

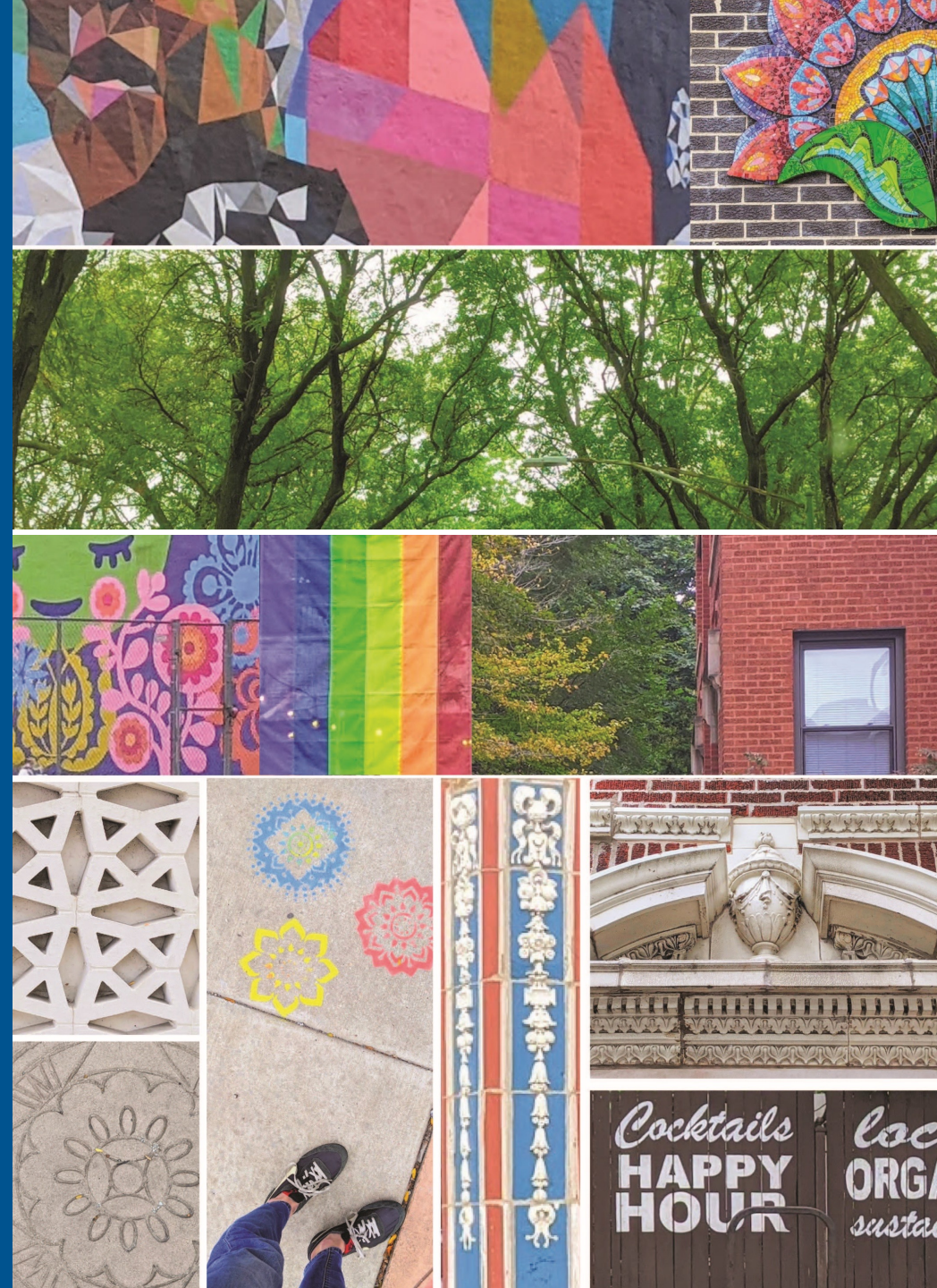


# Welcome!

Live Q+A Zoom Session · Thursday, August 11, 2022 · 5:30 PM

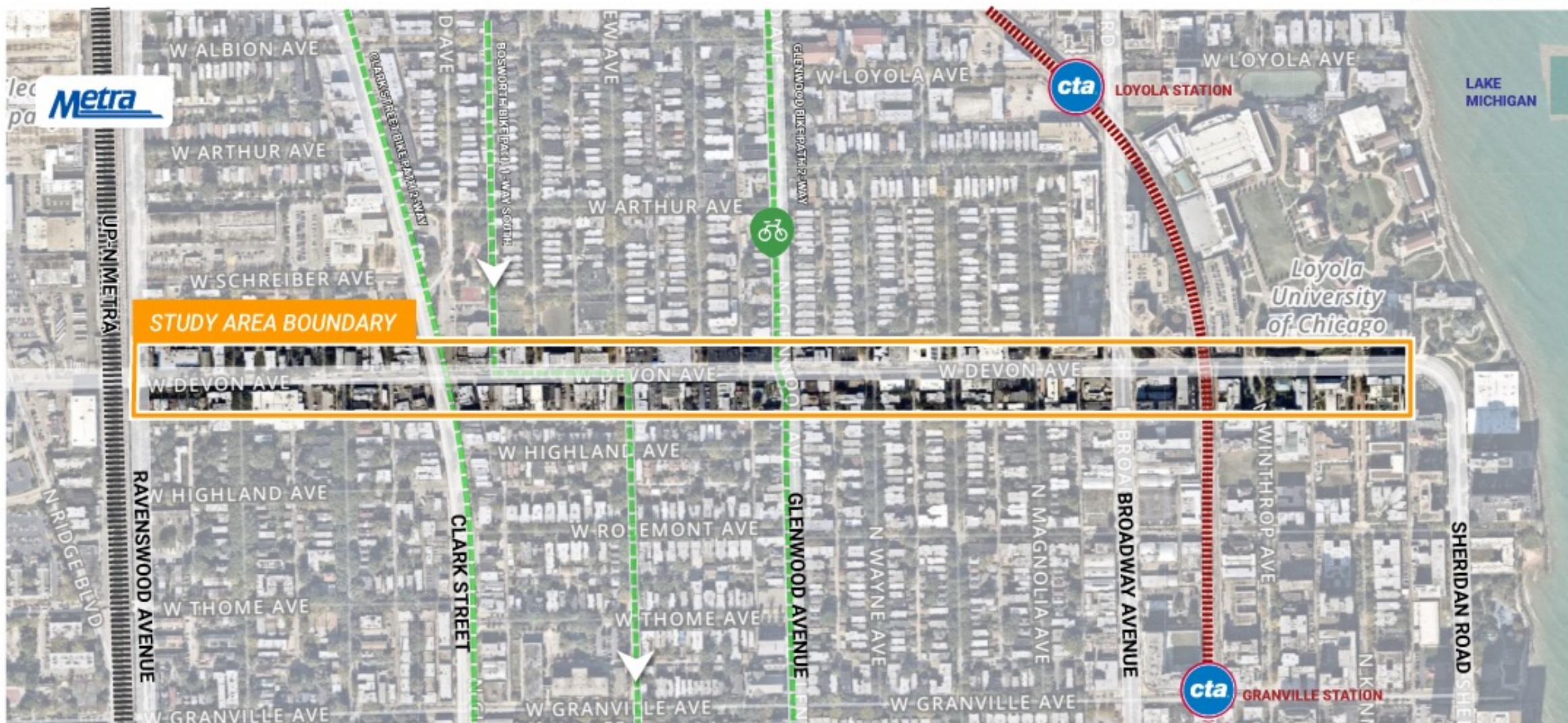
# Agenda

1. Welcome
2. Virtual Open House Tour
3. Local Business Perspective
4. Identity/Pride of Place
5. Design Concepts
6. Q+A Discussion





# PROJECT STUDY AREA



Help Discover Possibilities + Unlock Potential  
**ElevateDevon.org**

Elevate Devon is a partnership made possible by:





# 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*







## Discovering Possibilities + Unlocking Potential

**Virtual Open House · August 1st to 15th**

**Live Q&A Zoom Session · August 11th @ 5:30**

**ENTER VIRTUAL OPEN HOUSE**

Welcome to Elevate Devon! A pivotal corridor study focused on enhancing Devon Avenue between Sheridan Road and Ravenswood Avenue in Chicago. What can be done to enliven this eclectic 1-mile stretch, foster sense of place, and help local businesses thrive? Explore this site and share your ideas. Help shape the future of Devon!

# elevatedevon.org

## Getting Started

Below are the stations you are about to explore and a synopsis of what each covers. Watch the short video modules at each station, complete the mini poll, then take a virtual stroll (i.e. scroll) to the next station. The last station is your chance to share general feedback and register for the [Live Q+A Zoom Session](#) taking place on August 11th at 5:30 pm.

### 01

#### Why Devon?

Introduces the project study area, timeline, opportunities and challenges facing Devon, and the primary objectives that have helped guide corridor planning and outreach.

### 02

#### Engagement

Provides an overview of the community outreach process, engagement, marketing, and the findings of local events, corridor pop-ups, and placemaking polls.

### 03

#### Themes + Identity

Spotlights the overarching corridor values that were established and reinforced through community engagement. Themes work to help frame corridor identity and guide short and long-term actions.

### 04

#### Corridor Concepts

Showcases strategies, renderings and urban design recommendations fueled by local engagement and consensus. Corridor concepts strive to improve safety and placemaking, while strengthening local identity, connectedness and character.

### 05

#### Feedback Zone

The Feedback Zone is the last stop on your journey – and an important one! Here we invite you to share input on the materials presented and register for the [Live Q+A Session](#) taking place August 11th on Zoom.








# Power of Planning

Level-Up Community Voices, Support Local Businesses, Secure Funding for Projects



 An idea for Devon in general could be trying to get the street designated as a P-Street. This would not allow curb-cuts for any future developments and would encourage a pedestrian friendly environment. For example, Devon from Western to California is officially designated as a P-Street:

<https://chicagocode.org/17-3-0500/>

 Like (15)

 Dislike

 Zoom in

 Street View

 2 months ago







# Support Local Businesses

Access, Marketing, Events, Foot Traffic, Vitality







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...”





# Michael Waszowski, Ellipsis Coffee





# Engagement Results



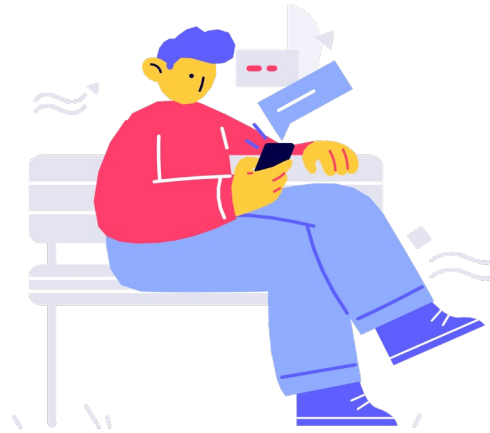
# Mini poll top priorities

646 responses, 200+ comments

greater  
diversity of  
businesses,  
fill  
vacancies



#1 (454 votes)



more  
places to  
sit and dine  
outdoors

#2 (298 votes)

safer  
pedestrian  
crossings  
and bike  
routes



#3 (257 votes)



## Pop Ups - March 31 · April 25





# Virtual Workshop Highlights · April 27



23% of participants  
live nearby, 18% of  
participants do  
their grocery  
shopping on Devon



Celebrating the area's  
diversity of cultures  
should be included in  
designs

Traffic calming,  
parklets, and a safer  
pedestrian  
environment were  
all popular topics



65% of responses  
indicated wanting  
more restaurants,  
delis, bakeries, cafes  
& craft beer  
establishments







Murals

placemaking  
poll



Picnic Style + Vibrant Accents

Photo: Yuhua Zheng Photography



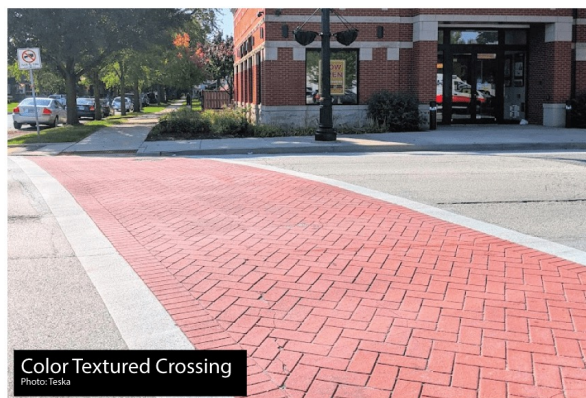
Landscaping Paired with Seating

Photo: www.landscapeforms.com



Iconic

Photo: Slate



Color Textured Crossing

Photo: Teska

350+  
responses



Overhead Festoon



Protected Lane

Photo: CDOT

340+  
comments



Bumpout with Tree / Landscaping



Blade Signage





# Themes + Identity



Corridor themes are overarching goals rooted in meaning.

Backed by community input, they communicate local values and are used to help guide future strategies, actions, goals and improvements.

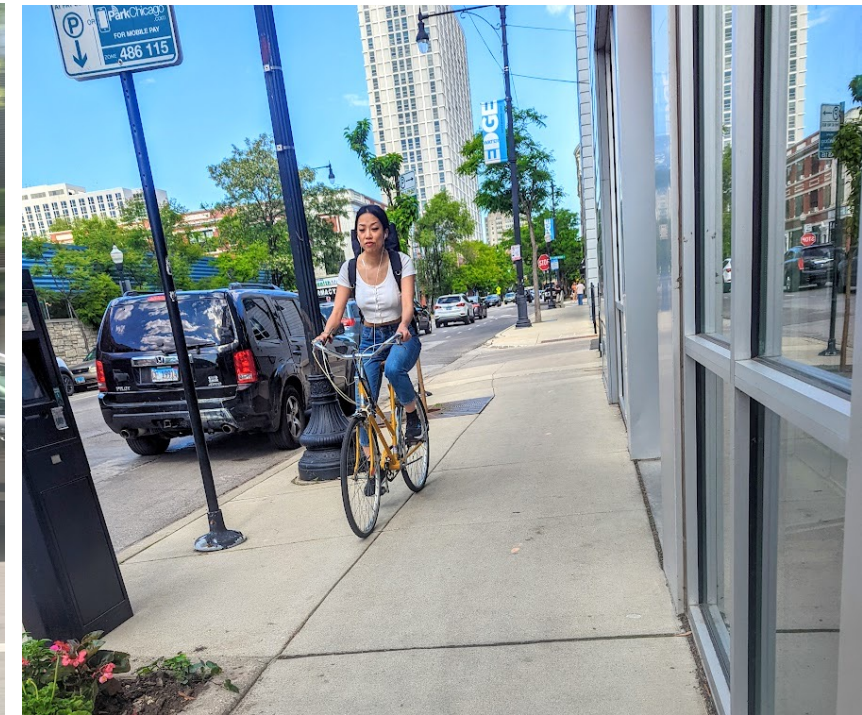


# SAFETY FIRST

Planning for safe, intuitive, accessible, and interconnected, multi-modal corridors is essential. Corridor projects seek to calm traffic, widen sidewalks, shorten crossing distances, raise intersections, and install buffers to enhance the ease, comfort and safety of users, especially pedestrians and cyclists.

## APPLICATIONS

- TRAFFIC CALMING
- SIDEWALK WIDTH + BUMPOUTS
- CROSSWALK + INTERSECTION TREATMENTS
- BIKE PATHS, LOCATIONS, TREATMENTS
- BUS STOPS + SHELTERS
- SIGNAGE + VISIBILITY
- NOTE: PHOTOS SHOW EXISTING CONDITIONS, NOT RECOMMENDATIONS.







ROLL



RIDE



CROSS



STROLL



DRIVE



WAIT



# CELEBRATE COLOR

Devon is vibrant, multi-cultural and nature-inspired; a versatile potpourri of stories, flavors, spices and seasons that harmonize both people & planet to share a message of unity, strength & joy.

## APPLICATIONS

- BANNERS + SIGNAGE
- GATHERING SPACES + SEATING
- PUBLIC ART
- LIGHTING (LOW LUMENS)
- FAÇADE ACCENTS + AWNINGS
- PLANTS (COSMOS, CORNFLOWERS)



# ALIGN WITH NATURE

Our commitment to a sustainable future is reinforced through our choices; we strive to practice this and build a greater collective awareness through varied types of corridor projects and goals, material selection, and the neighborhood narrative we promote.

## APPLICATIONS

- PROMOTE WALKING + BIKING
- NATIVE PLANTS AND POLLINATORS
- RAINWATER RE-CAPTURE & RE-USE
- REUSE, REPURPOSE, REIMAGINE, RECYCLE
- EDUCATIONAL + INTERACTIVE ART INSTALLATIONS
- PARTNER WITH LOCAL ORGS
- BRAND, MARKETING & SIGNAGE





# ORIENT & INVITE

Various types of signage and thoughtful applications of low-lumen lighting are applied throughout the corridor; both serve to strengthen one's sense of arrival and awareness of the local environment; they provide a visual invitation to explore, shop and linger; are considerate and creative, serving-up purposeful orientation and ambiance to enhance setting, safety, mood and corridor character.

## **APPLICATIONS**

- BUSINESS BLADE SIGNAGE
- WAYFINDING SIGNS
- FESTOON LIGHTING (BUMPOUTS, PARKLETS)
- INTERNALLY LIT GATEWAY PIERS
- WINDOW DISPLAYS & AWNINGS





# SYMBOLS

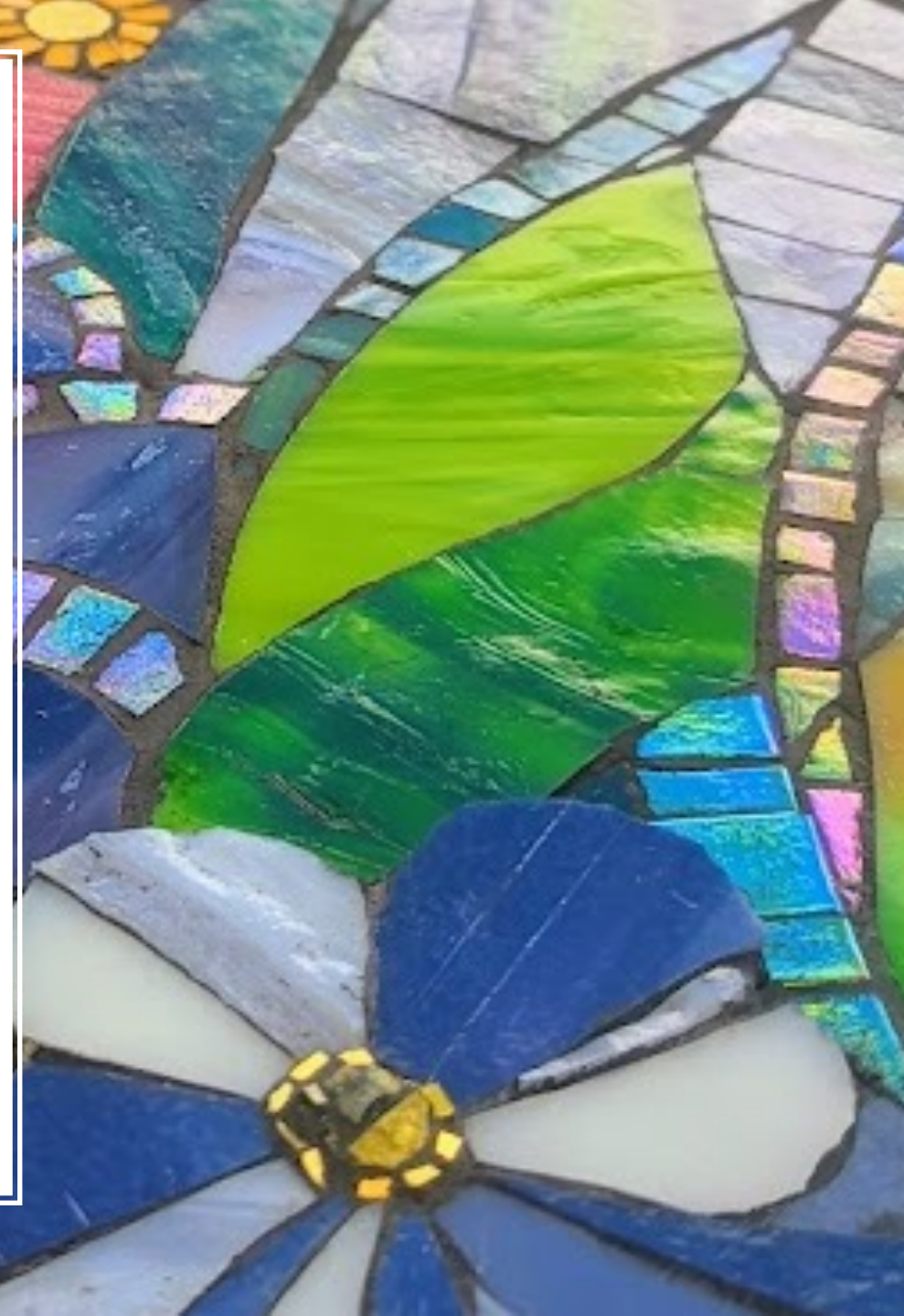
Patterns, shapes and symbolism are inspired by local culture, diversity and nature; they celebrate the corridor's east-west orientation, lakeside proximity and heritage while connecting to neighboring geographies.

## ELEMENTS

- LOTUS, PEACOCKS, WILDFLOWERS
- PIXELS, MOSAICS + PATCHWORK
- MEDALLIONS, CIRCLES

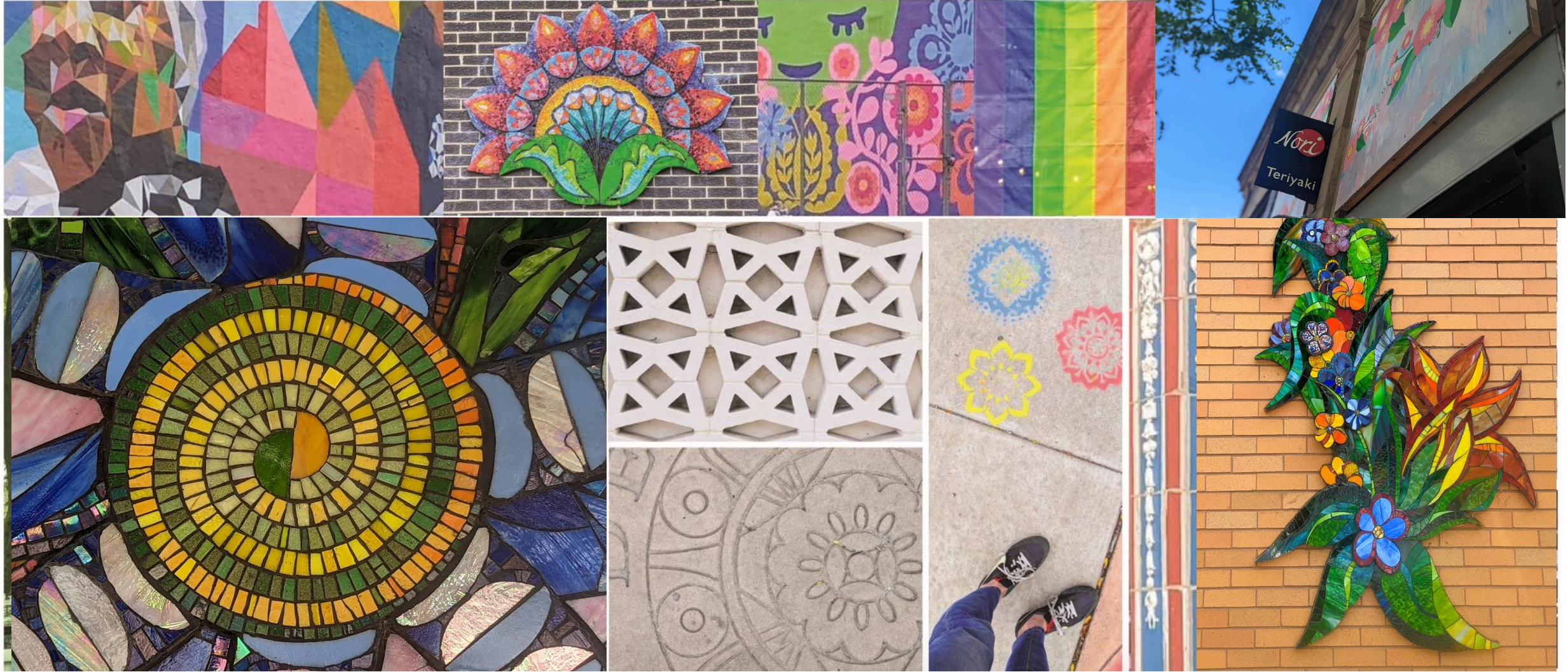
## APPLICATIONS

- BRANDING / BANNERS / SIGNAGE
- STREETScape COMPONENTS





# Inspiration Imagery

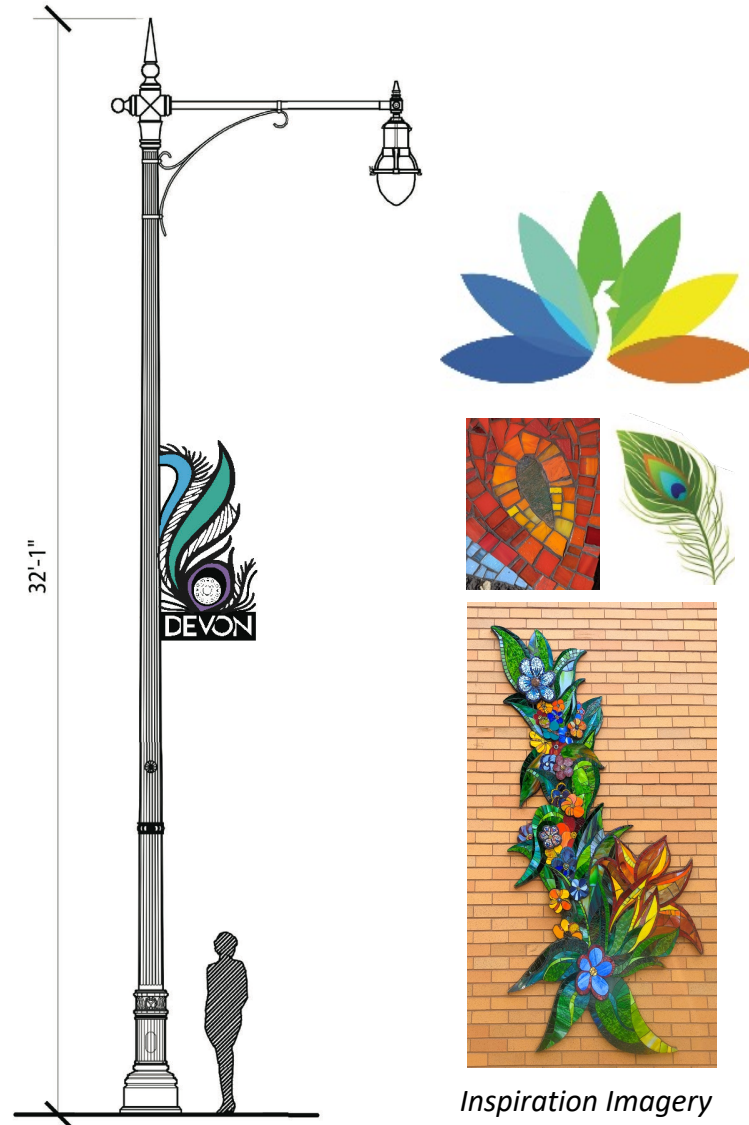




# LIGHT POLE IDENTIFIER CONCEPTS



Concept A • Lotus



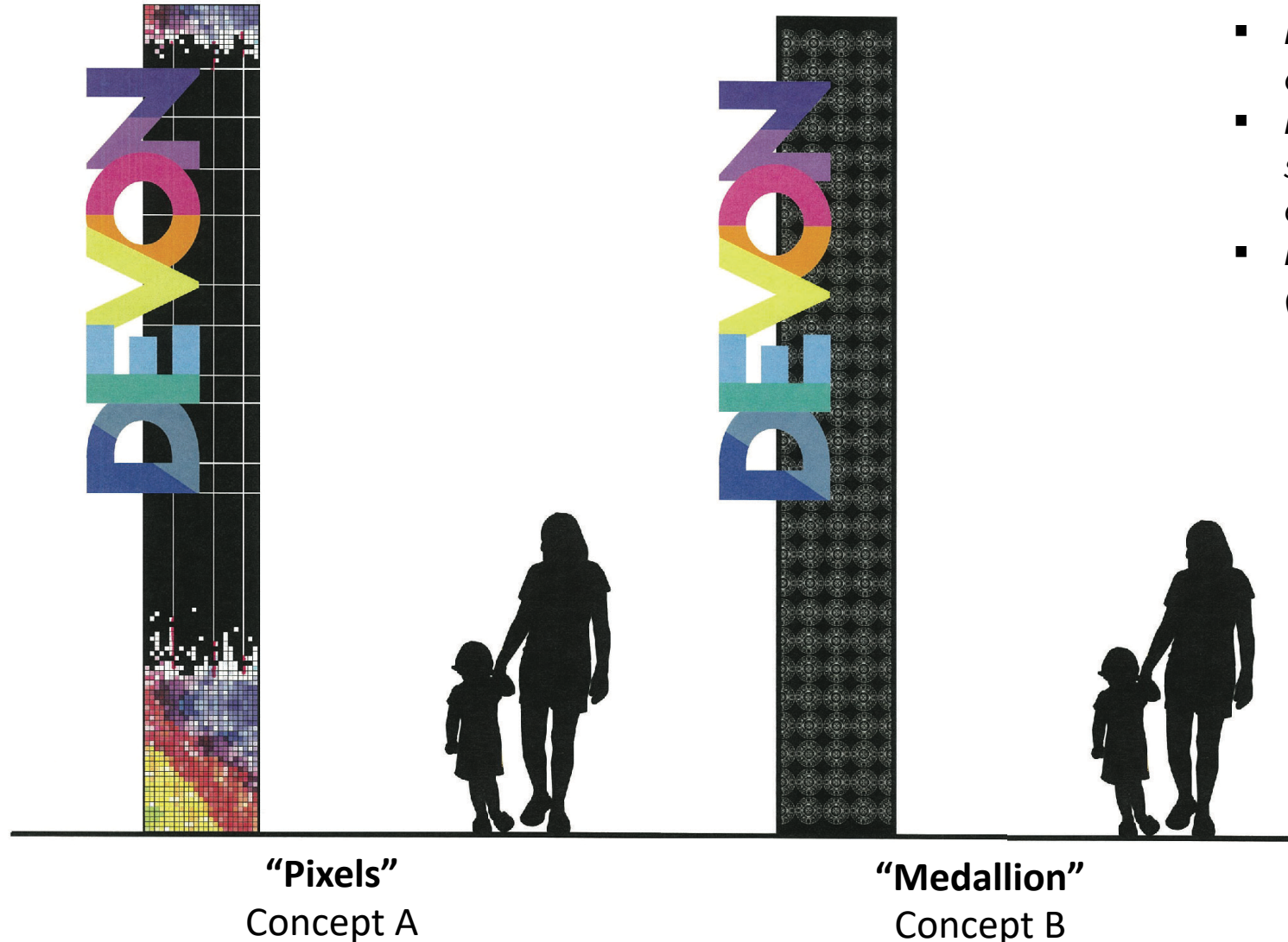
Concept B • Peacock



Concept C • Medallion



# GATEWAY PIER CONCEPTS



- **Black area** is an aluminum cabinet that can be powder coated in any color.
- **Low-lumen light** inside cabinet to project subtle yet vibrant ambient glow during evening hours.
- **Potential Locations:** Key entry points (Ravenswood, Clark, Glenwood, Sheridan)



Example of metal gateway piers



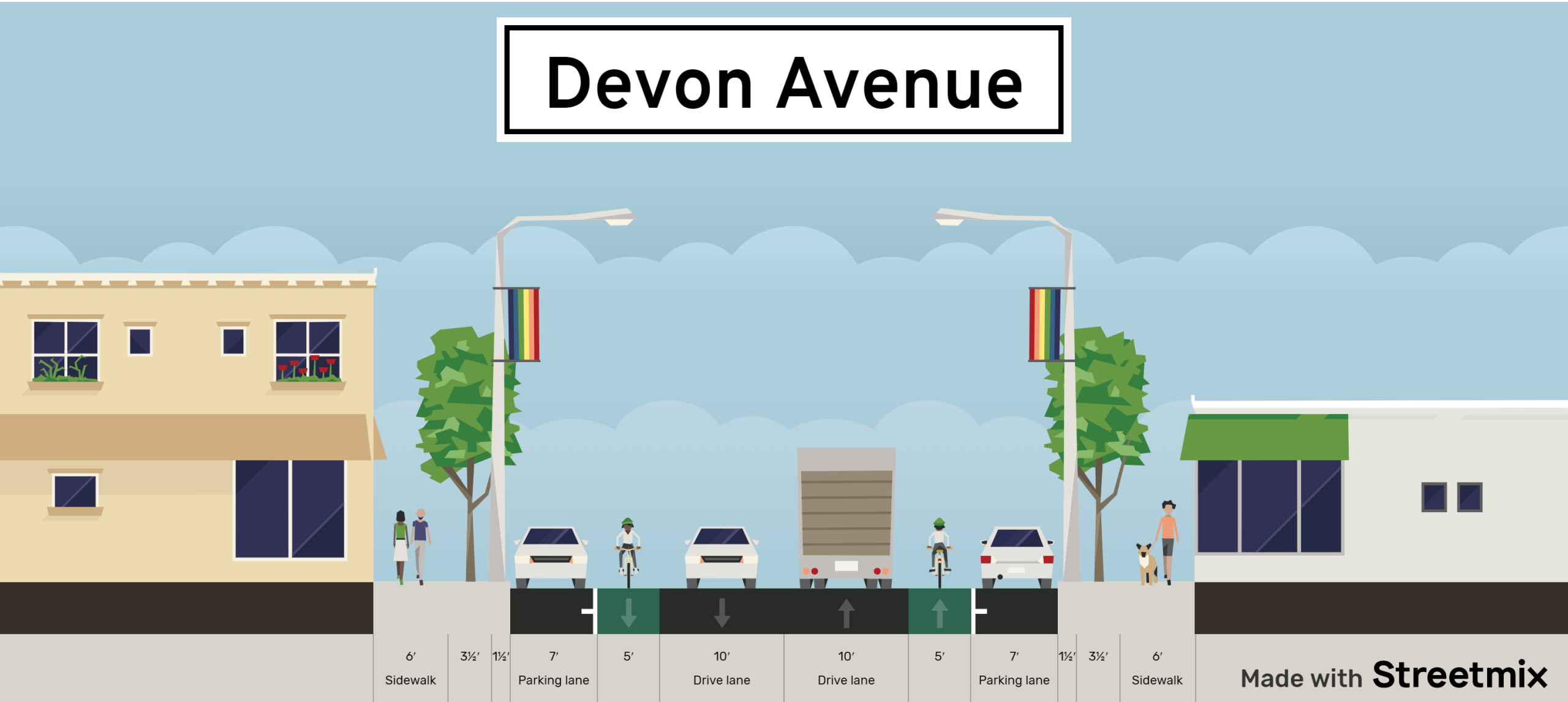


# Design Concepts



# ROADWAY GEOMETRY + FINDING SPACE FOR PLACE

Devon Avenue





# PLACEMAKING OPPORTUNITIES | Intersections + Crossings

## POLL RESPONSES + RECOMMENDED CONCEPT



**Raised intersection to improve safety**



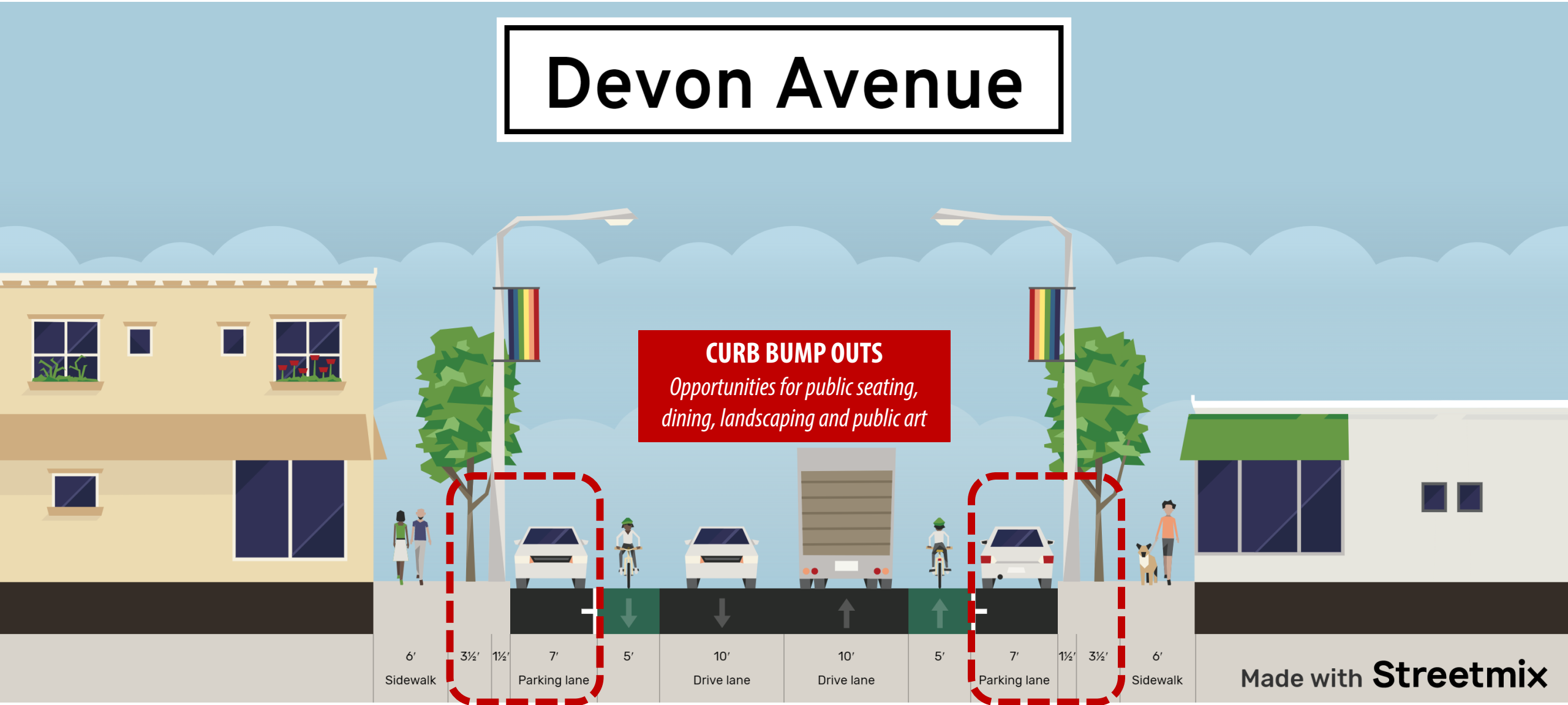


**“I'm all in favor of the brightly painted crosswalks** (such as the recently installed decorative ones that RPBA put in place), as they create both a **visual representation of the community** and a **heightened safety** element to crosswalks.”



# RECLAIM INTERSECTIONS FOR PLACEMAKING

## Devon Avenue





# Curb Bumpouts + Amenities

## POLL RESPONSES + RECOMMENDED CONCEPT





# Temporary Parklets + Community Gathering

## POLL RESPONSES + RECOMMENDED CONCEPT





# Landscaping

## POLL RESPONSES + RECOMMENDED CONCEPTS



Landscaping Paired with Seating  
Photo: [www.landscapetrends.com](http://www.landscapetrends.com)



Street Trees  
Photo: HKS, Inc.



Potted Planters  
Photo: Tenka





“I especially like the **native plants and pollinators**. I love catching an eye of the rabbits which have made a home in the bushes at the bend onto Sheridan. **Bring humans back in contact with nature feels right.**”



# Sidewalk Cafes

## POLL RESPONSES



## RECOMMENDED CONCEPT





# PLACEMAKING OPPORTUNITIES | Bike Lanes

## POLL RESPONSES





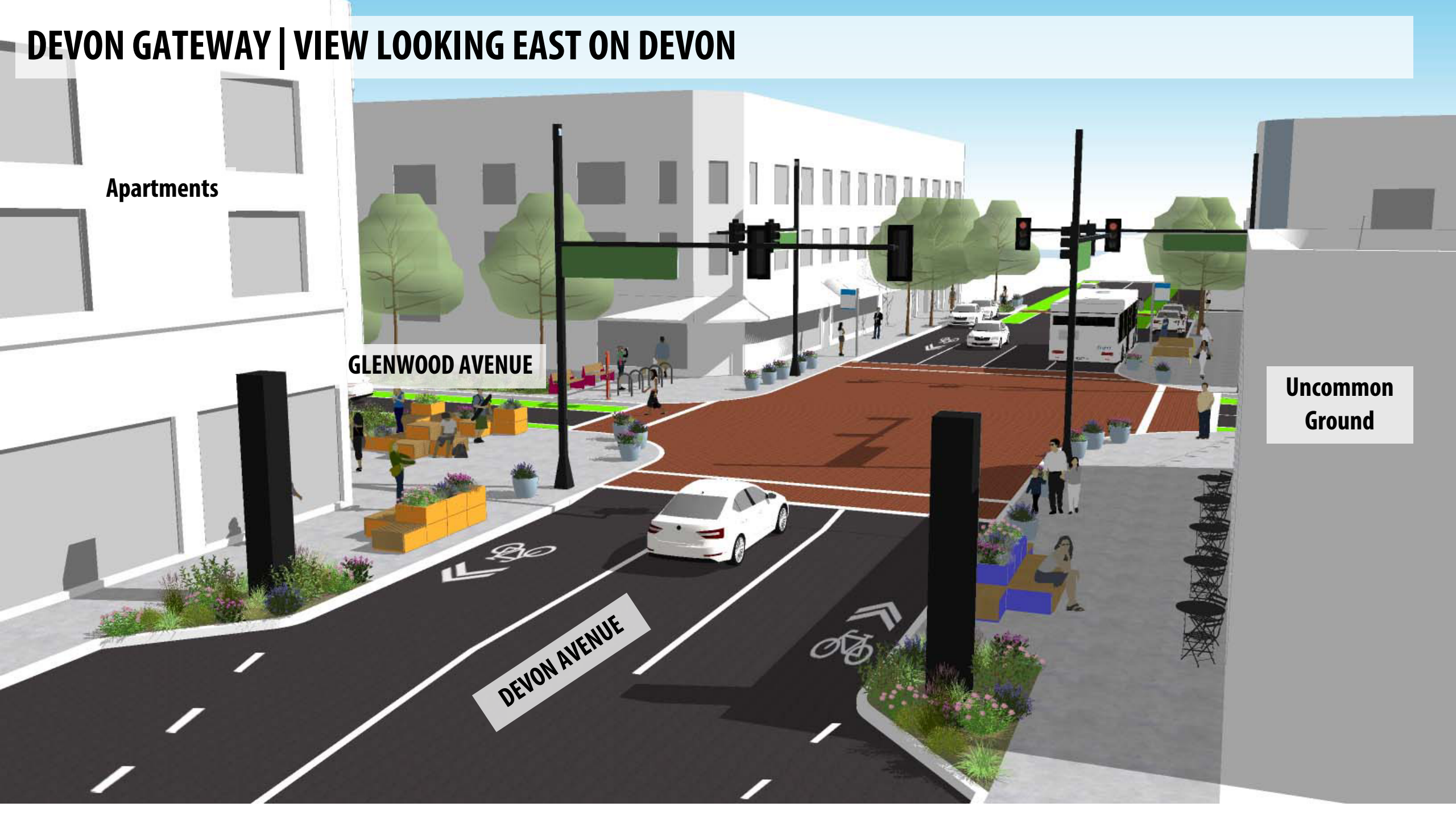
**DEVON GATEWAY | VIEW LOOKING EAST ON DEVON**

**Apartments**

**GLENWOOD AVENUE**

**DEVON AVENUE**

**Uncommon  
Ground**





**DEVON AVE AT GLENWOOD AVE | VIEW LOOKING NORTHEAST TOWARDS GLENWOOD AVE**





# GLENWOOD AVE | VIEW LOOKING SOUTH TOWARDS DEVON AVE



Uncommon  
Ground

DEVON AVENUE

Apartments

GLENWOOD AVENUE



# GLENWOOD AVE | VIEW LOOKING NORTH TOWARDS DEVON

Uncommon  
Ground



DEVON AVENUE

GLENWOOD AVENUE



# Discussion



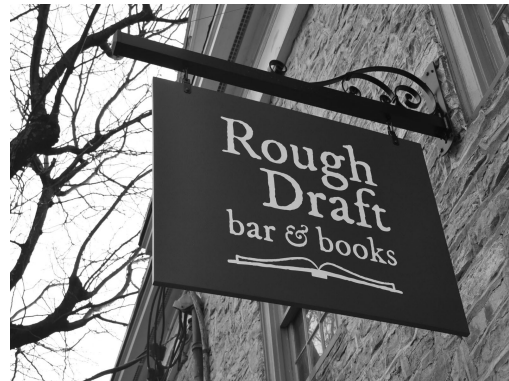


## CATEGORY

# Business attraction and support

What types of events would support businesses?

What marketing efforts would be most effective?





## CATEGORY

# Identity

Which identity concepts and themes resonated with you most?

Which design motifs would be most effective in expressing and supporting corridor vitality?



**"Lotus"**  
Concept A



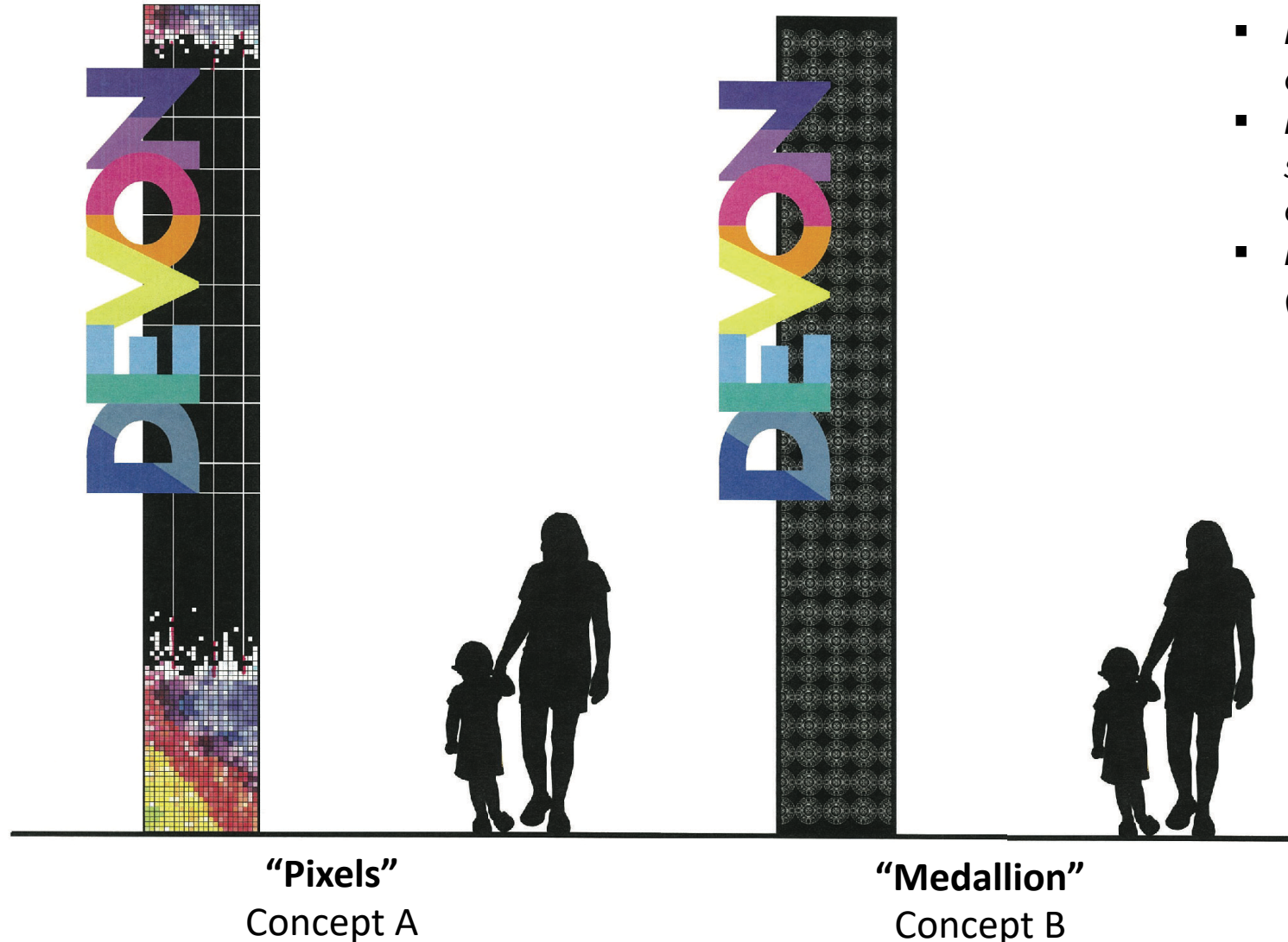
**"Peacock"**  
Concept B



**"Medallion"**  
Concept C



# GATEWAY PIER CONCEPTS



- **Black area** is an aluminum cabinet that can be powder coated in any color.
- **Low-lumen light** inside cabinet to project subtle yet vibrant ambient glow during evening hours.
- **Potential Locations:** Key entry points (Ravenswood, Clark, Glenwood, Sheridan)



Example of metal gateway piers



## CATEGORY

# Design Concepts

Which seating and landscaping ideas would best promote Devon as a place to visit?





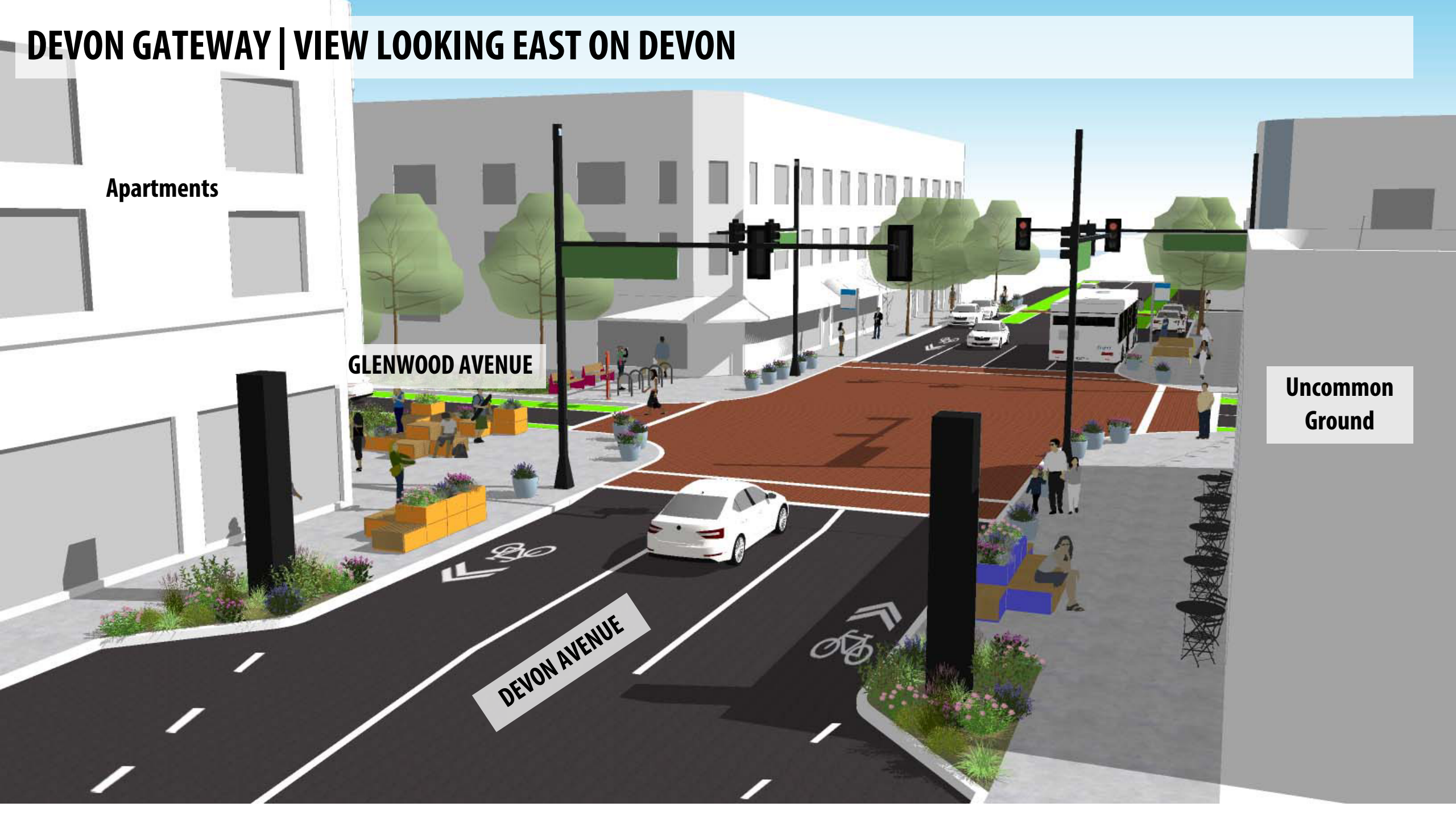
# DEVON GATEWAY | VIEW LOOKING EAST ON DEVON

Apartments

GLENWOOD AVENUE

DEVON AVENUE

Uncommon  
Ground

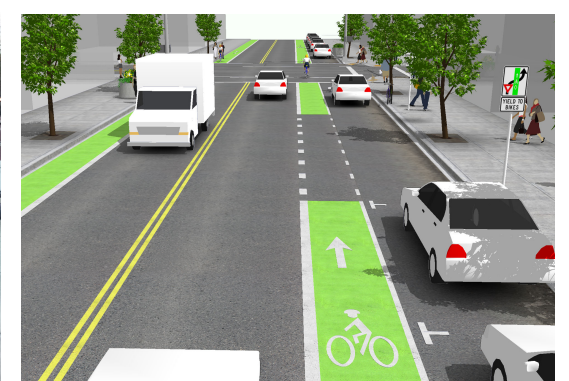
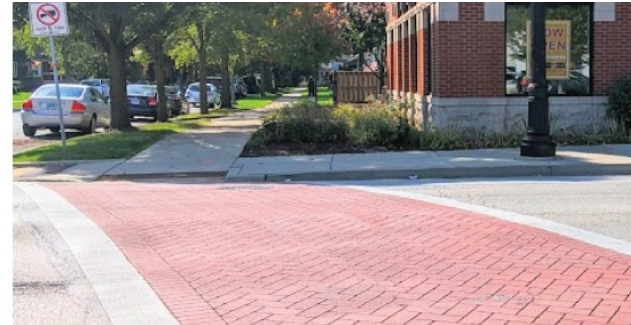




## CATEGORY

# Design Concepts

Which improvements would be most effective to improve safety, especially for pedestrians and bikes?



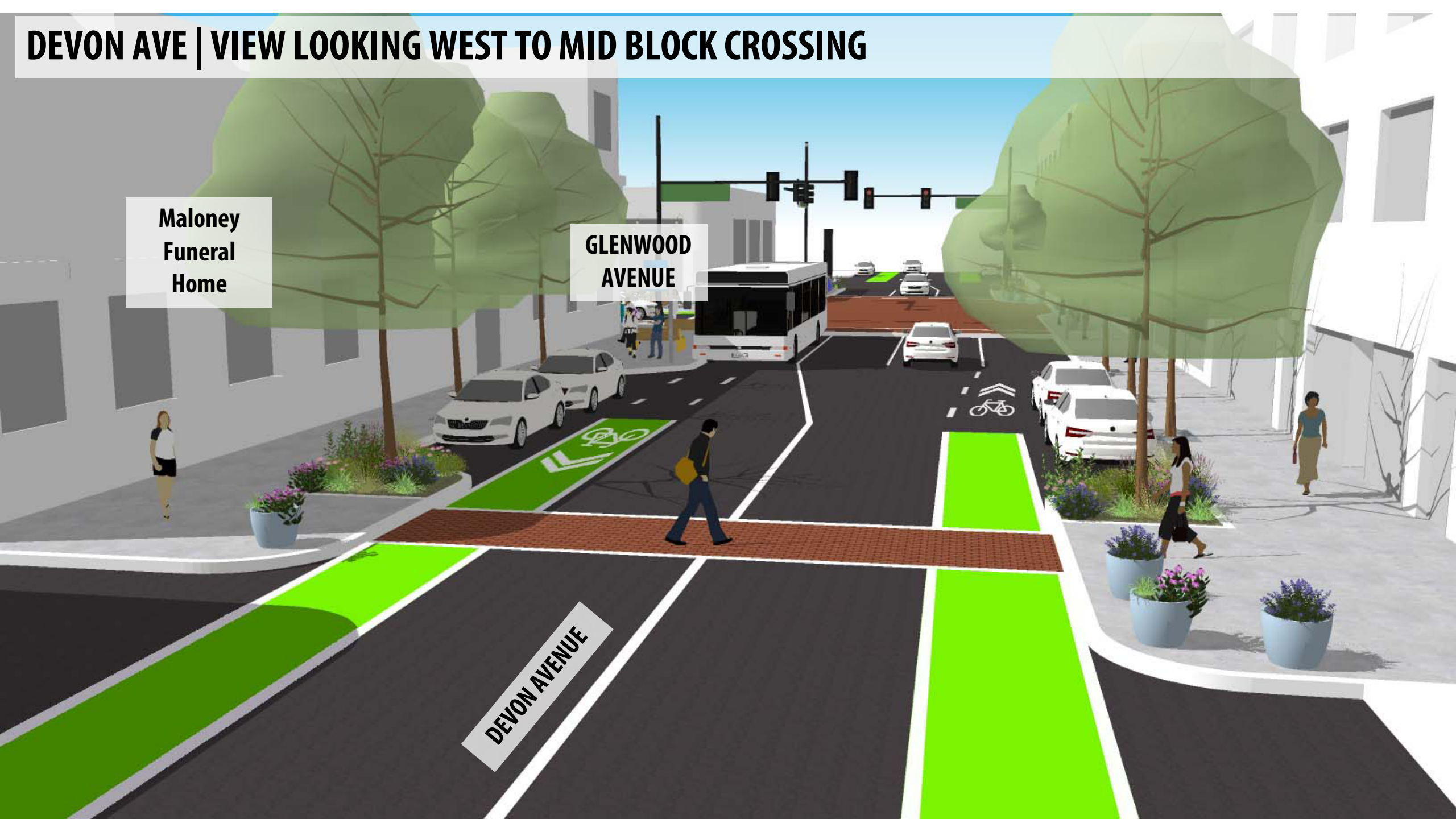


# DEVON AVE | VIEW LOOKING WEST TO MID BLOCK CROSSING

Maloney  
Funeral  
Home

GLENWOOD  
AVENUE

DEVON AVENUE







## Next Steps

Visit Virtual Open House if you haven't yet – Closes 8/15/2022  
Comments and input will be reflected in Draft Plan in September