

APPENDIX



ONE HOWARD STREET

One Howard Street Economic Recovery Plan
December 2023

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ENGAGEMENT OVERVIEW





ONE HOWARD STREET COMMUNITY SURVEY

Hanging Out



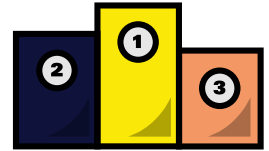
Most respondents spend time on Howard Street in the afternoon.

52% of respondents spend an hour or less on Howard Street.

When it comes to business attraction, keep it casual!

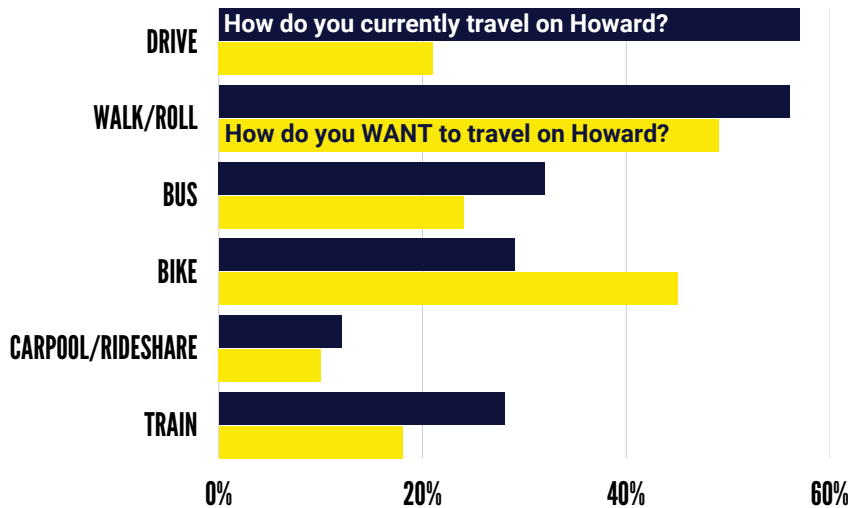
The top three most desired business types for respondents were:

1. Casual restaurant/pub
2. Coffee shop or bakery
3. Bookstore



Getting Around

Modes of travel on Howard Street



46% of respondents said **protected bike lanes** would enhance the biking experience on Howard Street.

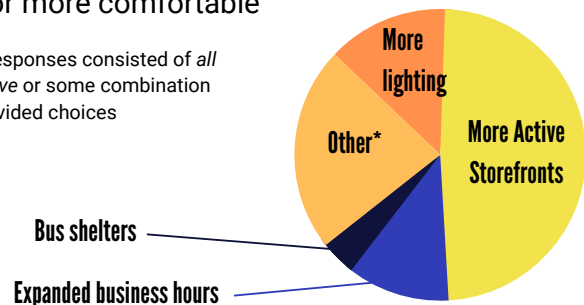
Coming Together



Respondents said that **inclusive community events** and **cohesive community design** (signage, exteriors, lighting) would make Howard Street feel more unified.

Nearly half of all respondents named "more active storefronts" as the element that would make the corridor more comfortable

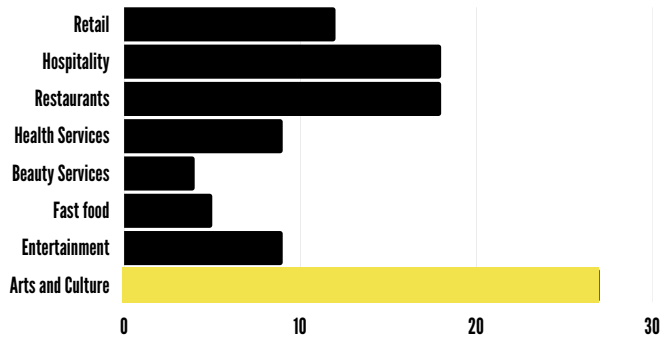
**"Other" responses consisted of all of the above or some combination of the provided choices



West End

Of the 99 respondents for this subarea, most said they travel through this area, and would like to stop and shop.

Opportunities between Western and Ridge

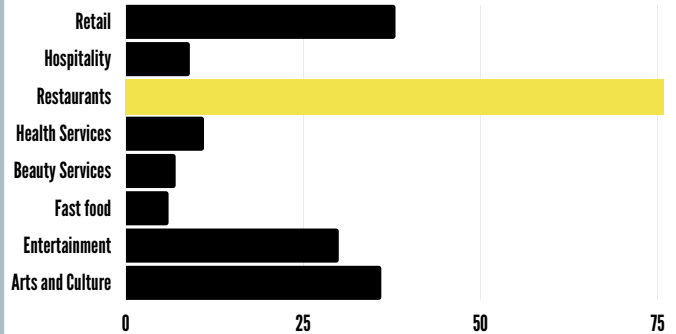


"Everything is so grey. Grey streets, grey buildings, grey sidewalks. Planters with bright flowers and better lighting and public art would make the street look more inviting."

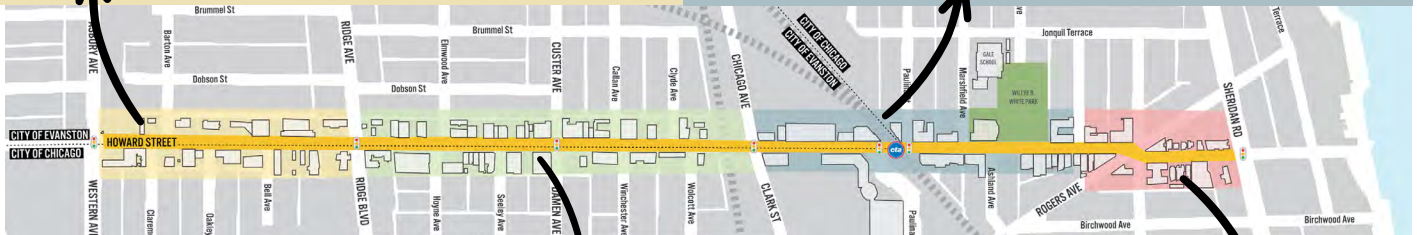
Heart of Howard

Of the 179 respondents for this subarea, most said they travel through this area, and would like to stop and eat.

Opportunities between Clark and Bosworth



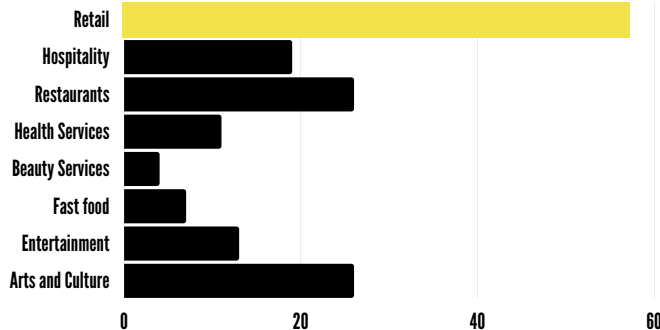
"It's got a ton of opportunity to become a social and cultural hub, it just needs some support and a good power wash."



Restaurant Row

Of the 129 respondents for this subarea, most said they come to this area to eat and would like to continue!

Opportunities between Ridge and Clark

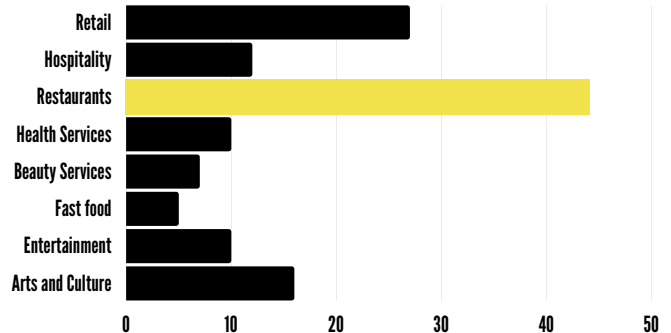


"It could be a great walkable, vibrant, cohesive, safe environment/neighborhood that attracts local businesses and visitors to walk there or drive/bike/train there to enjoy ... A collaboration worth emulating in other border cities!"

Lakeside

Of the 111 respondents for this subarea, most said they travel through this area to eat and would like to stop and shop.

Opportunities between Bosworth and Sheridan



"The nights are quiet, but it would be great if they were more active"



One Howard Street

Survey Summary Memo

Prepared by MUSE Community + Design

One Howard Community Survey Memo

Open from April 20 to May 22, 2023

The One Howard project team released a survey about the current life and culture on Howard Street. The survey was open for 33 days and received 521 responses. It was available in English and Spanish. The survey debuted at the public kickoff at Willey B. White Park. The project team was prepared with tablets for people at the event to take the survey, and paper copies were also provided as an option. Everyone who completed the survey was entered into a raffle for one of three \$25 gift cards.

Promotion:

The Survey was promoted through social media pages from the Rogers Park Business Alliance and MUSE Community + Design. The project team also handed out fliers to businesses on Howard Street, added fliers to goodie bags at the Gale Youth Summit, and spread the word through the steering committee members. Alongside an online copy of the survey, project team members visited community organizations and filled out paper surveys with community members.

One Howard Street survey summary

Days since launch: 33

Total responses: 521

- 354 have “60XXX” as their ZIP code
 - 202 in 60626
 - 39 in 60645
 - 48 in 60202
 - 13 in 60201
- 167 chose not to answer or incomplete

Key Insights:

- **Language:** Spanish is the second highest to English, Spanish survey launched May 3. No Spanish surveys were completed
- **Top three business types:** Bookstore, Cafe, Casual restaurant/pub, and the most written-in responses are a hardware store with some gardening features and bowling alley.
- **Comfort on Howard:** “Active storefronts” was voted highest to make people more comfortable on Howard
- **Segment:** Clark to Bosworth was the most popular choice; however, that is where the train is.

Demographics

1. How old are you?

- a. Under 18: 19
- b. 18 - 24: 24
- c. 25 - 34: 114**
- d. 35 - 44: 85
- e. 45 - 54: 78
- f. 55 - 64: 75
- g. 65+: 62
- h. Prefer not to say: 11

2. How do you identify in terms of your race and ethnicity? (Please select all that apply.)

- a. American Indian or Alaska Native: 31
- b. Asian or Asian American: 15
- c. Black or African American: 66
- d. Hispanic or Latino/a/x: 44

- e. Middle Eastern or North African: 9
- f. Native Hawaiian or Pacific Islander: 5
- g. **White: 291**
- h. Prefer to Not Answer: 42
- i. Other: 12
 - i. Asian Indian/ Non-Hispanic
 - ii. Italian- American
 - iii. Arab American
 - iv. Jewish
 - v. Irish

3. How do you identify in terms of gender? (please select all that apply)

- a. Woman: 244**
- b. Man: 191
- c. Non-binary: 17
- d. Transgender: 8
- e. Prefer not to say: 24

4. What primary language is spoken at home?

- a. English:429**
- b. Spanish:14
- c. Slavic: 6
- d. Chinese: 2
- e. Tagalog:1
- f. Korean: 2
- g. Arabic: 1
- h. French: 0
- i. Prefer not to say: 9
- j. Other: 4

5. What is your yearly household income?

- a. Under \$15,000: 20
- b. Between \$15,000 and \$29,999: 41
- c. Between \$30,000 and \$49,999:45
- d. **Between \$50,000 and \$74,999: 81**
- e. Between \$75,000 and \$99,999: 78
- f. Between \$100,000 and \$150,000: 85**
- g. Over \$150,000: 48
- h. Prefer not to say:70

Survey Questions

- 1. What word comes to mind when you think of things you like on Howard Street?**



2. What word comes to mind when you think of things you DONT like on Howard Street?



A word cloud of negative associations with Howard Street. The word 'Crime' is the largest and most central, colored in a dark purple. Other words are in various shades of blue and teal. The words include: sidewalks, Howard Street, Empty store fronts, abandoned, construction, Homeless, Vacant, people hanging, Drug dealers, Howard street, unsafe lack Safety, parking, shootings, Drugs, litter, traffic, empty, Apathy, Potholes, Sketchy, noisy, people, Crime, unhappy, dangerous, lots, police, guns, Trash, Dirty, loitering, dislike, ugly, poverty, Gangs, violence, hanging, run, Garbage, Rundown, empty storefronts, Open air drug, good night, Cars, disgusting, panhandlers, garbage street, buildings, air drug market.

3. What business types would you like to see more of on Howard Street?
(Please select up to three)

- a. Clothing store: 69
- b. Shoe store: 43
- c. Electronics: 45
- d. Bookstore: 127**
- e. Home goods: 55
- f. Comics, toys, or gaming store: 51
- g. Antiques: 34
- h. Specialty boutique (gifts, home décor, accessories, etc.): 66
- i. Lodging: 22
- j. Bike shop / repair / rental: 51
- k. Beauty (Salon, barber,spa):23
- l. Coffee shop or bakery: 142**
- m. Grocery: 62
- n. Shared food vendor spaces (food hall, food truck lot, etc.): 103
- o. Fast food restaurant: 28

p. Casual restaurant or pub: 177

- q. Fine dining restaurant: 46
- r. Brewery, winery, or distillery: 46
- s. Arts and crafts: 43
- t. Arts or cultural venue (music venue, art gallery, etc.): 98
- u. Sporting or outdoors: 24
- v. Family entertainment (arcade, escape room, mini-golf, etc.): 52
- w. Fitness / wellness-focused business (gym, yoga studio, etc.): 41
- x. Drug store or pharmacy: 13
- y. Health and beauty: 8
- z. Other: 37
 - i. Hardware/Garden Store
 - ii. Community Care Hub
 - iii. Garden Center or farmer's market
 - iv. Hardware store with seasonal gardening
 - v. Thrift store
 - vi. Shelter
 - vii. Hardware store
 - viii. Health food and breakfast restaurant
 - ix. More healing spaces. More connection of support and agencies
 - x. Dollar tree
 - xi. Supportive centers: Skills training, education, employment, etc.
 - xii. Live theater
 - xiii. Bowling
 - xiv. Jazz club

4. What is your relationship to Howard Street? Check all that apply.

a. Resident: 255

- b. Business owner: 46
- c. Past resident: 49
- d. Student: 39
- e. Visitor: 118
- f. Work on Howard: 52
- g. Travel on Howard to get somewhere else: 161
- h. Other: 65

5. How do you travel on Howard Street? Check all that apply.

a. Drive: 298

b. Walk/ Roll: 292

- c. Bus: 168
- d. Bike: 149
- e. Carpool/ Rideshare: 64

- f. Train: 150
 - g. I avoid it: 65
 - h. Other: 17
- 6. How would you like to travel on Howard Street? Check all that apply.**
- a. Drive: 110
 - b. Walk/ Roll: 260**
 - c. Bus: 126
 - d. Bike: 233**
 - e. Carpool/Rideshare: 52
 - f. Train: 95
- 7. Which streetscape element would most enhance the biking experience along Howard Street?**
- a. Better bike lane stripping: 114
 - b. Protected bike lanes: 241**
 - c. More bike parking: 57
 - d. More Divvy stations: 36
 - e. Other: 73
 - i. Fewer potholes
 - ii. Some combination of the answers above
 - iii. Emergency phones
 - iv. Greenery
- 8. What would you like to see more of on Howard Street? (Ranking or check all that apply)**
- a. Small Businesses: 155**
 - b. National Chain stores: 56
 - c. Year Round Community events: 69
 - d. Public Art: 63
 - e. Landscaping: 78
 - f. Outdoor gathering spaces: 51
 - g. Other: 49
 - i. All of the above
 - ii. Some combination of the answers above
- 9. What time of day do you usually spend time on Howard Street? Select all that apply.**
- a. Weekday mornings: 200
 - b. Weekday afternoons: 238
 - c. Weekday evenings: 206
 - d. Weekday late nights: 52
 - e. Weekend mornings: 166
 - f. Weekend afternoons: 251**

- g. Weekend evenings: 179
- h. Weekend late nights: 57

10. How much time do you typically spend on Howard Street?

- a. Less than 30 min: 152**
- b. 30-60 min: 118
- c. Between 1-2 hours: 106
- d. Between 2-3 hours: 69
- e. Between 3-4 hours: 30
- f. More than 4 hours: 46

11. What would help you feel more comfortable while you are spending time on Howard Street?

- a. More Lighting: 71
- b. More active storefronts: 250**
- c. Expanded business hours: 61
- d. Bus Shelters: 20
- e. Other: 119
 - i. Eyes on the street
 - ii. Some combination of the answers above

12. Howard Street is the link between the cities of Chicago and Evanston. What would make Howard Street feel more unified?

- a. Aligned parking meters on both sides of the street: 17
- b. Aligned street addresses on both sides of the street: 49
- c. Uniform neighborhood banners: 46
- d. Uniform trash and recycling cans: 44
- e. SSA with jurisdiction on both sides: 52
- f. Inclusive Community events: 127**
- g. Cohesive design (building elements like signage, exterior lighting, awnings, etc): 114
- h. Other: 72
 - i. Safety is a huge
 - ii. All of the above

13. What segment do you spend the most time on Howard Street?

- a. Western to Ridge: 99
- b. Ridge to Clark: 129
- c. Clark to Bosworth: 179**
- d. Bosworth to Sheridan: 111

Western to Ridge

1. How often do you visit this part of the corridor?

- a. 1-2 times a week: 25
 - b. 3-4 times a week: 23
 - c. 5-6 times a week: 12
 - d. Everyday: 14
 - e. A few times per month: 32**
 - f. Never: 2
- 2. What activities are you doing in this corridor?**
- a. I live here: 20
 - b. I work here: 14
 - c. Traveling through: 55**
 - d. Shopping: 44
 - e. Eating: 45
 - f. Errands: 21
 - g. Exercising: 10
 - h. Visiting friends/family: 10
 - i. Other: 4
 - i. School
- 3. What would you like to do in this section of the corridor?**
- a. Live here: 10
 - b. Work here: 8
 - c. Shop: 32**
 - d. Eat: 26
 - e. Errands: 9
 - f. Exercise: 4
 - g. Open a business: 4
 - h. Other: 13
 - i. Some combination of the answers above
- 4. What is your favorite place between Ridge to Western?**
- a. (Pull from Excel sheet)
- 5. What do you think is missing between Ridge to Western?**
- a. Retail: 12
 - b. Hospitality: 18
 - c. Restaurants: 18
 - d. Health services: 9
 - e. Beauty services: 4
 - f. Fast food: 5
 - g. Entertainment: 9
 - h. Arts and culture: 27**
- 6. Where are the opportunity spots in this “zone”?**
- a. (pull from Excel sheet)

7. What other comments do you have about Ridge to Western?

- a. (pull from Excel sheet)

Ridge to Clark

2. How often do you visit this part of the corridor?

- b. 1-2 times a week: 29
c. 3-4 times a week: 28
d. 5-6 times a week: 17
e. Everyday: 15
f. A few times a month: 70
g. Never: 3

8. What activities are you doing in this corridor?

- a. I live here: 33
b. I work here: 21
c. Traveling through: 80
d. Shopping: 34
e. Eating: 96
f. Errands: 31
g. Exercising: 14
h. Visiting friends/family: 13
i. Other: 13
 i. Theater
 ii. Bar
 iii. Good Mexican bakery on the Evanston side
 iv. Community kitchen for donating food

9. What would you like to do in this section of the corridor?

- a. Live here: 5
b. Work here: 9
c. Shop: 55
d. Eat: 62
e. Errands: 21
f. Exercise: 2
g. Open a business: 5

10. What is your favorite place between Ridge to Clark?

- a. (Pull from Excel sheet)

11. What do you think is missing between Ridge to Clark?

- a. Retail: 54**
b. Hospitality: 19
c. Restaurants: 26
d. Health services: 11

- e. Beauty services: 4
- f. Fast food: 7
- g. Entertainment: 13
- h. Arts and culture: 26

12. Where are the opportunity spots in this “zone”?

- a. (pull from Excel sheet)

13. What other comments do you have about Ridge to Clark?

- a. (pull from Excel sheet)

Clark to Bosworth

3. How often do you visit this part of the corridor?

- b. 1-2 times a week: 46
- c. 3-4 times a week: 38
- d. 5-6 times a week: 33
- e. Everyday: 39
- f. A few times a month: 51**
- g. Never: 9

14. What activities are you doing in this corridor?

- a. I live here: 64
- b. I work here: 29
- c. Traveling through: 119**
- d. Shopping: 75
- e. Eating: 74
- f. Errands: 66
- g. Exercising: 30
- h. Visiting friends/family: 28
- i. Other: 35
 - i. School
 - ii. Laundry
 - iii. Hello Howard Garden
 - iv. Brewery
 - v. All of the above
 - vi. Post office

15. What would you like to do in this section of the corridor?

- a. Live here: 15
- b. Work here: 11
- c. Shop: 48
- d. Eat: 86**
- e. Errands: 20
- f. Exercise: 6

- g. Open a business: 6
- h. Other: 21
 - i. Some combination of the above answers
 - ii. Social events
 - iii. Feel safe

16. What is your favorite place between Clark to Bosworth?

- a. (Pull from Excel sheet)

17. What do you think is missing between Clark to Bosworth?

- a. Retail: 38
- b. Hospitality: 9
- c. Restaurants: 75**
- d. Health services: 11
- e. Beauty services: 7
- f. Fast food: 6
- g. Entertainment: 30
- h. Arts and culture: 36

18. Where are the opportunity spots in this “zone”?

- a. (pull from Excel sheet)

19. What other comments do you have about Clark to Bosworth?

- a. (pull from Excel sheet)

Bosworth to Sheridan

4. How often do you visit this part of the corridor?

- b. 1-2 times a week: 35**
- c. 3-4 times a week: 34
- d. 5-6 times a week: 20
- e. Everyday: 27
- f. A few times per month: 20
- g. Never: 4

20. What activities are you doing in this corridor?

- a. I live here: 46
- b. I work here: 23
- c. Traveling through: 64**
- d. Shopping: 38
- e. Eating: 34
- f. Errands: 30
- g. Exercising: 16
- h. Visiting friends/family: 17

- i. Other: 14
 - i. School
 - ii. Laundry
 - iii. Hello Howard Garden

21. What would you like to do in this section of the corridor?

- a. Live here: 12
- b. Work here: 9
- c. Shop: 45**
- d. Eat: 38
- e. Errands: 10
- f. Exercise: 8
- g. Open a business: 5
- h. Other: 9
 - i. Some combination of the above answers

22. What is your favorite place between Bosworth to Sheridan?

- a. (Pull from Excel sheet)

23. What do you think is missing between Bosworth and Sheridan?

- a. Retail: 27
- b. Hospitality: 12
- c. Restaurants: 44**
- d. Health services: 10
- e. Beauty services: 7
- f. Fast food: 5
- g. Entertainment: 10
- h. Arts and culture: 16

24. Where are the opportunity spots in this “zone”?

- a. (pull from Excel sheet)

25. What other comments do you have about *Bosworth to Sheridan?

- a. (pull from Excel sheet)



**One Howard Street Steering Committee
Meeting #1 Summary
March 8, 2023, 10-11:30am**

Attendance:

- Sal Becovic, Becovic Properties
- David Block, Evergreen/CJE SeniorLife
- Sheila Williams, Gale Elementary School
- Ann Hinterman, Family Matters
- India Mussell-McKay, Palmhouse + Peckish Pig
- Elizabeth Nachtwey, Legacy Barber College
- Lenice Levy, Good to Go
- David Brown, Harrington Brown
- Susan Lloyd, Evanston 8th Ward Resident
- Cindy Plante, RPBA
- Paul Zalmezak, City of Evanston
- Katie Boden, City of Evanston
- Kyle Ryan, Office of 49th Ward Alderwoman Maria Hadden
- Katharyn Hurd, City of Chicago DPD
- Brett Weidl, MKSK
- Courtney Kashima, MUSE Community + Design
- Ally Brisbin, MUSE Community + Design

Meeting Agenda

1. Project team introductions
2. Steering Committee introductions/icebreaker
3. Project Overview
4. Steering Committee Roles and Responsibilities
5. Engagement Plan review
6. Closing and Next Steps

Meeting Summary

Recent and ongoing community processes and initiatives:

- North of Howard Together is a “super group” of organizations based in Rogers Park north of Howard. The group meets regularly and is planning a cleanup event and a Juneteenth event
- RPBA’s Maker Studio is closing in March, there will be a closing event at the end of the month. There is a new tenant for the space.
- Evanston has contracted with Teska Associates to conduct an SSA feasibility study for the north side of Howard, west to Asbury.
- Evanston Thrives Retail Action Plan draft will be published later this month.
- Recommendation to address longstanding concerns and identify visible and early wins for the One Howard Street process. Ensure recommendations are within the control of RPBA, City of Chicago, City of Evanston to execute.
- CTA Red Purple Modernization (RPM) Next Phases Study is taking place. There is a public meeting next week.

Breaking down the corridor into nodes and hubs - observations from committee members:

- The corridor experience is inconsistent. Blocks that are active on the Evanston side are less active on the Chicago side, and vice versa. There is not a lot of foot traffic on Howard. The street does not lend itself to strolling and shopping - people go to a specific destination and then move on their way.
- Restaurants on the western end of the corridor are sit-down friendly, while restaurants closer to and east of the CTA tracks are more counter service, quick in-and-out. There is less landscaping and greenery on the eastern end of the corridor than the western end, giving a different view to those who are dining in a restaurant and looking out the window.
- Parking meters and addresses are inconsistent between Chicago and Evanston. This leads to confusion for visitors about which parking app to use, and sometimes causes issues with Uber/Lyft drop-offs.

What’s getting in the way of Howard’s potential?

- There hasn’t been a consistent voice for the corridor. This project and others will help with this issue.
- There is a negative public perception about Howard Street, particularly east of the CTA tracks. There is an idea that people who hang out outside don’t belong there. This process should recognize that they are our neighbors as well.

What should we consider when working together?

- Assume positive intent, and approach issues from a solution-focused perspective.
- Use discernment when sharing information outside of this group.

- Keep the goal in mind: this is about both sides of the street, the entire length of the corridor.
- Look for opportunities to include restorative justice principles in the process and plan recommendations.



**One Howard Street
Steering Committee Meeting #2 Summary
Thursday, May 11, 2023 | 10:00 - 11:30am**

Attendees:

- Jessie Eisner-Kleye, Becovic Properties
- David Block, Evergreen/CJE SeniorLife
- David Brown, Harrington Brown
- Ann Hinterman, Family Matters
- Susan Lloyd, Evanston 8th Ward Resident
- Devon Reid, Evanston 8th Ward Councilmember
- Kyle Ryan, Office of Chicago 49th Ward Alderwoman Maria Hadden
- Sheila Williams, Gale Elementary School
- Jack Swenson, RPBA Planning Committee
- Theo Williamson, The Fish Keg
- Cindy Plante, RPBA
- Katie Boden, City of Evanston
- Danielle Crider, Chicago Department of Planning and Development
- Tom Bellino, Chicago Department of Planning and Development
- Courtney Kashima, MUSE Community + Design
- Ally Brisbin, MUSE Community + Design
- Fiona Kennedy, MUSE Community + Design
- Javier Ortiz, MKSK
- Yolanda Bouchee, Revitalized Communities

Agenda:

1. Welcome
2. Icebreaker
3. Project Updates
 - a. Engagement review
 - b. Survey review
 - c. Engagement forecast
4. Existing Conditions Report

5. Next steps and closing

Meeting Summary:

Updates from committee members:

- The cannabis dispensary and bakery at the new Gateway Evanston development was approved at the zoning, planning, and City Council level.
- The Evanston Thrives plan was adopted at the most recent Evanston City Council meeting. Also approved was \$3M in ARPA funding for implementation and funding for an additional Economic Development staff member for the effort.
- Family Matters was named RPBA's Community Partner of the Year and will be recognized at the Best of Rogers Park event on June 22.
- Family Matters also won a \$250,000 green infrastructure grant from the City of Chicago, putting them one step closer to their goal of complete building electrification.
- CJE has reopened day services for seniors at their facility on Howard Street.

MUSE Community + Design presented an engagement update and shared the Existing Conditions report. [Click here to view slides shared with this information.](#)

Responses/Questions to EC Report:

- Some questions about Vote Dry Precincts in Chicago, commentary on the difficulty of reversing them
- Recommendation to put a Divvy station near the entrance to the parking garage; Kyle Ryan (49th Ward) said he'd put in a request
- Re: CTA Parking Garage - CTA staff use on-street parking because the garage is not free for them, upsets neighbors because they take up parking spaces.
 - Opportunity to work with CTA on a solution
- Observation that Howard's history has been a series of addressing singular problems in isolation, rather than looking at the corridor as a whole. This is an opportunity to think holistically
- Some questions about affordable housing vis a vie average area rent.
 - Also a note that there is a waiting list for gov't affordable housing, which could be taken into consideration about housing needs
- Recommendation to talk to CMSA for additional youth voice in the process

Next meeting: August 3, 10am, on Zoom



One Howard Street
Public Workshop Engagement Summary Memo
Prepared by MUSE Community + Design

Event Summary:

One Howard Street Public Workshop
Saturday, April 22, 2023 | 10am - 12pm
Willye B. White Park, 1610 W. Howard St., Chicago

On a windy and at times precipitous Earth Day morning, the One Howard Street team set up engagement stations around the field at Willye B. White Park. About 50 community members attended and shared their experiences, ideas, and concerns about the Howard Street Corridor. Attendees who completed a digital or paper survey about the project received a One Howard Street branded flower pot with seeds and peat. Coffee and donuts from Sol Cafe were provided to attendees as well.

The following organizations were represented at the workshop with a tent and table:

- Rogers Park Business Alliance (RPBA)
- 49th Ward Alderwoman Maria Hadden
- City of Evanston
- Teska Associates (representing a study on behalf of Evanston)
- MUSE Community + Design
- MKSK
- Revitalized Communities
- North of Howard Together
- CDOT SAFE Ambassadors

Engagement Insights:

- People primarily shared experiences and ideas related to the eastern half of the project area, likely because that is where the event took place.
- People would like to see more **year-round programming to activate the corridor**. Ideas included a farmers market, cultural events, and open streets events
- Issues around **public safety, loitering, and drug activity were frequently mentioned as top concerns** for neighbors
- **Mixed feelings about adding affordable/low-income housing to the corridor**

- People would like to see **more small businesses**, including restaurants, music store, hardware/home and garden store, sporting goods store
- **Enhanced biking amenities**, including a fix-it station and continuous bike lanes, were requested
- People shared interest in **more public art and arts activities** on the corridor
- **Storefront activation, streetscape amenities, and landscape/plantings/trees** were all identified as areas for improvement

Detailed engagement reports:

Corridor use and activation - MUSE Community + Design

1. What events would you like to see on Howard Street?
 - a. Food crawls - 2
 - b. Arts-focused events - 3
 - c. **Farmers market - 8**
 - d. Cultural events - 3
 - e. Sports and wellness events- 4
 - f. **Open street events - 8**
2. Heat map: Place a dot on the map where you live, work, shop, and play
 - a. Red: Home
 - b. Green: Work
 - c. Blue: Favorite business
 - d. Yellow: Play



Trends:

- Peckish Pig and Sol were the two most popular favorite businesses and “play”
- The park is used for “Play” but not as much as restaurants
- Mostly responses about east end of corridor, our next activation should be on the western end to hear from community members there

Shopping habits and desires - Revitalized Communities

Revitalized Communities hosted a table that asked community members to comment on what they like and want to see on and near Howard Street on the focus corridor.

The responses were under the color-coded categories of Housing, Fun, Food, Health & Work. Responses were directed towards businesses and services that would improve their life under these categories. If people agreed with a comment and location that was already posted, they added a +1. The number in parenthesis reflects the total number of people who agreed with that

post. Most responses were put in a general desired area. If someone specified an exact location, it was noted. These responses were displayed in East to West order. General comments weren't specific to a location but were broader in nature and usually placed on the edge of the map.

General Comments:

- Affordable Mental Health Services
- Less drug activity and loitering (5)
- No more affordable housing in the area (2)
- Resident since 1960-Love it but lately it has gone down
- More Diversity is needed

Posted East of Train Station:

- Small Business Incubator (Arts Pop-Up was good) -(2)
- Breakfast Restaurant (no fast food) Tracks to Glenview-somewhere East. (2)
- I love R.P. (?) and the proximity to the lake.
- We need a great Thai restaurant (2)
- We need a Greek Restaurant (2)
- Mexican Food
- I love the current Jamaican, Belizean, and Cambodian Restaurants (2)
- We need new restaurants. (placed near Howard and Austin) (2)
- Yoga/ Pilates Studio Somewhere East
- Live Music Venue near Lake with events like Jazz Fest, Culture, and arts (2)
- More Youth Services
- Musical Instrument Store (4)
- Acupuncture (2)
- Bicycle Pump Track (?) -Park (3)
- Multistory Indoor Greenhouse/Farm
- 7-11 Store just East of train station in empty store space.
- Hardware or Home & Garden Store near Paulina & Howard (4)

Posted West Of Station

- Hotel/Restaurant Near Ashland (2)
- Market or Mixed Income Housing
- Mental Health Therapy near Paulina (3)
- Paulina St diversity and Accessibility
- Bookstore (2)
- Housing-Just West of train (4)
- Street Festivals (2)
- Pancake house on Clark
- Sporting Goods store (3)
- Co-Working space near Callan and Howard
- Low Income Housing near Howard and Damen (4)
- Yoga Studio near Dobson St
- Coffee Shop near Ridge Rd (2)
- Art Supply Store-Jewelry making supplies and boutique

- Loved Chalk on street event-need more art events (2)
- Keep the Minute Clinic in CVS- Only Urgent Care in the area

Public realm and urban design - MKSK

Section A - Western to Ridge

- "Rebuild the Skokie line of the CTA station!"
- "Stop the activity" (From Western to Ridge)

Section B - Ridge to Clark

- "Add development on Chicago side of Howard to match Evanston development"
- "Needs more positive active businesses. Such as restaurants + small boutiques"
- "Bike lane continuity along street"
- "Add in step-up housing offering grants to renovate apartment buildings with guidelines around affordable rents"
- "More murals / street art - Beat cop walking Howard street. Add retail around Howard stop with grants."
- "Add more vocational programs"

Section C - Clark to Bosworth

- "Better storefront activation"
- "Need better bike amenities - Bike lanes!"
- "People never stop for peds"
- "A breakfast restaurant sit down with nice meals, not another greasy spoon"
- "Hook up with more trade businesses to train people"
- "Some places for folks to learn trades like the barber school and more"
- "Moderate income housing - stabilized rents - renovated with grant funding"
- "Bike lanes!"
- "Public art"
- "Scary! Low income housing is not helping I avoid this area. Need more balance too much section 8. More opportunities"
- "Lack of public bathrooms / garbage cans / public space for hanging out"

Section D - Bosworth to Sheridan

- "Better storefront activation"
- "Asphalt on street is a mess - always so much construction"
- "Small Business incubator to ignite positive business activity"
- "Parking ok, Howard + East lake abuse of handicap spaces"
- "More art activities for all ages"
- "No more low income housing!"
- "Art incubator on Howard East of CTA tracks"
- "Traffic calming street mural at Bosworth + Howard at crosswalk"
- "Public safety starts with healing and education"

- “If there were more positive businesses we would attract more people who will come + shop on Howard East off the track”
- “A vintage looking trolley “ train” type bus up + down Howard to different restaurants + shops”



One Howard Street
Gale Youth Summit Summary Memo
Prepared by MUSE Community + Design

Event Summary:

One Howard Street Youth listening session
Friday, May 12, 2023 | 11:30am - 2pm
Gale Community Academy, 1631 W. Jonquil Terrace, Chicago

One Howard project team held listening sessions in the community based on geography and theme. Cindy Plante from the Rogers Park Business Alliance, Ally Brisbin, and Lizbeth Carrasco from the One Howard project team attended. The Youth Summit is a yearly event that brings community partners together to host a day of fun beyond the classroom. Our room session was about street planning and the importance of communication when two cities are involved in planning.

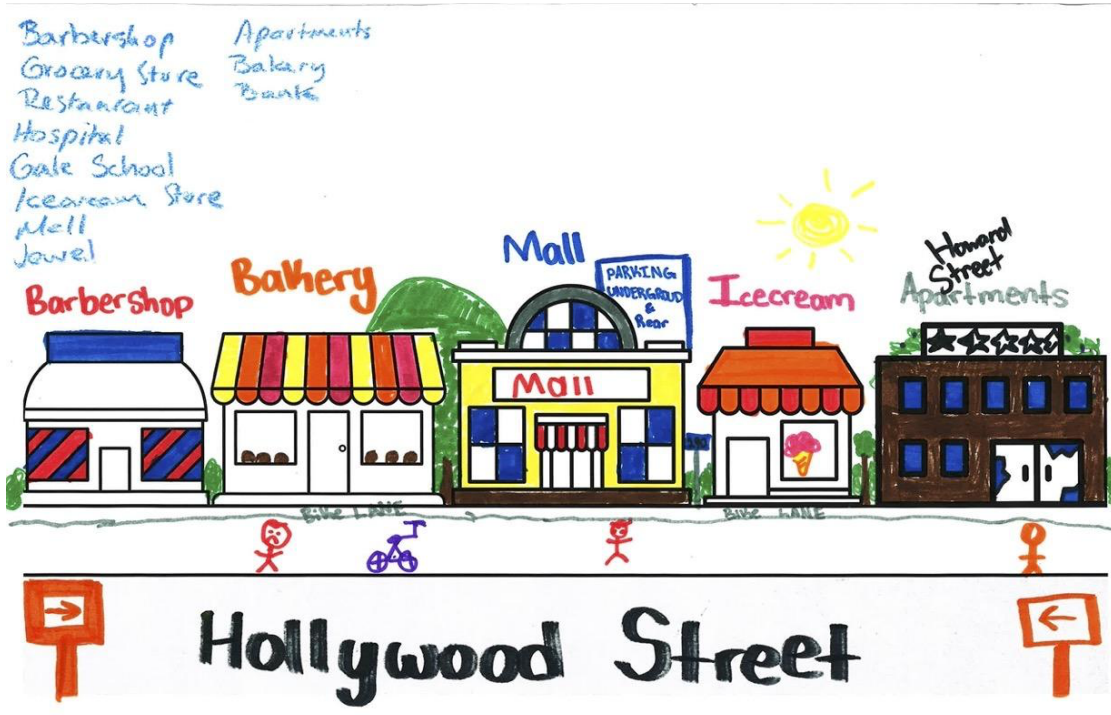
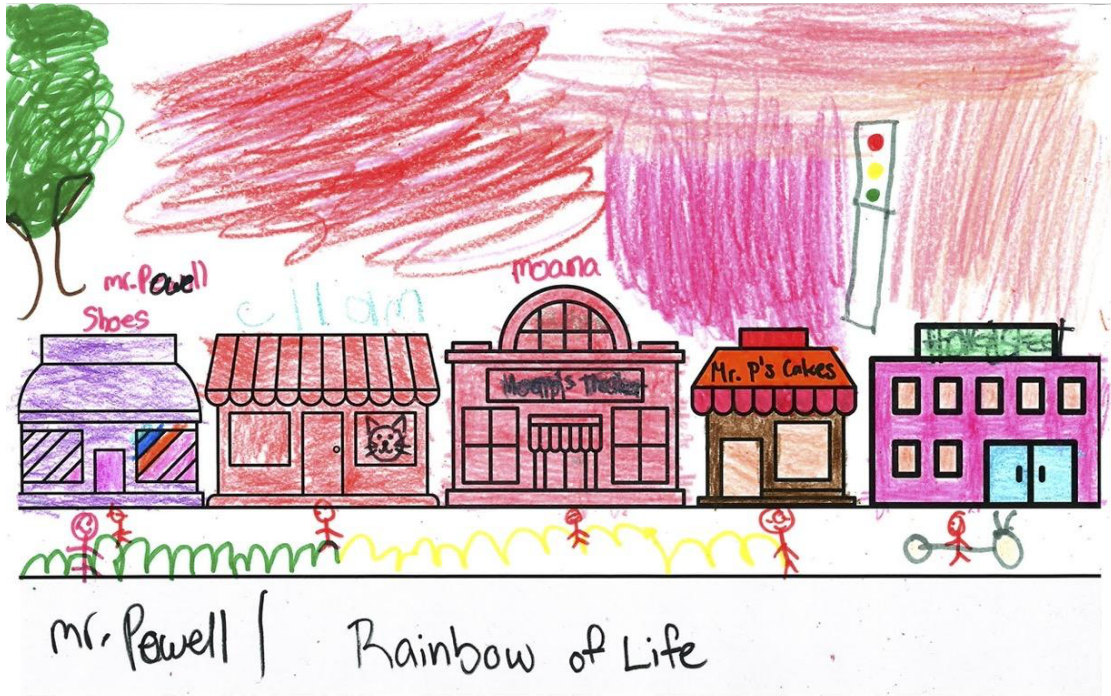
Engagement Insights:

The kids were asked to design a commercial district with whatever they wanted, with the one stipulation: there was an ice cream shop. Every class session was broken up into two different groups. One being the North side of the street and the other being the south side of the street. They were not allowed to talk to each other so when they presented to each other, they saw what might happen if you don't talk to your partners across the street.

The kids shared what they wanted to see on Howard Street. The big ideas consisted of things for the kids to do, like a roller rink, arcade, and activity center. Many participants mentioned having to not only leave the neighborhood but even go to surrounding suburbs to hang out with friends. When asked why they don't use the park as a place to hang out, the first thing brought up was safety. The common theme for every addition was a sense of security and feeling like they belonged in a place.

Detailed engagement reports:







One Howard Street
Safety Listening Session Summary Summary Memo
Prepared by MUSE Community + Design

Event Summary:

One Howard Street
Wednesday, May 31, 2023 | 9:30am - 10:30am
Virtual

On May 31, the project team held a virtual listening session for public safety on Howard Street. Ally Brisbin and Lizbeth Carrasco from MUSE Community + Design, Cindy Plante from the RPBA, and Katie Boden from the City of Evanston were all in attendance. Participants were invited from local community organizations, as well as city entities like the Evanston police department and CTA. The conversation centered on the perceived feeling of safety on Howard Street and their personal experiences.

Attendance:

- Eva McCann: PAC at Willye B. White Park
- Sean Sherman: CTA
- Doug Kucia: CTA
- Ted Schienbein: Evanston Police Department
- Chelsea Brown: Evanston Police Department
- Toni Duncan: CAPS Facilitator, PAC at White Park
- Irma Rizzo: Supervisor at Willye B. White Park
- Rev. Dr. Marilyn Pagán-Banks: A Just Harvest and 24th District Chicago Police Accountability Council

Below is a summary of the discussion:

1. How do you define safety?

- a. Accessibility to resources and support
- b. Holistic Safety: a combination of community groups and traditional structure
- c. As many eyes on the street as possible
- d. Comfort
- e. Relaxation

- f. Confidence in community intervention
 - g. Not having to think about speeding cars, guns, children's safety
- 2. What is getting in the way of Howard Street's potential? Why is safety a problem still around even with so many programs?**
- a. Howard Street is a major thoroughfare. It connects so many different towns in that street stretch. With cell phones, crime is a lot more mobile. A Lot of different components. Lots of people doing everyday things, and crime is going through the neighborhood. People getting caught in the crossfire.
 - b. The population is so diverse. Lack of feeling of community.
 - c. Diversity vs. Inclusion
 - d. Poverty vs. gentrification
 - e. Addiction vs. Supply
- 3. Who do you talk to first when "an incident" occurs? Why?**
- a. A direct email from partner hospitals when violence occurs, Often understand the history of the group's conflict and mend it without involving the police and trying to help without escalating.
 - b. Evanston and Chicago are connected in problems. Youth programs in Evanston police that they have a different role in building relationships without giving names to the police. Try to address the problems before elevation.
 - c. Call the Alderwoman
 - d. Call Police commander
 - e. Call 911
 - f. Message in a neighborhood group chat
 - g. CTA has a community feedback form and they have security on the trains
- 4. How do you partner with (or not) groups like CP4P and the harm reduction folks at the park? Do you see them making an impact? How can we all with together better?**
- a. Treatment, not Trauma campaign, recent basketball tournament, bring back the courts, shootings are down with sporting events. Football games, card games, and a march brought the two communities together. Making people feel a part of the community.
 - b. Create more spaces and feel free and release energy. A lot of kids don't have recess/gym/ access to energy release. Every Saturday in June, there is programming on Paulina. Bing ideas from the community into fruition. Finding ways to resource/ fund it.
- 5. One word on how you hope Howard will feel in 3 years.**
- a. Hopeful
 - b. Clean
 - c. Safe and secure
 - d. Inclusive
 - e. Black-led and thriving
 - f. Walkable
 - g. Calm and cohesive
 - h. Welcoming and magnetic
 - i. Fun and inviting



One Howard Street

Focus groups Summary Memo

Prepared by MUSE Community + Design

Summary:

One Howard project team held listening sessions by geography. There were three separate focus groups held for the West End, Restaurant Row, and Heart of Howard.

West End Focus Group

Wednesday, July 12, 2023 | 10am - 11am

Ann Rainey Apartments, 1001 Howard St., Evanston

West End key insights:

- A lot of activity in the alley - cars and pedestrian
- Pushback on closing curbcuts - most clients have to drive to get to appointments
- General support for improving streetscape with public art

The project team invited business owners on the West end of the corridor to meet and talk about suggestions and recommendations the team had. The project team in attendance included Cindy Plante from the Rogers Park Business Alliance, Kyle Ryan from the 49th Ward office, and Ally Brisbin and Lizbeth Carrazco from MUSE. Businesses represented on the West End were Dr. Frank Karkazis from Preferred Dentistry, P.C, and David Block from Evergreen/CJE.

Restaurant Row Focus Group

Monday, July 17, 2023 | 10am - 11am

Good To Go Restaurant, 711 Howard St., Evanston

Restaurant Row key insights:

- Want to see immediate improvements
- Parking is an issue, especially if there are multiple venues hosting events at the same time
- Need to draw people to continue walking east from train, past Palmhouse
- Interested in hosting outdoor event

The project team invited business owners in Restaurant Row to meet and talk about what they would like to see happen in this segment of the corridor and review any suggestions the project team had. The project team in attendance was Cindy Plante from the Rogers Park Business Alliance and Ally Brisbin and Lizbeth Carrazco from MUSE. Businesses represented were Good To Go's Owner, Lenice Levy.

Howard Station and Lakeside Focus Group
Friday, July 21, 2023 | 10am - 11am
Howard Street Chicago

Howard Station and Lakeside key insights:

- Concerns about public and personal safety - tied to lighting, storefront vacancies, and speed of traffic
- Support for Paulina Plaza concept. There used to be a farmers market at Ashland and Howard – opportunity to bring it back.
- Support for painted intersections, attendees thought this would be a good mode of traffic calming
- Youth expressed that they didn't feel there was much for them to do on Howard. They often go to Skokie or other neighborhoods for video games, libraries, etc.
- Youth expressed that the playground and park didn't seem to offer much for them. Wanted more fitness opportunities and teen-appropriate programming
- Neighbors would like to see a splash pad at the park
- "Retail east of Bosworth is doomed." Support for conversions to ground-floor residential and other creative uses to keep the street active
- Interest in more diversity of food options

The project team invited local community members and youth from Chicago's Family Matters to join in on a conversation on the culture around the Red Line station and Willye B. White Park. The project team in attendance included Katie Boden from the City of Evanston, Cindy Plante from the Rogers Park Business Alliance, and Ally Brisbin and Fiona Kennedy from MUSE Community + Design.



One Howard Street
Rogers Park Kidical Mass Pop-up Summary Memo
Prepared by MUSE Community + Design

Event Summary:

One Howard Street Chalk Howard
Saturday, August 12, 2023 | 10am - 1pm
Willye B. White Park

One Howard Street looks to improve the lives of community members in Rogers Park and make it easier to move safely around the corridor. Kidical Mass is a family bike ride hosted by local bike enthusiasts that highlight bike routes in Chicago neighborhoods. The project team joined in on an existing Kidical Mass ride that ended at Willey B. White Park and talked about bike infrastructure on Howard Street with parents.

Engagement Insights:

- Families don't currently feel safe biking on Howard Street
- Families would like to see safer cycling connections between Rogers Park and Evanston
- Vacant storefronts are a concern for pedestrians on Howard Street

Detailed engagement reports:

- o Total attendance of 15 people, including 8 adults
- o Comments received:
 - Evanston resident is nervous when crossing Oakton and at "blind turns" at the intersection of South and Chicago
 - Frustrated by Howard Street design - "They put parking spaces where a bike lane should go"
 - The greenway in Chicago ends at Mulford, there is an opportunity for a connection here to Evanston's bike network
 - "We need bollards. It's not safe to ride on Howard Street, people speed and drive in the bike lanes."
 - Rogers Park resident says Howard feels too unsafe to ride on with his child on the bike.
 - "People fly through Custer Ave."
 - There is a need for a safe crossing at the intersection of Mulford and Chicago. There are 3 bus stops, no crosswalk, and motorists speed. Traffic calming is needed.



One Howard Street
Chalk Howard Engagement Summary Memo
Prepared by MUSE Community + Design

Event Summary:

One Howard Street Chalk Howard
Saturday, August 26, 2023 | 10am - 4pm
Howard Street Chicago

On a sunny, slightly wet Saturday afternoon, the One Howard project team joined the Rogers Park Business Alliance at their Annual “Chalk Howard” event. The event is free on Howard Street from Ashland to Paulina. The entire event ran from 10 am-7 pm and the project team was there from 11 am- 4 pm. The project team set up engagement stations for community visioning, wayfinding preferences, public art options, historic photo scramble, and free family portraits. The team engaged with 100+ people at the event.

Engagement Insights:

Wayfinding preference board

Chalk Howard attendees and community members were given a visual preference board for two different wayfinding design styles. The first style was colorful, illustrative, and lively. The second style was sophisticated, photographic, and friendly. Participants were drawn to the first choice of color and illustrations over photographs as graphics.

Public Art Preference Board

Chalk Howard attendees and community members were given a visual preference board for two different public art styles. The first style was bold, abstractive, and positive. The second style was detailed, representational, and powerful. There was no clear preference between the two styles. People enjoyed imagining either styling in the corridor.

Vision board activity

Chalk Howard attendees and community members were invited to collage with the project team in a live vision board with the prompt “What does One Howard Street mean to you?”. Many additions to the boards were people, nature, play equipment, and inspirational phrases.

Detailed engagement reports:

Everything below is a direct quote and has been unedited.

Wayfinding Preference Board:

Option 1: Colorful, Illustrative, and lively

- Love the symbol signs in different languages. Would be nice for our community
- Easier to understand
- These are clearer
- I love the bold colors (2)
- Visually better to understand
- This pattern is awesome and versatile
- QR codes that would allow for more detailed businesses and wayfinding info
- Yes! But as a supplement to written info. Using QR codes to replace written info is a large accessibility issue.
- Icons are cool (2)
- Covered/protected bus stop w/digital next bus info

Option 2: Sophisticated, photographic, and friendly

- Nice and simple design
- <3

Public Art Preference Board:

Option 1: Cold, abstract, and positive

- Love this
- Abstract, positive, bold, and calm colors
- This style is my favorite
- The brighter the better
- More colorful
- Bold, beautiful, engaging!
- I do love all of them FYI
- <3
- Bring Nature (painted) into the neighborhood
- Mosaic + history
- Pick me! Graphic and bold!
- Bright and inspiring

Option 2: Detailed, representational, and powerful.

- Very colorful! I like art with a message
- Uplifting
- Paint people from the neighborhood
- Yes, positive

- It's good to be able to tell what is being depicted in the art
- Both x2, x2
- +1 for representation
- Paint people from the neighborhood
- <3
- Make it continue down the street
- Highlight culture from Howard
- Culture, mural, storytelling

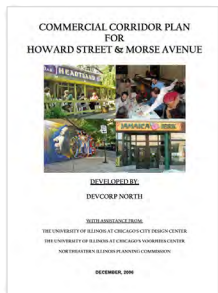
Vision Board activity:

- Written comments on Post-it notes:
 - Safe, active transportation for everyone! Kids, seniors, people w/disabilities. Everyone!
 - Welcoming to all!
 - Affordable housing x2
 - More nature
 - We need more playgrounds
 - Live/work housing
 - No cars/traffic between Paulina and Ashland
 - Outdoor concerts
 - Totally ^
 - Agree^^
 - Yes^^^
 - I love this
 - Teen programming
- Picture cut out of magazines:
 - People
 - Gardening
 - Urban farming
 - Music
 - Gathering
 - Groups of people
 - Public sculptures
 - Nature
 - Mural
 - Bike lanes
- Words cut out of magazines:
 - Reinvent
 - Nature-based solutions
 - Action
 - Joy
 - Epic
 - Schools
 - Nurturing

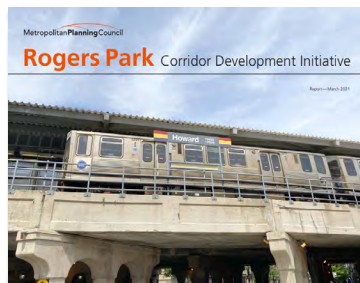
- Inclusive
- Play
- Future
- Game changer
- Bikes have equal rights
- Community
- Extraordinary
- A new direction

EXISTING CONDITIONS



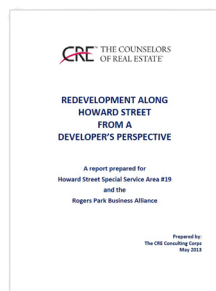


2013



2023

2006

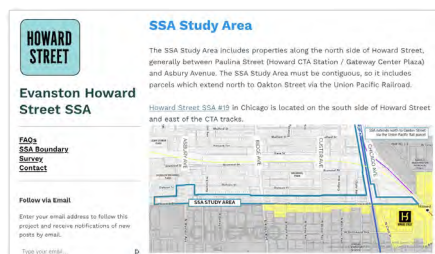


2021

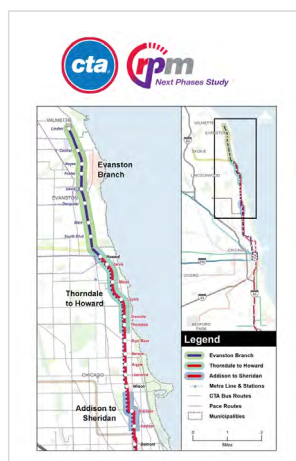


PAST PLANNING ON HOWARD

12



Evanston Howard Street
SSA Feasibility Study






CTA RPM
Next Phases Study






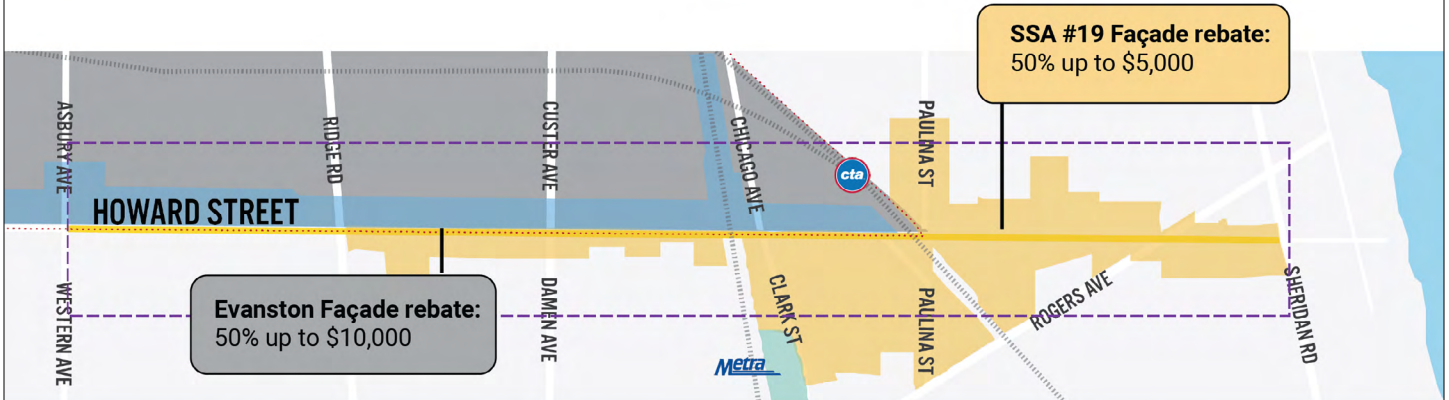
Main Street America
Howard Street

CURRENT PROCESSES

13

-  City of Evanston
8th Ward Councilmember Devon Reid
-  Proposed Evanston Howard Street SSA
-  Project study area

-  City of Chicago
49th Ward Alderwoman Maria Hadden
-  SSA #19 Howard Street/Jarvis Square
-  SSA #24 Clark Street

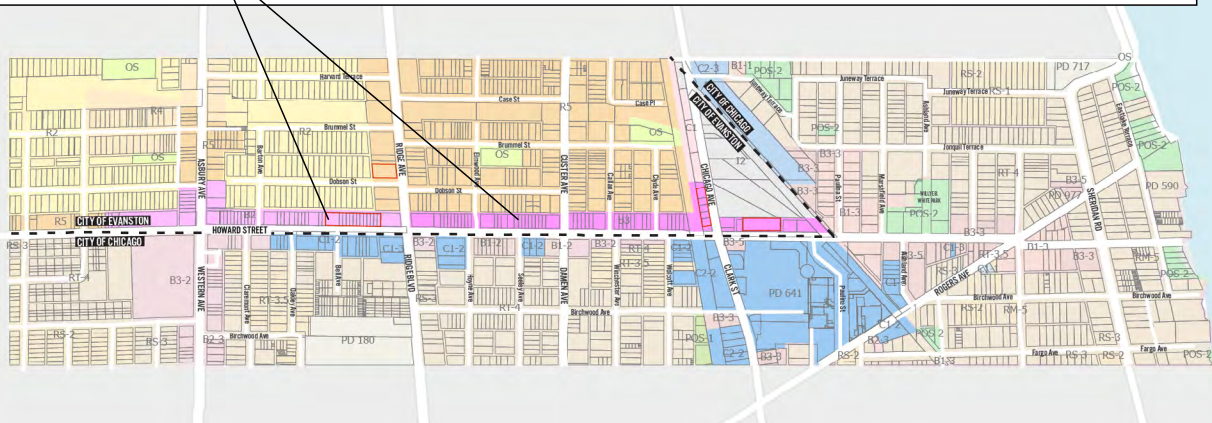


GOVERNANCE ON HOWARD

14

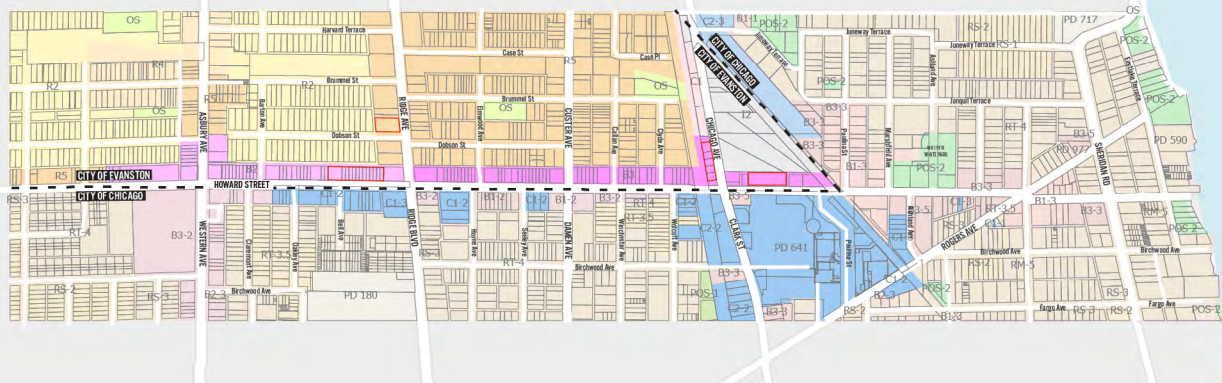
INSIGHTS

- Evanston: 2 underlying districts
- First floor residential not allowed
- Limits on office, drive-throughs, and multi-family
- Chicago: 10 underlying districts
- C1-2, C1-3: allow taverns and liquor stores by right
- C1-2, C1-3, C3-3: adult uses by special use
- First floor residential not allowed



ZONING

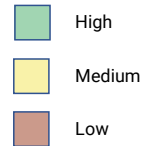
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INSIGHTS

- 79 Commercial buildings
- 62% Completely occupied ground floor
- 14% Completely vacant ground floor

Ground Floor Activation



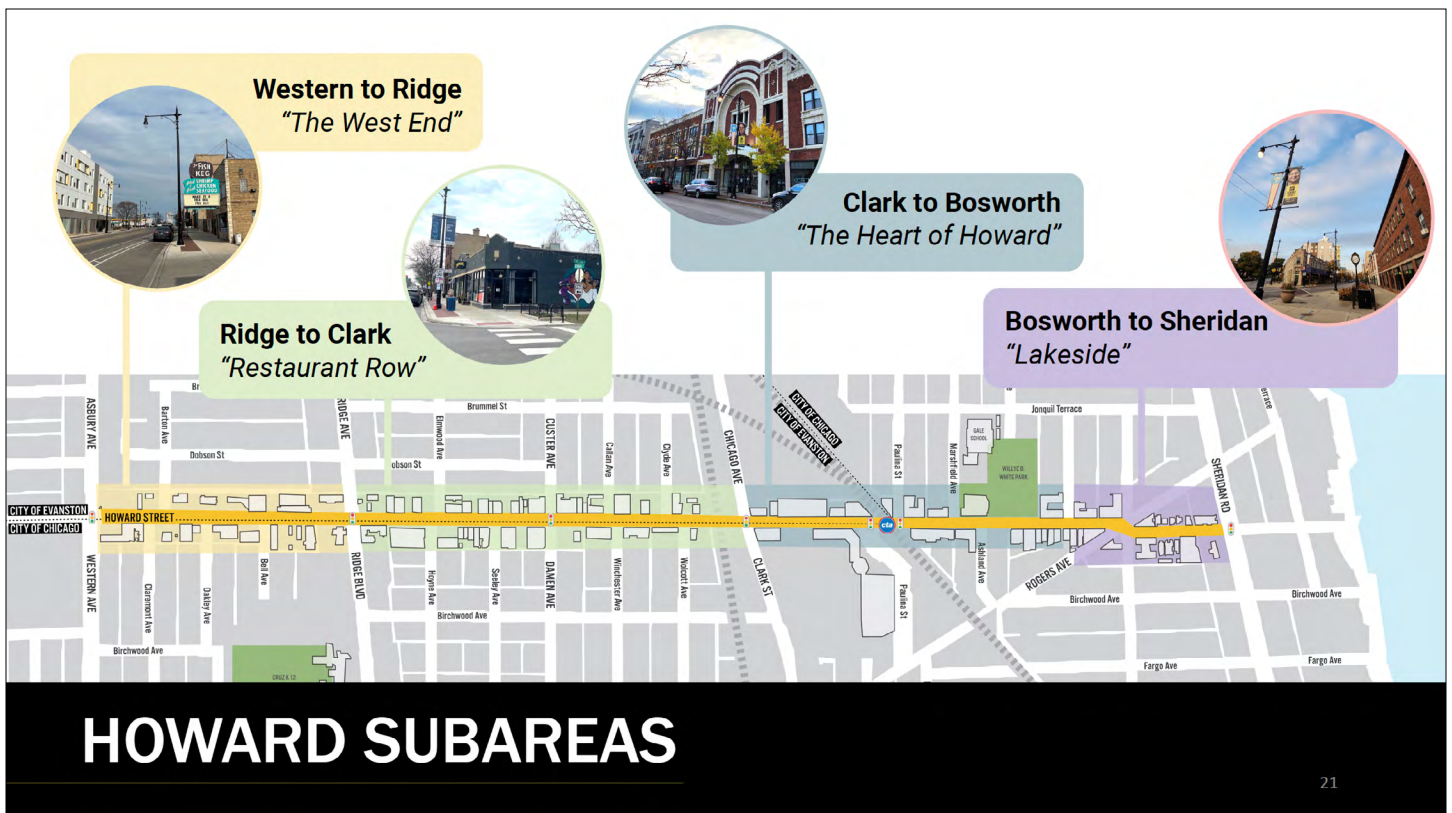
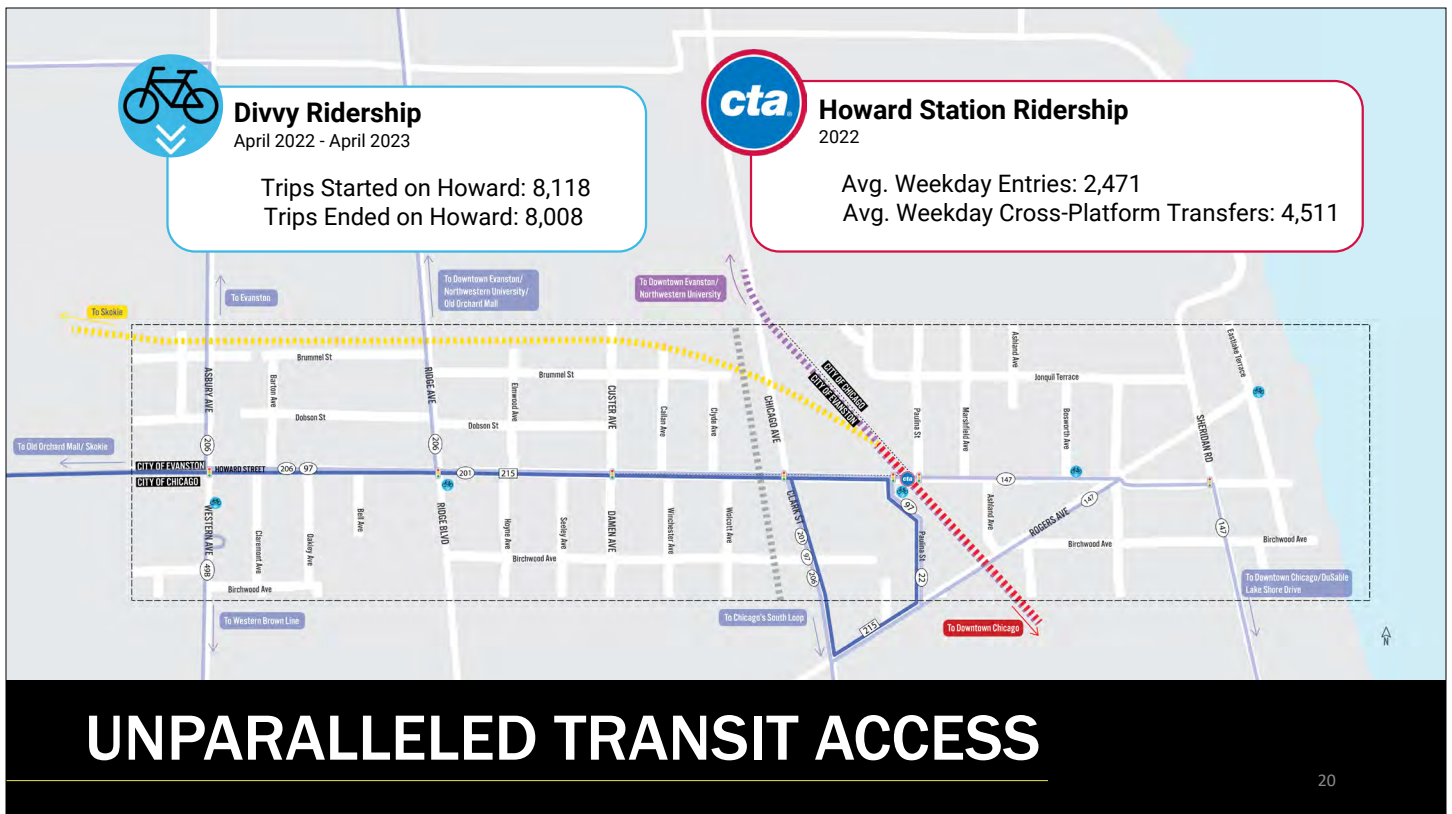
GROUND FLOOR COMMERCIAL

18



UNPARALLELED TRANSIT ACCESS

19

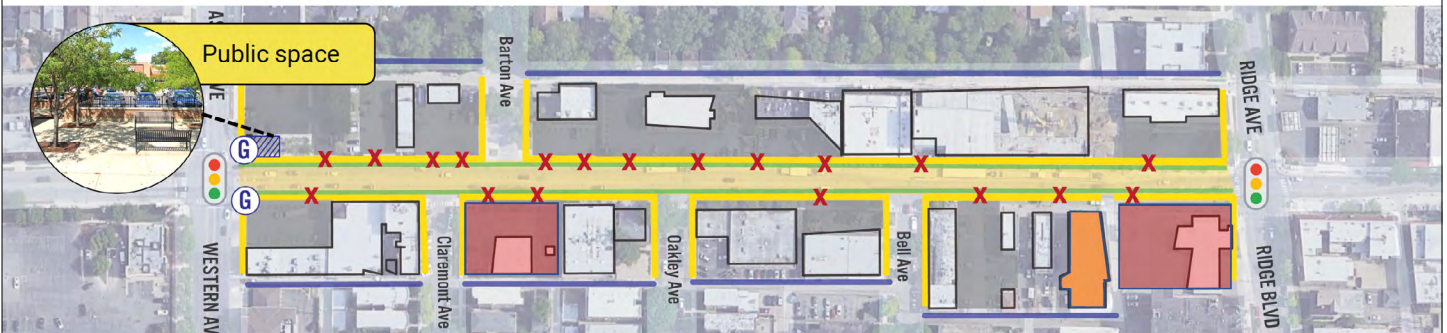


Legend

- | | |
|--|---|
|  Opportunity site |  Placemaking opportunity |
|  Sidewalk |  Orange-rated building |
|  Marked bike lane |  Pedestrian conflict |
|  Alley |  Gateway opportunity |

INSIGHTS










- 19 points of pedestrian conflict
- Marked bike lanes on both sides of the street
- Lack of cohesive streetwall
- SSA #19 does not go west of Ridge



WESTERN TO RIDGE

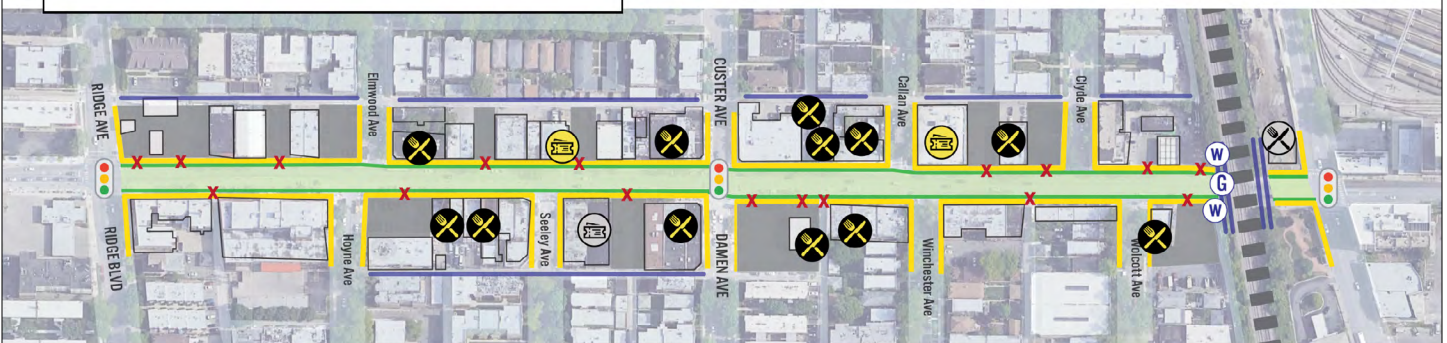
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Legend

- | | |
|--|---|
|  Sidewalk |  Pedestrian conflict |
|  Marked bike lane |  Restaurant/bar |
|  Alley |  Event/performance venue |
|  Train overpass |  Gateway opportunity |
| |  Wayfinding opportunity |

INSIGHTS

- 17 points of pedestrian conflict
- Marked bike lanes on both sides of the street
- Destination district creates parking pressure for customers and residents



RIDGE TO CLARK

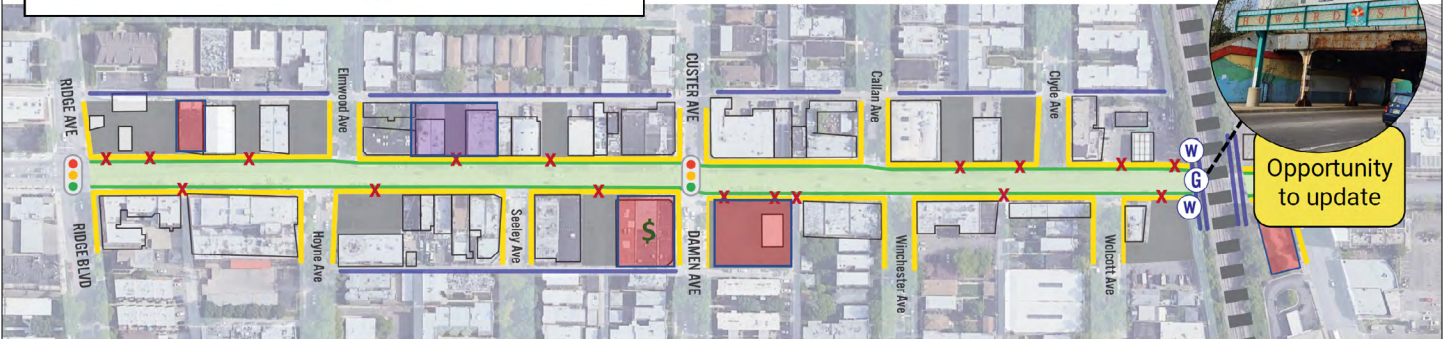
23

Legend

- Sidewalk
- Marked bike lane
- Alley
- Train overpass
- X Pedestrian conflict
- \$ Building for sale
- Opportunity site
- City-owned property
- G Gateway opportunity
- W Wayfinding opportunity

INSIGHTS

- Evanston-owned properties at 727-729 are expected to be developed into affordable housing
- Other properties are not operating at their highest and best use



RIDGE TO CLARK

24

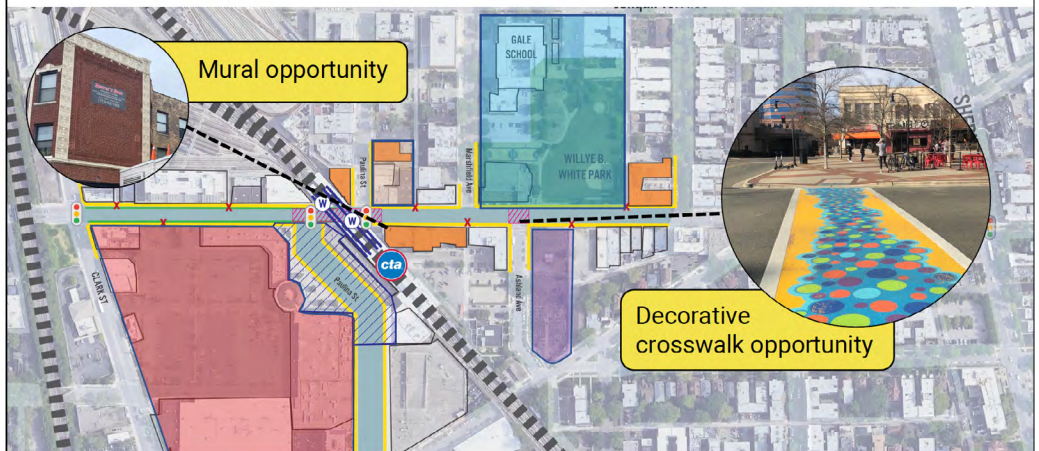
Legend

- Sidewalk
- Marked bike lane
- Train overpass
- X Pedestrian conflict
- W Wayfinding opportunity
- Decorative crosswalk opportunity
- Placemaking opportunity
- Opportunity site
- City-owned property
- Campus/connector
- Proposal for redevelopment
- Orange-rated building

INSIGHTS

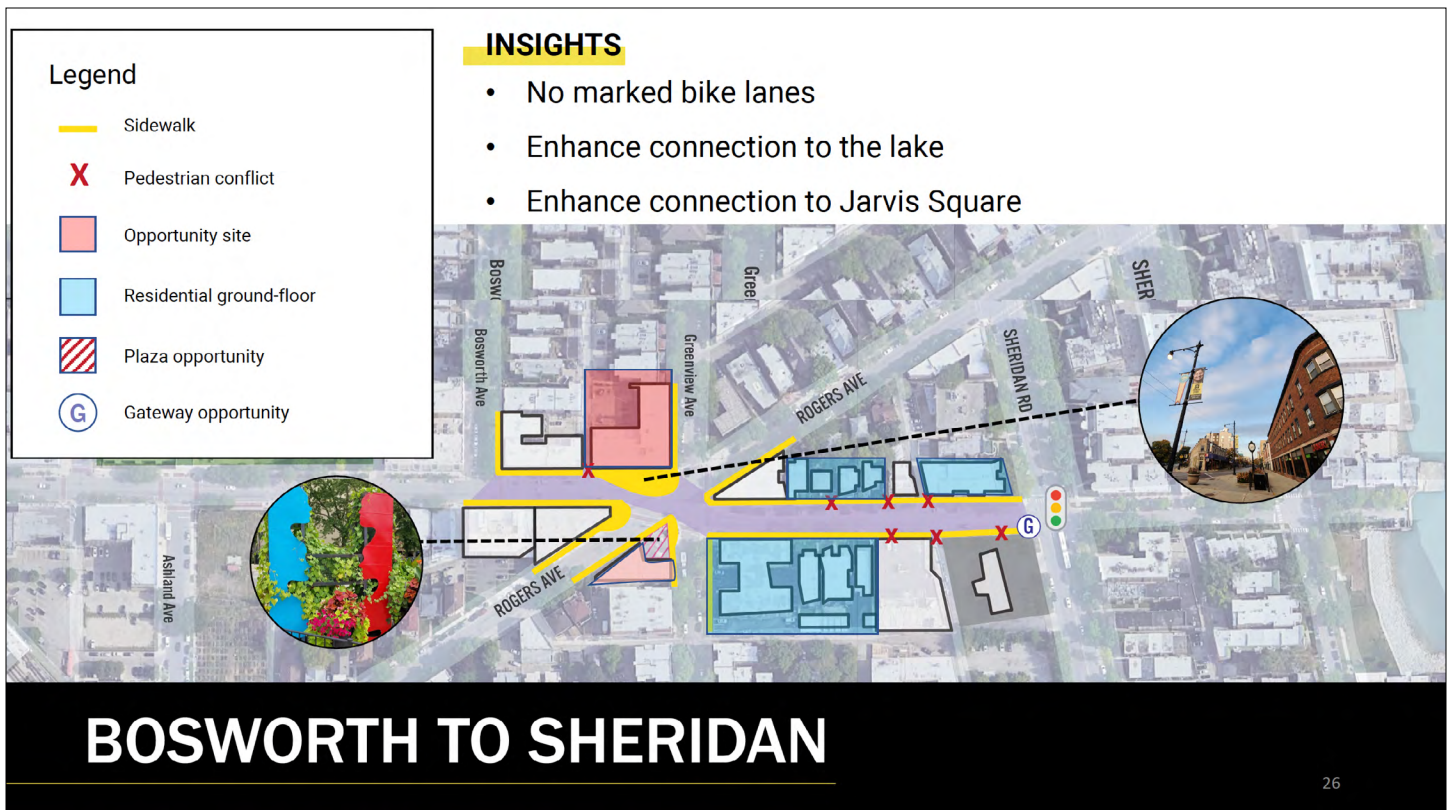
- Marked bike lanes end at Paulina
- First impressions

- Proposed affordable housing development (104 units)



CLARK TO BOSWORTH

25



According to HUD, **affordable housing** is defined as housing that **costs no more than 30% of a household's gross income** for housing costs, including utilities.

In 2019, **27% of Rogers Park housing was considered affordable**, less than the City of Chicago average of 36%.

DEFINING AFFORDABILITY

27

Legally Restricted Affordable Housing (LRAH) refers to housing subsidized by government programs. **Rents for these units are tied to income** as a percentage of Area Median Income (AMI).

Naturally Occurring Affordable Housing (NOAH) refers to housing that is below market rate but not reliant on government subsidies. The Institute for Housing Studies at DePaul University uses a **gross monthly rent of around \$900 per month as a benchmark for NOAH.**

In 2019, about 75% of all affordable housing in Rogers Park was Naturally Occurring. Since then, a significant amount of those NOAH were sold and turned over to market rate rents.

Source: City of Chicago Department of Housing, 2019.

DEFINING AFFORDABILITY

28

\$3,943
Gross Monthly
Area Median Income (AMI) for
Howard-area households

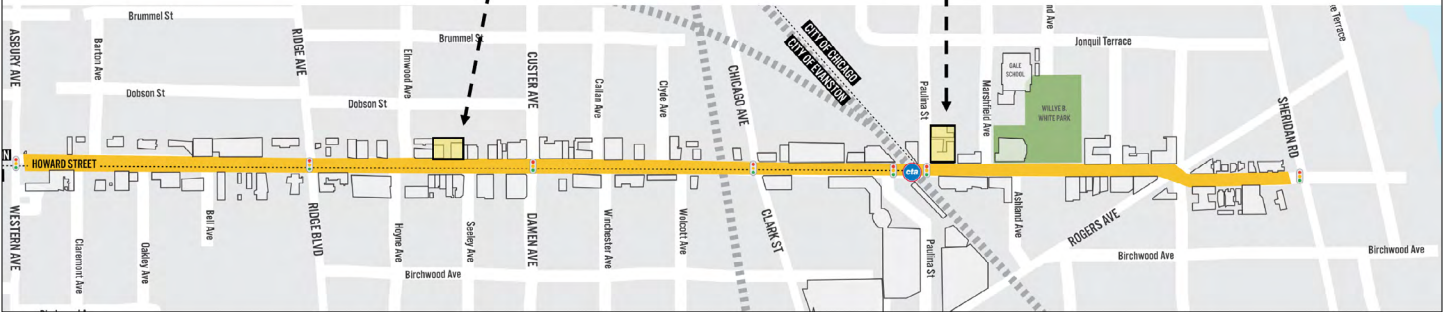
\$1,182
30% of monthly AMI

\$1,580
Average monthly rent in
Howard-area Census tracts

AFFORDABILITY NEAR HOWARD

29

There are plans underway for two 100% affordable buildings – one in Evanston and one in Rogers Park.






UPCOMING AFFORDABLE HOUSING PROJECTS

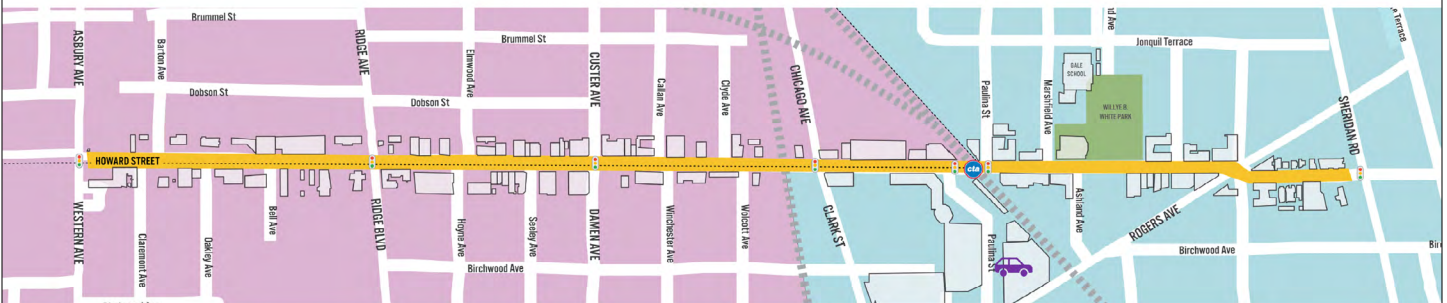
30

INSIGHTS

Legend

-  60% average vehicle ownership
-  87% average vehicle ownership
-  800-car parking garage

- Vehicle ownership rates vary
- Under-utilized 800-car parking garage at Howard CTA station
- eTOD can reduce construction costs and rent burden
- Unbundling parking from rent can increase affordability



RESIDENTIAL PARKING

31

INCENTIVES ALIGNMENT



INCENTIVE ALIGNMENT OPPORTUNITIES

An early step to marketing the Howard Street corridor as a unified district is aligning incentives to create a level playing field for both sides of the street.

| Incentive program | Chicago offering | Evanston offering | Alignment opportunity |
|--|---|---|---|
| Facade improvement rebate | Up to \$5,000 SSA# 19 rebate | Up to \$10,000 | SSA #19 increases rebate limit to \$10,000 |
| Interior improvement rebate | 30-90% rebate up to \$150,000 SBIF (not available on Howard St.) | Up to 50% rebate | Chicago DPD explores TIF on Howard |
| Criminal damage rebate | Up to \$2,000 SSA#19 program | n/a | Evanston SSA establishes this program |
| Entrepreneur training | Free business incubator RPBA GROW | \$1,000-\$5,000 Entrepreneur Support Grants | RPBA markets GROW to Evanston businesses |
| Legacy business program | n/a | Up to \$25,000 to businesses; up to \$10,000 to property owners | City of Chicago pilots a similar program in Rogers Park |
| Cook County tax policies for vacant properties | | | Continued collaboration on tax reform |