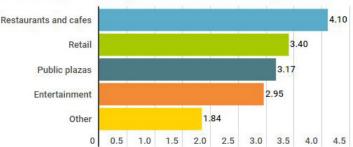
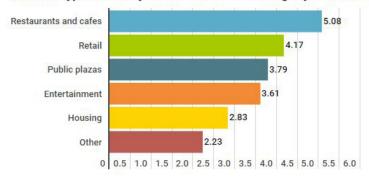


Figure 8

Rank the types of uses you most want to see along Bryn Mawr Avenue.



### Questions for North Park Workers and Business Owners

Those who answered Yes to "Do you work in North Park?" (48 people) were asked a special set of questions. From these questions, we learned that:

- Respondents were a mix of longtime workers (60% have worked in the area for over 5 years) and workers who are newer to North Park (40% have worked there under 3 years) (Figure 9).
- Most said that their customers/ people served come from North Park or nearby neighborhoods, with few coming from outside the Northside of Chicago or suburbs. (Figure 10).
- The most common marketing approaches are: Website, Social Media, and relationship with other business/institutions (Figure 11).
- North Park workers ranked the most critical issues facing local businesses/organizations as: foot traffic, decreases sales volume, condition of buildings, commercial rent levels, and parking (Figure 12). Those who answered "Other" said that more restaurants (bringing foot traffic) and cleaner sidewalks/overall building and street appearance would help all businesses.



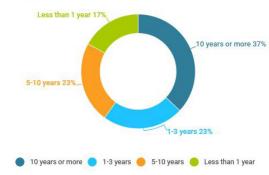


Figure 10

Figure 9

# Rank where customers or people your organization serves are coming from.

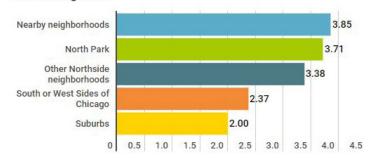


Figure 11

# How does your business or organization market its services? (Check all that apply.)

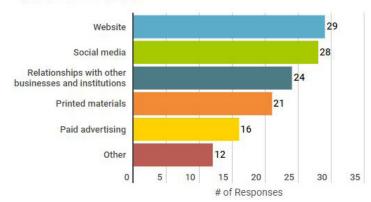
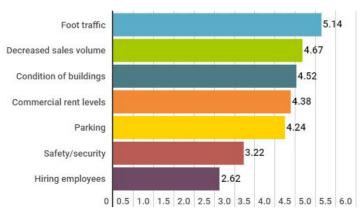


Figure 12

# Rank the critical issues facing local businesses and organizations in North Park.

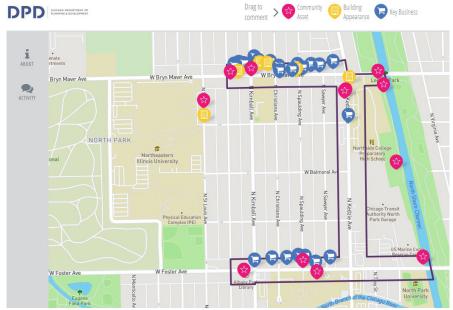


### **COMMENT MAP**

While other engagement activities and tools (stakeholder interviews and the community survey) asked for broad ideas and visioning about North Park, a comment map was used as a tool to focus ideas on specific locations along the three corridors. The online interactive mapping tool was supplemented by a physical comment map that was used during all three pop-up events.

### **Ideas Shared**

154 visitors have viewed the comment map online and 43 comments were added to the online map and at pop-events. Comments were focused around three different categories: Key Business (56% of comments), Community Asset (28%), and Building Appearance (16%). Some of these ideas and location-based comments are highlighted below, sorted by corridor:



The online comment map asked users to place comments under three categories: Key Business, Community Asset, and Building Appearance

### **Bryn Mawr**

- Would love to see another bakery open. (3352 W. Bryn Mawr)
- These buildings should be put back on the tax rolls. (3400 block of Bryn Mawr)
- All of these buildings seem to have unique historical + architectural features that really need to be retained! (3340 W Bryn Mawr)
- A nice neighborhood sports bar would be nice. (3303 W. Bryn Mawr)
- I think a grocery store that is on Bryn Mawr would be nice because there isn't a full grocery store people can walk to. I think something that has a diversity of ethnic options like Harvest Time on Lawrence or Andy's Ranch on Kedzie would be nice.
- Key businesses: NEIU Business Innovation + Growth (BIG) Center, TCF Bank, 7-11, Bryn Mawr Breakfast Club, Community Market, Davis Imperial Cleaners, Big Hill, Outdoor Café, Biltmore Cleaners

### **Kedzie**

- The repair shop and gas station occupying the corners at Bryn Mawr and Jersey are an eyesore. The city should consider acquiring these properties and create public parking lots with attractive landscaping to make shopping and eating on Bryn Mawr very convenient.
- Promote sustainable, low-impact transportation. Need more protected bike lanes!
- Need lunch/snack places for NCP high school students.

### **Foster**

- More entertainment venues.
- Shukr Café could be used as a venue because it is empty at the moment? (3334 W Foster)
- Get rid of storefront churches put in art galleries/boutiques/cool restaurants.
- Community asset: Albany Park Library—but should be renamed to North Park Library!
- Key businesses: Lakeview Art, Swedish Shop, Tre Kronor, Two Asian Brothers

The comment map remained open through January and final results will be shared at the Community Open House.

### CONCLUSION

Engagement and outreach for the North Park Study was wide-reaching and thorough. The input gathered from many individuals and groups from August through November—and continuing with a Community Open House in February—will be crucial in complementing this project's market findings and land use analysis. Community feedback and data will come together and lead to a deeper understanding of the conditions affecting North Park's commercial corridors.

The key themes that will guide the market study, land use analysis, and design guidelines include:

- 1) Filling vacant storefronts through efforts to support local businesses and a range of appropriate uses that may include arts-related uses, restaurants, and other creative reuse of vacant spaces.
- 2) **Keep it local and unique**. Residents and local constituents prize and support local businesses. Efforts to attract and retain local businesses and unique destinations will enhance the character and experience along each of the three corridors.
- 3) Three distinct corridors make up the Study Area. The market study will investigate the potential demand and opportunities along each of these corridors.

Foster Avenue's southern side of the street is primarily composed of North Park University's campus which is an economic anchor of the corridor. Residents would like to see more "people places," restaurants, and redevelopment of the vacant parcel at northeast corner of Foster and Kedzie.

**Bryn Mawr Avenue** has several buildings of architectural character. Residents would like to see the continued attraction of restaurants and arts-related uses creating a "cultural corridor."

**Kedzie Avenue** is home to Northside College Preparatory High School and a range of uses. The feedback received during the engagement process focused on the need for a more pedestrian-oriented, walkable environment along Kedzie.