

Meet Local Edgewater Resident · Singer, Songwriter, Musician · Zeshan B









Bring your friends.
Bring your kids.
But no matter what...
Bring your soul.

Soul Trip With Zeshan Tomorrow April 28th At 7pm The Promontory in Hyde Park!







Chicago, IL 60615



Apr. 28th, 2022 7:00 PM





Agenda

- 1. Project Starters
- 2. Business Spotlights
- 3. Power of Planning
- 4. Local Engagement
- 5. Group Discussion
- 6. Next Steps

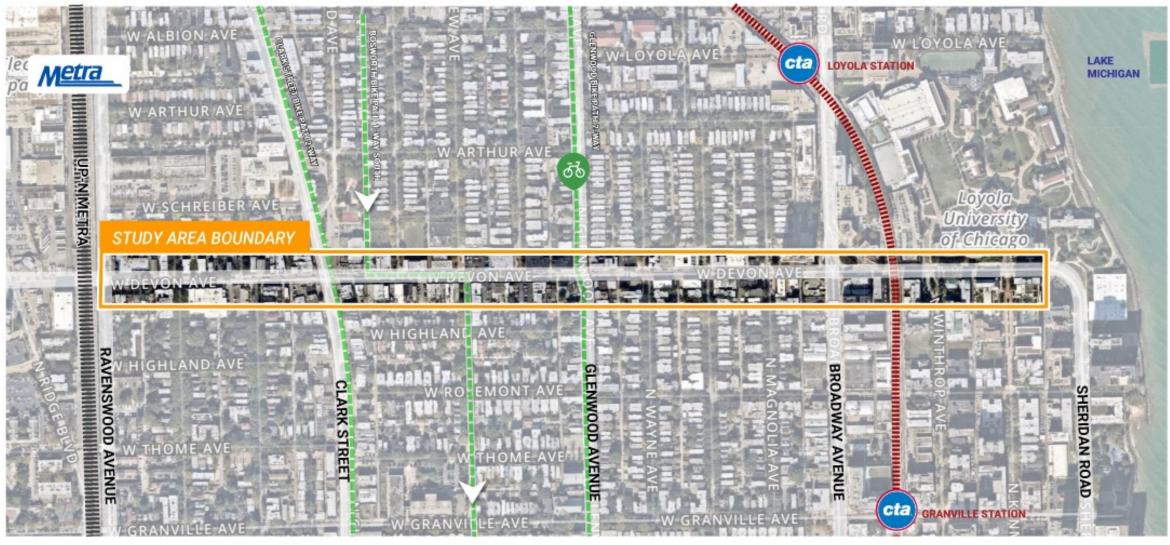


Elevate Devon Project Starters



PROJECT STUDY AREA





Help Discover Possibilities + Unlock Potential

ElevateDevon.org

Elevate Devon is a partnership made possible by:







Understanding the Environment · Boundaries · Movements · Existing Conditions

























Understanding the Spirit · Character · Culture · Businesses · Neighborhood · Identity · Vibe















Business Spotlights



Power of Planning



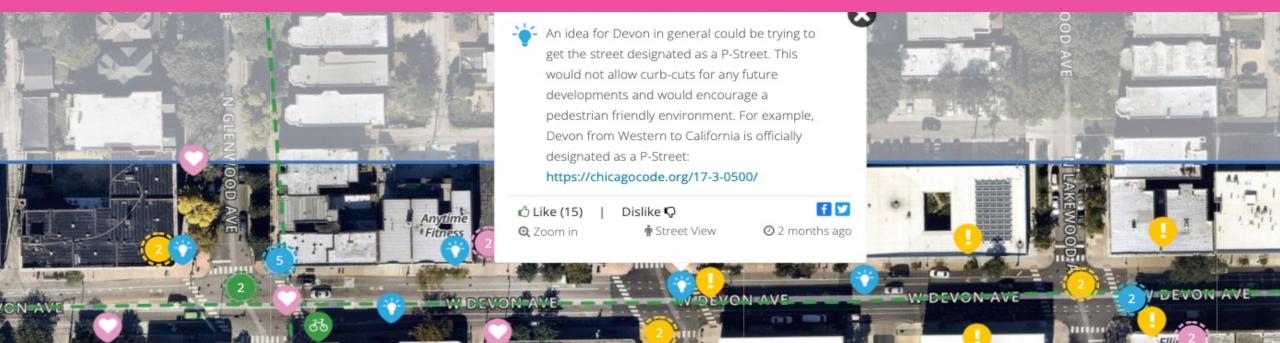




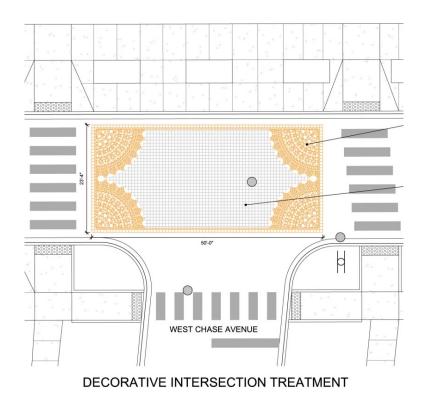


Power of Planning

Leveling-Up Local Voices, Listening, Connecting, Creating



Improve Walkability + Safety



UPTOWN, EDGEWATER, ROGERS PARK

Bump-Outs Planned At Chase Avenue And Clark Street In Rogers Park

Bump-outs make crossing the street safer, Ald. Maria Hadden (49th) said in a Facebook post.





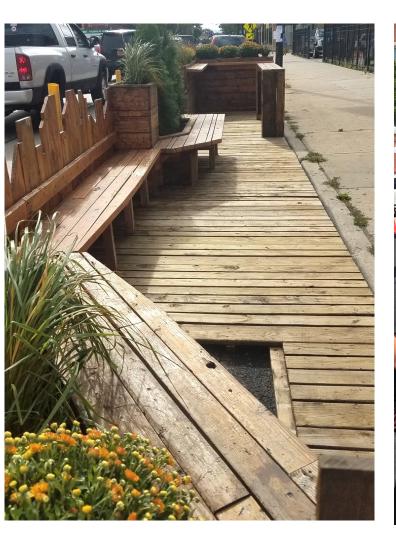




2021 AARP Community Challenge Grant

"Cross the Street: Art on Clark."

Install Parklets + People Spaces









Strengthen Local Identity, Culture + Events



the flavor of Rogers Park





Install Streetscape Elements + Banners







Market Area + Support Businesses





Local Engagement

Timeline + Process
Loyola Ambassadors
Community Pop-Ups
Poll #1: Priorities
Poll #2: Placemaking
Virtual Workshop
Open House

Timeline + Process

Research

December 2021 - February 2022

- Existing Conditions + Field Research
- · Market Study
- Stakeholder Interviews
- Steering Committee #1 (1/20/22)
- Steering Committee #2 (2/17/2022)
- Priorities Poll (2/18 4/4/22)

Engage

March 2022 - June 2022

- Loyola Student Center Pop-Ups
 Thursday, March 31 · 9am 12pm
 Monday, April 25 · 11:30am 1:30pm
- Placemaking Poll (4/6 5/18/22)
- Elevate Devon Corridor Pop-Ups
 Monday, April 25 · 2:30am 6pm
- Virtual Community Workshop
 Wednesday, April 27 · 5:30pm via Zoom
- Steering Committee #3

 June 14th, 2022 · 3:00 4:30pm

Plan

July 2022 - September 2022

- Community Open House July/August
- Draft + Approve Plan August/September
- Celebrate + Promote September/October











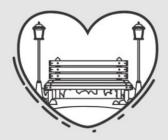






THE PLACEMAKING PROCESS

5 Steps to Create a Great Place



1 EVALUATE SPACE AND IDENTIFY ISSUES

Evaluate how the space is currently being used and how it can be improved.

DEFINE PLACE AND ENGAGE STAKEHOLDERS

Engage diverse stakeholders to identify issues and determine a particular place, or places, to focus placemaking efforts.

3 ESTABLISH VISION

Based on feedback and insights from stakeholders, determine the vision for the place. This includes the mission, definition, description, concept plan, action plan, and management plan.

IMPLEMENT VISION

Implement your vision incrementally by completing short-term improvements that require a short timeline, a small budget, and can be easily undone.

5 REEVALUATE PLACE

Continually reevaluate the space at different times of the day and year to ensure community goals are met. With the information gathered develop long-term improvements.

Connecting

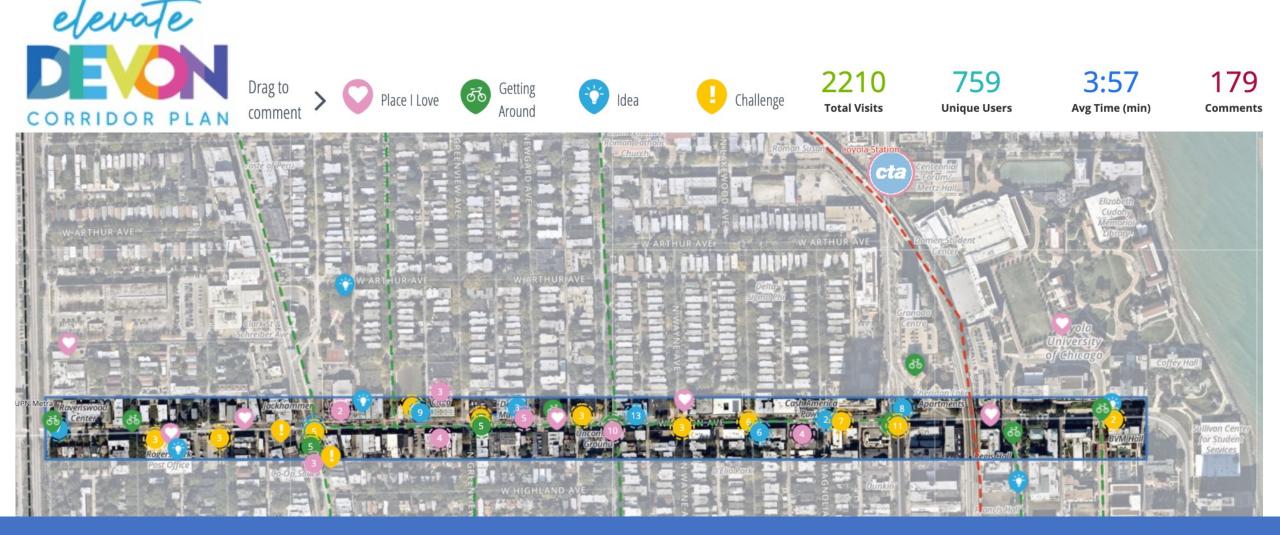
Pop-Ups · Drop-Ins · Interviews · Focus Groups



"Let's differentiate, energize, and celebrate this section of Devon. Timeless, transformational changes that build identity." "Improving bike and pedestrian safety is an ongoing priority. So many traverse this stretch of Devon; students, commuters, residents." "Would love to see vacancies filled with diverse, complementary uses that invite you to shop and linger, sip and stay."

#CreateIdentity #ImproveMobility #NoVacancies

Interactive Comment Map



The planter boxes that were created on the sidewalks all along both sides of the street created narrow pedestrian walkways, which were not well thought out considering we have lots of foot traffic from elderly. Also business owners were never informed they were supposed to tend the planters in front of their spaces once the service puts in plantings so some are just weedy messes. Create a garden club to tend?

Challenge | a day ago

Dislike 🔽

love this mural! brings so much vibrancy to an otherwise asphalt parking lot. Love when I see kids playing catch in this lot or roller skating. Can we encourage that?

Place | Love | a day ago



Dislike 🖓



Devon Market and La Unica across the street are some of my favorite places in the neighborhood. They're so home-y and are a good representation of what makes our neighborhood special

Place I Love | 3 months ago

Like +29 Dislike Q

These and other intersections are great candidates for curb bulbs or raised crosswalks. These help with pedestrian visibility and traffic calming and are a way to break up the street visually and make it more inviting.



Idea | 2 months ago

Like ★+20 Dislike 🗘

Fill vacancies. Combo business models with Wifi are resilient and would serve the neighborhood well. For example - coffee-bookstore-bar or coffee-pool hall-bar. They provide spaces for folks to co-work, study, connect, and kick-back in a relaxed and creative way. Let's level-up Devon by adding more local flavor to our business models. Links below are Rough Draft in Kingston, NY and Surge Billiards in Albany Park, Chicago.

This intersection is particularly busy with motorists, commuters, pedestrians and cyclists given the gas station, Devon Market, bus stops, and bike path. Improvements that enhance bike / pedestrian safety and better define curb cuts should be explored.



ೆಂ Getting Around | 3 months ago

Like ★+22 Dislike 🖓

It's better that a business is in a building or storefront than having it sit empty, but there are a lot of businesses on the street that aren't pedestrian-friendly and just cover their windows up, which still feels unfriendly. The idea that a big pizza concept or brewery could have been here, where families can go, students can bring their parents, etc. would have been really transformational, I think.

Challenge | 2 months ago







This Starbucks drive-thru (and the others to the south) are terrible for the environment, for bike and pedestrian safety, for traffic, and for the neighborhood in general. They are 100% suburban sprawl and do not belong here. We should be doing whatever we can to prevent more of them from being built.

Challenge | 2 months ago

Like +33 Dislike -3

A Glenwood bikeway mural (with bike parking / air station) would be great. Murals can be sponsored via gofundme pages.











Marketing + Press



Learn more -

NEIGHBORHOODS LATEST STORIES COVID-19 SEND NEWS TIPS NEWSLETTER SHOP SUBSCRIBE DONATE



UPTOWN, EDGEWATER, ROGERS PARK

How Would You Improve Devon Avenue Between Edgewater, **Rogers Park? Study Seeks Neighbors' Ideas**

The study is looking at ways to improve Devon Avenue's business community, infrastructure and placemaking — and it needs community input.



Credit: Joe Ward/Block Club Chicago A study will look at ways to boost Devon Avenue in Rogers Park.

ROGERS PARK - A study is looking to boost the business friendliness and user experience of Devon Avenue, and it will use community input in the process.

The Elevate Devon corridor plan is looking at the 1-mile stretch of Devon Avenue between Sheridan Road and Ravenswood Avenue, a section that houses portions of Loyola University's campus and forms the border between Edgewater and Rogers Park.

The corridor plan will develop strategies to boost Devon Avenue's business climate, pedestrian experience, streetscape and branding, said Sandi Price, executive director of the Rogers Park Business Alliance. The corridor master plan is being funded by the business alliance, the Edgewater Chamber of Commerce and Loyola University.

It will be similar to the corridor plan for Clark Street in Rogers Park that was completed in 2017. That plan has led to Clark Street improvements, including curb bump-outs for easier street crossing, street signs, crosswalk art and the forthcoming redesign of the Clark and Devon intersection.



Loyola Student Ambassadors

Outreach + Engagement Highlights



Pop-Ups · March 31 · April 25









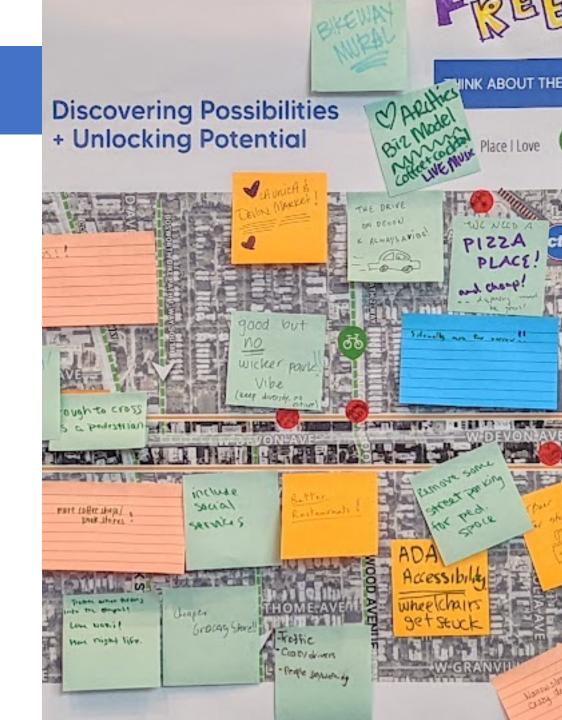


Talking Topics

AWARENESS: Many students are familiar with Devon, and just as many are not familiar or simply drive through the corridor

STREETSCAPE: More patios with landscaping, shade features, and interesting bike parking

GETTING AROUND: Improve pedestrian crossings, wider sidewalks, add bus shelters and seating, ADA accessibility (wheelchairs get stuck places)

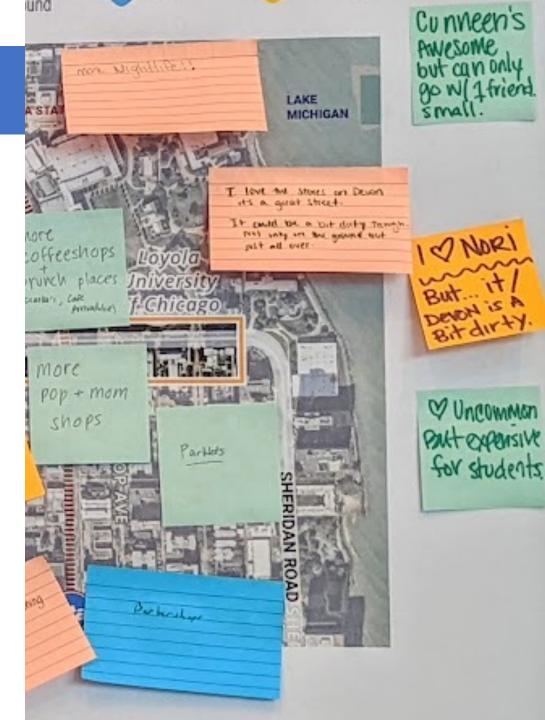


Talking Topics

LOVE: Andy's Antiques, Tbaar, La Unica, Devon Market, Nori, Uncommon Ground, Cunneen's

SHOPS: More small shops and restaurants (non-chains) that aren't too expensive, coffeeshops, bakeries, cafes, bookstores, thrift shops, coffee-to-cocktail business model (Archie's)

EVENTS: That involve food, live music, arts + culture, stuff that invites you to explore & shop



Outreach + Press + Marketing

Pop Ups, Placemaking Polls, and Parklets... Oh My!

Loyola Spotlight: Student Led Engagement

To close out March, Elevate Devon's Student Ambassadors hosted a pop up on Thursday March 31st, at Lovola University Chicago's Damen Student Center. Big thanks to everyone who stopped by to share. We heard tons of great insights and will be sharing a summary of feedback soon!













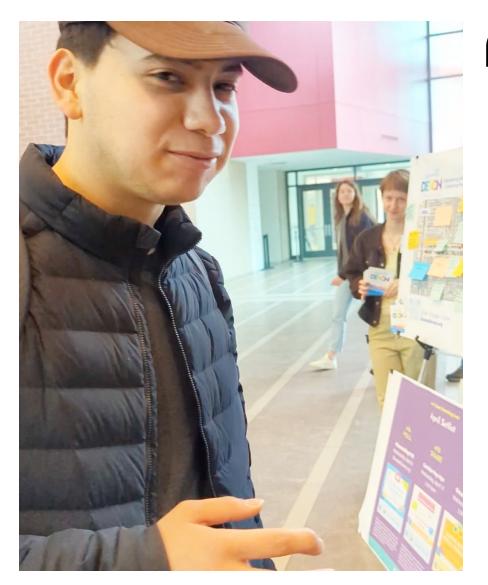
Loyola-Backed Elevate Devon Plan Seeks to Enhance the Devon **Avenue Commercial Corridor**





Griffin Krueger | The Pa

What do you think of this project?



GG

I think it's very dope because it adds attention to outside communities, not just the downtown community. Coming from a place where they don't have attention for those far areas – I love it. Projects like this make the community stronger together and bond.

Rafael Aviles Loyola University Chicago Student

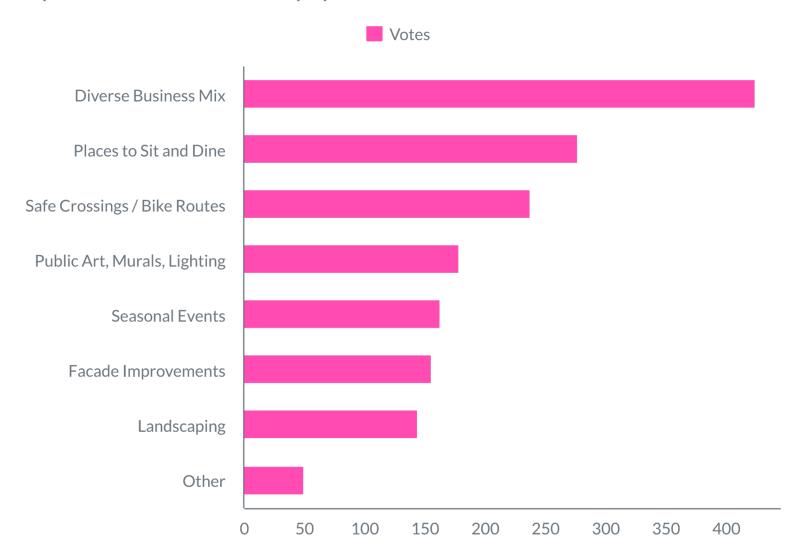


Results of Poll #1

What are YOUR priorities for Devon?

Corridor Priorities based on 646 Responses

Respondents asked to select their top 3 priorities



Poll Snapshot

Open Feb 18th to Apr 4th

Duration 6 Weeks

Responses 646

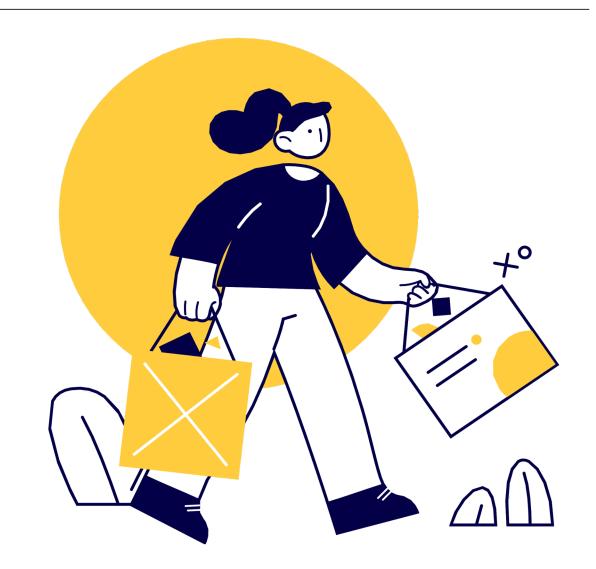
Comments 200+

#1 Corridor Priority

Greater
Diversity of
Businesses,
Fill Vacancies

70%

454 RESPONDENTS identified this as one of their top three priorities



KEYWORDS

Foster foot traffic, celebrate artsy and diverse vibe, focus on consumer-facing businesses to drive pedestrian traffic, restaurants that aren't too expensive, tasting / tap rooms, cafes, bakery, small grocer, renovate mixed apartment / retail

Market Study Findings

Neighborhood Numbers

40%

Residents Speak Languages
Other than English at Home

47,000

Housing Units
5-Minute Drive Time

\$49,000

Median Household Income
5-Minute Drive Time

21,500

Students + Faculty
Loyola University Chicago

\$1.3B

5-Minute Drive Time

\$477M

Million Retail Supply
5-Minute Drive Time

\$848M

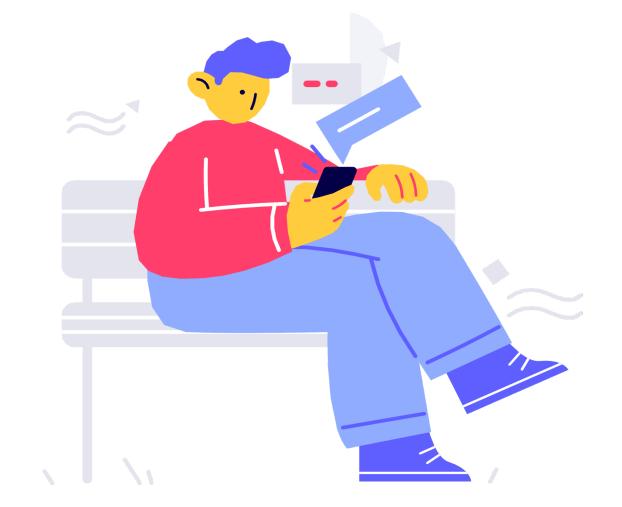
Million Retail Gap
5-Minute Drive Time

#2 Corridor Priority

More Places to Sit and Dine Outdoors

46%

298 RESPONDENTS identified this as one of their top three priorities



KEYWORDS

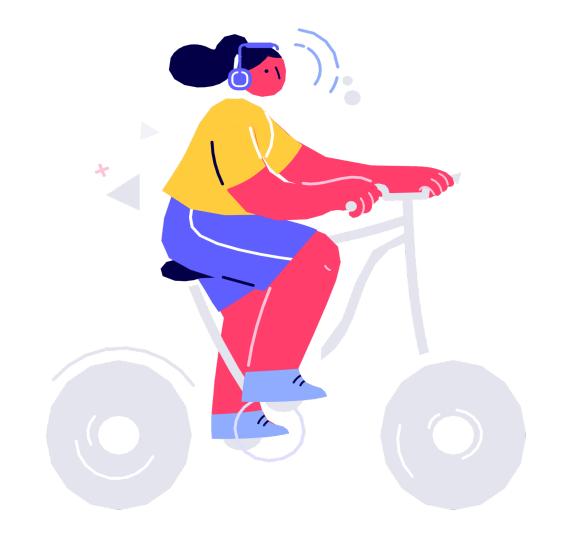
Add spaces to sit and dine, parklets, benches, shaded areas, green space / accent landscaping, seating at bus stops, buffer and address traffic and noise to make sitting and dining outdoors hospitable and inviting

#3 Corridor Priority

Safer
Pedestrian
Crossings and
Bike Routes

40%

257 RESPONDENTS identified this as one of their top three priorities



KEYWORDS

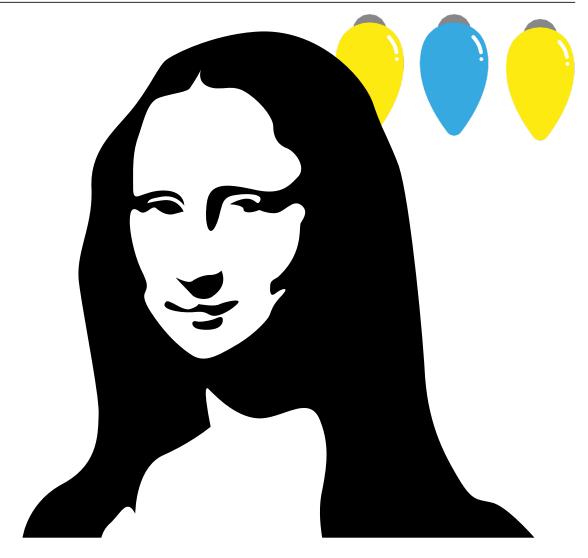
Sidewalks are too narrow, removed raised concrete plant beds, add bumpouts and traffic calming, raised / colored crossings, protected bike lanes, bike racks at key locations, focus on intersections, add wayfinding signage

#4 Corridor Priority

Public Art, Murals, and Lighting

30%

191 RESPONDENTS identified this as one of their top three priorities



KEYWORDS Celebrate diversity, history, gateways, underpass, building facades (Glenwood Bike Path, Devon Market, etc.), connect with local artists, businesses (Girl Forward), student showcase

#4 Corridor Priority

Public Art, Murals, and Lighting



I'm the Executive Director of **GirlForward**— a business that was located on Devon for many years and now we occupy a building on Clark just a few doors down from Devon. We would love to be involved in any projects you have coming up! We engage high school girls who are new to the US through mentorship and education. Art is a huge part of our work and we would love to consider a public art project along Devon as part of this project! Please email me.

#5 Corridor Priority

Seasonal Events and Community Fests

27%

174 RESPONDENTS identified this as one of their top three priorities



KEYWORDS Cultural events, celebrate diversity, live music, food, events that allow students to showcase their talents

#6 Corridor Priority

Improvements to Facades and Signage

26%

167 RESPONDENTS identified this as one of their top three priorities



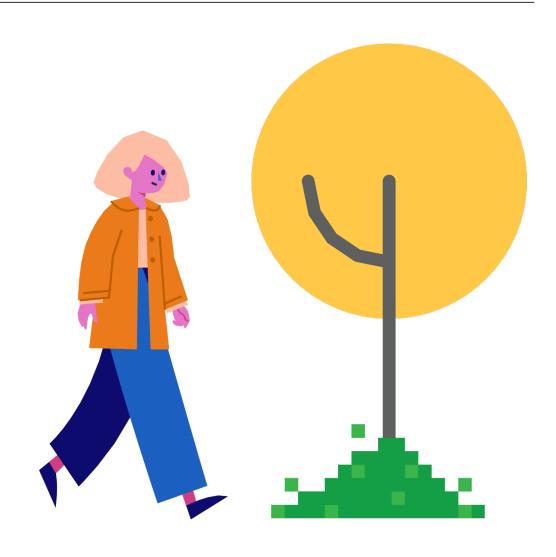
KEYWORDS More cohesiveness in design/visuals/signage will help it feel more like a community, "feeling of businesses "reaching out" via signage", blade signage, awnings, maintenance

#7 Corridor Priority

Maintained Landscaping and Planters

24%

157 RESPONDENTS identified this as one of their top three priorities



KEYWORDS Small parks / parklets, added accent greenery, favor wider sidewalks over planters, "current curbed planters take up valuable sidewalk space / aren't maintained", need consistent look, shade is needed, very hot during summer months, "sidewalks feel barren, more trees, planters would make a big difference."

Emerging Priorities

Results of Corridor Pop-Ups on Monday April 25th 158 Votes Cast at Loyola, Nori, Devon Market

Top 5 Categories

- 1. Public Art + Identity
- 2. Seating + Dining
- 3. Crossings + Walking
- 4. Landscaping
- 5. Events

Comments

- Celebrate diversity + establish identity
- Slow traffic, add bumpouts, parklets, bioswales
- Maintenance of improvements over time (façades, awnings, murals, paint, infrastructure)
- Beautification, landscaping, build pride and ownership (adopt planters)
- Coordinate events / synergy of foot traffic with neighborhood block parties + sidewalk sales



"One of the biggest reasons I like living here is the affordability and diversity while also having the connectivity"

"Merchants are the face of the street – would like to see businesses open up to street..."

Group Discussion



What projects would have the greatest impact on the character and spirit of Devon?

Consider the following categories... (select breakout button on bottom of screen)

CATEGORY 1

Arts Identity







CATEGORY 2

Seating Greenery







CATEGORY 3

Businesses Events







CATEGORY 4

Getting Around







Arts Identity

What types of arts would enhance the corridor and bring more visitors?

How would you describe the identity of Devon?

















Arts Identity

What types of arts would enhance the corridor and bring more visitors?

How would you describe the identity of Devon?

Discussion Ideas:

Seating Greenery

What types of seating, parklets and greenery do you think would be most inviting?

What types do you think would work best on Devon and/or celebrate local identity?





















Seating Greenery

What types of seating, parklets, patios and greenery do you think would be most inviting?

What types do you think would work best on Devon and/or celebrate local identity?

Discussion Ideas:

Businesses Events

What types of businesses would be a good fit on Devon?

What types of corridor improvements, signage, programs and events would help businesses thrive?









Celebrate + prioritize local diversity of shops "I love Cunneen's, Devon Market, Isel and her adorable little dog Rosita at Isel's Cleaners... One of the best things about this neighborhood is its diversity; improvements must prioritize this."



Enhance corridor character and visual appeal "This stretch of Devon must be more appealing to increase foot traffic and support businesses..."

Improve walkability, inviting pedestrian spaces "Wider sidewalks, traffic calming, lighting, banners..."

Businesses Events

What types of businesses would be a good fit on Devon?

What types of corridor improvements, signage, programs and events would help businesses thrive?

















Businesses Signage

What types of businesses could be attracted to Devon?

What types of improvements, programs and events do you think would help businesses thrive?

Discussion Ideas:

Getting Around

What types of crossings would improve pedestrian safety?

Which intersections need to be improved?

What about wayfinding and public transit amenities?

















Getting Around

What types of crossings would improve pedestrian safety?

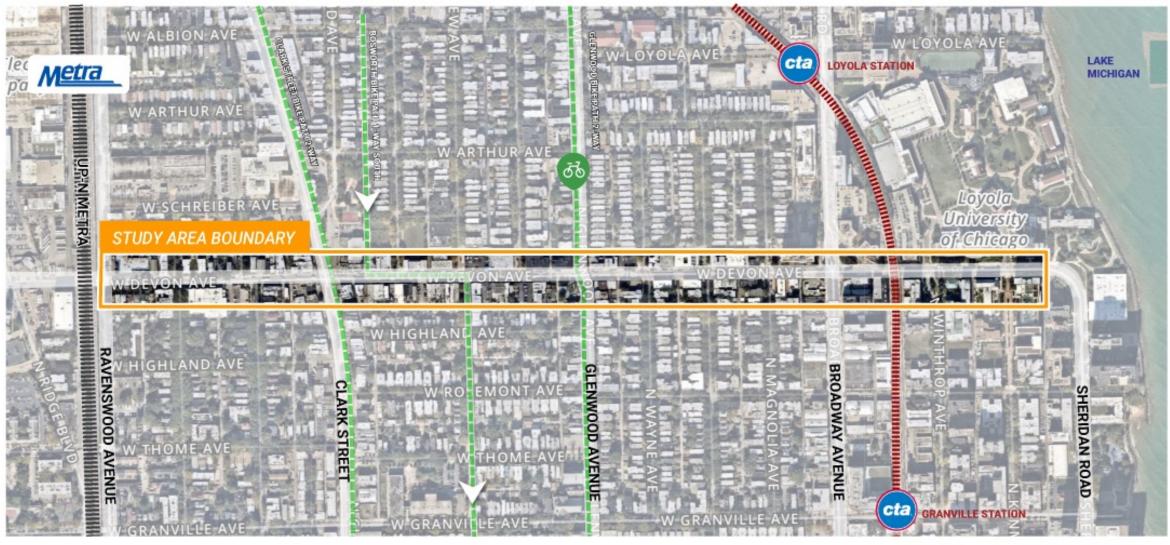
Which intersections need to be improved?

What about wayfinding and public transit amenities?

Discussion Ideas:

PROJECT STUDY AREA





Help Discover Possibilities + Unlock Potential

ElevateDevon.org

Elevate Devon is a partnership made possible by:







S Report Back



Placemaking Poll

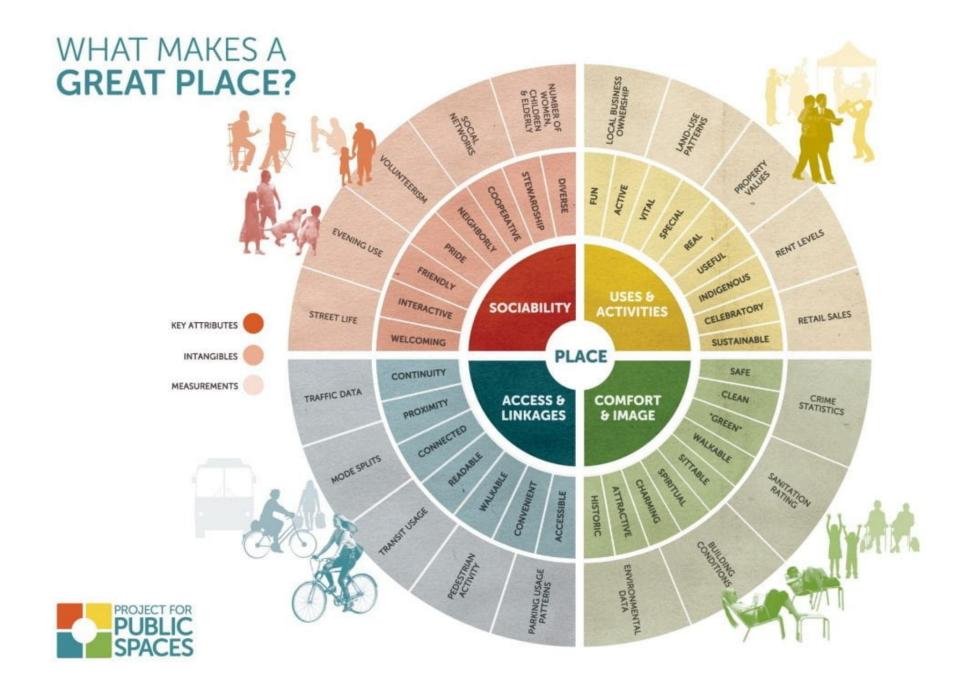
Why are we doing a visual preference poll?

Placemaking ingredients add up! Things like bumpouts, murals, planters, benches, community events... they come together to create an environment we see, feel and experience. Further, they have the ability to reflect, respond and cater to local life, help businesses thrive, and share a story of community character all their own.

You are the local experts! Your feedback and preferences will be used to develop corridor goals, design strategies and priorities to help make Devon a more flavorful, vibrant, and inviting destination. We'll say it again — placemaking ingredients add up. Share today to help discover possibilities and unlock potential.

TAKE VISUAL PREFERENCE POLL







Destinations that are convenient, connected and accessible.

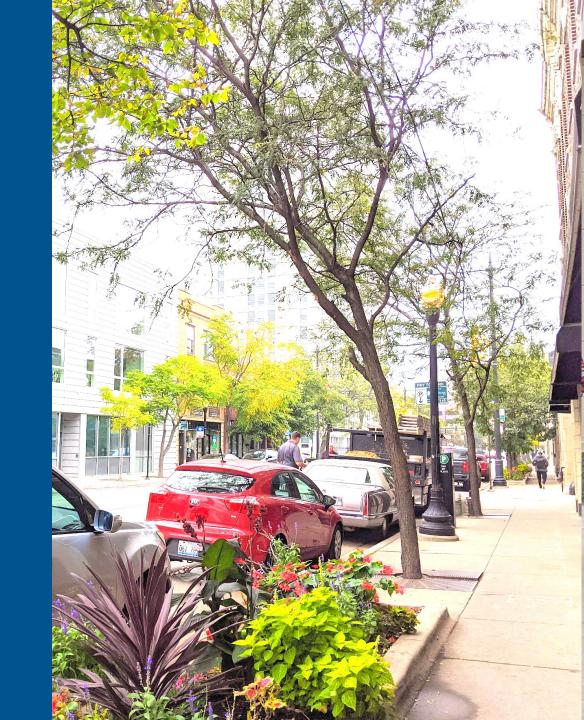
Foster a sense of place, pride, community and comfort.

Lively, unique experiences, activities and settings.

Active engagement of all people in activities and corridor environment.

THANK YOU

- 1. Spread the Good Word
- 2. Take Placemaking Poll
- 3. Add to Comment Map
- 4. Open House Summer 2022
- 5. Subscribe at ElevateDevon.org





Have A Good Night!