

Commercial Corridor Revitalization Plan

3rd Public Meeting Summary

Introduction

The third community meeting, held on April 4th, 2005 at the Lakeshore Healthcare & Rehabilitation center (7200 N. Sheridan Road), was a culmination of the public participation component and research conducted for the Rogers Park Commercial Corridor Plan. The community affirmed and modified the guiding principles developed, which were taken directly from the second community meeting held in January and refined by the Steering Committee members. In addition to Guiding Principles, the participants responded to and commented on recommendations presented by the UIC team.

Guiding Principles

The meeting process included multiple participatory tools, including technology supplied by the Northeastern Illinois Planning Commission that allowed participants to vote, in real time, on the Guiding Principles. Participants were asked to affirm or reject the guiding principles by choosing one of the three responses; *1) Liked the guiding principle (“on target”), 2) Mostly right, and 3) Needs work. A lack of support indicated a need for further discussion, which the small group sessions addressed.

	On target	Mostly on target	Needs work	Total
Shopping Mix	63	37	0	100
Safety	68	21	11	100
Design and Appearance	61	32	7	100
Community Development	53	40	7	100
Transportation	67	26	7	100

* Results included steering committee members, in addition to community participants.

Small Group Sessions

The second half of the meeting was divided into three small group sessions, where participants were given the opportunity to discuss and vote on the recommendations for each guiding principle and provide any implementation ideas. The first two sessions involved an in-depth discussion about each recommendation, whereas the third was an opportunity to provide general feedback for each guiding principle.

Participant voting helped to both affirm and prioritize the recommendations that were developed by the consultants from the City Design Center, in collaboration with the Steering Committee. The highest voted recommendations and the community’s own suggestions are summarized on the following page.

Transportation:

Highest Priority Recommendation:

- Continue rehabilitation, upkeep, and maintenance of the train stations.

Additional Community Ideas:

- Include bike transportation provisions, including lanes, signage, and lock up areas that cater to riders.
- Improve wheelchair accessible ramps near the train station
- Emphasize safety with improved lighting around transportation nodes.

Shopping Mix:

Highest Priority Recommendation:

- Market storefront vacancies to developers, retailers, and entrepreneurs.

Additional Community Ideas:

- Encourage the growth and prosperity of small, locally owned businesses
- Attract significant anchor business as a revitalization catalyst for both Morse Ave. and Howard St.
- Attract businesses that cater to middle and upper income shoppers, a missing market in Rogers Park

Aesthetic Design:

Highest Priority Recommendation:

- Support the creation of design guidelines for signage and façades that supports a walkable and visually appealing commercial district.

Additional Community Ideas:

- Encourage live/work studios and non-profit organizations as a substitute for the current retail uses on Paulina
- Improve and clearly mark pedestrian walkways for both corridors
- Promote attractive signage and awnings

Safety:

Highest Priority Recommendation:

- Encourage a year-round, highly visible police foot patrol.

Additional Community Ideas:

- Hold businesses accountable for activities on their premises
- Encourage youth to get involved in safety issues
- Promote greater communication between police and businesses owners

Community Development:

Updated Guiding Principal:

- Foster a healthy foundation of commerce, culture, education and community service that focuses on organizing and mobilizing all parts of the community to improve the Morse Ave. and Howard St. commercial districts.

Highest Priority Recommendation:

- Encourage collaboration among community groups around common issues areas.

Additional Community Ideas:

- Clarify Rogers Park stakeholders, ensure this means inclusion
- Encourage genuine diversity in community activities