

































# acknowledgments

The Elevate Devon Corridor Plan was made possible thanks to the collective leadership, vision and investment of the **Edgewater Chamber of Commerce, Loyola University Chicago, and Rogers Park Business Alliance**. Special thanks to our Steering Committee and Student Ambassadors for serving as dedicated team liaisons. And to the hundreds of passionate residents, local businesses, stakeholders, students, faculty, and staff who shared and connected, this plan would not have been possible without you.

### **Steering Committee**

Michael Bancroft, Sauce and Bread Kitchen
Helen Cameron, Uncommon Ground, Edgewater Resident
Michael Cameron, Uncommon Ground, Edgewater Resident
Jennifer Clark, Loyola University Chicago, Rogers Park Resident
Gina Caruso, Edgewater Property Owner, Rogers Park Resident
William Huchting, Edgewater Resident, Economic Development Committee
Jack Swenson, RPBA Planning and Development Chair, Rogers Park Resident
Rick Thompson, Anytime Fitness, Edgewater Resident
Ken Walchak, Clark Devon Hardware

### **Student Ambassadors**

Riley Kelly, Loyola University Chicago \* Mia Roman, Loyola University Chicago \*

### **Ward Representatives**

Alderwoman Maria Hadden, 49th Ward Alderman Harry Osterman, 48th Ward Alderman Andre Vasquez, 40th Ward \* Leslie Perkins, Chief of Staff, 49th Ward \* Kyle Ryan, Economic Development Manager, 49th Ward \*

### **Outreach & Engagement Support**

Corridor Pop-Up: Shaul Basa, Owner, Devon Market · 1440 W Devon Musical Feature: Zeshan Begewadi, Edgewater Resident, Classic Soul Singer Speaker: Amanda Dobron , Golden Hour Acupuncture · 1339 W Devon Ave Corridor Pop-Up: Pete Plaipoo, Executive Chef, Nori Sushi · 1235 W Devon Speakers: Mike and Janine Waszkowski, Ellipsis Coffee · 1259 W Devon

### **Project Partners**

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### **Rogers Park Business Alliance**

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### Loyola University Chicago

Cecilia Rodriguez, Director of Community Engagement RPBA & ECC Board Member

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\* Also served as Steering Committee Members







# The partners

# Coming Together to Discover Possibilities and Unlock Potential on Devon



Welcome to Elevate Devon -- a pivotal corridor plan focused on improving Devon Avenue between Sheridan Road and Ravenswood Avenue in Chicago, Illinois. This eclectic 1-mile stretch of corridor forms the geographic border between the diverse neighborhoods of Edgewater and Rogers Park, and includes part of the Loyola University Chicago campus that serves 21,500 students and faculty.

To ensure a unified vision to shaping a vibrant future on Devon, the Edgewater Chamber of Commerce, Loyola University Chicago, and Rogers Park Business Alliance joined forces to make the Elevate Devon Corridor Plan possible. Through this partnership, funds were pooled to hire a team of planners and urban design specialists. A market study was conducted, existing conditions analyzed, and an extensive community outreach effort undertaken. In addition to corridor pop-up events, workshops, and open houses, over 1,200 poll results were received and hundreds of comments reviewed.

The actions and policies outlined on the pages that follow are derived from steady and involved work with our communities. Through progressive input and consensus we grew to understand the most pressing needs and priorities of our constituents and how to shape a vibrant future along Devon Avenue.

Elevate Devon is the community's plan! It provides an actionable guide with clear strategies to enhance and enliven a very special corridor, destination, and home to so many. Thank you to everyone who came together to share and help shape Devon's future! Please read on and join us in championing next steps and projects.

### Sincerely,

The Edgewater Chamber of Commerce, Loyola University Chicago and Rogers Park Business Alliance















# elevate devon

# Discovering Possibilities + Unlocking Potential



TIP: If you are viewing this as a digital PDF, you may click the titles below to jump to that section of the Elevate Devon Corridor Plan.

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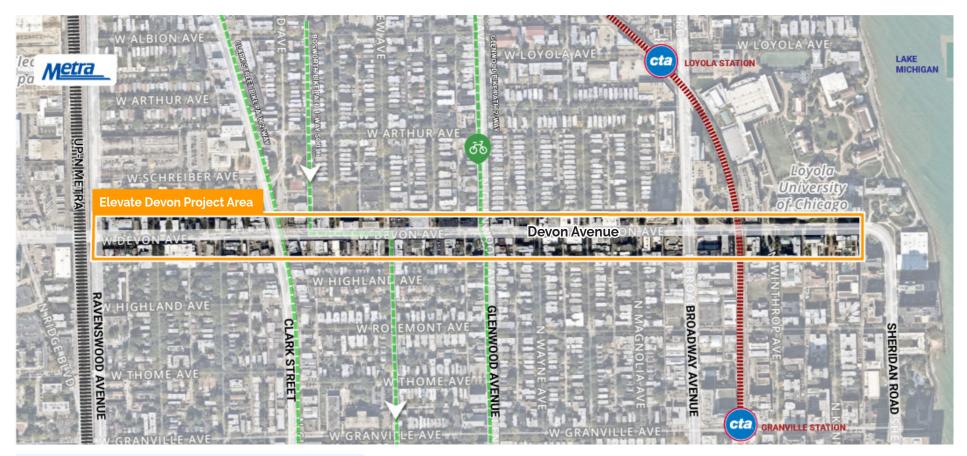
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# elevate devon CORRIDOR PROFILE

# **Market Indicators**

Three areas were analyzed to understand market facts: (1) the Project Area which includes Devon Avenue between Ravenswood Avenue and Sheridan Road, map below, (2) a 5-Minute Drive Time Market Area and (3) a 10-Minute Drive Time Trade Area; see map on next page. These areas were defined based on input from local businesses regarding customer reach from nearby households and customers who take transit or drive to the corridor.

- There are 90,000 residents within a 5-Minute Market Area and 280,000 residents within a 10-Minute Trade Area. This population density is critical to local business vitality along Devon.
- Enrollment at Loyola University Chicago is growing, reaching 17,498 students in the Fall of 2021 and 21,500 including faculty and staff. Approximately 5,000 students live in dorms and 4,000 live off campus in zip codes 60626 and 60660. Loyola students, staff and faculty often visit and/or live near Devon.



DATA COLLECTED FROM ESRI BUSINESS ANALYST 2021 AND U.S. CENSUS BUREAU



### Diversity provides platform for business opportunity

The Market Area is diverse, with 20-23% of the population identifying as Latino or Hispanic, about 53% White Alone, about 16% Black or African American Alone, 15% Asian Alone, and 15% Some Other Race Alone or Two or More Races. Forty percent of residents speak a language other than English, the most common being Spanish and Indo-European languages.

### Number of housing units remain stable

Both areas had little net change in total housing units since 2000. In the 5-Minute Market Area, 60% is renter-occupied, 29% is owner-occupied, and 11% of units are vacant. In the 10-Minute Trade Area, 57% of units are renter-occupied, 34% are owner-occupied, and 9% are vacant.

- Housing prices are escalating in the Edgewater and Rogers Park Community Areas
  From 2020 to 2022, for sale units have increased from 228,000 to 263,000 in Edgewater and from 208,000 to 243,000 in Rogers Park.
- Transit, walkability, and car access/parking are important drivers of demand

  Transit ridership fell during the pandemic, but is starting to recover. Loyola University Chicago has increased its total enrollment over the years, and nearly 4,000 students live in the Rogers Park and Edgewater zip codes near Devon.
- Predominance of retail trade, services and employees

Forty-two percent of businesses and 52% of employees in the Market Area work in Services, and 24% of business and 20% of employees are involved in Retail Trade. Consumers are more likely to spend money on the latest technology and food (groceries, eating at restaurants, and takeout).

### There is a very high retail demand

Residents who live in the Market Area spend \$186 million on groceries and \$137 million on restaurants. They also have spending power of \$103 million on entertainment and recreation, and \$76 million on apparel and related goods.

5-Minute Drive Time W DEVON AV Project Area 'Trade Area'

**Location Map** 

Project Area · Market Area · Trade Area

DATA COLLECTED FROM ESRI BUSINESS ANALYST 2021 AND U.S. CENSUS BUREAU

### **Distinguishing Factors of the Devon Project Area**



### A CULINARY CORRIDOR

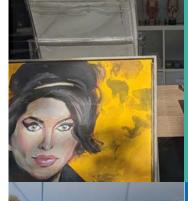
Consumers are likely to spend money on food, groceries, eating at restaurants, and takeout. There is also very high spending on goods such as entertainment, recreation, apparel and services.

### **DEMAND FOR ALL MODES**

Public transit, pedestrians and bicyclists are very important to Devon businesses. Pedestrians may either live or work nearby, are students or faculty, or have come to the corridor via public transit, bicycle or car.

### HIGH VEHICLE TRAFFIC

There are ~16K vehicles traveling daily along Devon, 27K on Sheridan, 20K on Broadway and 15K on Clark. While these high numbers are important for businesses, they make safety for all modes a key issue and focus.



### **ECLECTIC LOCAL MIX**

One of the greatest strengths of Devon and the surrounding area is the wide range of diverse households, niche shops, businesses, and local organizations.



### **DIVERSE MARKET SEGMENTS**

Top market segments within the trade area reflect diverse, high-tech, highly educated households; these include Metro Renters, Trend Setters, and Diverse Convergence; please see resource links at bottom of page. \*

### **INTERNATIONAL MAKE-UP**

Market potential reflects the international make-up of the area and reinforces the high demand for restaurants, entertainment, technology and travel experiences.

\* For information on market segment profiles please click the following links: Metro Renters · Trend Setters · Diverse Convergence

DATA COLLECTED FROM ESRI BUSINESS ANALYST 2021 AND ILS. CENSUS BUREAU

### **Neighborhood Numbers**

**5-Minute Drive Time Market Area** 

90,000 Total Residents

40%

Residents Speak Languages Other Than English At Home

47,000
Housing Units

\$49,000
Median Household Income

\$1.3
Billion Retail Demand

\$323

Million Demand for Groceries & Restaurants

\$477 Million Retail Supply \$848 Million Retail Gap







DATA COLLECTED FROM ESRI BUSINESS ANALYST 2021 AND U.S. CENSUS BUREAU



# **Local Listening**

### **Engagement Shapes Future Priorities**

Local residents, businesses, organizations, students and stakeholders care deeply for the Devon corridor and its wonderful mix of local businesses. Further, they are keenly aware of the corridor's untapped potential and where improvements are needed. Throughout the project, this engaged community shared opinions about traffic calming, placemaking, pedestrian and bicyclist safety, sustainable practices, aesthetics, shade needs and greening. A wide variety of online and inperson outreach tools were used to provide ample opportunities for the community to share ideas. The **Engagement Milestones Timeline** that follows highlights this sequence of community activities and events.

"Prioritize accessibility with more flexible furniture. This area has a huge pedestrian population with the senior housing, Loyola and nearby residential streets. As of now, it isn't very pedestrian friendly at all, and definitely should be."

- Community Comment, Placemaking Poll

To help ensure the planning team was in sync with the needs and goals of different users and perspectives, a **Steering Committee** was created at the start of the project, This committee included a variety of local businesses, organizations, wards, and community members. **Student Ambassadors** from Loyola University Chicago were hired as team extensions and provided a stipend to co-lead targeted engagement events and marketing efforts to gather input from students, faculty, and staff. Throughout the 7-month outreach process the diverse touch points of these groups enhanced engagement and touchpoints with the community.









**8K**WEBSITE VIEWS

**UNIQUE WEBSITE** 

**USERS** 

4K 2.8K

COMMENT MAP VIEWS



1.2K

TOTAL POLL RESPONSES



710

VIRTUAL OPEN HOUSE VISITORS



900+

SHARES ON SOCIAL MEDIA



# **Business Spotlight**

### **Shop Owners Share Visions & Love for Devon**



### **PEDESTRIAN ACCESS**

"I am looking forward to seeing the area become more accessible to pedestrians and attracting more students from Loyola University. Really pleased with what you all are doing!"

- Michael Waszkowski, Ellipsis Coffee



### **ARTS + CULTURE**

"GirlForward would love to be involved with a public art project on Devon! We are a local business that engages high school girls new to the US through mentorship and education. Art is a huge part of our work!

- Ashley Marine, GirlForward Executive Director



### **TRENDS + DIVERSITY**

"Some people see Devon as a barrier

– I see it as a place where all different
people pass through. The ethnic mix is
perfect for us. A lot of trends collide here."

- Terry Gant, Third Coast Comics

Businesses and organizations, long-standing and new, were invited to share their perspective and desires for the corridor in a variety of ways. Early listening kicked-off with focus groups and interviews, then moved on to polling and community events. Shop owners Amanda Dobron of **Golden Hour Acupuncture** and Michael Waszkowski of **Ellipsis Coffee**, shown above, were spotlight speakers at community workshops; Shaul Basa of **Devon Market** and Pete Plaipoo of **Nori Sushi** hosted corridor pop-up events; and many more local organizations, like **GirlForward** quoted above, reached out and connected via the tools provided on the website.

"Increasing pedestrian and bike safety is a huge way to bring in more customers to the businesses; most college students don't have cars."

- Community Open House Comment

# **Outreach Milestones**

December 2021 to May 2022

# Interviews, Field Research, & Market Study

(Dec 2021 - Feb 2022)

Conduct Interviews + Focus Groups Document Corridor Conditions Observe User Behaviors Complete Market Study

DEC 2021 JAN 2022

# Steering Committee Meeting #1

(01/20/2022)

Focus: Introductions. Roles, Project Timeline, Kick-Off Visioning

# Steering Committee Meeting #2

(02/17/2022)

Focus: Project Launch, Website, Marketing, Corridor Goals Ideation

MAR

2022

FEB 2022

# Poll #1: Corridor Priorities

(Open: 02/18/2022 - 04/04/2022)

646 Responses, Live 6 Weeks Press: Block Club Chicago, Loyola Phoenix

APR 2022 MAY 2022

# Launch Website + Comment Map

(02/18/2022)

8,000 Website Views 4,000 Unique Website Visitors 2,800 Comment Map Visits

# Community Workshop

(04/27/2022)

Focus: Review Outreach Findings; Engage in Visioning and Discussion



# **Spring Series of Outdoor Community Pop-Ups**

03/31/2022 - 04/25/2022: Four pop-ups were hosted to connect with local residents, visitors, students, pedestrians, bicyclists, commuters and more. Locations included Loyola's Student Center. Nori Sushi's patio, and Devon Market's parking lot.

# **Outreach Milestones**

June 2022 to November 2022

# Poll #2: Placemaking on Devon

(04/06/2022 - 05/18/2022) 350 Responses, 340 Comments Live 6 Weeks

JUN 2022 2022

# Steering Committee Meeting #3

(06/14/2022)

Focus: Outreach Findings, Placemaking Concepts, Project Themes and Identity

### Virtual Open House

(08/01/2022 - 08/15/2022)

710 Open House Visits Focus: Share Draft Concepts; Gather Input via Interactive Stations and Educational Video Modules

AUG SEP 2022

### Live Q+A Session

(08/11/2022)

Focus: Gather Input; Answer Questions

### Corridor Plan Drafting

(Sep 2022 - Nov 2022)

Focus: Prepare Final Plan



# **CDOT Meetings**

(10/19/2022, 11/01/2022)

Focus: Share Corridor Concepts for Feedback



# Loyola University Student Ambassadors

Riley Kelly + Mia Roman, student ambassadors, co-led targeted engagement to connect with fellow students, faculty, and staff and gather input. Their roles focused on outreach, creative marketing strategies, social media, newsletters and pop-ups.

# **Corridor Pop-Ups**

Engaging with the Community at Devon Market, Nori Sushi, & Loyola University Chicago

### **EMERGING PRIORITIES**

### Top 5 Priorities:

- Public Art + Identity
- Seating + Dining
- Crossings + Walking
- Landscaping
- Events

### **Comment Themes:**

- Celebrate diversity + establish identity
- Slow traffic, add bump outs, parklets, bioswales
- Maintenance of improvements over time (façades, awnings, murals, infrastructure)
- Beautification, landscaping, build pride and ownership
- Coordinate synergy of foot traffic with neighborhood block parties + sidewalk sales





# Poll #1 · Corridor Priorities

### Summary of Top Priorities · Based on 646 Responses and 200+ Comments



### **#1 CORRIDOR PRIORITY**

Greater Diversity of Businesses, Fill Vacancies

70%

**454 RESPONDENTS** identified this as one of their top three priorities



### #4 CORRIDOR PRIORITY

Public Art, Murals, & Lighting

30%

**191 RESPONDENTS** identified this as one of their top three priorities



### #2 CORRIDOR PRIORITY

More Places to Sit & Dine Outdoors

46%

**298 RESPONDENTS** identified this as one of their top three priorities



### **#5 CORRIDOR PRIORITY**

Seasonal Events & Community Fests

27%

**174 RESPONDENTS** identified this as one of their top three priorities



### **#3 CORRIDOR PRIORITY**

Safer Pedestrian Crossings & Bike Routes

40%

**257 RESPONDENTS** identified this as one of their top three priorities



### #6 CORRIDOR PRIORITY

Improvements to Facades & Signage

26%

**167 RESPONDENTS** identified this as one of their top three priorities

# Poll #2 · Placemaking Preferences

Preferred Placemaking Types & Treatments · Based on 350 Responses and 340+ Comments



### Applications of Art & Color

- 1. MURALS (60% · 214 VOTES)
- 2. Vibrant Street Furniture (30% · 106 Votes)
- 3. Gateway Art (28% 99 Votes)
- 4. Facades & Awnings (27% · 94 Votes)



### Landscaping

- 1. LANDSCAPING PAIRED WITH SEATING (63% · 224 VOTES)
- 2. Street Trees at Grade (60% 214 Votes)
- 3. Potted Planters (25% · 89 Votes)
- 4. Hanging Planters (22% · 78 Votes)



### Bicycle Lanes

- 1. PROTECTED (55% · 193 VOTES)
- 2. Painted (43% · 151 Votes)
- 3. Raised (34% · 120 Votes)



### Local Events & Programming

- 1. SEASONAL FAIRS & MAKER MARKETS (53% · 186 VOTES)
- 2. Experiential art, music and dance (51% · 181 Votes)
- 3. Celebrate culture and identity (50% · 178 Votes)



### **Bump Out Concepts**

- 1. LANDSCAPED / WITH TREES (49% · 172 VOTES)
- 2. Seating with Bike Parking (35% · 123 Votes)
- 3. Bioswales / Stormwater (29% · 103 Votes)



### Parklet Concepts

- 1. MIX OF HIGH-LOW TOP SEATING (51% · 179 VOTES)
- 2. Picnic Style with Wall Accents (50% · 177 Votes)
- 3. Modular Benches (49% · 175 Votes)
- 4. Movable Café Tables + Chairs (39% 138 Votes)



### Crosswalk Treatments

- 1. COLOR TEXTURED CROSSING (52% · 183 VOTES)
- 2. Decorative Crossing (40% · 141 Votes)
- 3. Painted Crossing (38% · 134 Votes)



### Seating Design

- 1. ICONIC (44% · 157 VOTES)
- 2. Modular (42% · 150 Votes)
- 3. Traditional (41% · 144 Votes)



### Lighting

- 1. OVERHEAD + FESTOON (54% · 191 VOTES)
- 2. Sculptural + Artistic (33% 116 Votes)
- 3. Whimsical + Festive (28% 99 Votes)
- 4. Vertical beams + bollards (23% · 81 Votes)

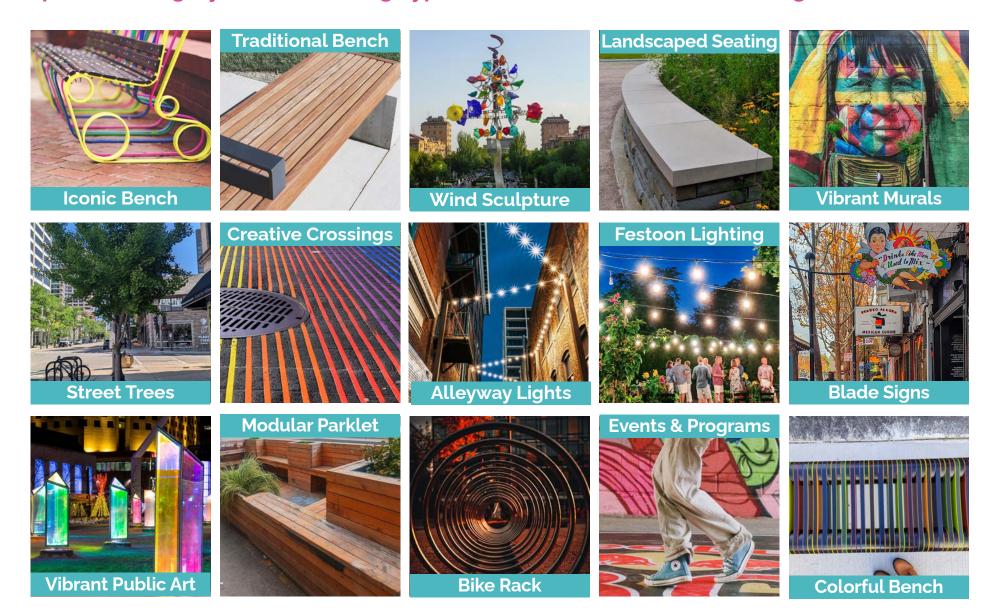


### Signage

- 1. BUSINESS BLADE SIGNAGE (57% · 203 VOTES)
- 2. Light Pole Identifiers (42% · 150 Votes)
- 3. Informational + Wayfinding (41% · 146 Votes)

# Poll #2 · Placemaking

Inpiration Imagery of Placemaking Types & Treatments Based on Findings



# Poll #2 · Placemaking Preferences

Summary of Placemaking Themes · Based on 350 Responses and 340+ Comments

### DESIGN SHOULD CATER TO PEDESTRIANS

An overwhelming number of participants indicated that pedestrian amenities, safer crossings, corner bump outs, parklets, and mini pedestrian plazas are high priorities. Many noted the narrow sidewalks and existing curbed planters obstruct movement and accessibility.

### ■ SEASONAL PARKLETS, PLEASE

Nearly 80% of poll respondents stated they were supportive of removing parking to enhance the pedestrian environment, noting where this happens and to what degree are important considerations.

### **■ IMPROVEMENTS ARE NOT ONE SIZE FITS ALL**

Site selection and design of placemaking and corridor improvements will be an important to ensure future success. Streetscape amenities, parklets, and bump outs should be designed based on surrounding businesses and needs.

### BRIGHT, COLORFUL MURALS

Murals were the top choice for public art receiving 60% of votes. Many elaborated on the importance of working with local artists and representing the uniqueness of the neighborhood and diversity.

### **■ LOCALS CRAVE ILLUMINATED AMBIANCE**

More than 50% of poll respondents voted for overhead festoon lighting. Comments noted that the style fit the neighborhood feel of Devon more than other lighting options and would cater to an inviting pedestrian feel that adds ambiance.

### DURABILITY AND FUNCTION ARE MUSTS

Respondents stressed the importance of longevity and placemaking improvements needing to look attractive overtime. Further, they must be rooted in form and function, i.e. seating that is attractive, comfortable, and not so low to the ground that it is difficult for elderly to use.

### **■ COMFORTABLE, ACCESSIBLE DESIGN**

Corridor recommendations and placemaking improvements need to be inclusive and considerate of the interplay of all users. More than a quarter of respondents specifically mentioned they would not be in support of streetscape furniture and designs that restrict behavior.

### **■ BLADE SIGNAGE AND IDENTITY**

Over half of respondents, 57% voted for business blade signage and over 42% for light pole identifiers. Insights here centered on creating a more inviting and engaging pedestrian environment that supports local businesses and celebrates local identity.

### **■ IMPROVE BICYCLIST SAFETY**

Corridor safety enhancements and traffic calming measures that aide in the reduction of vehicle speeds and greater awareness of bicyclists and pedestrians are vital for the future of Devon. 85% of respondents indicated they feel uncomfortable, unsafe, or avoid riding a bike on Devon.

# **Comment Map**

### Elevate Devon Attracts Nearly 1,000 Visitors to Online Idea Tool



2860 **Visits** 

966 **Unique Users** 

181 **Insights** 

4 Min **Ave Time Spent** 

The planter boxes that were created on the sidewalks all along both sides of the street created narrow pedestrian walkways, which were not well thought out considering we have lots of foot traffic from elderly. Also business owners were never informed they were supposed to tend the planters in front of their spaces once the service puts in plantings so some are just weedy messes. Create a garden club to tend?

Challenge | a day ago

Like O Dislike Q

love this mural! brings so much vibrancy to an otherwise asphalt parking lot. Love when I see kids playing catch in this lot or roller skating. Can we encourage that?

Place | Love | a day ago

Like 🖒 Dislike 🖓



Devon Market and La Unica across the street are some of my favorite places in the neighborhood. They're so home-y and are a good representation of what makes our neighborhood special

Place | Love | 3 months ago

Like d+29 Dislike ♥

These and other intersections are great candidates for curb bulbs or raised crosswalks. These help with pedestrian visibility and traffic calming and are a way to break up the street visually and make it more inviting.



Idea | 2 months ago

Fill vacancies. Combo business models with Wifi are resilient and would serve the neighborhood well. For example - coffee-bookstore-bar or coffee-pool hall-bar. They provide spaces for folks to co-work, study, connect, and kick-back in a relaxed and creative way. Let's level-up Devon by adding more local flavor to our business models. Links below are Rough Draft in Kingston, NY and Surge Billiards in Albany Park, Chicago.

This intersection is particularly busy with motorists, commuters, pedestrians and cyclists given the gas station, Devon Market, bus stops, and bike path. Improvements that enhance bike / pedestrian safety and better define curb cuts should be explored.



66 Getting Around | 3 months ago

It's better that a business is in a building or storefront than having it sit empty, but there are a lot of businesses on the street that aren't pedestrian-friendly and just cover their windows up, which still feels unfriendly. The idea that a big pizza concept or brewery could have been here, where families can go, students can bring their parents, etc. would have been really transformational, I think.

Challenge | 2 months ago

Like 10 +26 Dislike ♥



This Starbucks drive-thru (and the others to the south) are terrible for the environment, for bike and pedestrian safety, for traffic, and for the neighborhood in general. They are 100% suburban sprawl and do not belong here. We should be doing whatever we can to prevent more of them from being built.

Challenge | 2 months ago

Like +33 Dislike -3

A Glenwood bikeway mural (with bike parking / air station) would be great. Murals can be sponsored via gofundme pages.











**ELEVATE DEVON CORRIDOR PLAN** PAGE 15

Like d+20 Dislike ♥

# **Press & Marketing**

### **Getting the Word Out & Folks Involved**

News Articles

Social Media Kits

Posters & Cards

Local Events

Virtual Events



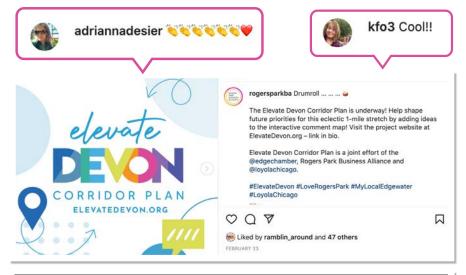
"Hold onto your peonies and tulips... Elevate Devon is going virtual! Meet up with friends and neighbors at the Elevate Devon Virtual Workshop on Wednesday, April 27th from 5:30-7:00 PM. Login at ElevateDevon.org – link in bio, subscribe for future updates! "



"Things are a-foot on Devon!
Swing by the Damen Student
Center to learn about the Elevate
Devon Corridor Plan from
your very own Loyola Student
Ambassadors. Exciting projects
are in the works to improve
walkability and placemaking
and we want your ideas."



"What do you want to see happen on Devon? Exercise your design chops and identify corridor improvements by taking the Placemaking Poll, which launches today at ElevateDevon.org – link in bio. This poll builds off the 600+ responses shared as part of the first poll."





TOWN EDGEWATER ROGERS PARK

### How Would You Improve Devon Avenue Between Edgewater, Rogers Park? Study Seeks Neighbors' Ideas

The study is looking at ways to improve Devon Avenue's business community, infrastructure and placemaking — and it needs community input.



Left: Social Media Kits including graphics and posts were shared with project partners, steering committee members and student ambassadors to help amplify awareness and press from local news agencies. ROGERS PARK — A study is looking to boost the business friendliness and user experience of Devon Avenue, and it will use community input in the process.

The <u>Elevate Devon</u> corridor plan is looking at the 1-mile stretch of Devon Avenue between Sheridan Road and Ravenswood Avenue, a section that houses portions of Loyola University's campus and forms the border between Edgewater and Rogers Park.



Loyola-Backed Elevate Devon Plan Seeks to Enhance the Devon Avenue Commercial Corridor



# elevate devon CORRIDOR THEMES

# **Corridor Themes**

The Corridor Themes that follow 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.

There is a saying that "visualizing" is daydreaming with purpose and throughout the Elevate Devon engagement process, we invited the community to do just that. In the span of 7 months the project website received over 8K visits, 1.2K poll responses were received, 1,000 individuals took part in community events online and in-person sharing 600+ comments and invaluable context. From this input, consensus around priorities took root, corridor themes emerged, and daydreams-turned-visions grew into actionable plans.



### **Future Investment**

"My family and I have lived in the neighborhood and very close to Devon for 5 years. I am thrilled to see further investment in what I've always thought was an untapped opportunity for the neighborhood. Keep it up! Can't wait to learn more!"

- Public Comment

### **Corridor Themes**

■ Theme 1: Safety First

■ Theme 2: Celebrate Color

■ Theme 3: Align with Nature

■ Theme 4: Orient, Light and Invite

■ Theme 5: Reinforce Identity

Corridor Themes are reinforced throughout the strategies and placemaking renderings that follow. To ensure they successfully reach fruition, themes should be reviewed and integrated on an ongoing basis as part of implementation efforts of all types; temporary, permanent, near- and long-term.





# **Safety First**

Planning for safe, intuitive, accessible multimodal corridors is essential. Projects seek to slow the speed of traffic, improve walkability, shorten crossing distances, reinforce bike paths, enhance bus stops, and install buffers to support the ease, comfort and safety of users, especially pedestrians and bicyclists.

### **Applications**

Traffic Calming Sidewalk Bump outs

Parklets

Crosswalk and Intersection Design

Reinforced Bike Paths

Bike Amenities

**Bus Stop Enhancements** 

Signage and Visibility













# **Corridor Theme #3**

# 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 and Biking Native Plants and Pollinators Public Art

Educational and Interactive Installations
Recycle, Reuse, Repurpose, Reimagine
Extend SSA to Install & Service Trash/Recycling
Rainwater Re-Capture

Partner With Local Sustainable Organizations











# **Corridor Theme #4**

# Orient, Light & Invite

Various types and applications of signage and low lumen lighting throughout the corridor provide a sense of arrival and visual invitation to explore, shop and linger. They are colorful, considerate and creative, serving-up purposeful orientation and ambiance to enhance setting, awareness, mood and corridor character.

### **Applications**

Business Signage (Blade, Painted, Wall)
Wayfinding Signs and Kiosks
Festoon Lighting
Internally Lit Gateway Piers
Interior Lighting and Window Displays
Exterior Facade Lights
Seasonal Decor and Illumination











# **Corridor Theme #5**

# Reinforce Identity

Patterns, shapes and symbolism along Devon are inspired by local culture, diversity and the natural environment. They celebrate corridor heritage, history, identity, lakeside proximity, and connect with neighboring geographies.

### **Elements**

Medallions, Circles, Sunbursts Colorful Pixels, Mosaics, Patchwork Lotus, Peacocks, Wildflowers

### **Applications**

Branding
Lightpole Identifiers
Gateway Piers and Signage
Public Art and Installations
Streetscape Components
Programs and Events













# **Corridor Framework Plans**

The Framework Plans for Elevate Devon provide a visual overview of suggested improvements. These plans serve as technical and detailed-oriented tools to be used with agencies like CDOT and CTA. Together they communicate implementation goals and how individual pieces "work" together for additive benefit and synergy.

There is a saying that a good band is a great example of synergy. It's not just the drums or the guitar, sax or vocalist -- it's all of them together that make up the "sound." Each brings their strength to the table to create something better than they could alone. The same is true of the corridor themes, strategies, and framework plan for Elevate Devon. From identity, storytelling, arts and culture... to getting around safely, business activation, and placemaking. When applied together, recommendations herein reinforce each other and are synergistic in their efforts to successfully arrive at the plan's themes and vision.

### **Framework Plans**

The Elevate Devon project area is 1-mile in length and includes varying activity zones, uses and funding sources. To provide focus and nuance to recommended improvements and implementation, the Framework Plan breaks-up the project area into **four quarter-mile sections**:

- Framework Plan #1: Ravenswood Avenue to Clark Street
- Framework Plan #2: Clark Street to Newgard Avenue
- Framework Plan #3: Glenwood Avenue to Magnolia Avenue
- Framework Plan #4: Broadway Avenue to Kenmore Avenue



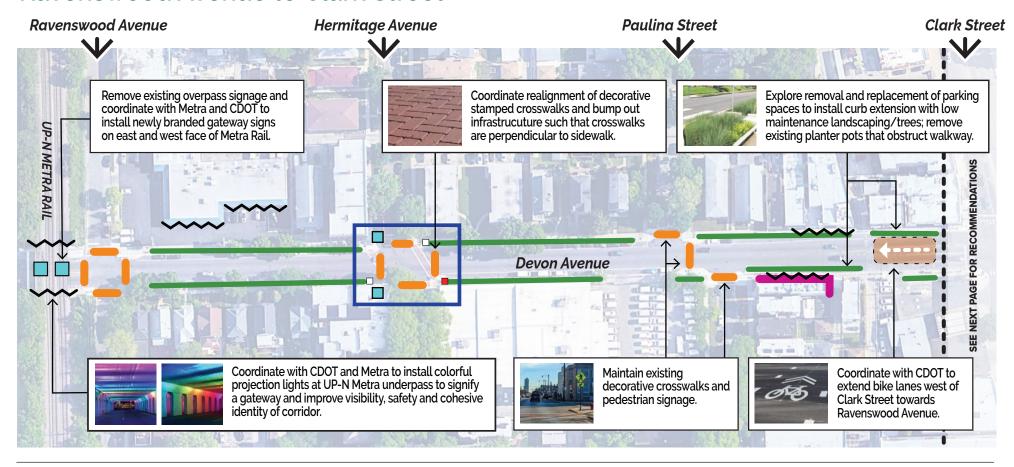
### **Lighting, Murals, Access**

"I'm excited to see these design concepts come to life; I am especially looking forward to seeing more murals, outdoor dining options, and fun lighting along Devon."

"I love all the work to make the street more lit, more spots to hang out and overall more accessible."

- Public Comments

### Ravenswood Avenue to Clark Street

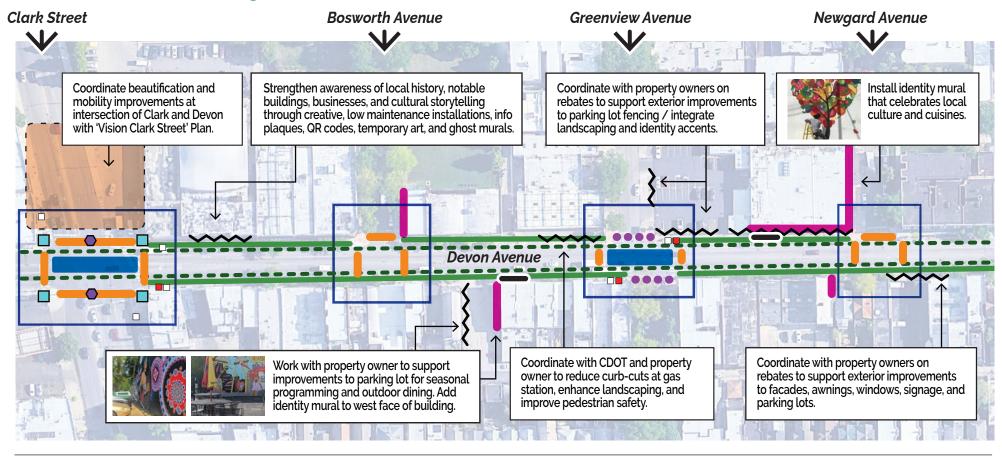


### Legend



Intersections outlined in blue shall be re-organized to include: (1) Corner bump outs with streetscape amenities such as seating, lighting, landscaping, signage, trash/recycling bins, bike amenities, and public art pending final design coordination with CDOT; (2) shortened, perpendicular crosswalks; (3) decorative stamped crosswalks; and (4) other improvements as marked and identified in legend.

### Clark Street to Newgard Avenue

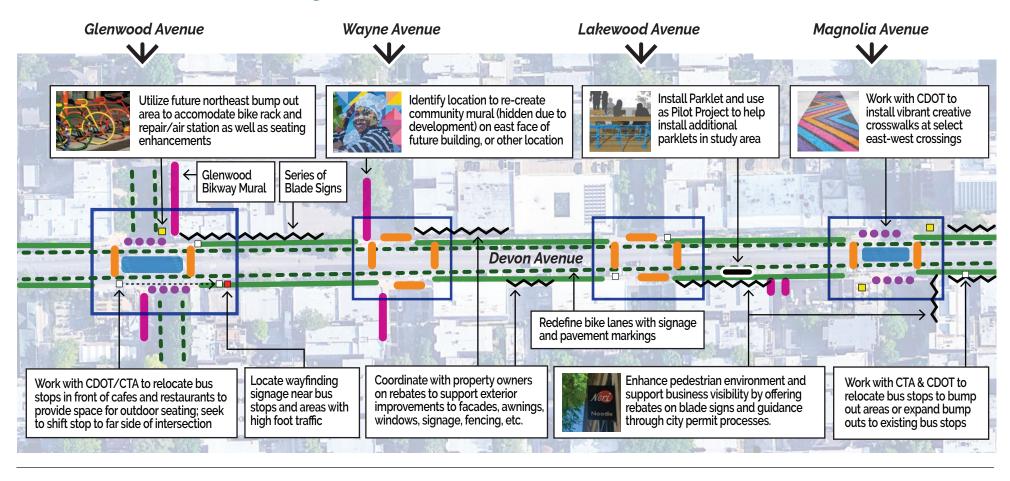


### Legend



Intersections outlined in blue shall be re-organized to include: (1) Corner bump outs with streetscape amenities such as seating, lighting, landscaping, signage, trash/recycling bins, bike amenities, and public art pending final design coordination with CDOT; (2) shortened, perpendicular crosswalks; (3) decorative stamped crosswalks; and (4) other improvements as marked and identified in legend.

### Glenwood Avenue to Magnolia Avenue

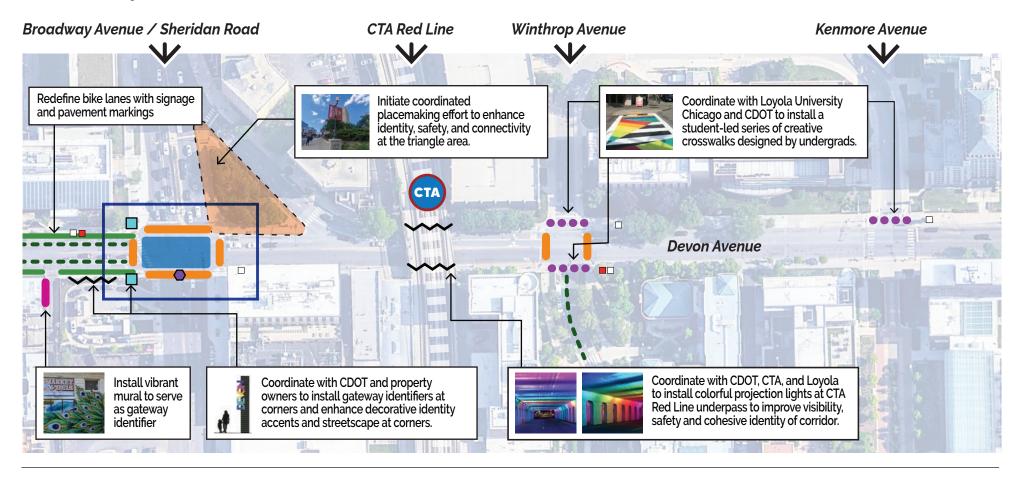


### Legend



Intersections outlined in blue shall be re-organized to include: (1) Corner bump outs with streetscape amenities such as seating, lighting, landscaping, signage, trash/recycling bins, bike amenities, and public art pending final design coordination with CDOT; (2) shortened, perpendicular crosswalks; (3) decorative stamped crosswalks; and (4) other improvements as marked and identified in legend.

### Broadway Avenue to Kenmore Avenue



### Legend



Intersections outlined in blue shall be re-organized to include: (1) Corner bump outs with streetscape amenities such as seating, lighting, landscaping, signage, trash/recycling bins, bike amenities, and public art pending final design coordination with CDOT; (2) shortened, perpendicular crosswalks; (3) decorative stamped crosswalks; and (4) other improvements as marked and identified in legend.

### **FUTURE CORRIDOR IMPROVEMENTS - 3D RENDERINGS**

### **Devon Avenue Looking Northeast Towards Glenwood**





### Realign Crosswalks

Realign all angled crosswalks throughout the corridor to be perpendicular to enhance safety and shorten crossing distances. Work with CDOT and CTA to coordinate crosswalk realignment with location of future bumpouts and bike stop locations.



### Decorative Intersections + Crossings

Install decorative intersection treatments and decorative crosswalks (colored, stamped asphalt) at signature locations along Devon Avenue. Initial implementation phases should focus on intersection of Glenwood Avenue and Devon given SSA funds and maintenance abilities. Streetscape improvements and locations of bus stops, bump outs, and crosswalk alignment must be closely coordinated with CDOT and CTA. Refer to Framework Plans for suggested locations.



### **Creative Crosswalks**

**Glenwood Bike Amenities** 

Utilize future northeast bump out area along the

Coordinate with CDOT to install vibrant creative crosswalks at select east-west crossings on side streets and local roads. Crosswalk design should follow CDOT guidelines and requirements, while reinforcing established identity and brand as part of early implementation phases. Refer to Framework Plans for suggested locations.

### **FUTURE CORRIDOR IMPROVEMENTS - 3D RENDERINGS**

# Devon Avenue Looking East Towards Glenwood



# **Bus Stops, Amenities & Bump Outs**

Work with CDOT/CTA to relocate bus stops in front of cafes and restaurants to far side of intersection to provide space for outdoor seating. Relocate bus stops to bump out areas or expand bump outs to existing bus stops to provide space for shelters, seating, signage and other amenities. Locate wayfinding signage near bus stops and areas with high foot traffic.





# Bike Improvements

Redefine bike lanes with signage, intersection treatments and pavement markings. Coordinate with CDOT to extend bike lanes west of Clark Street towards Ravenswood Avenue. Determine feasibility of adding buffer strips between bike lanes and moving vehicles or creating a raised, sidewalk level bike lane. Add bicycle amenities (racks, repair station) at Glenwood Avenue and explore additional locations along corridor.



# **Street Trees & Planter Programming**

As existing trees age and/or require replacement, coordinate with CDOT and arborist to remove curbed foundation planters and replace with at-grade street trees to enhance accessibility and pedestrian ease along corridor. Seek to protect existing healthy, mature trees with shade canopies and reinstall as feasible. While curbed planters are in place, seek creative ways to utilize and program the space via public art, installations, and corridor storytelling components that align with corridor identity and reinforce local culture.

### **FUTURE CORRIDOR IMPROVEMENTS - 3D RENDERINGS**

# Glenwood Avenue Looking North Toward Devon





# **Character Enhancements & Festoon Lighting**

Coordinate with businesses and property owners where available funds and rebate programs allow to support and encourage installation of pedestrian blade signs and exterior improvements to facades, awnings, windows, signs, landscaping, fencing, and parking lots. Encourage overhead festoon lighting at outdoor dining, eateries, and cafes. Explore possibility of festoon lighting at corner bumpouts and work with CDOT on pilot programs for lighting in areas on public property. Note: Electrical connection coordination required.

# **Corridor Bump Outs**

Where street design allows, extend curb and sidewalk areas on corners throughout corridor to create bump outs on Devon Avenue and intersecting side streets. Work with CDOT and CTA to coordinate bump outs, crosswalk realignment and bus stop locations. Bump out design and programming should factor in adjacent uses, user needs, ongoing maintenance, anticipated/ ongoing funding. Pending this review, bump outs may include spaces to sit, dine, and gather, landscaping, signage and wayfinding kiosks, bus shelters, and public art.

Add Trash & Recycling Cans

Support beautification and cleanliness of corridor by

# **FUTURE CORRIDOR IMPROVEMENTS - 3D RENDERINGS**

# Glenwood Avenue Looking South Toward Devon





# **Large Potted Planters**

Large potted planters should be used at select locations and corners where maintenance and funding allows to provide protection from cars and buffer pedestrians. Potted planters can serve as functional and attractive borders to direct pedestrian traffic. The style of pots should be selected such that they are attractive, align with corridor identity, and are a sturdy and effective security measure to protect against vehicles if hit. Seasonal landscape materials should provide environmental benefits, color, and interest.

# Mative Landscaping & Sustainable Storytelling

Landscape materials along the corridor, within bumpouts, planters, and parklets should include native plants that offer seasonal color and environmental benefits, such as attracting pollinators and superior rainwater absorption. Educational signs, art installations, and interactive elements (wind chimes, water features, butterfly gardens, etc.) may be paired with such to strengthen corridor identity, sustainable storytelling, and awareness about the environment. An installation and ongoing maintenance plan must be established for all areas with native landscaping.



# 1 Identity & Storytelling



# What shape can identity take? What is the story to be told?

The Elevate Devon team consistently heard from the community that the project area lacks a sense of cohesion and identity. While community members love the eclectic business mix and wide range of cultures, the abundance of different users, backgrounds, and businesses poses the question:

### What is the identity of the Devon Project Area?

Current corridor aesthetics, streetscape design and maintenance within the project area is non-uniform. With multiple stakeholders, community groups and a Special Service Area that includes some but not all of the corridor, it has been difficult to create and maintain a clear vision and identity. Moving forward, project partners can use the vision and recommendations included in this plan to solidify Devon Avenue as a destination. By continuing the collaboration they have carried out throughout the planning process, the Edgewater Chamber of Commerce, Loyola University Chicago, and Rogers Park Business Alliance can build upon the Elevate Devon identity to shape a vibrant and authentic corridor aesthetic.

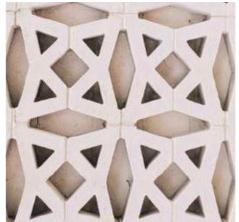
Forging an identity and reinforcing such through business and placemaking strategies are infused throughout this plan's recommendations. Elements like streetscape design, public art, and business activations become part of Devon's identity and aid in shaping a creative, cohesive corridor.

# Key ingredients of the identity and storytelling recommendations include:

- Blend identity and storytelling with other Elevate Devon recommendations to create a sense of place and arrival in the project area
- Celebrate diversity on Devon while forging a common identity through branding, programming, and events
- Increase awareness of the exciting happenings and changes on and around Devon
- Collaborate on short- and long-term projects that will build out a unified identity on Devon over time
- Please refer to the <u>Identity & Storytelling Implementation Matrix on page 74</u> for additional details regarding partners, timeframes, and funding for the corridor strategies outlined in this section.

















**Branding Inspiration Imagery** 



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# 1.1 Create a branding campaign

The vibrant project identity for Elevate Devon received very positive reception in the community throughout the planning process. A branding campaign presents a compelling opportunity to celebrate the diversity, vitality and richness of the corridor. It should be designed purposefully around a well-choreographed set of deliverables and activities. It is not an announcement of a new logo, but rather a community sub-brand focused on the special place that is Devon. The brand campaign will include final decisions on graphics, logos, color standards, and tagline. These elements must be thoughtfully planned to resonate with the community and focus on specific outcomes.

The campaign should take advantage of the skills, networks and reach of the Edgewater Chamber of Commerce, Loyola University Chicago, and Rogers Park Business Alliance to be unified and successful.

- Design / refine brand for Devon
- Define communication channels of all partners involved
- Identify audience profiles (residents, students, commuters, etc.)
- Identify brand applications (print, digital, signage, streetscape, etc.)
- Identify temporary and permanent brand applications
- Create brand standards and guidelines

# 1.2 Develop strategic roll-out

Implementing a successful brand campaign requires a thoughtful and creative strategy. It encompasses the timing, sequence, and storytelling of materials, products and events to reinforce the mission and values of Elevate Devon. A detailed "Brand Roll-Out Plan & Timeline" should be drafted that identify near, mid, and long-term brand applications. Each application should be paired with action steps, local partners, responsibilities, associated costs, potential funding avenues (grants, etc.), and special needs that may be required. The Roll-Out Plan should note how each brand application satisfies a particular purpose /outcome and how the success will be measured.

- Establish budget for Roll-Out Strategy
- Collaborate with partners to draft Roll-Out Plan & Timeline
- Flag immediate near term projects and early action items
- Allocate proper resources
- Create a checklist of items that need to be updated
- Schedule on-boarding to introduce plan internally to staff/boards

### Color palettes of partner logos used to inform the project brand.









# Words

elevate
places
people
possibilities
potential
vibrant

warm cool water wind motion

color culture connection religion diversity

Project keywords used to inspire the project identity, title and tagline.

love learn live rejuvenation opportunity marketplace

# 1.3 Tie branding into programming

As part of planning a yearly calendar of events for programming in the Devon Avenue Corridor, the essence of the brand – diversity, culture, and vitality – can tie together a range of topics and formats. From celebrating seasons and holidays to food crawls and music events, programming can highlight the different types of businesses, cultures and interests along Devon.

# 1.4 Launch social media campaign

To reinforce the new branding of Devon, the project partners should consider an initial social media kick-off campaign. This would include creating a campaign that focuses on a different aspect of Devon each week. Potential spotlights include highlighting a business, organization, or community leader each week as a way to reinforce the themes of diversity, eclectic nature of local businesses, and the active communities that surround Devon.

Once the brand is reinforced, a consistent schedule celebrating news and happenings on Devon should be coordinated among the three organizations on a biweekly or monthly basis. These continued social media efforts can tie into events, programming, new businesses, or other activities taking place along or nearby the corridor.

- Create social media campaign that focuses on a different aspect of Devon every week for 6-8 weeks
- Coordinate with Edgewater Chamber of Commerce, Loyola University Chicago, and Rogers Park Business Alliance to create a schedule (following above 6-8 week social media campaign) that celebrates "what's new on Devon" events, programming, new businesses, etc.



**DIVERSITY** • The Lotus Flower is regarded in many cultures, especially eastern religions, as a symbol of purity, enlightenment, self-regeneration and rebirth. The lotus is already celebrated along Devon Avenue.

VIBRANCY · Peacocks, which showcase a strikingly similar shape to the lotus, are symbolic of re-growth and rejuvenation, beauty, love, and passion. In Hinduism and Buddhism, these birds are considered to be sacred. The peacock celebrates Devon's vibrancy, religious diversity, and LGBTQ+ community.

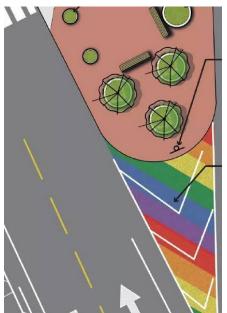
MOVEMENT · Spiritually, the Koi Fish symbolizes peace, rejuvenation, and opportunities. This aligns with Elevate Devon's driving goal of leveling-up the "power of place", proximity to the lake/water, movement of users along the corridor, local cuisine, and overall focus on fluidity and balance.



# **Elevate Devon Project Logo: Developing The Look & Identity**

The project identity components shown above were reviewed with the project partners, steering committee, and community at the first virtual community workshop. These elements helped to inform the design of the Elevate Devon brand and logo.











Examples of how to use corridor branding on light pole banners, hardscapes, and other streetscape elements

# 1.5 Integrate Elevate Devon branding into streetscape improvements

The identity of Devon will be reinforced by short- and long-term streetscape improvements. Because the Elevate Devon corridor sits at the crossroads of many different communities, it will be necessary to carve out an identity for the corridor through consistent branding from Sheridan Rd to Ravenswood Ave. Other corridors nearby (e.g., Vision Clark streetscape improvements on Clark and "On Devon" branding west of the project area) have found success in this approach. The Elevate Devon corridor can do the same as a reinforcement to other branding and programming approaches mentioned in this section.

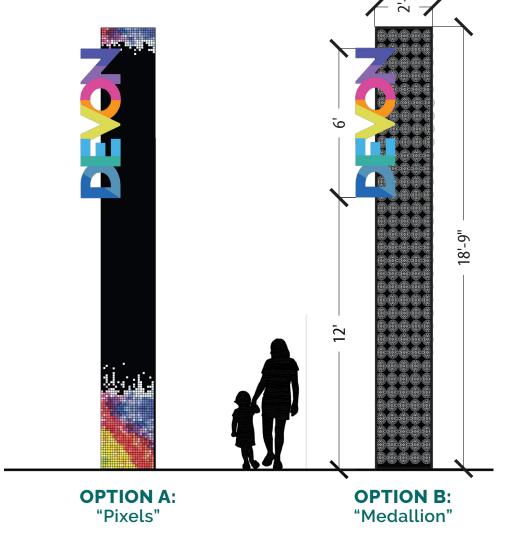
Participants in the Virtual Open House voted on gateway pier and light pole identifier concepts. The results indicated a strong preference for the vibrancy of the Elevate Devon brand and "medallion" elements. Other elements, such as branded bike racks and informational kiosks, can be explored as future opportunities for streetscape improvements arise.

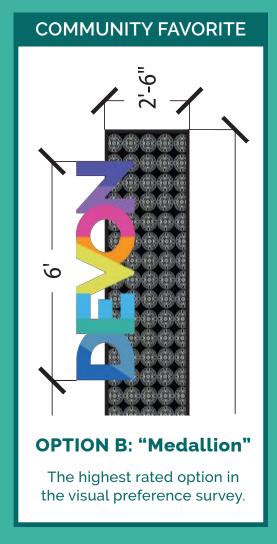
- Install medallion gateway piers at strategic points along the corridor (Sheridan Rd, Clark St, Ravenswood Ave., and possibly Glenwood Ave.) to create a feeling of arrival and place; electrical connection coordination required.
- Install medallion light pole identifiers to create a uniform brand across the corridor; electrical connection coordination required.
- Explore other options for branded streetscape improvements with project partners and CDOT.

# **Gateway Piers**

### Features:

- Frame is an aluminum cabinet that will be powder-coated.
- Internal illumination with low-lumen lights inside the cabinet to project subtle yet vibrant ambient glow during evening hours.

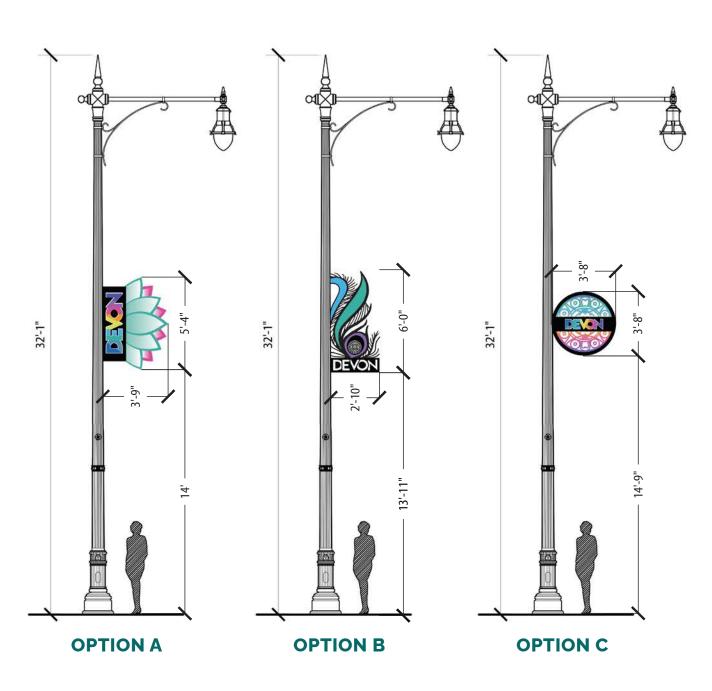




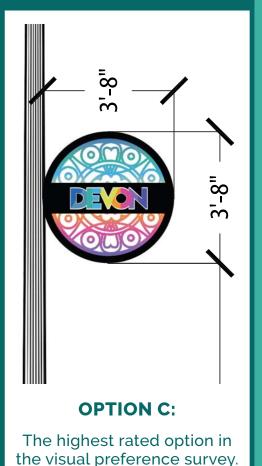
Which identity concept resonated with you most?

"I like them all! Appreciate hyper-focus on community, people, culture, and stories."

# **Light Pole Identifiers**



# COMMUNITY FAVORITE



"Medallion is great. It's unique, but connective to the branding on West Devon, as well as picking up on the colors and motifs being used on North Clark"



# 2 Arts & Culture



# Culture is what makes Devon unique and art is a universal way to "elevate" Devon.

With so many cultures and identities in and around the Devon corridor, there are many opportunities to use art as a way to celebrate and elevate Devon. Arts and culture can be used to bring cohesiveness to this eclectic corridor. Community members shared that vibrant uses of color on murals and street furniture were ways they would like to see art integrated into the fabric of Devon. Local artists can find opportunities to showcase their work and bring the community together. Public art can be relatively low-cost, low-maintenance and completed in the short term while other, longer-term projects like infrastructure changes take shape. Edgewater Chamber of Commerce, Loyola University Chicago, and Rogers Park Business Alliance can strengthen the culture and identity of Devon, while including local artists, businesses, and residents to help celebrate the corridor.

### Key arts and culture objectives explored throughout the plan include:

- Create a consistent feeling of "place" along Devon that sprouts curiosity and wonder
- Utilize short- and long-term strategies to install public art that celebrates the diversity of cultures
- Create opportunities to support local artists when installing public art
- Work with local business owners to coordinate public arts and culture elements with private facades
  - "There is so much diversity, I'd love to see cultures uplifted, highlighted."
  - "Diverse art events such as Pivot Arts are good; partnership with Loyola."
  - "Vibrant street furniture could tie-together a sense of intentional community."
  - "Art should be led by, or inclusive of, hyper-local as well as local artists!"
  - Placemaking Poll Comments
- Please refer to the <u>Arts & Culture Implementation Matrix on page 76</u> for additional details regarding partners, timeframes, and funding for the corridor strategies outlined in this section.

# 2.1 Celebrate history and culture of Devon

From the indigenous tribes who lived in the project area before the City of Chicago was established to the abundance of cultures and backgrounds who currently come together on Devon, many people have left their mark on the project area. A powerful and meaningful way to create an authentic sense of place and identity is to investigate and celebrate the history of the area, communities past and present, and showcase such through art, education, and more. Community members, historians, business owners, nonprofits, and others can use this opportunity to share their knowledge of the area.

- Source and refine information on history of corridor (people, buildings, notable events, past and present)
- Identify buildings and important location details
- Install signage and plagues where relevant
- Create "people features" and storytelling / poetry events focused on history of local tribes, cultures, longtime residents, leaders, dreamers and their connection to Devon
- Build out digital information / webpage on history, identity, culture and art that is accessible via a QR code and easy to maintain, edit, and add to over time.





Inspiration Imagery: Colorful murals on building facades.

# 2.2 Public Art + Murals

60% of poll respondents said that murals would be their preferred way to see more color and vibrancy on Devon. Peek-a-boo, underpass, and murals on the sides of businesses like Anytime Fitness create identity, vibrancy, and a sense of place.

- Begin public art projects within SSA 26 given funding
- Identify strategic locations and local partners
- Determine theme of installations: Pollinators, light, color, etc.
- Flag installations as 1-3 year, 3-5 year and 5-10 year spans to determine required maintenance and resource needs
- Coordinate with CDOT, CTA, Metra and Loyola to install colorful projection lights at gateway underpasses
- Re-create community mural hidden due to development







Inspiration Imagery: Colorful illumination at underpasses enhance identity and visibility.

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Existing Image: "Lotus" mosaic on facade at Lakewood Avenue and Devon Avenue.



The Edgewater, Loyola University Chicago, and Rogers Park community have a wealth of artists and artistic individuals whose talents can be tapped for conceptualizing and installing public art and other projects along Devon. Project partners should consider deepening connections with local artists to ensure that the corridor reflects its diversity and to celebrate its vitality and uniqueness.

- Issue Call-4-local artists
- Create email list of local artists / community organizations
- Connect with Chicago Industrial Arts & Design Center and other art-focused nonprofits in the area
- Prioritize local artists when considering grants



Existing Image: Colorful outdoor benches at Magnolia Avenue and Devon Avenue.

# 2.4 Install temporary art installations

Temporary art installations are a short-term, visible change on Devon that can usher in the more substantial changes that Elevate Devon seeks. Small changes on Devon will have to happen before the long-term infrastructure improvements that this plan recommends. Temporary art installations can spark the change in character and visual appeal that Devon deserves. On-street events and interactive installations can help bring the community closer to the corridor and cement Devon as a special place to be.

- Plan on-street events and hands-on community activations to help residents become a part of Devon's story and evolution, including temporary art, painting projects, gardening, or takehome pieces
- Connect with local artists to develop creative corridor concepts
- Prioritize local artists when considering public art installations
- Work with local organizations and businesses to identify opportunity sites for public art

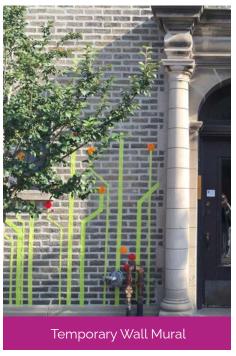






















# corridor strategies BUSINESS ACTIVATION

# **Business Activation**







Devon is a crossroads of cultures, backgrounds and interests that has led to unique opportunities to serve market niches. The recommendations that follow focus on both the technical and aesthetic aspects of business retention, attraction, and celebration.

Business activation strategies take into account the diversity of opportunities to build on existing strengths and explore a new realm of possibilities. Most businesses along the corridor are locally owned and respond to the area's diverse customer base. People travel from across the city by car, bus, train, bicycle, and on foot to patronize Devon's unique business mix. Whether grocery shopping or antique hunting, Devon's locally-owned businesses provide much-needed goods and services.

However, this stretch of Devon also suffers from vacancies and there is a real need to support local businesses as retail shopping patterns have changed. The future success of Devon depends on continuing and expanding support for existing, locally owned businesses and attracting new and exciting businesses to fill vacant storefronts. Identity reinforcement and infrastructure improvements that create a true sense of place that encourage people to spend time along Devon reinforce business development and retention.

## Key business objectives explored throughout the plan include:

- Maintain the local business character and become a champion for businesses, existing and future.
- Bring communities together on Devon through programming and placemaking that benefit businesses
- Coordinate with property owners and business owners to fill vacant storefronts with establishments that reflect the type of corridor the community envisioned through the Elevate Devon planning process
- "Hope we can get some of the empty storefronts rented. Also, let's celebrate the terrific local businesses that are already here." Poll Response
- Please refer to the <u>Business Activation Implementation Matrix on page 78</u> for additional details regarding partners, timeframes, and funding for the corridor strategies outlined in this section.

# 3.1 Celebrate local diversity of businesses

Grocery stores like Devon Market and La Unica are local and citywide favorites; businesses like Andy's Antiques and Ellipsis Coffeehouse encourage passersby to pause and spend some time on the corridor. Celebrating the local diversity of existing stores is just as important as attracting new ones. The prevalence of local businesses is what makes Devon special, and supporting those businesses is pivotal to the future success of the corridor.

- Create kiosks that provide a map and directory to businesses and organizations along Devon. Locate kiosks at strategic locations, such as at Hermitage St., Clark St., Greenwood Ave., and Magnolia Ave.
- Work with Edgewater Chamber of Commerce, Loyola University Chicago, and Rogers Park Business Alliance to spotlight existing businesses in existing news blasts, pamphlets, and other promotional materials
- Continue "Devon Days" to celebrate local businesses
- Connect with local business owners regularly to stay plugged in to shifting needs, concerns, and suggestions.
- Work with local businesses to expand Internet and social media presence



Existing Image: Mural celebrating food and culture on the facade of Devon Market.

# 3.2 Attract new, locally-owned businesses

Attraction and retention of new, locally-owned businesses that encourage folks to linger on Devon can be a major boost to the liveliness of the corridor. Seventy percent (454 respondents) of those polled through an Elevate Devon survey indicated that increasing the diversity of businesses and filling vacancies was their number one priority for the corridor. There is a desire for consumer-facing businesses to drive pedestrian traffic, an "artsy and diverse vibe," and to retain the types of businesses that give people an opportunity to stay a while - tasting/tap rooms, bakeries, affordable restaurant options, and more. Businesses that are looking to get off the ground or find a new home for their operations will find that the Devon community has a robust appetite for new, off-the-beaten-path experiences.

- Develop a marketing campaign that features existing businesses and series of quirky, interesting facts about existing shops, history and corridor heritage
- Work with potential new businesses to prepare vacant storefronts for tenancy, including communications with landlords, renovations, etc.
- Consider other financial incentives (rent reductions, etc.) for businesses that will add to the character and vitality of Devon
- Establish the Devon brand (see: Identity Strategies, page 37) to give potential business owners a sense of community investment and identity
- Continue to cultivate relationships with existing local business owners in the area who may consider moving to Devon Ave.
- Establish a Diverse Business Development Program to support Black, people of color, women, and LGBTQ+ business development (<a href="https://wedc.org/programs-and-resources/diverse-business-development/">https://wedc.org/programs-and-resources/diverse-business-development/</a>)







"As a newer business, I would love the addition of blade signage so pedestrians, drivers and bicyclists are more aware of business offerings and shops. Additional visibility in creative ways is needed."

- Local Business Owner

Inspiration Imagery: Corridor character improvements to support and strengthen the business environment may include exterior facade enhancements (paint, lighting, awnings, windows, etc.), blade signage, public art, entry decor, and more.

# 3.3 Enhance Devon's character & visual appeal

Sections of the corridor's infrastructure, storefronts, and other visual aspects lack the type of appeal and character that invite users to stop and stay awhile. Narrow sidewalks, litter, and vacant storefronts discourage the type of business environment that many businesses and customers seek. Ideas listed below will strengthen visibility and vitality of the local business community, while enhancing the pedestrian/shopping experience. Blade signage, shop windows, and ambient lighting provide a visual invitation that should attract passersby to explore, dine and shop along Devon.

- Partner with businesses to program bump outs and parklets that are created along Devon
- Encourage businesses to open up views to their cafe and outdoor seating areas from the sidewalk
- Recruit businesses to sponsor murals, banners and public art
- Encourage transparency of goods and services through facade enhancements, tractable windows, and window displays; discourage clutter and vinyl wraps
- Create a welcome brochure for businesses that includes information on programs, available matching grants and funds, and inspirational imagery/design guidelines for facades, signage, and window displays
- Develop "Elevate Devon Design Guidelines" to showcase recommended treatments for enhancing business exteriors, creating attractive window displays, and seasonal updates to encourage foot traffic and patrons.





Inspiration Imagery: Colorful awning decor and "Free Little Art Gallery" installation

Encourage vibrant welcoming entryways, window displays, and facade enhancements that are low-cost and easy to update/maintain.





































# 3.4 Expand and continue programming that brings the Edgewater, Loyola and Rogers Park communities together

The community is hungry for programming and experiences on Devon as a meeting place between neighborhoods. Events like seasonal craft fairs & holiday maker markets; experiential art, music, and dance events; and events that celebrate diversity/culture/LGBTQ+ all rated highly through Elevate Devon polls. Future events will find success if paired with intentional partnerships with local businesses and unique placemaking strategies.

- Plan seasonal events that bring people to Devon. Consider closing a block of a north-south cross street to have room for an event
- Consider celebrating holidays from different cultures beyond the typical holidays
- Tie public art such as temporary murals and lighting to events
- Tie Elevate Devon branding into programming and events
- Plan events based on seasons / "winter cities" to draw customers out year-round

Image: The Loyola University Chicago Campus serves 21,500 students, faculty, and staff, presenting a huge opportunity and audience for local programming and events. The photo above is the intersection of Devon Avenue and Broadway Avenue, which serves as a gateway to the University and is within the Project Area.

"Last summer a dance performance was randomly held on the corner of our street in front of the beautiful mural. My 4 year old hyperactive son sat and watched the entire 30 minute show. He left dancing like those in the performance. That small show had a HUGE impact. Thank you!" – Virtual Open House Comment

# 3.5 Connect local businesses to grants and technical assistance

Edgewater Chamber of Commerce, Loyola University Chicago, and Rogers Park Business Alliance already provide a wide variety of services to the businesses and organizations along Devon and in the surrounding area. Programs like facade improvement grants, technical assistance, educational workshops, sidewalk cafes, and more are all services that these organizations provide for local businesses. These types of services should continue and, when and where possible, expand. In an increasingly competitive market and uncertain future, local businesses can thrive on Devon when provided with a supportive environment and the tools to navigate City and State regulations.

- Provide façade improvement grants (including assistance with unique blade signage + City ordinances)
- Provide technical assistance for display windows and merchandising
- Assist local businesses to access City and State programs and navigate City and State requirements
- Provide market info to existing businesses to reach more customers
- Advocate for inclusion of Devon Avenue in City programs such as Neighborhood Opportunity Fund
- Look into viability of expanding SSA #26 when time comes for renewal
- Assist local businesses with creation of more outdoor spaces to sit/dine
- Support and strengthen open-air dining and alfresco-style patios on Devon by expanding facade rebate programs to include window replacement grants for retractable "garage-style" windows





Inspiration Imagery: Creative blade signs and retractable windows that allow for seasonal open-air dining benefits / sidewalk orientation, improve the pedestrian experience and aide in strengthening business visibility and vitality.



# Getting Around Safely



High car traffic counts, multiple bus lines and narrow right-of-way make safety a challenge along Devon. Community feedback stressed the importance of improving the pedestrian and cycling environment.

Elevate Devon prioritizes traffic calming and enhanced connections to the rest of the city. Through bump outs, landscaping, lighting, and street furniture we have an opportunity to make traveling along Devon safer and more pleasant for all users. Devon's current auto-oriented nature, along with narrow sidewalks and fading bike lanes, make "sharing the space" a challenge that must be met with thoughtfulness, consistency, and balance for all users. The transportation recommendations that follow strive to meet community objectives for improved walkability, safer cycling, enhanced bus stops, and improved connectivity and wayfinding to local destinations. Many strategies are long-term projects that will require close coordination between CDOT, CTA, and others.

### Key mobility objectives explored throughout the plan include:

- Achieve a balanced allocation of space/right-of-way for modes based on demand and community objectives
- Improve safety for people walking and biking
- Traffic calming to slow the speed of traffic while maintaining acceptable flow
- Better connect residents and visitors to corridor destinations
- Strengthen and reinforce a sense of place
- Coordinate bus stop locations and bump outs to enhance safety and comfort of commuters,
- Integrate seating areas and shelter from seasonal elements

"Make Devon a better place for pedestrians, bicyclists, and transit users. This planning process has shown an unmet desire for de-prioritizing cars along Devon and making the corridor more people-friendly."

- Community Member via Virtual Open House
- Please refer to the <u>Getting Around Safely Implementation Matrix on page 80</u> for additional details regarding partners, timeframes, and funding for the corridor strategies outlined in this section.

# 4.1 Prioritize pedestrian safety & experience

The safety of all users is paramount to the success of Elevate Devon. In order to help Devon reach its full potential, users - especially the most vulnerable users like pedestrians and bicyclists - need to feel safe traversing the corridor. The narrow nature of the sidewalks and wide, offset crosswalks, create a chaotic experience for pedestrians. They need to navigate around outdated planters, trash cans, bus stops, and other obstacles. Crossings are treacherous, with long diagonal crossings instead of direct, shorter crossings.

The key recommendation is to reorganize the cross-section to make pedestrian zones larger and clearer to all users, improving safety and reducing the random nature of the current design which results in pedestrians jaywalking out of frustration of the built environment.

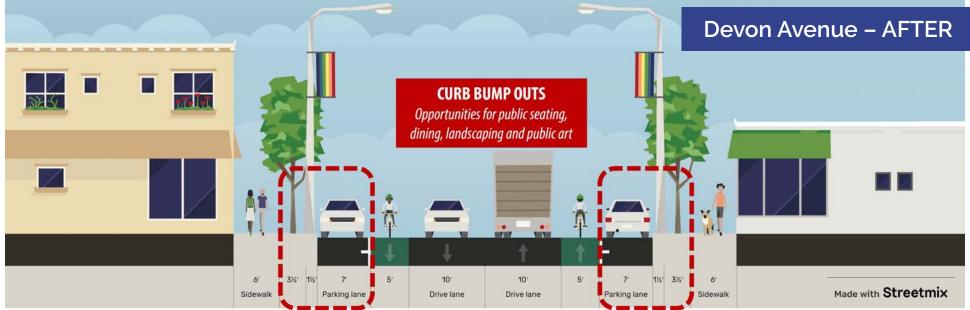
Thankfully, there are an abundance of proven strategies that help calm traffic, increase visibility, and make important safety changes to roads. Realigning crosswalks and creating bump outs are helpful infrastructure improvements that will reduce the distance to cross the street and change these dangerous conditions. In addition, research shows that colorful crossings can also increase safety by making the crosswalks more noticeable to drivers to stop and yield to pedestrians.

- Create bump outs for pedestrian zones and community gathering spaces and shorten the distance for pedestrians to cross Devon
- Realign crosswalks to be perpendicular (rather than diagonal), shortening the distance to cross the street
- Paint creative crosswalks on side streets with colorful designs that tie in the Elevate Devon brand
- Reduce curb cuts (and discourage new curb cuts) to prioritize pedestrian and bike access



- Create distinct intersections using stamped pavement at key locations including Glenwood Ave. These intersections allow for a "pause" to slow traffic and signal to vehicles it is a ped-bicycle zone.
- Work with CDOT to undertake a study to improve pedestrian crossing safety at Devon Ave./Sheridan Rd./Broadway intersection. Take into account changes that may be brought on due to the 'North DuSable Lake Shore Drive: Redefine the Drive' initiatives that may change traffic conditions in Edgewater and Rogers Park.





As shown in the "before" and "after" cross-sections, the Devon right-of-way (distance from building to building, including sidewalks, parking, etc.) is just 66 feet. Right now, over half of the right-of-way (34 feet) is dedicated to cars, leaving sidewalks of just six feet wide plus 3 ½ feet planters. This requires pedestrians to cross a minimum of 44 feet, often more if the streets are offset due to diagonal crossings. By reclaiming space at the intersections for bump outs, the pedestrian zone would increase to 36 feet, with only 30 feet to cross.

# 4.2 Improve safety for bicyclists

Bicyclists are vital to Devon, but current conditions discourage bikers from using the street. A number of steps can be taken to improve bikeability, including improving markings for the existing bike lanes, investigating whether travel lanes can be narrowed to allow for buffers, and extending the bike lane west past Ravenswood Ave. to Ridge.

- Determine feasibility of adding buffer strips between bike lanes and moving vehicles or creating a raised, sidewalk level bike lane
- Add bump outs that will improve safety for bicycles at improved intersections by providing safer crossings and fewer parked cars interfering with bicycle flow
- Re-stripe roadway and bike path to improve definition, intersection crossings, and safety
- Extend existing bike lanes west to Ravenswood Avenue
- Add bicycle amenities (racks, bike repair station) at Glenwood Ave., one of the most popular north south bike routes



Inspiration Imagery: Redefine and improve bike paths via clear delineation, striping, intersection treatments, added amenities and signage.

# 4.3 Improve experience for bus riders

Transit users are another important demographic group who use Devon Avenue. They also deserve to be prioritized in infrastructure and safety improvements along the corridor. Coordination with CDOT and CTA will be required to create these opportunities to improve the experience of transit riders on Devon. Many of the pedestrian improvements will benefit transit users, but there are specific strategies that can make Devon a friendly, more inviting place for bus riders.

- Move bus stops to far side of intersections such as at Glenwood Ave. and Magnolia Ave. in order to improve safety and reduce conflict
- Coordinate bump outs with bus stop locations
- Add shelters to landscaped bump outs where there are bus stops
- Create seating areas for passengers at bump outs





Inspiration Imagery: Improve commuter safety and comfort via bus shelters, seating areas, landscaping and signage that align with corridor identity. Coordinate future bump outs with bus stop locations, shifting where necessary.

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# 4.4 Create a consistent sense of design

A key aspect to creating an inviting and memorable corridor is consistency. Changes to Devon's streetscape and infrastructure should be consistent in both branding and aesthetics. Coordination with SSA 26, local businesses, and local residents can ensure that Devon becomes a cohesive, inviting place with a clear identity. Currently, many bus users, drivers, pedestrians, and bicyclists use Devon simply to get from one place to another. Consistency in design presents an opportunity to signal to passersby that they have arrived somewhere and encourage them to get out of their cars, hop off the bus, get off their bikes, or wander into a store.

- Use the Elevate Devon brand in gateway and wayfinding signage at corridor entry points and important locations along Devon
- Incorporate the Elevate Devon brand across the corridor in coordination with businesses
- Update street furniture (bike racks, trash, recycling bins, etc.) with consistent design and color choices
- Create gateway features between Ravenswood Ave. and Hermitage Ave. and between Magnolia and Broadway to create a sense of arrival to Devon
- Install coordinated roadway lighting and banners at select locations
- Design and work with property owners to install decorative overhead festoon lighting to reinforce a sense of place

See Identity Section for design concepts - gateway piers, light pole identifiers, landscape containers, bike racks, etc.







Existing Images: The abundance of travel modes and types of users (students, elderly, handicap, etc.) on Devon Avenue requires improvement, enhancement, and creation of additional pedestrian, bicyclist, and commuter amenities



# 5

# Placemaking & Circulation



# Sight, sound, taste, and touch provide a market to celebrate Devon.

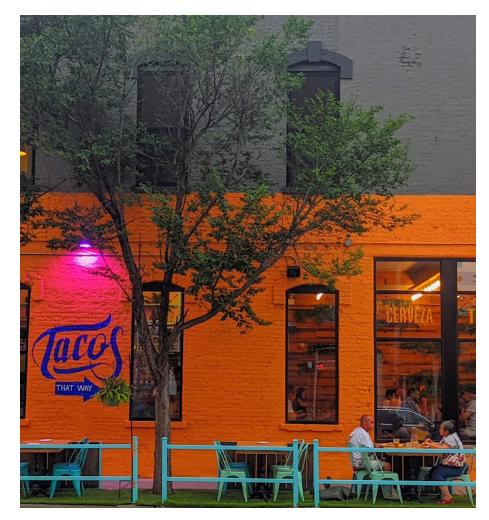
Elevate Devon is about engaging our sensory experiences and creating places where people want to visit, linger, and support local stores. Strategies and projects seek to provide more welcoming spaces for community gathering and events, and promote an identity that is unique to this section of Devon. By replacing and updating landscaping; locating new spaces for plants; creating parklets, bump outs, and pedestrian plazas; using innovative art and lighting; and creating a unique sense of place, Devon can become a place where locals and visitors savor spending their time. From international food grocers, restaurants, and coffee houses like Devon Market, La Unica, Nori Sushi, and Ellipsis, to independent blues label Alligator Records – the corridor's shops, businesses, and local culture share an eclectic, diverse vibe. Placemaking efforts are developed to celebrate this and convey a sense of entry that improves both access and awareness to destinations on Devon.

# Key placemaking objectives explored throughout the plan include:

- Enhance corridor entries and identify community destinations
- Promote Devon's identity through a coordinated gateway and wayfinding signage program
- Creating a welcoming environment for pedestrians, bicyclists, and drivers
- Calm and beautify Devon via bump outs, landscaping, intersection treatments, and art
- Transform Devon into a walkable corridor
- Design public gathering spaces at key locations
- Plan and program temporary community fests and events in partnership with local businesses

"I'm excited to see these design concepts come to life. I'm especially looking forward to more murals, outdoor dining options, and fun lighting along Devon."

- Community Member via Virtual Open House
- Please refer to the <u>Placemaking & Circulation Implementation Matrix on page 82</u> for additional details regarding partners, timeframes, and funding for the corridor strategies outlined in this section.



Inspiration Imagery: Example of seasonal patio seating with shade tree and street barrier in Pilsen, Chicago.

77% of poll respondents were likely to support removing some parking spaces to create additional permanent pedestrian amenities such as bump outs, parklets, and mini pedestrian plazas.

# 5.1 Create gathering spaces & parklets

Bump outs and parklets were extremely highly rated in community feedback. 77% of poll participants indicated their support for removing some parking to create permanent pedestrian amenities such as bump outs and parklets. Bump outs should be designed to provide space wrapping the curb both along Devon and the cross streets. Parklets that provide amenities for passersby and support local businesses will create a cozy, inviting environment. A consistent treatment along Devon can also be designed to include zones of complimentary seating designs. Expanded sidewalks will create a more walkable, inviting corridor, a top priority for the community.

- Design parklets in the bump outs to provide seating, wayfinding, tables and other amenities that attract visitors and customers
- Encourage businesses to design sidewalk cafes that are visible to and from the public way (lighting & other amenities will add to the vitality of the corridor)
- Expand sidewalk pedestrian zones by replacing the existing planters with at-grade tree grates and landscaping; work with CDOT



Existing colorful picnic tables and patio at Magnolia Avenue and Devon Avenue.

# 5.2 Incorporate and strengthen sustainable placemaking and design

Prioritizing pedestrians and bicyclists is an important way to promote sustainability along the corridor. Other ways to include sustainability in the fabric of Devon is by pursuing environmentally-sensitive landscaping strategies. Bump out design should use native plantings wherever possible and be designed to filter water and reduce runoff into the sewer system. Working with local vendors for landscaping, installing rain gardens, and teaching the community about the benefits of these choices is an important way to get the neighborhood involved in sustainability on Devon.

- Introduce sustainable, low-maintenance landscaping
- Install rain gardens that include educational information about materials and benefits to environment
- Incorporate permeable pavements, rain gardens, tree canopies and native plantings into the infrastructure design of the corridor
- Source local plant materials from nearby vendors
- Extend SSA to install additional trash and recycling recepticals and ensure ongoing maintenance of such







Inspiration Imagery: Strengthen sustainability through native plantings that offer seasonal color, interest, and environmental benefits (water absorption, attract pollinators, etc.); improvements should be designed to reduce stormwater runoff.

### **INTERSECTIONS & CROSSINGS**











### **BUMP OUTS & LANDSCAPING**

















## **Elevate Devon Action Plan**



Outreach Image: Mind map of comments shared by the Steering Committee.

Implementation of the Elevate Devon Corridor Plan will involve securing financing, solidifying designs, coordinating with City agencies, and working closely with local businesses.

Elevating and enhancing Devon will require close, on-going cooperation of the initiative's sponsors – the Edgewater Chamber of Commerce, Loyola University Chicago, and Rogers Park Business Alliance – along with the 48th, 49th and 40th Wards and City departments. Pages 71 to 73 highlight key aspects of implementation. Page 74 shares a detailed implementation matrix noting plan recommendations, partners, and anticipated timeframes / resources required.



Existing Image: Building improvements underway on Devon Market.

### **Governance and Funding**

Edgewater Chamber of Commerce, Loyola University Chicago, and Rogers Park Business Alliance have coordinated their activities and programs along Devon for several years. This has included banners, events and marketing. The three organizations are committed to work closely together to lead the charge for short and long term physical improvements as well as to use their respective organizations' resources to enhance programming and services to local businesses. Both Edgewater Chamber of Commerce and Rogers Park Business Alliance provide a variety of support services for businesses along Devon.

Enhanced services are provided by Special Service Area (SSA) #26 between Glenwood Avenue and Broadway Avenue. SSA #26 currently maintains landscaping, provides sidewalk snow removal, and a variety of other services. The SSA will be up for reconstitution in 2027. Depending on support of local property owners, SSA #26 could be expanded westward to either Clark St. or all the way to Ravenswood Avenue to provide enhanced services and maintenance.

In addition, the City of Chicago is currently advocating for state legislation that would allow for Business Improvement Districts (BIDs). BIDs are similar, but more flexible than SSAs. The funding source and contribution amount can be determined at the local level based on local conditions and support. Devon Avenue between Ravenswood Avenue and Broadway should consider creating a BID to provide consistent funding to support streetscape maintenance, public art, events, and marketing along the entire corridor.

- Continue the partnership between ECC, RPBA and LUC to coordinate with city agencies, local businesses, and residents to prioritize action steps in this plan
- Canvas property owners to determine support for extending SSA #26 westward to either Clark St. or Ravenswood Avenue, at the time of Reconstitution in 2027 (planning starts in 2025)







Existing Image: Landscaping and public art installations funded through SSA #26.

SSA #26 provides for planters and landscaping, sidewalk snow removal, sidewalk powerwashing, maintenance of SSA #26 trash receptacles, winter holiday decorations, marketing efforts for local events, installation of bike corrals, public art, and rebates and funding for improvements to building facades, sidewalks, and patios, security enhancements, and support for pop-up businesses.

- Investigate allocation of Devon/Sheridan TIF Funds (expiring in 2028) for streetscape improvements on Devon
- Coordinate with wards to allocate "menu" funding toward specific projects along Devon including public art installations, murals, wayfinding and kiosks

#### Short-term "Tactical Urbanism"

There are a number of near-term opportunities to pursue improvements to the look, feel and experience along Devon, creating a sense of vibrancy and change in public and private spaces, from digital opportunities to banners, signage and public art. "Tactical urbanism" is a term that is often used to describe relatively low cost, action oriented steps to enliven place and make it more people-friendly.

- **Banners -** Banners can be a short-term way to spread out the branding along the corridor, announcing change, and engaging businesses to sponsor the new banners.
- Develop a prototype design by engaging a local artist
- Secure a vendor and pricing
- Create a matching pool for businesses and organizations to sponsor banner at half cost
- Temporary parklets A new parklet is being installed by CDOT on Devon west of Magnolia that can test market how people use the space prior to design of the streetscape improvements.
- Work with CDOT on final design and installation of the parklet
- ☐ Work with nearby businesses and owners to "activate" the space
- ☐ Maintain the parklet
- ☐ Conduct periodic surveys to monitor and evaluate parklet use

77% of poll #2 respondents were supportive of removing parking to enhance the pedestrian environment, noting where this happens is an important consideration.

- Public Art Start infusing arts and culture into the project area.
- ☐ Begin public art projects within SSA 26; identify strategic locations
- ☐ Source information on history of corridor, buildings, and people
- ☐ Determine theme of installations; issue RFP for local artists/partners
- ☐ Develop programming, storytelling events, and "people features"
- Signage RPBA and ECC can negotiate with vendors and offer grants to lower the cost of signs, including blade signs, for businesses. Signs should reinforce the local, unique character of Devon businesses.
- ☐ Survey businesses of their signage needs
- ☐ Identify a signage vendor and designer
- ☐ Negotiate a contract based on interest of businesses
- ☐ Assist businesses in acquiring CDOT permits
- **Crossings -** Colorful crossings can be painted at key intersections.
- ☐ Work with CDOT to identify final locations for improved crossings
- ☐ Identify local artist to design the crosswalk
- ☐ Work with CDOT on installation of creative crosswalks
- ☐ Evaluate the usage and wear and tear of the crossing
- Kiosks Provide timely information to visitors of Devon to support local businesses and events.
- ☐ Determine the type of information to present (e.g. businesses, attractions, space for changing events and information, etc.).
- Design a prototype kiosk
- ☐ Coordinate with CDOT on permitting for kiosks in the public r.o.w.
- ☐ Update information in kiosk on a regular basis

### **Long-Term Streetscape Design**

The Elevate Devon planning process has involved hundreds of people, businesses and organizations. Widespread polls, engagement of local businesses and property owners, and the cooperation of a diverse array of organizations has resulted in the recommendations embedded in this plan. But the design process has just begun.

Next steps are to garner the cooperation of implementing entities including CDOT, DPD, and CTA to refine conceptual design, move to design engineering and then to construction for the major streetscape improvements.

The final design will need to respond to differing conditions along the corridor, specifically the lower traffic area between Ravenswood Avenue and Clark Street, the area between Clark Street. and the western edge of SSA #26 near Glenwood Avenue, and the area within SSA #26 from west of Glenwood Avenue to Broadway Avenue.

- Review preliminary concepts with CDOT and CTA representatives, and present results of Elevate Devon community outreach.
- CDOT to retain consultant to develop a traffic analysis and study streetscape improvements, including evaluation of options for improved crossings, bump outs, raised intersections, gateway signage and signfiers.
- Upon review of traffic analysis, determine roadway and streetscape improvements, and develop options for CDOT to pursue in public outreach.
- Work with a designer and engineer to develop project plans, budgets and determine funding opportunities.
- Conduct additional community engagement through CDOT and



Existing Image: Decorative crosswalks on Devon Avenue and Hermitage Avenue.

the design team to discuss streetscape design option and apply results of input into alternative designs.

- Work with designer and engineer to develop final design plans and budgets that respond to local usage and engagement.
- Develop maintenance plan for parklets, landscaping and other improvements.
- CDOT to release proposal for construction of final concept.
- CDOT vendors to install improvements.

### **Implementation Matrix**

See the pages that follow for detailed implementation matrices organized by corridor strategy type.

# Identity & Storytelling

S - 1-2 years M - 3-5 years L - 6 + years \$ - less than \$100,000 \$\$- \$100,000-\$250,000 \$\$\$ - \$250,000-\$500,000 \$\$\$\$ - Over \$500,000

| STRATEGY  | LEAD            | PARTNERS                                     | TIMEFRAME      | RESOURCES        |  |
|---|-----------------|--|----------------|------------------|--|
| 1.1 CREATE A BRANDING CAMPAIGN · Reference action items included in section 1.3; see page 75.                   |                 |  |                |                  |  |
| Design / refine brand   | ECC             | LUC, RPBA, SSA, 40th, 48th<br>and 49th Wards | S              | \$               |  |
| Define communication channels   | ECC             | LUC, RPBA, 40th, 48th and<br>49th Wards      | S              | \$               |  |
| Identify audience profiles  | ECC             | LUC, RPBA, Local Businesses                  | S              | \$               |  |
| Identify brand applications   | ECC             | LUC, RPBA, Local Businesses                  | S              | \$               |  |
| Identify temporary and permanent applications   | ECC             | LUC, RPBA, 40th, 48th and<br>49th Wards      | S              | \$               |  |
| Create brand standards and guidelines   | ECC             | LUC, RPBA                                    | S              | \$               |  |
| 1.2 DEVELOP STRATEGIC ROLL-OUT  | Reference actio | on items included in se                      | ction 1.3; see | page <b>75</b> . |  |
| Establish a budget for Roll-Out Strategy  | ECC             | LUC, RPBA, SSA                               | S              | \$               |  |
| Collaborate with partners to draft Roll-Out Plan  | ECC             | LUC, RPBA, SSA                               | S              | \$               |  |
| Flag immediate near-term projects   | ECC             | LUC, RPBA, SSA                               | S              | \$               |  |
| Allocate proper resources   | ECC             | LUC, RPBA, SSA                               | S              | \$               |  |
| Create a checklist of items where brand application will need to be updated (re: print, digital, signage, etc.) | ECC             | LUC, RPBA, SSA                               | S              | \$               |  |
| Schedule on-boarding to introduce plan to staff/boards  | ECC             | LUC, RPBA, SSA                               | S              | \$               |  |

| ELEVATE DEVON IMPLEMENTATION MATRIX   |                                 |   |         |        |  |  |
|---|---------------------------------|---|---------|--------|--|--|
| 1.3 TIE BRANDING INTO PROGRAMMING   |                                 |   |         |        |  |  |
| Plan seasonal events that bring people to Devon   | LUC                             | ECC, RPBA, SSA, 40th, 48th<br>and 49th Wards                            | S, M, L | \$     |  |  |
| Celebrate holidays from different cultures  | LUC                             | ECC, RPBA, SSA, Local<br>Businesses                                     | S, M, L | \$     |  |  |
| Tie public art such as temporary murals to events   | LUC                             | ECC, RPBA, SSA, Local<br>Businesses                                     | S, M, L | \$     |  |  |
| Plan year-round events based on seasons; "winter cities"  | LUC                             | ECC, RPBA, SSA, 40th, 48th<br>and 49th Wards                            | S, M, L | \$\$   |  |  |
| 1.4 LAUNCH SOCIAL MEDIA CAMPAIGN  |                                 |   |         |        |  |  |
| Create social media campaign  | ALL<br>(ECC, LUC,<br>RPBA, SSA) | 40th, 48th and 49th Wards,<br>businesses, neighborhood<br>organizations | S, M, L | \$     |  |  |
| Develop a social media schedule for events, programming and new businesses  | ALL<br>(ECC, LUC,<br>RPBA, SSA) | 40th, 48th and 49th Wards,<br>businesses, neighborhood<br>organizations | S, M, L | \$     |  |  |
| 1.5 INTEGRATE ELEVATE DEVON BRAND   | ING INTO STRE                   | ETSCAPE IMPROVEME   | NTS     |        |  |  |
| Install gateway piers at Broadway/Sheridan, Clark and Ravenswood  | CDOT, RPBA                      | ECC, LUC, SSA   | М       | \$\$\$ |  |  |
| Install light pole identifiers  | CDOT, RPBA                      | ECC, LUC, SSA   | М       | \$     |  |  |
| Coordinate branding with streetscape improvements   | CDOT, RPBA                      | ECC, LUC, SSA   | S, M, L | \$\$   |  |  |
| Work with businesses and property owners to install festoon lighting; coordinate with CDOT if lighting is in the public way | ECC                             | Local businesses, LUC,<br>RPBA, CDOT                                    | М       | \$\$\$ |  |  |
| Install signage, plaques, and identity installations  | ECC, SSA                        | LUC, RPBA, Property Owners  | М       | \$     |  |  |

## **Arts & Culture**

S - 1-2 years M - 3-5 years L - 6 + years \$ - less than \$100,000 \$\$- \$100,000-\$250,000 \$\$\$ - \$250,000-\$500,000 \$\$\$\$ - Over \$500,000

| STRATEGY   | LEAD                    | PARTNERS  | TIMEFRAME | RESOURCES |  |  |
|--|-------------------------|---|-----------|-----------|--|--|
| 2.1 CELEBRATE HISTORY AND CULTURE OF DEVON   |                         |   |           |           |  |  |
| Source information on history of corridor  | ECC, SSA                | LUC, RPBA, Historic<br>Societies, Historians,<br>Residents, Libraries, Local<br>Organizations | S, M      | \$        |  |  |
| Identify buildings and location details  | ECC, SSA                | LUC, RPBA, Historic<br>Societies, Historians,<br>Residents, Libraries, Local<br>Organizations | S, M      | \$        |  |  |
| Create "people features" and storytelling events   | ECC, SSA                | LUC, RPBA, Local<br>Businesses, Residents   | S, M      | \$        |  |  |
| Build out digital information webpage on "Elevate Devon" history, identify , culture and art | ECC, SSA                | LUC, RPBA   | S, M      | \$        |  |  |
| 2.2 PUBLIC ART + MURALS  | 2.2 PUBLIC ART + MURALS |   |           |           |  |  |
| Begin public art projects within SSA 26  | ECC, SSA                | LUC, RPBA, Property<br>Owners, Residents, Local<br>Artists                                    | S, M      | \$        |  |  |
| Identify strategic locations and local partners  | ECC, SSA                | LUC, RPBA, Property<br>Owners, Residents  | S         | \$        |  |  |
| Determine theme of installations   | ECC, SSA                | LUC, RPBA, Property<br>Owners, Residents  | S, M      | \$        |  |  |
| Install projection lighting at gateway intersections   | ECC, SSA 26             | LUC, RPBA, Property<br>Owners, Residents  | S, M      | \$\$      |  |  |
| Recreate community mural hidden due to development   | ECC, SSA 26             | LUC, RPBA, Property<br>Owners, Residents  | S, M      | \$        |  |  |

| ELEVATE DEVON IMPLEMENTATION MATRIX                                 |        |  |      |      |  |  |
|---|--------|--|------|------|--|--|
| 2.3 SUPPORT LOCAL ARTISTS WITH GRANTS, COMMUNICATIONS AND PAID WORK |        |  |      |      |  |  |
| Issue Call-4 local artists; prioritize in grant programs            | RPBA   | ECC, LUC, Property Owners,<br>Residents  | S, M | \$   |  |  |
| Create email list of local artists/community organizations          | RPBA   | ECC, LUC, Property Owners,<br>Residents  | S, M | \$   |  |  |
| Connect with Chicago Industrial Arts & Design Center                | RPBA   | ECC, LUC, Property Owners,<br>Residents  | S, M | \$   |  |  |
| 2.4 INSTALL TEMPORARY ART INSTALLA                                  | ATIONS |  |      |      |  |  |
| Plan on-street events and activations                               | ECC    | LUC, RPBA, Property<br>Owners, Residents | S, M | \$   |  |  |
| Develop creative corridor concepts                                  | ECC    | LUC, RPBA, Property<br>Owners, Residents | S, M | \$   |  |  |
| Utilize local artists in public art installations                   | ECC    | LUC, RPBA, Property<br>Owners, Residents | S, M | \$\$ |  |  |
| Identify opportunity sites for public art                           | ECC    | LUC, RPBA, Property<br>Owners, Residents | S, M | \$   |  |  |

## **Business Activation**

S - 1-2 years M - 3-5 years L - 6 + years \$ - less than \$100,000 \$\$- \$100,000-\$250,000 \$\$\$ - \$250,000-\$500,000 \$\$\$\$ - Over \$500,000

|   |                |  |           | \$\$\$\$ - Over \$500,000 |  |  |
|---|----------------|--|-----------|---------------------------|--|--|
| STRATEGY  | LEAD           | PARTNERS   | TIMEFRAME | RESOURCES                 |  |  |
| 3.1 CELEBRATE LOCAL DIVERSITY OF BUSINESSES   |                |  |           |                           |  |  |
| Design & install kiosks that provide a map and directory                                      | CDOT, RPBA     | ECC, LUC, SSA  | М         | \$\$\$                    |  |  |
| Spotlight existing businesses   | ECC            | LUC, RPBA, SSA, 40th, 48th<br>and 49th Wards             | S, M, L   | \$                        |  |  |
| Continue "Devon Days" to celebrate local businesses   | ECC            | LUC, RPBA, SSA, 40th, 48th<br>and 49th Wards             | S         | \$\$                      |  |  |
| Create opportunities to connect with local businesses   | ECC            | LUC, RPBA, SSA, 40th, 48th<br>and 49th Wards             | S, M, L   | \$                        |  |  |
| Work with businesses to expand Internet and social media presence; partners to apply together | RPBA           | ECC, LUC, SSA, Businesses,<br>Neighborhood Organizations | М         | \$                        |  |  |
| 3.2 ATTRACT NEW, LOCALLY-OWNED BUSINESSES   |                |  |           |                           |  |  |
| Develop a marketing campaign that features local business successes                           | SSA            | ECC, LUC, RPBA, 40th, 48th and 49th Wards                | S         | \$                        |  |  |
| Work with landlords to attract new businesses   | SSA            | ECC, LUC, RPBA, Landlords, businesses                    | S, M, L   | \$\$                      |  |  |
| Establish a Diverse Business Development Program  | SSA            | ECC, LUC, RPBA, Businesses,<br>Residents                 | М         | \$\$                      |  |  |
| 3.3 ENHANCE DEVON'S CHARACTER AN  | ID VISUAL APPE | AL   |           |                           |  |  |
| Partner with businesses to program bumpouts/parklets  | ECC            | RPBA, LUC, SSA, Businesses,<br>Property Owners           | М         | \$\$                      |  |  |
| Encourage businesses to open views to outdoor seating areas and public way                    | ECC            | RPBA, Businesses, Property<br>Owners                     | S         | \$                        |  |  |
| Recruit businesses to sponsor murals, banners, and public art                                 | SSA            | ECC, LUC, RPBA   | S, M, L   | \$\$                      |  |  |
| Develop "Elevate Devon Design Guidelines"   | ECC, RPBA      | LUC, SSA 26  | S         | \$\$                      |  |  |

### 3.4 EXPAND AND CONTINUE PROGRAMMING · Action items included under section 1.3; see page 75.

### 3.5 CONNECT LOCAL BUSINESSES TO GRANTS AND TECHNICAL ASSISTANCE

| Provide façade improvement grants   | RPBA, | ECC, LUC, SSA, 40th, 48th<br>and 49th Wards | S, M, L | \$\$\$ |
|---|-------|---|---------|--------|
| Provide assistance for display windows and merchandising                                      | RPBA  | ECC, LUC, SSA                               | М       | \$     |
| Assist businesses to access city and state programs   | RPBA  | ECC, LUC, SSA 26, 40th, 48th and 49th Wards | S, M, L | \$     |
| Provide market information to businesses  | RPBA  | ECC, LUC, SSA,                              | S, M, L | \$     |
| Advocate for inclusion of Devon Avenue in City programs such as Neighborhood Opportunity Fund | RPBA  | ECC, LUC, SSA, 40th, 48th<br>and 49th Wards | S, M, L | \$     |
| Investigate viability of expanding SSA westward   | RPBA  | ECC, LUC, RPBA, SSA, DPD                    | S       | \$     |
| Assist businesses with café permits   | RPBA  | ECC, LUC, SSA, 40th, 48th and 49th Wards    | S       | \$     |
| Expand façade programs to include retractable windows; update SSA/SBIF Guidelines             | RPBA  | ECC, LUC, SSA, 40th, 48th<br>and 49th Wards | М       | \$\$   |

# **Getting Around Safely**

S - 1-2 years M - 3-5 years L - 6 + years \$ - less than \$100,000 \$\$- \$100,000-\$250,000 \$\$\$ - \$250,000-\$500,000 \$\$\$\$ - Over \$500,000

| STRATEGY   | LEAD       | PARTNERS           | TIMEFRAME | RESOURCES |  |  |
|--|------------|--------------------|-----------|-----------|--|--|
| 4.1 PRIORITIZE PEDESTRIAN SAFETY AND EXPERIENCE  |            |                    |           |           |  |  |
| Create bumpouts for pedestrian zones   | CDOT, RPBA | ECC, LUC, SSA      | М         | \$\$\$\$  |  |  |
| Realign crosswalks   | CDOT, RPBA | ECC, LUC, SSA      | М         | \$\$\$    |  |  |
| Paint creative crosswalks  | CDOT, RPBA | ECC, LUC, SSA      | М         | \$\$      |  |  |
| Reduce curb cuts (and discourage new curb cuts)  | CDOT, RPBA | ECC, LUC, SSA      | М         | \$\$\$    |  |  |
| Create distinct intersections using stamped pavement   | CDOT, RPBA | ECC, LUC, SSA      | М         | \$\$\$\$  |  |  |
| Undertake a study to improve pedestrian crossing safety at Devon/Sheridan/Broadway                                     | CDOT, RPBA | ECC, LUC, SSA      | S         | \$\$      |  |  |
| 4.2 IMPROVE SAFETY FOR BICYCLISTS  |            |                    |           |           |  |  |
| Determine feasibility of adding buffer strips between<br>bike lanes and moving vehicles or create raised bike<br>lanes | CDOT, RPBA | ECC, LUC, SSA      | S         | \$        |  |  |
| Add bumpouts to improve safety   | CDOT, RPBA | ECC, LUC, SSA      | М         | \$\$\$\$  |  |  |
| Extend bike lanes west to Ravenswood Ave.  | CDOT, RPBA | RPBA ECC, LUC, SSA | М         | \$\$\$    |  |  |
| Add bicycle amenities (racks, bike repair), etc. at Glenwood Ave.  | CDOT, RPBA | ECC, LUC, SSA      | S         | \$\$      |  |  |

| ELEVATE DEVON IMPLEMENTATION MATRIX             |          |                      |   |          |  |
|---|----------|----------------------|---|----------|--|
| 4.3 IMPROVE EXPERIENCE FOR BUS RIDERS           |          |                      |   |          |  |
| Move bus stops to far side of intersections     | CTA, ECC | LUC, RPBA, SSA, CDOT | М | \$\$     |  |
| Coordinate bumpouts with bus stop locations     | CTA, ECC | LUC, RPBA, SSA, CDOT | М | \$\$\$   |  |
| Add shelters to bumpouts at bus stops           | CTA, ECC | LUC, RPBA, SSA, CDOT | М | \$\$\$\$ |  |
| Create seating areas for passengers at bumpouts | CTA, ECC | LUC, RPBA, SSA, CDOT | М | \$\$\$   |  |

4.4 CREATE A CONSISTENT SENSE OF DESIGN · Action items included under section 3.5; see page 79.

# **Placemaking & Circulation**

S - 1-2 years M - 3-5 years L - 6 + years \$ - less than \$100,000 \$\$- \$100,000-\$250,000 \$\$\$ - \$250,000-\$500,000 \$\$\$\$ - Over \$500,000

| STRATEGY   | LEAD         | PARTNERS                                    | TIMEFRAME | RESOURCES |  |  |
|--|--------------|---|-----------|-----------|--|--|
| 5.1 CREATE GATHERING SPACES AND PARKLETS   |              |   |           |           |  |  |
| Expand sidewalk pedestrian zones by replacing existing planters with at-grade tree in grates             | CDOT, RPBA   | ECC, LUC, SSA, 40th,<br>48th and 49th Wards | М         | \$\$      |  |  |
| 5.2 INCORPORATE AND STRENGTHEN P   | LACEMAKING A | ND DESIGN                                   |           |           |  |  |
| Introduce sustainable, low-maintenance landscaping   | CDOT, RPBA   | ECC, LUC, SSA                               | М         | \$\$      |  |  |
| Install rain gardens   | CDOT, RPBA   | ECC, LUC, SSA                               | М         | \$\$      |  |  |
| Incorporate permeable pavements and native plantings   | CDOT, RPBA   | ECC, LUC, SSA                               | М         | \$\$\$    |  |  |
| Source plant materials from nearby vendors   | CDOT, RPBA   | ECC, LUC, SSA                               | М         | \$\$      |  |  |
| Install additional trash and recycling recepticals to align with SSA boundaries, funding and maintenance | SSA          | ECC, LUC, SSA, CDOT, DPD                    | L         | \$\$      |  |  |





A Project of the Edgewater Chamber of Commerce, Loyola University Chicago and Rogers Park Business Alliance





