

Commercial Corridor Revitalization Plan for Morse Avenue and Howard Street Recommendations Matrix with Prioritization

Shopping Mix Recommendations:	Priority Rank
1. Support existing businesses and entrepreneurs in achieving maximum retail success	1
2. Encourage the growth of new retail stores and services to fill storefront vacancies in both districts	2
3. Work with the niche opportunities in both districts to tackle shared retail problems and build on existing strengths	3
4. Align the efforts of landlords, realtors, business owners and the community to strengthen business development efforts	4
5. Encourage businesses to develop positive night-time activities and draw shoppers to the districts at night	5

Safety Recommendations:	Priority Rank
1. Develop an approach that enforces accountability and involves a holistic team to deal with buildings where criminal activity is a problem	1
2. Generate positive press to counter negative perceptions and press about Rogers Park	2
3. Pursue security measures such as: cameras, increased police presence, and lighting in the commercial districts	3
4. Strengthen community policing efforts with the support of municipal and neighborhood agencies	4
5. Provide more opportunities for local youth, strengthening existing programs and addressing missing needs	5
6. Track crime statistics to identify hot spots and disseminate resources accordingly	6

Design and Appearance Recommendations:	Priority Rank
1. Develop a Handbook for Developers in Rogers Park	1
2. Make specific recommendations regarding commercial zoning while incorporating community/public participation into the process for decision-making.	2
3. Develop a Building Improvement Program to support a walkable and visually appealing community	3
4. Market retail districts in the areas by using wayfinding signs, especially near the CTA stations of Loyola, Morse, Lunt, Jarvis and	4
5. Develop a vibrant appearance for the commercial districts that distinguishes them as a part of a unique and lakeside community that is announced at community entry points	5
6. Redesign Glenwood to provide a visual path to the Arts District by supporting the improvement of lighting, adding banners and redecorating the CTA berm.	6
7. Develop a pedestrian friendly environment through art and public amenities that reflects local cultures	7

Community Development Recommendations:	Priority Rank
1. The Howard and Morse-Glenwood Commercial Districts should include healthy and active pursuits to enhance the quality of life in balance with the commercial activity	1
2. Encourage genuinely diverse collaboration among community groups and residents to confront shared issues	2
3. Support artist and affordable housing	3
4. Create opportunities for volunteerism in and around the commercial districts	4

Transportation Recommendations:	Priority
1. Make existing parking opportunities more accessible and visible to the public for shopping in both districts	1
2. Continue working with public officials to provide rehabilitation, upkeep and maintenance to the train stations	2
3. Encourage bicycle ridership	3
4. Clean up and landscape CTA berms	4
5. Conduct regular outreach to El and Metra riders	5

Definition of Matrix Terms

Funding Available - Funding is available for the project or recommendation proposed. If N/A, that indicates that there is no special funding needed for the project.

Existing Capacity - DevCorp North has staff, Board or volunteer capacity in-house or has previous experience working with a vendor or consultant on a similar project.

Short-term Project - The project can be completed within a 12 month time frame.

DCN Responsible - DevCorp North has primary responsibility for this kind of work PLUS authority to execute this recommendation.

High Impact - Successful implementation of this recommendation will result in a visible improvement in the neighborhood, removal of a significant impediment to progress, or lead to other improvements that have been designated a priority.

SHOPPING MIX:

Celebrate the diversity of Rogers Park through a broad mix of businesses and services, varying in size and type and catering to a range of incomes, races and ethnicities.

Morse Avenue: Morse Avenue will have a retail mix of outdoor cafes, small stores and services that meet the needs of all economic groups, at a pedestrian scale.

Howard Street: Howard Street will become a “cultural destination” through efforts that support art centers and emphasize local diversity.

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5. Encourage businesses to develop positive night-time activities and draw shoppers to the districts at night	5

1. Support existing businesses and entrepreneurs in achieving maximum retail success

Recommendation	Funding Available	Existing Capacity	Short-term Project	DCN Responsible	High Impact	Priority Rank
1a. Join shop local campaigns, advocate for local spending	X	X	X	X		1
1b. Create a co-operative marketing campaign for participating retailers in Rogers Park through the local and regional media	X			X	X	2
1c. Organize and expand DevCorp North workshops and trainings for business owners and entrepreneurs	X	X	X	X		3
1d. Create and Disseminate a Rogers Park Welcome Packet		X		X		4
1e. Create a Shoppers Rebate program within the SSAs*	X	X	X			5
1f. Provide more opportunities for business development and provide courses in partnership with Loyola on entrepreneurship				X		6
1g. Use Geographic Information Systems (GIS) as a tool to improve the local business climate	X	X		X		7

* See Appendix for more information

2. Encourage the growth of new retail stores and services to fill storefront vacancies in both districts

Recommendation	Funding Available	Existing Capacity	Short-term Project	DCN Responsible	High Impact	Priority Rank
2a. Host 4 Business Attraction seminars/workshops annually	X	X	X	X	X	1
2b. Encourage complementary businesses that are needed in the community		X		X	X	2
2c. Continually update commercial vacancy database	X	X	X	X		3
2d. Develop and maintain a detailed, block-by-block analysis of building conditions, inventory of businesses and existing vacancies	X	X	X	X		4
2e. Continue to conduct community surveys on a regular basis	X	X	X	X		5

3. Work with the niche opportunities in both districts to tackle shared retail problems and build on existing strengths

Recommendation	Funding Available	Existing Capacity	Short-term Project	DCN Responsible	High Impact	Priority Rank
3a. Target festivals and promotions toward customers that each district currently attracts & build customers and area identities	X	X	X	X	X	1
3b. Collaborate with SSA #19 & #24 on promotional activities to strengthen the positive image of Rogers Park	X	X	X		X	2
3c. Create a more cohesive arts district along Glenwood Ave by building the existing events and businesses, and developing other joint marketing initiatives	X	X			X	3

4. Align the efforts of landlords, realtors, business owners and the community to strengthen business development efforts

Recommendation	Funding Available	Existing Capacity	Short-term Project	DCN Responsible	High Impact	Priority Rank
4a. Jointly host ongoing meetings with the alderman’s office and developers to encourage redevelopment		X			X	1
4b. Implement a program that targets absentee landlords for the purpose of putting properties back into productive use*					X	2

* See Appendix for more information

5. Encourage businesses to develop positive night-time activities and draw shoppers to the districts at night

Recommendation	Funding Available	Existing Capacity	Short-term Project	DCN Responsible	High Impact	Priority Rank
5a. Hold evening events. Link local entertainment venues with each other, such as coordinating cross promotions*	X	X			X	1
5b. Sponsor, promote and/or coordinate evening activities such as a First Friday with entertainment, giveaways and refreshments	X	X			X	2

* See Appendix for more information

PUBLIC SAFETY:

Enhance the safety of the streets for everyone at all hours of the day through preventative and responsive measures that reduce the opportunity for criminal activity in order to create a welcoming feel in the area.

Morse Avenue: Efforts on Morse Avenue should support improved pedestrian traffic and pedestrian atmosphere. This includes a visible police presence and added opportunities for local youth.

Howard Street: Efforts on Howard Street should encourage pedestrian activity and target bad buildings that create a negative atmosphere in the area by reducing vacancies and improving facades. Activities for local youth should also be supported.

Recommendation	Priority Rank
1. Develop an approach that enforces accountability and involves a holistic team to deal with buildings where criminal activity is a problem	1
2. Generate positive press to counter negative perceptions and press about Rogers Park	2
3. Pursue security measures such as: cameras, increased police presence, and lighting in the commercial districts	3
4. Strengthen community policing efforts with the support of municipal and neighborhood agencies	4
5. Provide more opportunities for local youth, strengthening existing programs and addressing missing needs	5
6. Track crime statistics to identify hot spots and disseminate resources accordingly	6

1. Develop an approach that enforces accountability and involves a holistic team to deal with buildings where criminal activity is a problem

Recommendation	Funding Available	Existing Capacity	Short-term Project	DCN Responsible	High Impact	Priority Rank
1. Convene a holistic task force to address problem buildings					X	

2. Generate positive press to counter negative perceptions and press about Rogers Park

Recommendation	Funding Available	Existing Capacity	Short-term Project	DCN Responsible	High Impact	Priority Rank
2a. Generate positive press regularly	X	X		X	X	1
2b. Develop relations with local media						3
2c. Pursue pro-bono marketing assistance	X				X	2
2d. Collaborate with other local orgs.		X	X			4

3. Pursue security measures such as: cameras, increased police presence, and lighting in the commercial districts

Recommendation	Funding Available	Existing Capacity	Short-term Project	DCN Responsible	High Impact	Priority Rank
3a. Install lighting in hot spots	X	X			X	1
3b. Advocate for more police presence	X	X				3
3c. Install security cameras as needed	X	X	X	X	X	2

4. Strengthen community policing efforts with the support of municipal and neighborhood agencies

Recommendation	Funding Available	Existing Capacity	Short-term Project	DCN Responsible	High Impact	Priority Rank
4a. Strengthen the relationship between residents and businesses		X		X		1
4b. Support evening events in the commercial districts	X	X	X	X	X	2
4c. Encourage CAPS events		X	X			3
4d. Encourage regular attendance at CAPS	X	X				4

5. Provide more opportunities for local youth, strengthening existing programs and addressing missing needs

Recommendation	Funding Available	Existing Capacity	Short-term Project	DCN Responsible	High Impact	Priority Rank
5a. Support existing and new programs					X	1
5b. Identify gaps in geographic locations for youth programs	X	X		X		2

6. Track crime statistics to identify hot spots and disseminate resources accordingly

Recommendation	Funding Available	Existing Capacity	Short-term Project	DCN Responsible	High Impact	Priority Rank
6. Track crime statistics to identify hot spots and disseminate resources accordingly		X				

DESIGN AND APPEARANCE:

Improve the appearance of the streets and buildings to cultivate a distinct district identity and encourage more pedestrian activity through better signs, greater cleanliness and physical improvements.

Morse Avenue: The efforts on Morse Avenue will emphasize the completion of the Morse Avenue streetscape project and the becoming of a small, walkable “town center” area for gathering. New development will be encouraged, creating consistency in facades of buildings. Transit-oriented development should also be encouraged, allowing higher density mixed-use developments.

Howard Street: The efforts on Howard Street will emphasize enforcing building codes, installing seasonal decorations and unique street identifiers, hosting festivals and completing the Howard Street streetscape. Historic preservation and the reduction of commercial vacancies should also be emphasized.

Recommendation	Priority Rank
1. Develop a Handbook for Developers in Rogers Park	1
2. Make specific recommendations regarding commercial zoning while incorporating community/public participation into the process for decision-making	2
3. Develop a Building Improvement Program to support a walkable and visually appealing community	3
4. Market retail districts in the areas by using wayfinding signs, especially near the CTA stations of Loyola, Morse, Lunt, Jarvis and Howard	4
5. Develop a vibrant appearance for the commercial districts that distinguishes them as a part of a unique and lakeside community that is announced at community entry points	5
6. Redesign Glenwood to provide a visual path to the Arts District by supporting the improvement of lighting, adding banners and redecorating the CTA berm	6
7. Develop a pedestrian friendly environment through art and public amenities that reflects local cultures	7

1. Develop a Handbook for Developers in Rogers Park

Recommendation	Funding Available	Existing Capacity	Short-term Project	DCN Responsible	High Impact	Priority Rank
1a. Develop handbook for developers		X			X	1
1b. Encourage additional parking in new developments					X	2
1c. Encourage green technology		X				3
1d. Affordable housing, 10% CPAN					X	4

2. Make specific recommendations regarding commercial zoning while incorporating community/public participation into the process for decision-making.

Recommendation	Funding Available	Existing Capacity	Short-term Project	DCN Responsible	High Impact	Priority Rank
2a. Use zoning to consolidate districts*		X			X	1
2b. Support mixed income housing near trains	X	X				2
2c. Promote mixed-use development throughout the districts as appropriate*	X	X			X	3

* See Appendix for more information

3. Develop a Building Improvement Program to support a walkable and visually appealing community.

Recommendation	Funding Available	Existing Capacity	Short-term Project	DCN Responsible	High Impact	Priority Rank
3a. Develop a Building Improvement Program to provide incentives to improve facades	X	X	X	X	X	1
3b. Identify and improve key locations as seen from the CTA stations	X	X			X	2

4. Market retail districts in the areas by using wayfinding signs, especially near the CTA stations of Loyola, Morse, Lunt, Jarvis and Howard

Recommendation	Funding Available	Existing Capacity	Short-term Project	DCN Responsible	High Impact	Priority Rank
4a. Directional signage to key businesses	X	X		X		1
4b. Announce Glenwood Arts District	X	X	X	X		2
4c. Promote Caribbean corridor	X	X		X		3

5. Develop a vibrant appearance for the commercial districts that distinguishes them as a part of a unique and lakeside community that is announced at community entry points

Recommendation	Funding Available	Existing Capacity	Short-term Project	DCN Responsible	High Impact	Priority Rank
5a. Expand and maintain landscaping	X	X	X	X	X	1
5b. Develop marketing materials that highlight unique features of Rogers Park	X	X	X	X		2
5c. Coordinate streetscaping to brand	X	X	X		X	3

6. Redesign Glenwood to provide a visual path to the Arts District by supporting the improvement of lighting, adding banners and redecorating the CTA berm.

Recommendation	Funding Available	Existing Capacity	Short-term Project	DCN Responsible	High Impact	Priority Rank
6a. Glenwood Ave banners	X	X	X	X		1
6b. Integrate lighting into streetscape		X				2

7. Develop a pedestrian friendly environment through art and public amenities that reflects local cultures

Recommendation	Funding Available	Existing Capacity	Short-term Project	DCN Responsible	High Impact	Priority Rank
7a. Improve window and storefront dis-	X	X	X	X	X	1
7b. Encourage art in the public spaces	X					2
7d. Use art to improve vacant store-	X		X			3
7d. Encourage art in CTA stations	X	X			X	4

* See Appendix for more information

COMMUNITY DEVELOPMENT:

Foster a healthy foundation of commerce, culture, education and community service that focuses on organizing and mobilizing stakeholders to improve their commercial districts.

Morse Avenue: The efforts on Morse Avenue will emphasize diverse opportunities for youth and adults in collaboration with local merchants.

Howard Street: The efforts on Howard Street will emphasize the completion of the new Chicago Park District Fieldhouse (the Gale Community Center) and ensuring that programs are appropriate for youth and adult recreation and development.

Recommendation	Priority Rank
1. The Howard and Morse-Glenwood Commercial Districts should include healthy and active pursuits to enhance the quality of life in balance with the commercial activity	1
2. Encourage genuinely diverse collaboration among community groups and residents to confront shared issues	2
3. Support artist and affordable housing	3
4. Create opportunities for volunteerism in and around the commercial districts	4

1. The Howard and Morse-Glenwood Commercial Districts should include healthy and active pursuits to enhance the quality of life in balance with the commercial activity

Recommendation	Funding Available	Existing Capacity	Short-term Project	DCN Responsible	High Impact	Priority Rank
1a. Encourage classes in the commercial areas and sponsorship of youth		X	X		X	1
1b. Encourage local arts groups to expand outreach		X	X			2
1c. Pursue health conscious businesses	X	X		X	X	3
1d. Integrate mammogram/book mobile in		X				4

2. Encourage genuinely diverse collaboration among community groups and residents to confront shared issues

Recommendation	Funding Available	Existing Capacity	Short-term Project	DCN Responsible	High Impact	Priority Rank
2a. Convene regular meetings between local groups	N/A	X				1
2b. Encourage inclusive meeting design	N/A	X		X		2

3. Support artist and affordable housing

Recommendation	Funding Available	Existing Capacity	Short-term Project	DCN Responsible	High Impact	Priority Rank
3a. Encourage CPAN and affordable housing set asides		X			X	1
3b. Support artist and co-operative housing by looking for opportunities for maintaining or creating new live/work or co-op space.	X	X		X	X	2

4. Create opportunities for volunteerism in and around the commercial districts

Recommendation	Funding Available	Existing Capacity	Short-term Project	DCN Responsible	High Impact	Priority Rank
4a. Loyola community service in Rogers Park						1
4b. Create an Adopt-a-homeroom program*		X				2
4c. Institute an Ambassador program	X			X		3
4d. Recruit volunteers to assist with landscap-	X	X				4

* See Appendix for more information

TRANSPORTATION:

Capitalize on Morse Avenue and Howard Street’s transportation and parking to promote stronger connections to adjacent districts and enhance the accessibility of neighborhood destinations to attract shoppers from the larger region.

Morse Avenue: The efforts on Morse Avenue will emphasize the Morse El station, identifying commercial district parking and encouraging “better use of existing parking options.”

Howard Street: The efforts on Howard Street will emphasize the connection with and access to Lake Michigan, the Howard El station and the bus terminal.

Recommendation	Priority Rank
1. Make existing parking opportunities more accessible and visible to the public for shopping in both districts	1
2. Continue working with public officials to provide rehabilitation, upkeep and maintenance to the train stations	2
3. Encourage bicycle ridership	3
4. Clean up and landscape CTA berms	4
5. Conduct regular outreach to El and Metra riders	5

1. Make existing parking opportunities more accessible and visible to the public for shopping in both districts

Recommendation	Funding Available	Existing Capacity	Short-term Project	DCN Responsible	High Impact	Priority Rank
1a. Perform a parking study to measure usage at different times and encourage shared/public parking in underutilized	X	X	X	X	X	1
1b. Increase local usage of I-Go Car sharing						2
1c. Install prominent signage directing customers to public or shared parking	X	X	X	X	X	3
1d. Survey business owners to determine parking needs and encourage employee usage of public transportation	X	X	X	X		4
1e. Inventory parking meters and report broken meters	X	X	X			6

2. Continue working with public officials to provide rehabilitation, upkeep and maintenance to the train stations

Recommendation	Funding Available	Existing Capacity	Short-term Project	DCN Responsible	High Impact	Priority Rank
2a. Advocate for ongoing maintenance and improvements of CTA properties.					X	1
2b. Research and duplicate the successful Edgewater CTA blitz at Thorndale El station	X	X	X		X	2
2c. Include CTA stations in bi-annual 49 th Ward “Clean and Green”	X	X			X	3

3. Encourage bicycle ridership

Recommendation	Funding Available	Existing Capacity	Short-term Project	DCN Responsible	High Impact	Priority Rank
3a. Encourage CDOT to add bike lanes and improve connections						1
3b. Survey residents to identify ideal bike rack locations						2

4. Clean up and landscape CTA berms

Recommendation	Funding Available	Existing Capacity	Short-term Project	DCN Responsible	High Impact	Priority Rank
4a. Identify local sources of landscaping materials and designers	X					1
4b. Advocate for the regular landscaping and cleaning of the CTA berm on Morse Avenue	X	X				2

5. Conduct regular outreach to El and Metra riders

Recommendation	Funding Available	Existing Capacity	Short-term Project	DCN Responsible	High Impact	Priority Rank
5. Hand out information at el stations better connecting transit riders to the community	X	X	X	X		