North Avenue Corridor
Revitalization and Mobility Plan

Public Visioning Workshop
November 15, 2018
Chicago Metropolitan Agency for Planning

- Regional planning agency, created in 2005
- Serves northeastern Illinois
- Created GO TO 2040 and ON TO 2050
- Leads implementation of GO TO 2040 and ON TO 2050
Local Technical Assistance (LTA)

Gives communities capacity to implement GO TO 2040 and now ON TO 2050.

Major project types:

• Comprehensive Plans
• Revisions to zoning or other ordinances
• Small-area plans
• Topic-specific projects—water, housing, parking...
• Corridor plans
Study Area
Plan Focus

• Identifying redevelopment opportunities;

• Strategies for attracting development

• Recommendations for streetscape improvements/branding
Project Timeline – 18 months

North Avenue Corridor

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<th>Year</th>
<th>Event Description</th>
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<td>2018</td>
<td>Project Initiation</td>
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<td>Phase 1: Project orientation</td>
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<td>Phase 2: Existing conditions</td>
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<td>2019</td>
<td>Public engagement activities</td>
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<td>Phase 4: Public review and adoption</td>
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14,053 TOTAL POPULATION FOR STUDY AREA

AGE
- 19≤: 12%
- 20-34: 27%
- 35-49: 24%
- 50-64: 15%
- 65+: 22%

SEX
- Male: 47%
- Female: 53%

RACE
- White: 39%
- Black or African American: 38%
- Hispanic or Latino: 17%

SEX

EDUCATION
- Graduate/Professional Degree: 26%
- Bachelor's Degree: 23%
- Some College, No Degree: 18%
- High School Graduate: 16%

HOUSEHOLD INCOME (4,896 HOUSEHOLDS IN STUDY AREA)
- <$15,000: 6%
- $15,000-$24,999: 5%
- $25,000-$34,999: 5%
- $35,000-$49,000: 8%
- $50,000-$74,999: 14%
- $75,000-$99,999: 14%
- $100,000-$149,999: 21%
- $150,000-$199,000: 11%
- $200,000+: 16%
Outreach

- Online survey
- Resident survey
- Business survey
- Business Inventory
Using the keypad

- Firmly press the button (1-10) that corresponds to your answer choice
- Votes are anonymous
- If you make a mistake or change your mind, vote again, as long as the polling is open
- Your last vote is the vote that counts
What is your favorite Chicago sports team?

0% A. Bears
0% B. Bulls
100% C. Cubs
0% D. Blackhawks
0% E. Sox
0% F. Packers
Priorities
Controlled intersection
Marked Crosswalk
Median Island/Pedestrian Refuges
Slower Traffic
Planters/Landscaping
Benches
What is most important to you in terms of pedestrian friendliness on North Ave?

A. Controlled intersections - 18%
B. Marked crosswalks - 22%
C. Median island/pedestrian refuge - 33%
D. Slower traffic - 10%
E. Reducing traffic noise - 3%
F. Planters/Landscaping - 13%
G. Benches - 0%
H. Other - 0%
What is most important to you in terms of upkeep on North Avenue?

- A. Appearance clean [36%]
- B. Well maintained buildings [44%]
- C. Sidewalks [14%]
- D. Parkways [7%]
- E. Other [0%]
Image and Identity

[Graph showing ratings and counts for different categories such as Streetscaping, Facade enhancements, Arts and culture, Community events, and Wayfinding signs.]
Gateway signs
Planters/Landscaping
Landscaped Medians
Decorative lighting
Benches
Garbage bins
What is most important to you in terms of streetscape on North Avenue?

- A. Gateway signs (5%)
- B. Planters/Landscaping (21%)
- C. Landscaped medians (49%)
- D. Decorative lighting (14%)
- E. Benches (0%)
- F. Garbage bins (11%)
- G. Other (0%)
What is most important to you in terms of façade enhancements for North Avenue?

59%  A. More attractive business facades
0%   B. Awnings
20%  C. Lighting
17%  D. Unified look (theme)
 3%   E. Other
What would you like to see more of?
How do you get to North Avenue?
Economic Development
What would you like to see more of?

• Retail
• Restaurants
What type of retail would you like to see more of?

- 21% A. Specialty store (Home Depot, Bed Bath & Beyond)
- 16% B. Department store (Sears, Macy’s)
- 40% C. Grocery store
- 0% D. Convenience store
- 24% E. Other
What type of restaurants would you like to see more of?

- A. Fine Dining (10%)
- B. Casual Dining (56%)
- C. Fast Casual (7%)
- D. Fast Food (0%)
- E. Café (27%)
- F. Other (0%)
In general, what is your opinion of adding new multi-family projects on North Avenue?

Support
You
&
North Avenue
Your activity on North Ave
What brings you to North Avenue?

- Restaurants
- Passing through to somewhere else
- Deli/Grocery
On North Avenue, which businesses/services have you recommended?

- Onion Roll
- Starbucks
- Sergio’s
- Serrelli’s
- Wonder Works
Where are changes needed?
Mobility
Streetscape
Retail/Food
Issue
What issue is your greatest concern?

A. Safety when I walk across North Avenue (51%)
B. Finding safe and convenient parking (4%)
C. My experience waiting for a bus (0%)
D. Traffic speeds are too high (15%)
E. Traffic congestion (31%)
Which transportation mode could use the most improvement along North Avenue?

- **65%** A. Pedestrian
- **7%** B. Transit
- **10%** C. Bicycle
- **18%** D. Car
THANK YOU