

community engagement // participación de la comunidad

The community engagement portion of the Vision Clark Street planning process is as critical as the visioning concepts, draft plans, and implementation of the project. A truly inclusive public engagement strategy that reaches members throughout the community—including culturally diverse business owners and those who haven't typically been involved in past efforts—requires strategic partnerships, cultivating trust, and an innovative approach that encourages people to get involved. Key community engagement strategies used throughout the process are outlined below.

La parte de participación comunitaria del proceso de planificación de Vision Clark Street es tan crítica como los conceptos de visión, los proyectos de planes y la implementación del proyecto. Una estrategia de participación pública realmente inclusiva que llegue a los miembros de toda la comunidad -incluyendo propietarios de negocios culturalmente diversos y aquellos que normalmente no han estado involucrados en esfuerzos pasados- requiere alianzas estratégicas, cultivando la confianza y un enfoque innovador que anima a las personas a involucrarse. A continuación se describen las principales estrategias de participación de la comunidad utilizadas a lo largo del proceso.



OPEN HOUSE PRIORITY VOTING RESULTS



Community Open House #1 attendees were asked to vote on their top ten priorities (out of 13) by placing balls (votes) into various mason jars. Participants were instructed to “spend” their votes however they wanted—from spreading them evenly out to placing them all in their top vote jar—depending on how strongly they felt about each option. The results of the exercise are illustrated above.

Se pidió a los asistentes a la Casa Abierta Comunitaria #1 que votaran sobre sus diez prioridades principales (de un total de 13) colocando bolas (votos) en varios contenedores. Los participantes fueron instruidos a “poner” sus votos, como quisieran, desde distribuirlos uniformemente hasta colocarlos todos en su contenedor de voto superior, dependiendo de lo que sentían que seria la mejor opción. Los resultados del ejercicio se ilustran más arriba.

sales void & business mix

Sales void (also called “sales leakage” and “sales gap”) measures the difference between what households spend and how much businesses capture, in a given trade area.

The business mix on Clark Street fulfills a small portion of the retail and retail-services needs of the neighborhood, with additional day-to-day needs (like full-line groceries) available at Gateway Centre Plaza. Even with Gateway, however, the neighborhood leaks the equivalent of 70% of available spending. That is, businesses in the neighborhood capture an estimated \$245 million in total sales, while household demand is \$826 million. Total sales includes purchases made by people who come to Rogers Park (or Gateway Centre) to shop, though the proportion of “imported sales” is not known. It is clear that a large portion of Rogers Park expenditures are being made outside the neighborhood.⁶

All major retail and retail-services categories show sales leakage outside Rogers Park. The Food & Beverage category shows leakage of 32%, despite the presence of Jewel-Osco. The subcategories of Specialty Food and Beer/Wine/Liquor perform better, with about 18% leakage each. The restaurant category is performing poorly, despite the large number of restaurants on Clark Street, with sales at 42% of available household spending. Drinking places show a sales surplus of 56%.

FIGURE 13: RETAIL DEMAND, RETAIL SALES, AND SALES (GAP) OR SURPLUS FOR ROGERS PARK

Industry Group	Total HH Demand	Sales	Sales Void
Total Retail Trade and Food & Drink	\$826,042,000	\$245,121,000	\$(580,921,000)
Total Retail Trade	741,437,000	198,527,000	(542,909,000)
Total Food & Drink	84,604,000	46,593,000	(38,011,000)

Industry Group	NAICS	Total HH demand	Sales	Sales void
Motor Vehicle & Parts Dealers	441	\$160,668,000	8,996,000	\$ (151,671,000)
General Merchandise Stores ⁷	452	143,350,000	16,667,000	(126,682,000)
Food & Beverage Stores	445	133,647,000	91,481,000	(42,166,000)
Grocery Stores	4451	116,185,000	76,601,000	(39,584,000)
Specialty Food Stores	4452	9,342,000	7,651,000	(1,691,000)
Beer, Wine, & Liquor Stores	4453	8,119,000	7,227,000	(891,000)
Food Services & Drinking Places	722	84,604,000	46,593,000	(38,011,000)
Drinking Places	7224	2,794,000	4,359,000	1,564,000
Restaurants	7225	79,847,000	41,849,000	(37,997,000)
Electronics & Appliances	443	43,744,000	8,301,000	(35,443,000)
Clothing & Clothing Accessories	448	38,643,000	9,401,000	(29,242,000)
Bldg Materials, Garden Equip. & Supplies	444	36,821,000	8,588,000	(28,233,000)
Gasoline Stations	447	47,614,000	20,612,000	(27,002,000)
Health & Personal Care	446	42,962,000	16,801,000	(26,160,000)
Miscellaneous Store Retailers	453	30,405,000	5,650,000	(24,755,000)
Nonstore Retailers ⁸	454	23,150,000	815,000	(22,334,000)
Furniture & Home Furnishings	442	21,552,000	5,552,000	(16,000,000)
Sporting Goods, Hobbies, Books, Music	451	18,874,000	5,658,000	(13,216,000)

6. For small, mom-and-pop businesses, sales reported in sales void reports are based on estimates. An additional factor not reflected in these reports is the informal economy, which can be significant in urban (and especially immigrant) neighborhoods. The unreported cash economy at the neighborhood level has been studied in a few locations through surveys, interviews, and publicly available data, but these studies have failed to come up with a reliable tool for generalizing the estimated impact.

7. Department stores, such as Walmart and Target.

8. Includes online sales, direct sales (such as home heating fuel), vending machines, and similar sales.

visual preference results // resultados de preferencias visuales

BUILDINGS AND DEVELOPMENT CHARACTER

The open air facade image was a favorite among respondents in this category, with 87% of people either "liking it" or "strongly liking it". Though comments indicate that open air facades would only be seasonal in Chicago, respondents liked the way they look inviting and activate the street. More distinct storefronts and displays were also well received. Window signage, as shown via the photo below, was strongly disliked by respondents.

La imagen de la fachada al aire libre era una de las favoritas entre los encuestados en esta categoría, con el 87% de las personas que “le gusta” o “le gusta mucho”. Aunque los comentarios indican que las fachadas al aire libre sólo serían estacionales en Chicago, a los encuestados les gustó la forma en que parecen atractivos y re-activan la calle. Más escaparates y pantallas también fueron bien recibidos. Señalización de la ventana, como se muestra a través de la foto de abajo, fue fuertemente rechazado por los encuestados

“First Commercial Bank (Morse/Clark) is a nice building under that ugly facade.”

“Put banners on the corners, and flowers and trees on Clark.”



Love, love, love! It's welcoming, causing me to gravitate toward it to explore inside and spend time there.



“Yes, please preserve and rehab interesting old buildings as much as possible!”



visual preference results // resultados de preferencias visuales

Necessary but ugly. Would be nice if we could improve upon the aesthetics of the average bus shelter.



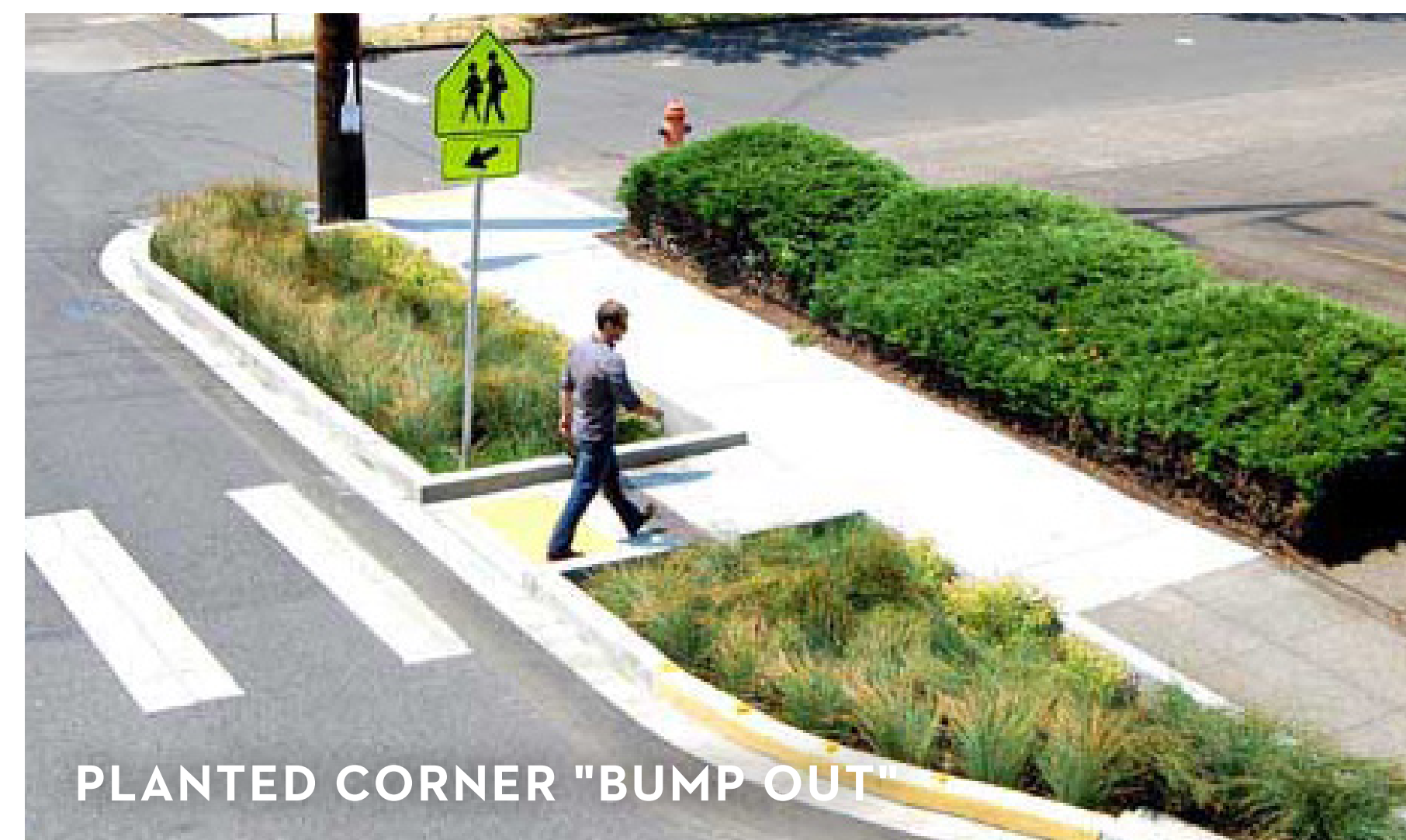
I'd be more likely to pass through and visit businesses along Clark Street if biking there were less scary.

The area is so well-connected because of public transportation, but particularly with the Metra station, there is little to no gateway or link to Clark Street.

TRANSPORTATION

This is my favorite idea of all. Given Rogers Park strong arts culture, this is perfect.

83%
LIKE IT



Art in crosswalks was the photo most positively responded to in this category. Though not in the top 5 picks, painted and striped bike lanes were also ranked positively. Respondents want to see bus shelters, but many noted that they would prefer if they didn't look commercial, such as the one pictured to the top right.

Arte en los pasos de peatones fue la foto más positivamente respondió a en esta categoría. Aunque no en las 5 primeras selecciones, los carriles pintados y rayados de la bici fueron clasificados también positivamente. Los encuestados quieren ver paradas de autobuses, pero mas señalaron que preferirían que no parecieran con propaganda, como el que aparece en la parte superior derecha.



Clark St. is pedestrian unfriendly

visual preference results // resultados de preferencias visuales

URBAN DESIGN

Public plazas and programmed open spaces were highly rated by respondents, though some mentioned concerns that they would collect litter and require upkeep. Informal landscaping and parking lot buffers were also favorably received. The photo with the most negative response was the concept of a curbless streetscape.

Las plazas públicas y los espacios abiertos programados fueron altamente calificados por los encuestados, aunque algunos mencionaron preocupaciones de que recolectarían basura y requerirían mantenimiento. También se recibieron favorablemente los parques infantiles y los parques de estacionamiento. La foto con la respuesta más negativa fue el concepto de las calles sin banquetas.



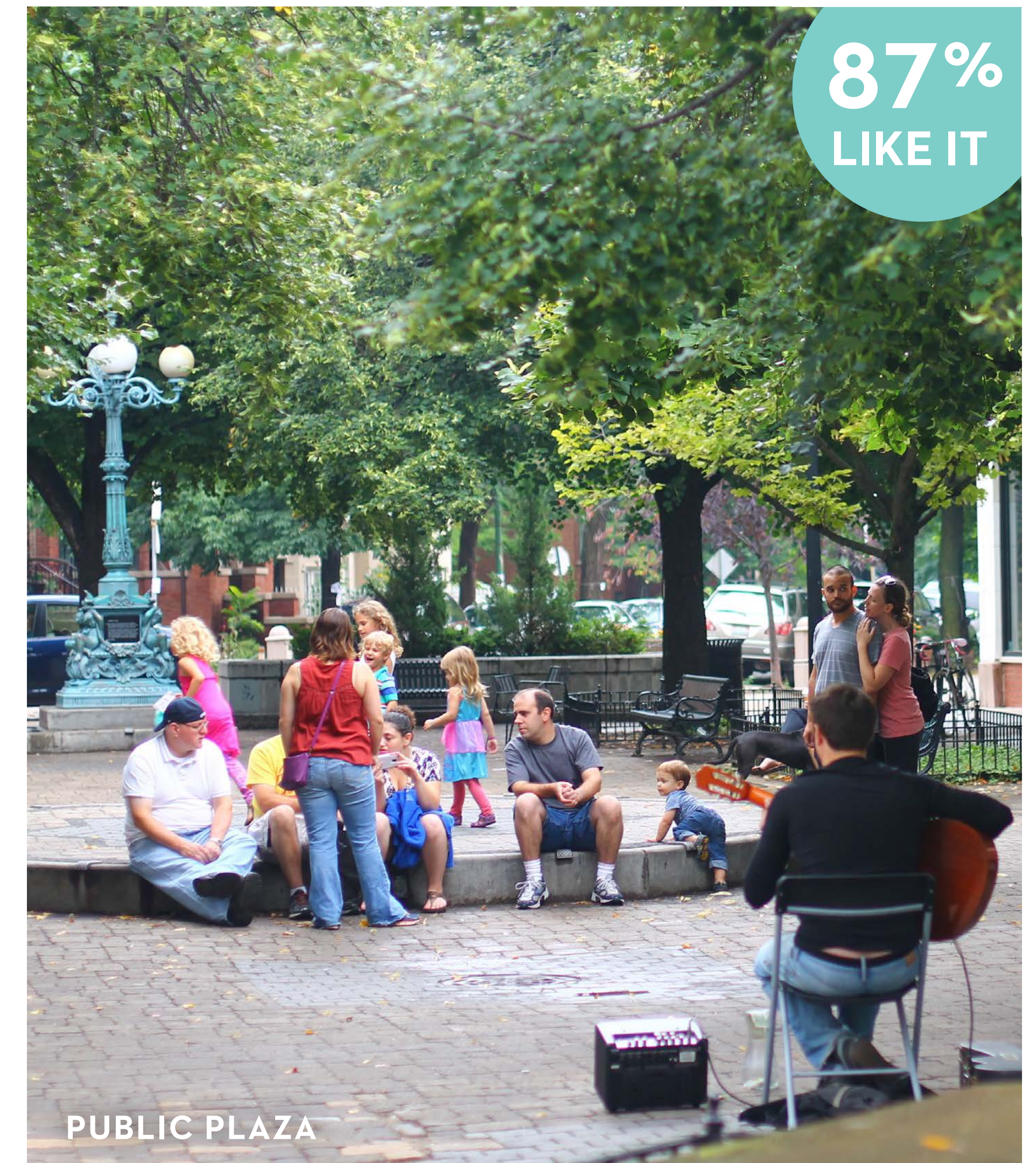
57%
DISLIKE



SIDEWALK CAFE SEATING



LANDSCAPED CORNER PLAZA



PUBLIC PLAZA

87%
LIKE IT



PROGRAMMED OPEN SPACE



INFORMAL LANDSCAPING

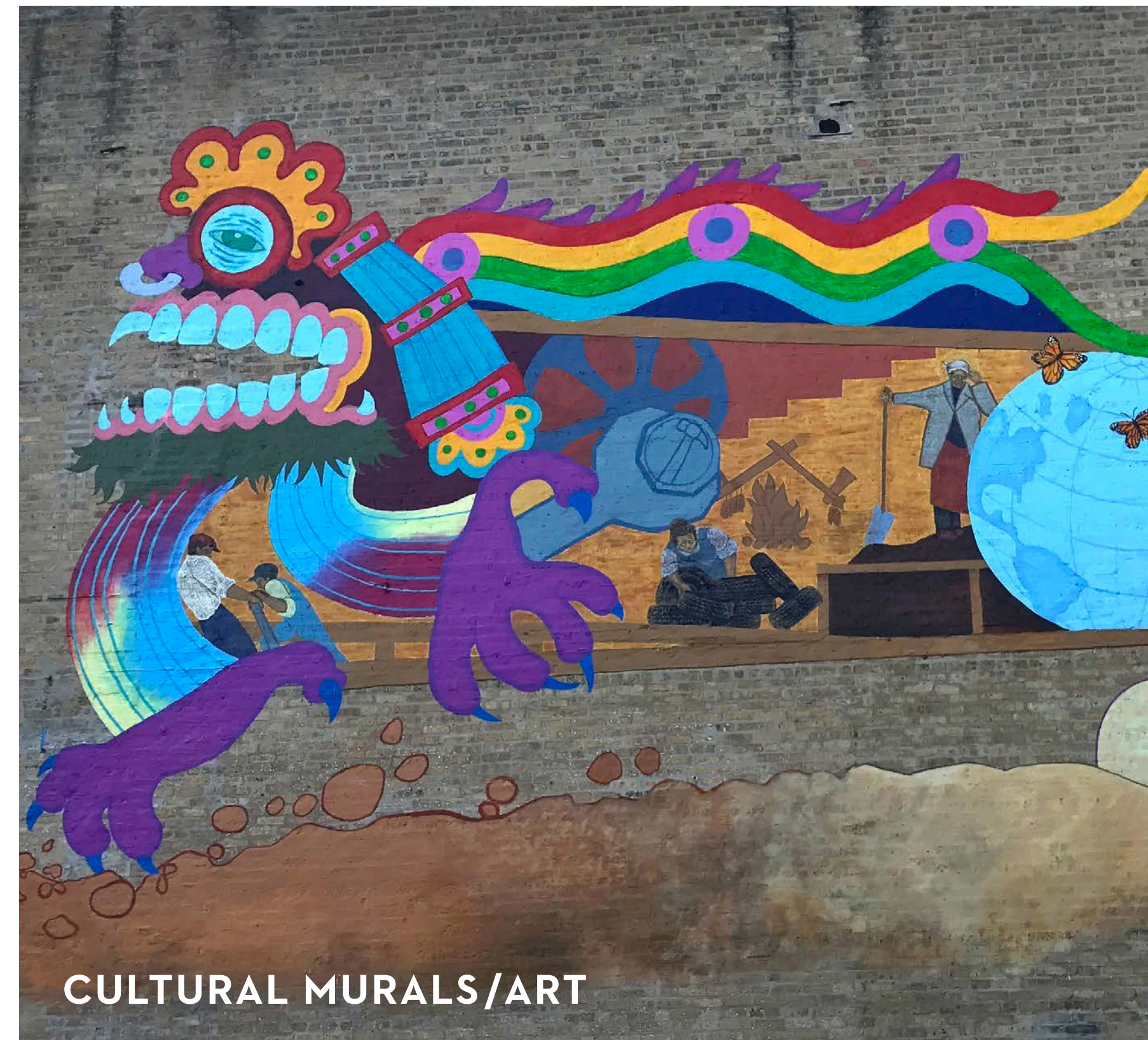
This would be great! See: the work Participatory Budgeting that the 49th Ward Alderman has done regarding this (design ideas, renderings)

Create a programmed plaza by police station or library.

visual preference results // resultados de preferencias visuales

“

Only if designed and selected
by Rogers Park residents



Keep and enhance the character
and fabric of Rogers Park.

”

Please much
more of this.

”

83%
LIKE IT



BRANDING

Planters and cultural murals were the top priorities in this category, with comments indicating that murals should be well designed and selected by Rogers Park residents. Permanent banners were also ranked favorably, as was the concept of temporary/rotating art.

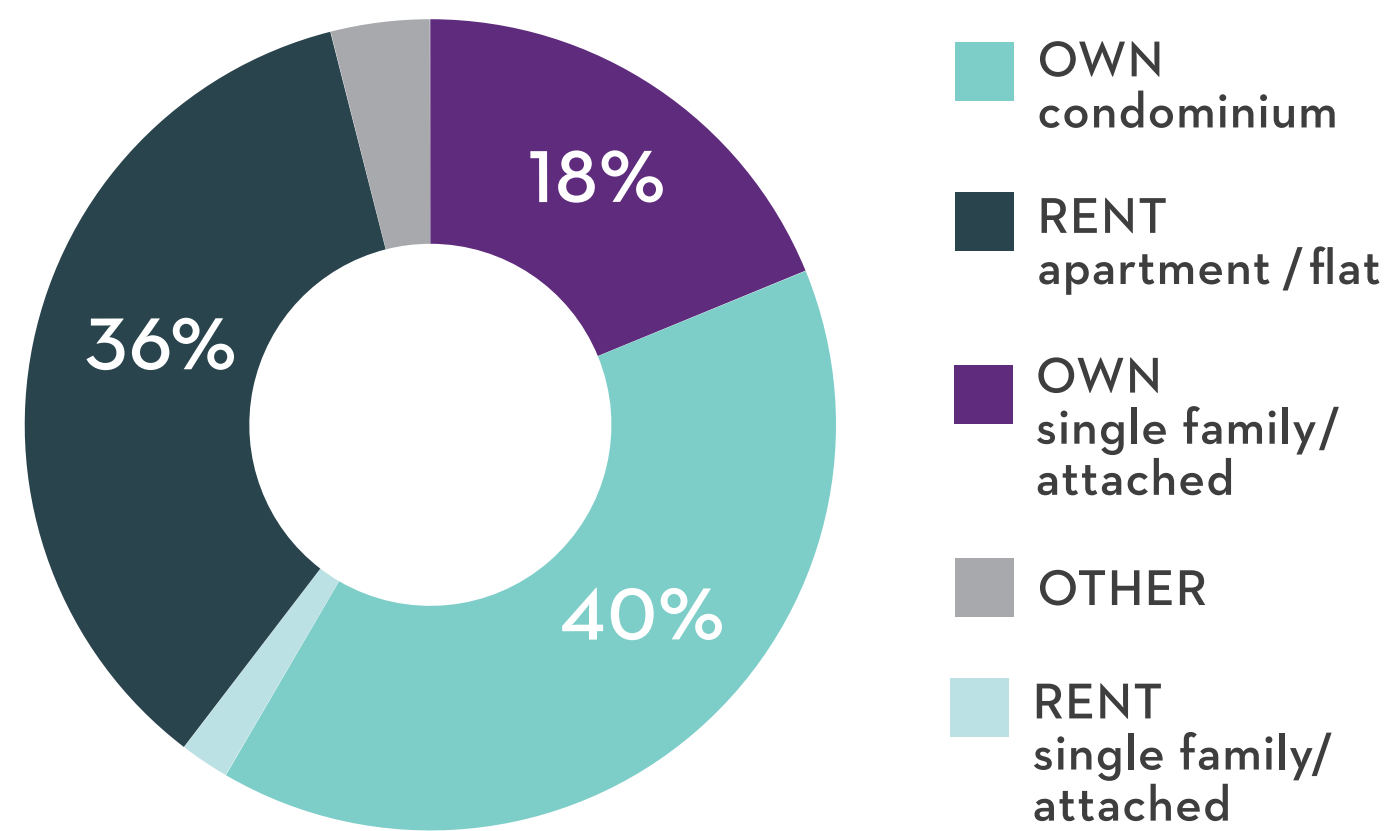
Los maceteros y los murales culturales eran las prioridades principales en esta categoría, con los comentarios que indican que los murales deben ser bien diseñados y seleccionados por los residentes del parque de Rogers. Los banners permanentes también se clasificaron favorablemente, al igual que el concepto de arte temporal / giratorio

community survey // encuesta comunitaria

This online survey—in both English and Spanish—includes questions on housing, existing strengths of the corridor, areas for improvement, and the visual preference survey. Results from in-person outreach and paper surveys are also included.

Esta encuesta a través de la página de internet, tanto en inglés como en español, incluye preguntas sobre la vivienda, fortalezas existentes del corredor, áreas para mejorar y la encuesta de preferencias visuales. También se incluyen los resultados de las encuestas en persona y las encuestas sobre papel.

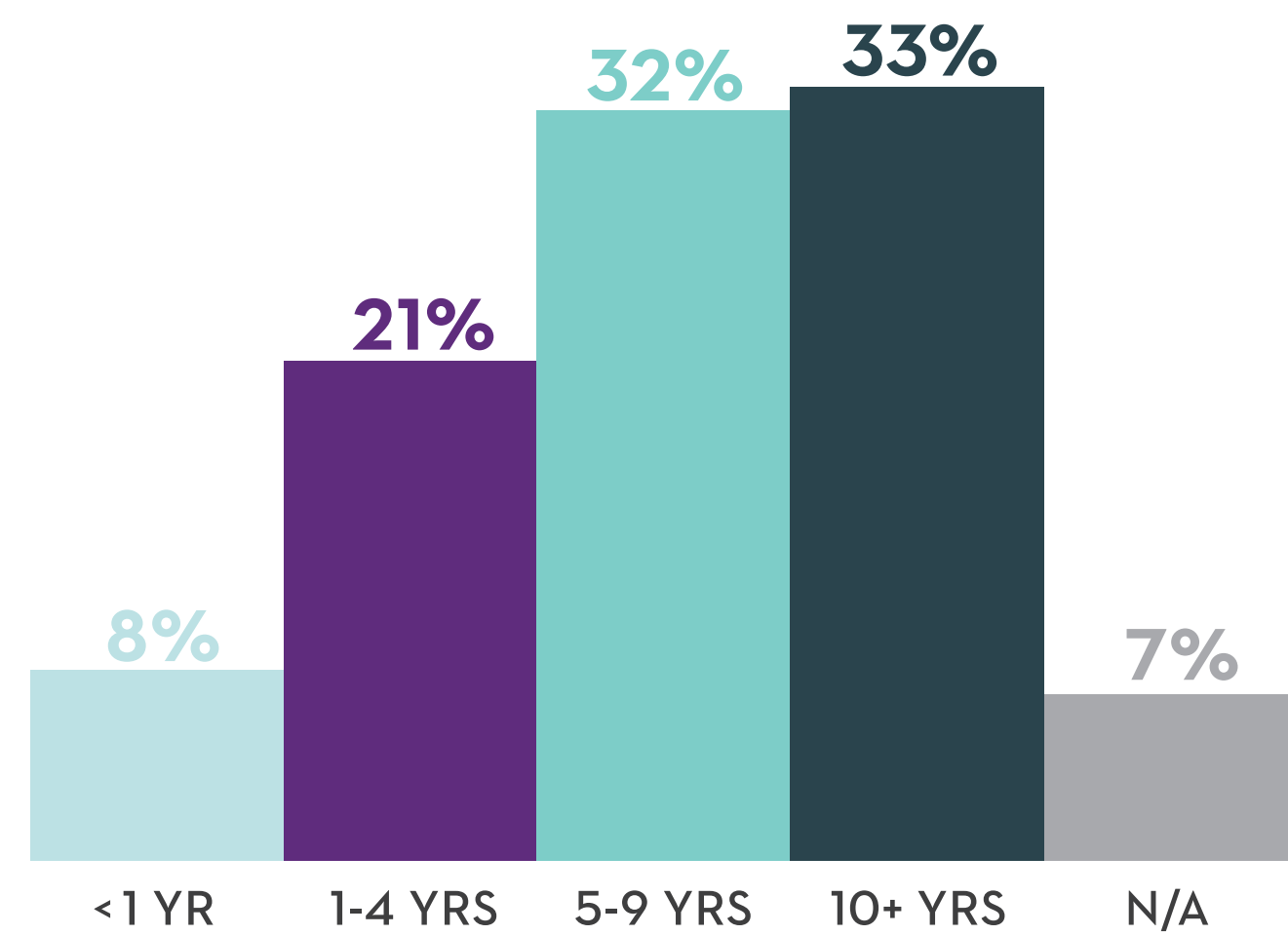
housing tenure



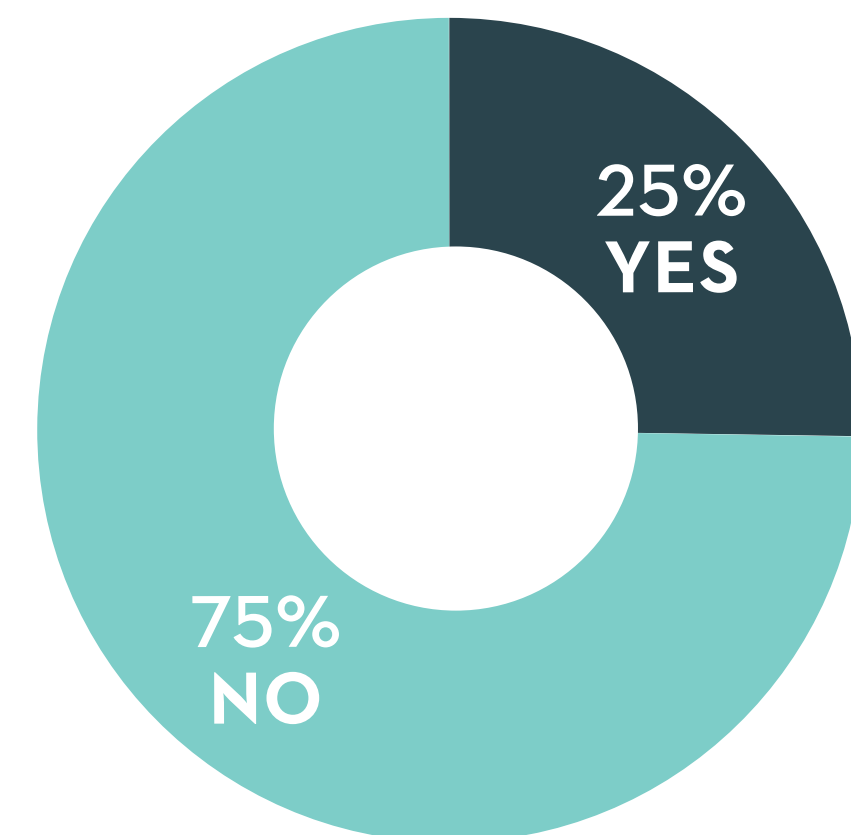
which street do you use most often to cross clark street?

- 1 W. PRATT BLVD.
- 2 W. GREENLEAF AVE
- 3 W. MORSE AVE.
- 4 W. LUNT AVE

length of residence in rogers park



do you work in rogers park?



what are your favorite destinations in the study area?

- 1 JEWEL-OSCO
- 2 SMACK DAB BAKERY
- 3 CLARK-DEVON HARDWARE
- 4 ROGERS PARK BRANCH CHICAGO PUBLIC LIBRARY
- 5 ROGUE FUSION
- 6 ROCKY'S TACOS
- 7 A&T PANCAKE HOUSE AND GRILL
- 8 GINGERSLAM NAIL BAR
- 9 WALGREENS
- 10 TASTE OF PERU

what types of businesses would you visit if they were added to the study area?

- 1 RESTAURANTS (VARIETY & UPSCALE OPTIONS)
- 2 RETAIL (SHOPS & BOUTIQUES)
- 3 COFFEE SHOP / CAFE
- 4 CULTURAL INSTITUTIONS & ENTERTAINMENT
- 5 GROCERY STORE / SPECIALTY MARKET
- 6 BARS
- 7 BAKERY
- 8 ICE CREAM SHOP

60%

OF RESPONDENTS CHOSE
**BEAUTIFYING/REPAIRING
THE STREETS**

AS A TOP PRIORITY

68%

OF RESPONDENTS CHOSE
**IMPROVED BUILDING
FACADES/STOREFRONTS**

AS A TOP PRIORITY

KEY TAKEAWAYS // CONCLUSIONES



land use & physical conditions

- 1 **Building conditions vary throughout Clark Street**, but many are in need of repairs and enhancements to facades.
- 2 **Development opportunity sites**, such as vacant buildings and underutilized parcels, are located in key areas of the corridor.
- 3 **The diversity of the corridor needs to be celebrated**—preserving and increasing public art is one mechanism to achieve this.
- 4 **Great parks and public spaces exist**, but green linkages and an upgraded streetscape could help to connect them.
- 5 **The quality of signage** needs to be improved throughout the corridor, both for individual business and for public spaces.
- 6 **Generous sidewalk widths exist along Clark Street** and the primary east-west streets that intersect with Clark. These sidewalks could be used to introduce street furniture and cafes.
- 7 **Improved wayfinding is needed** to draw more foot traffic to and from the corridor, especially to the major transportation amenities, such as the Howard CTA Station and Rogers Park Metra Station.
- 8 **An abundance of vacant storefronts and auto-oriented uses** exist along the corridor.

uso del suelo y condiciones

- 1 *Building conditions vary throughout Clark Street, but many are in need of repairs and enhancements to facades.*
- 2 *Development opportunity sites, such as vacant buildings and underutilized parcels, are located in key areas of the corridor.*
- 3 *The diversity of the corridor needs to be celebrated—preserving and increasing public art is one mechanism to achieve this.*
- 4 *Great parks and public spaces exist, but green linkages and an upgraded streetscape could help to connect them.*
- 5 *The quality of signage needs to be improved throughout the corridor, both for individual business and for public spaces.*
- 6 *Generous sidewalk widths exist along Clark Street and the primary east-west streets that intersect with Clark. These sidewalks could be used to introduce street furniture and cafes.*
- 7 *Improved wayfinding is needed to draw more foot traffic to and from the corridor, especially to the major transportation amenities, such as the Howard CTA Station and Rogers Park Metra Station.*
- 8 *An abundance of vacant storefronts and auto-oriented uses exist along the corridor.*

transportation analysis

- 1 Rogers Park and Clark Street are **well served by transit**, but many residents and visitors still drive.
- 2 **Increasing transportation options** that are cost effective, enjoyable, and safe will encourage economic development and attract residents and visitors to the area.
- 3 The study area has large sidewalks and crosswalks, so creating a safe and enjoyable pedestrian experience will require **solutions beyond basic infrastructure**.
- 4 Community members expressed interest in **connecting gaps in the bike network** to easily access amenities and jobs.
- 5 Making **connections between modes** can build on the robust network and help solve last-mile problems—which occur when residences and businesses are more than an easy walking distance to a transit station.
- 6 **Parking in the study area must be “right-sized”** to match the goals of the corridor and community input.

análisis de transporte

- 1 *Rogers Park and Clark Street are well served by transit, but many residents and visitors still drive.*
- 2 *Increasing transportation options that are cost effective, enjoyable, and safe will encourage economic development and attract residents and visitors to the area.*
- 3 *The study area has large sidewalks and crosswalks, so creating a safe and enjoyable pedestrian experience will require solutions beyond basic infrastructure.*
- 4 *Community members expressed interest in connecting gaps in the bike network to easily access amenities and jobs.*
- 5 *Making connections between modes can build on the robust network and help solve last-mile problems—which occur when residences and businesses are more than an easy walking distance to a transit station.*
- 6 *Parking in the study area must be “right-sized” to match the goals of the corridor and community input.*

KEY TAKEAWAYS // CONCLUSIONES



market overview

- 1 Many businesses along Clark Street fail to attract a diverse spectrum of Rogers Park shoppers and diners.
- 2 Addressing non-contributing business uses will enhance the pedestrian and shopping experience.
- 3 The study area is a long corridor—sub areas will need to be differentiated.
- 4 Businesses have been impacted by the changing face of retail and will have to adapt to ensure longevity.
- 5 Stakeholders expressed concerns about gentrification and new development.
- 6 Increasing value is not a bad thing when it is coupled with tools to mitigate displacement.
- 7 Economic development strategies for the corridor could be housed under one management program.

visión general del mercado

- 1 Many businesses along Clark Street fail to attract a diverse spectrum of Rogers Park shoppers and diners.
- 2 Addressing non-contributing business uses will enhance the pedestrian and shopping experience.
- 3 The study area is a long corridor—sub areas will need to be differentiated.
- 4 Businesses have been impacted by the changing face of retail and will have to adapt to ensure longevity.
- 5 Stakeholders expressed concerns about gentrification and new development.
- 6 Increasing value is not a bad thing when it is coupled with tools to mitigate displacement.
- 7 Economic development strategies for the corridor could be housed under one management program.

community input

- 1 Celebrate the diversity of the corridor.
- 2 Maintain and honor the rich history of Rogers Park.
- 3 Connect parks and open spaces through green linkages.
- 4 Strengthen transit connections and the pedestrian experience.
- 5 Improve facades and streetscapes.
- 6 Provide information to inform development and future land uses.

entrada de la comunidad

- 1 Celebrate the diversity of the corridor.
- 2 Maintain and honor the rich history of Rogers Park.
- 3 Connect parks and open spaces through green linkages.
- 4 Strengthen transit connections and the pedestrian experience.
- 5 Improve facades and streetscapes.
- 6 Provide information to inform development and future land uses.