



Steering Committee #3

3:00 – 4:30 PM

June 14, 2022 (virtual)

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Steering Committee

Gina Caruso, Edgewater property owner; Rogers Park resident

Jennifer Clark, Loyola University Chicago; Rogers Park resident

William Huchting, Architect; Edgewater resident

Dan Luna, Chief of Staff, 48th Ward

Paul Reise, Department of Planning and Development; Rogers Park resident

Kyle Ryan, Economic Development Manager, 49th Ward

Jack Swenson, Chair of Planning and Development for RPBA; Rogers Park resident

Rick Thompson, Owner of Anytime Fitness on Devon and Broadway; Edgewater resident

Project Partners

Christina Pfitzinger, Executive Director, ECC

Cindy Plante, Economic Development Manager, RPBA

Sandi Price, Executive Director, RPBA

Cecilia Rodriguez, Director of Community Engagement, Loyola University Chicago; Board Member, ECC;
Board Member, RPBA

Teska Associates, Inc.

Ali Begazo, Community Planner

Scott Goldstein, Principal

Jodi Mariano, Principal Urban Designer

Jill Troiani, Associate Landscape Designer

Introductions

Steering Committee members introduced themselves and Scott Goldstein reviewed the agenda for the meeting. This meeting served as a review of results of engagement efforts to date, emerging themes and priorities for the plan, and input into preliminary design concepts for the corridor. Teska, RPBA, ECC, and LUC have been hard at work translating what they have heard from the community into how those concepts could transform Devon to be more vibrant, welcoming and inclusive.

Engagement Updates

Ali Begazo and Scott Goldstein provided results of engagement efforts to date, including:

Mini Poll Results

- 70% (454) of the 646 respondents said that a greater diversity of businesses and filling vacancies was their #1 priority for the corridor
- 46% (298) said that more places to sit and dine outdoors was a priority
- 40% (257) indicated that safer pedestrian crossings and bike routes a priority

Pop Ups

There were two pop ups at Loyola University Chicago (LUC) on March 31st and April 25th, and two pop ups on Devon (Nori Sushi and Devon Market) on April 25th. All the pop ups were excellent ways to engage with the local community and get in-person feedback on Devon's future. Interactive maps and visual preference activities kept participants engaged in the planning process and made potential changes more tangible and understandable.

Articles from Block Club Chicago, Loyola Phoenix, and social media promotion from the Elevate Devon team all contributed to higher engagement levels both online and in person.

Virtual Workshop

The Virtual Workshop brought together a range of stakeholders, and featured local artists, small business owners on Devon, and interactive polling. Sixty-five percent of participants indicated that they want more restaurants, delis, bakeries, cafes & craft beer establishments, showing a desire for places to sit and stay and while on Devon. Another major theme was traffic calming, parklets, and a safer pedestrian environment to make the street more inviting and safer.

Visual Preference Survey

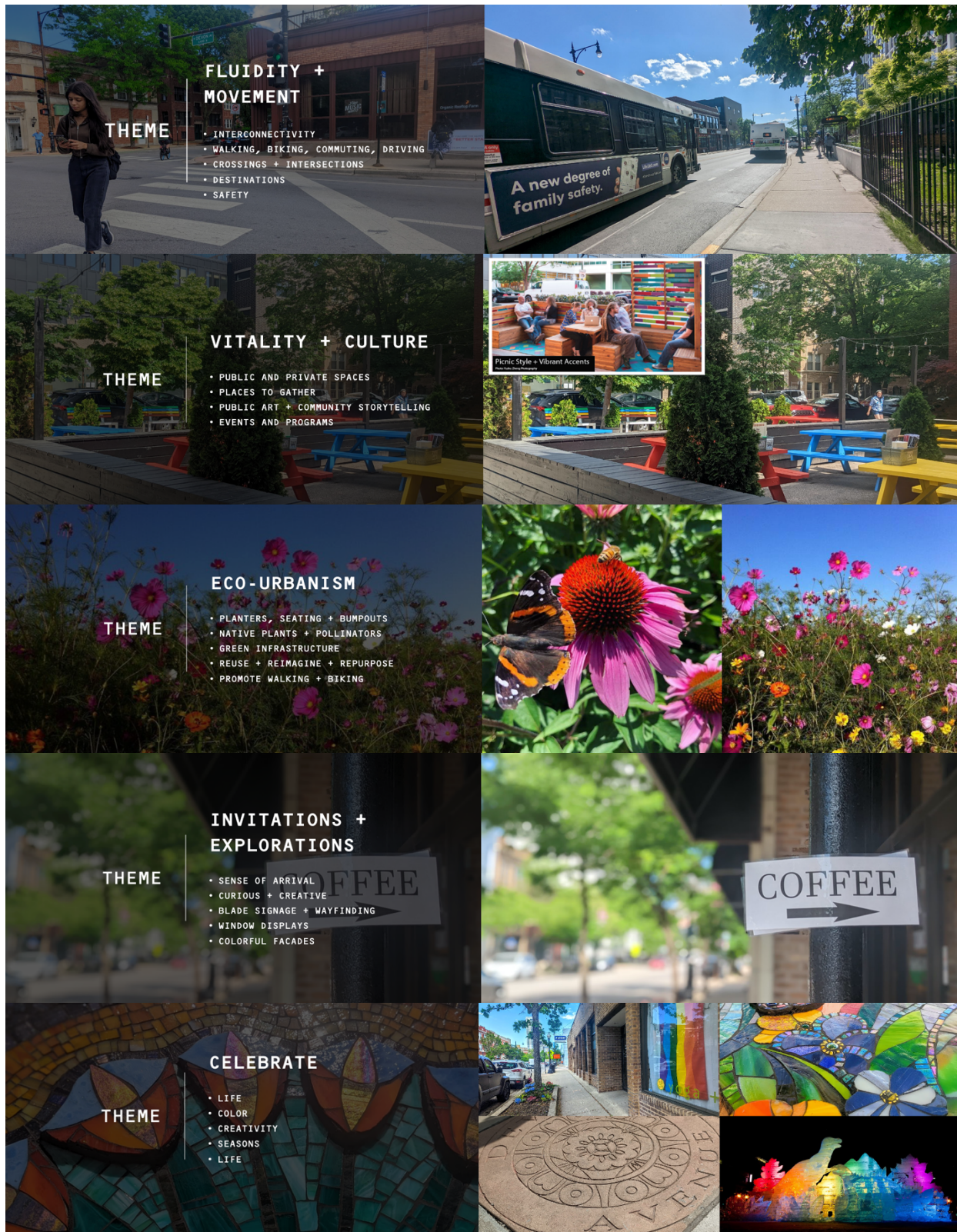
The visual preference survey (or placemaking poll) garnered more than 350 responses and more than 340 comments. This poll had the intention of narrowing down viable design choices for Devon, as well as gathering input from community members on what they want to see on Devon. Murals, festoon lighting, and blade signage were all popular choices.

- 77% (272) of participants indicated their support for removing some parking spaces to create additional permanent pedestrian amenities, such as bumpouts, parklets, and mini pedestrian plazas. The high percentage of people voting for more pedestrian-friendly street indicates a strong desire for a slower, calmer, more inviting street.
- Other topics, such as landscaping treatments, seating, potential events on Devon, and bicycle infrastructure were also discussed. Steering Committee members noted the large number of participants who are in support of removing parking in favor of pedestrian amenities, and the focus on safety.

Main takeaways from engagement include a strong preference for pedestrian-friendly changes that prioritize traffic calming, supporting / attracting a thriving, diverse business mix, and functional and durable amenities that enliven the streetscape making it a more comfortable, safe, and inviting space to sit, stay, catch a bus, dine, walk, shop and gather.

Elevate Devon Themes

Erin and Scott took the Committee through key themes that will be incorporated into the plan.



Vitality + Culture

- Public + private spaces
- Places to gather
- Public art + community storytelling
- Events + programs

Fluidity + Movement

- Interconnectivity
- Walking, biking, commuting, driving
- Crossings + intersections
- Destinations
- Safety

Eco-Urbanism

- Planters, seating + bumpouts
- Native plants + pollinators
- Green infrastructure
- Promote walking + biking

Invitations + Explorations

- Sense of arrival
- Curious + creative
- Blade signage + wayfinding
- Window displays
- Colorful facades

Celebrate

- Life
- Color
- Creativity
- Seasons

Identity Factors

- Color
 - Light
 - Symbols
 - Sustainability
 - Purpose
-

COLOR INSPIRATION – EUROPEAN AND LATIN AMERICAN CULTURES

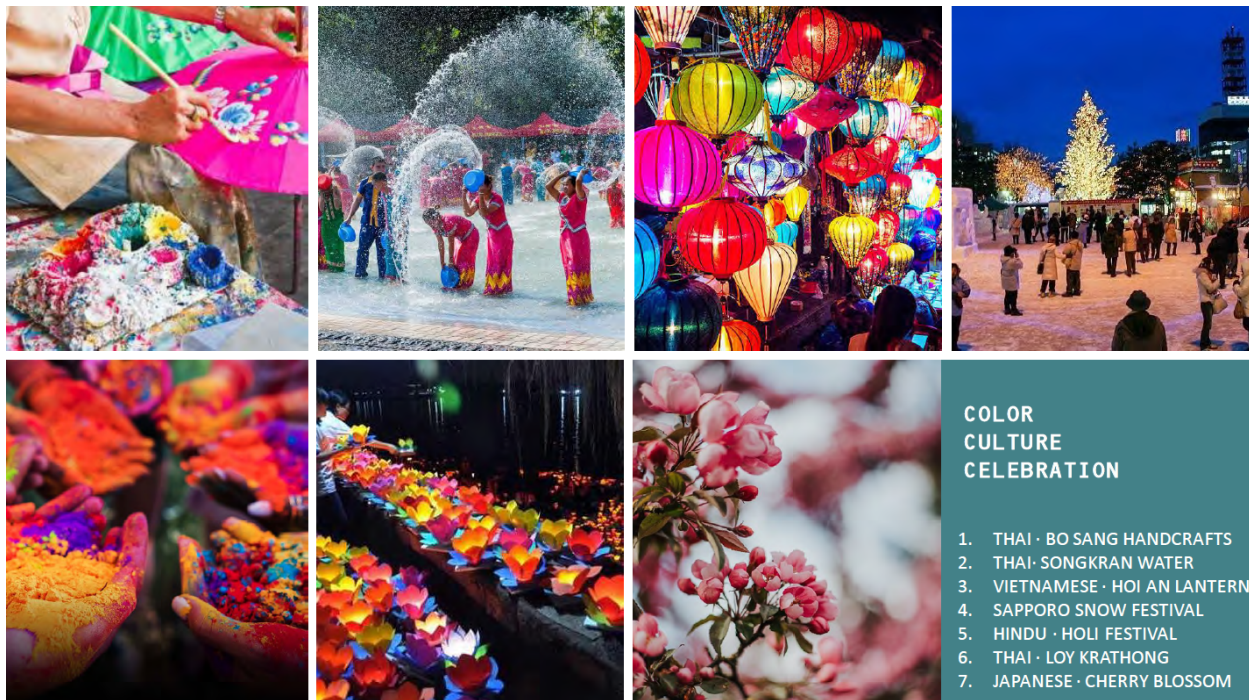


COLOR CULTURE CELEBRATION

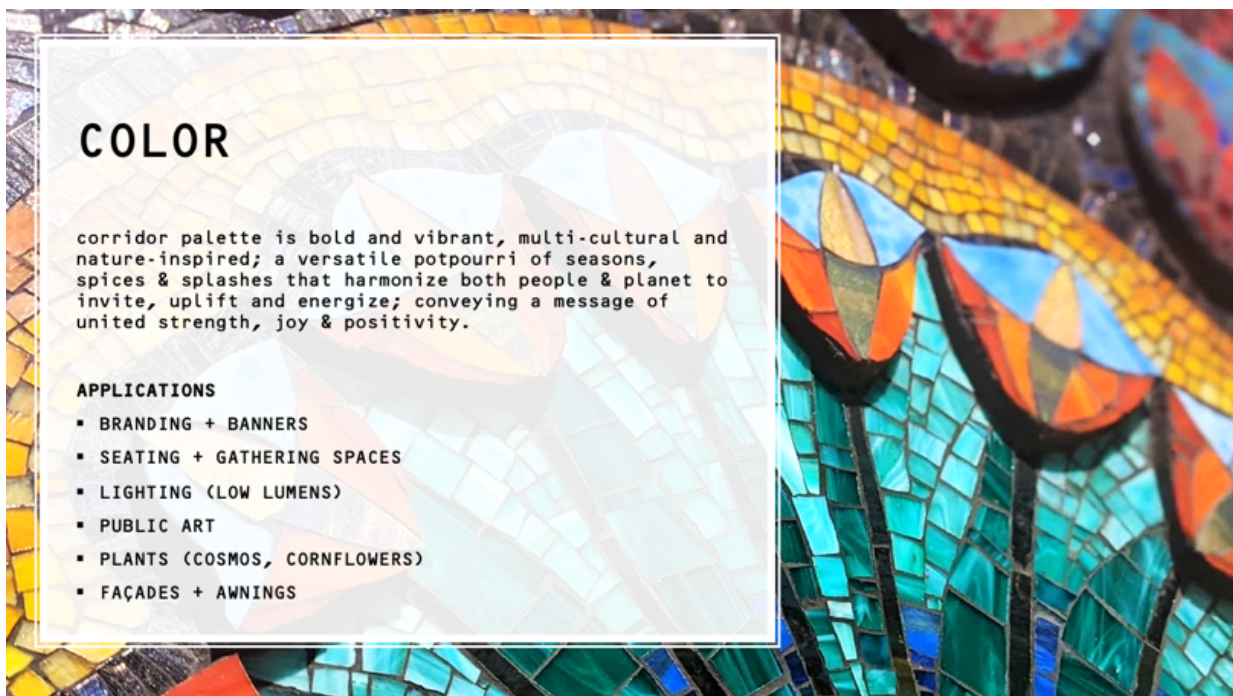
1. GERMAN · HAPPY RUZZI HAUS
2. MEXICAN · VILLA ILUMINADA
3. BRAZILIAN · MOSAICOS
4. SALVADORAN · NATIVITY FESTIVAL
5. SPANISH · LAS FALLAS
6. POLISH · NOC KUPALY
7. MEXICAN · DIA DE LOS MUERTOS



Ali Begazo



Corridor identity will draw on the diverse cultures present in the surrounding community.



A vibrant color palette will be an important aspect of corridor identity. Varied applications must work together to unite the corridor's look and feel.

Design Concepts

Sandi Price of RPBA updated the committee of Vision Clark progress and shared that the Clark/Devon intersection work will start by the end of this year and is expected to be completed by November 2023. Jodi Mariano of Teska Associates, Inc. took the Steering Committee through the urban design strategy including:

Roadway Geometry

Accommodating walkers, bikers, bus riders, and drivers

- Marked bike lanes
- Bus stop enhancements
- Curb bumpouts
- Raised intersections
- Midblock crossings

Placemaking Opportunities

Incorporating community needs + desires

- Community identity
- Seating + gathering
- Outdoor dining
- Public art

Concept Plan + Models

Visualizing suggested improvements at select intersections

- Raised intersections to improve safety
- Bumpouts to widen sidewalks at each intersection
- Modular seating and landscaping
- Gateway signifiers

Committee Comments:

"Devon should read as part of a greater community but must hold its own and be distinctive."

"I like the concept of replacing curbed planters with tree grates; 'liberate' the sidewalk; make it more open and inclusive."

"I like the concepts and individual identity features."

"Enhancements to facades and signage should support corridor identity and also be reflective of the unique business types."





Jodi shared strategies to make cyclists feel safer on Devon, including making the existing bike lanes more visible and creating a consistent series of bumpouts at each intersection to increase safety for all users. She also shared draft views of how Devon might look with changes like landscaping, street furniture, and midblock crossings.

Steering Committee members mentioned the existing Devon Ave sidewalk medallions, and Jodi agreed that it was important to preserve those and use them as inspiration for future streetscape considerations. While Steering Committee members liked references to the design work on Clark St, they also indicated that Devon should have its own identity.

Next Steps

Next steps include finalizing design concepts with RPBA, ECC, and LUC, assembling the draft plan, a Community Open House (date TBD) and a final Steering Committee meeting (date TBD).