

VISION

CLARK STREET



STATE OF THE CORRIDOR

JULY 28, 2017



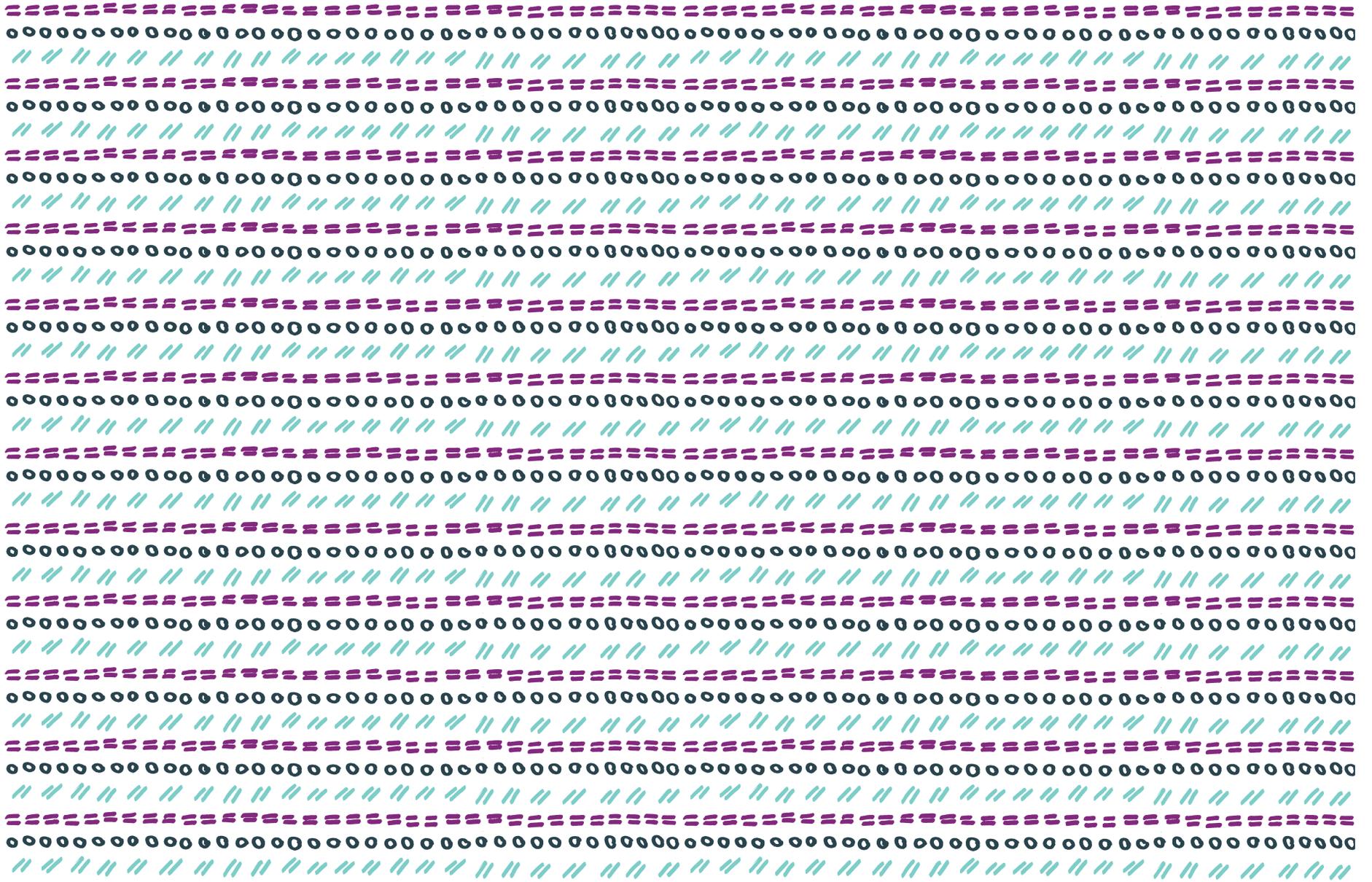
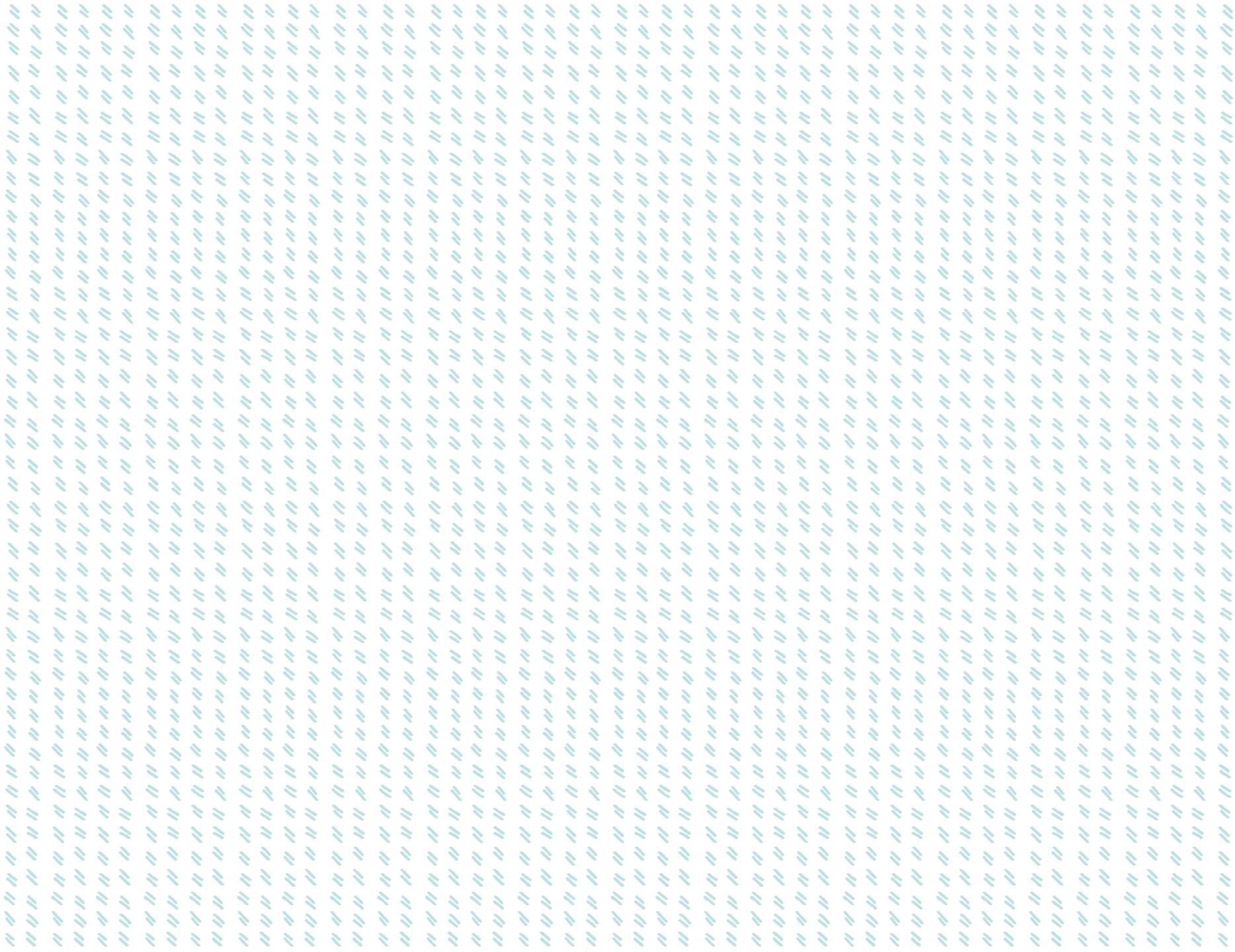


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EXECUTIVE SUMMARY

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overview

The Vision Clark Street planning effort was initiated in April 2017 by the Rogers Park Business Alliance (RPBA) to elevate Clark Street into a more vibrant and sustainable commercial corridor. The project focuses on the stretch of Clark Street from Howard to the north and Devon to the south, which consists of a mix of uses, building types, transportation options, and a diverse population of residents and business owners. In recent years, vacant buildings and a lack of investment have resulted in the corridor looking “worn” and in need of a plan that engages the community in its revitalization, while preserving and enhancing the elements that make it so unique.

RPBA, along with a Project Steering Committee consisting of 11 stakeholders from throughout the corridor, are working closely with the project consultants: The Lakota Group, CLUE Group, and Sam Schwartz Engineering. The plan is being funded by RPBA.

This report summarizes our existing conditions findings and identifies a series of takeaways that will be built upon in the proceeding concept development phase.

PROJECT GOALS

- 1 Strengthen the **activity and economic vitality** of Clark Street in Rogers Park.
- 2 **Engage business owners, residents, and other stakeholders** throughout the process to ensure the plan reflects a strong consensus of the community.
- 3 **Enhance physical conditions and the curb appeal** of the street, sidewalks, buildings, and open spaces.
- 4 **Assess traffic, circulation, parking, and access** and recommend strategies to improve these conditions.
- 5 **Improve pedestrian and bike access, circulation, and safety** along Clark Street.
- 6 Develop a strategy for **improving the brand** to promote Clark Street and Rogers Park.
- 7 **Identify opportunities for new development** of vacant sites, and redevelopment and adaptive re-use of existing buildings.
- 8 **Attract and retain businesses** along the corridor.
- 9 **Improve the safety** along Clark Street and enhance the perception of safety issues in the area.
- 10 Create a **clear, documented vision** with specific recommendations and strategies to implement the vision.

process

METHODOLOGY & TIMELINE

Working with RPBA and hundreds of stakeholders throughout the corridor, the project consists of three major phases:

ENGAGE

The initial phase is about truly understanding the corridor. This includes the team’s analysis of land uses, transportation amenities and issues, and market conditions. It is also about engaging and listening to stakeholders to understand their perspective on the issues and opportunities of the corridor. This has included multiple stakeholder focus groups, Steering Committee meetings, outreach to English-and Spanish-speaking business owners and residents, presenting to community leaders, online and in-person surveying, and a Community Open House with over 200 participants.

ENVISION

Drawing upon the information gathered during the Engage phase, the team will begin to develop a vision for Clark Street that incorporates a range of concepts and ideas for enhancement and revitalization. Preliminary concepts are presented to the public at a second Community Open House.

IMPLEMENT

The final phase incorporates all feedback gathered in previous phases to create a final Corridor Master Plan. This document will provide priorities, strategies, and tools to help implement the community’s vision for the corridor.



community engagement

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.



topics covered



land use + physical conditions

The types of uses along the corridor and where they are located, as well as the physical condition of streets, buildings, facades, art and murals, parks and open space, streetscapes, and signage along Clark Street.



transportation analysis

The existing transportation amenities and conditions of the corridor, including: public transit, transportation conditions, cycling and pedestrian infrastructure, and mobility issues and opportunities.



market overview

The current and projected demographics of the area, such as household income, age, race and ethnicity, education, employment, business mix, and sales voids.



community input

The process and findings from the extensive community outreach and engagements efforts, including the open house and the community input survey.

topic takeaways

land use + physical conditions

- » **Facade improvements.** Building conditions vary throughout Clark Street but many are in need of repairs and enhancements to facades.
- » **Development + Redevelopment** While development and redevelopment will be longer-term implementation steps, the Plan should depict the potential vision for future land uses and development.
- » **Public art.** It will be important for this plan to preserve existing artwork and murals and to propose strategies and programs to incentivize more art.
- » **Green linkages.** While there are large and well-programmed parks along Clark Street, the Plan should propose strategies to enhance the public spaces between them.
- » **Signage guidelines.** Strategies to improve the quality of signage in terms of design, materials, and overall visual quality would greatly enhance the aesthetic experience of visiting the corridor and improve retail viability.
- » **Sidewalks.** The generous sidewalk widths along portions of the corridor would accommodate street furniture, trees, outdoor sidewalk cafes, public art, and pop-up events.
- » **Wayfinding.** Wayfinding signs to and from Clark Street directing residents and visitors to transportation options, civic amenities, and key destinations would help draw attention to and provide awareness of the businesses and amenities located along the corridor.
- » **Pedestrian + Shopping Experience.** Market strategies should address the abundance of vacant storefronts and auto-oriented uses along the corridor to revitalize both the pedestrian and shopping experience of Clark Street.

transportation analysis

- » **Improve access to transit.** 60% of Rogers Park residents who have a primary job work in the City of Chicago, while only 40% of all residents commute by transit. Transit improvements, such as increased frequency and improvements to metra and bus stations, will help to enhance the already robust transit network.
- » **Increase transportation choice.** Offering a variety of transportation options that are cost effective, enjoyable, and safe can support economic development and encourage residents to remain in Rogers Park. Supporting shared mobility services such as bike share and car share, in addition to traditional transit, will provide options to get around for the 35% of households without cars.
- » **Create a safe pedestrian experience.** While there are sidewalks and crosswalks in the area, high traffic volumes and parking lot entrances along the corridor can contribute to pedestrians' real and perceived safety concerns.
- » **Connect gaps in bicycle network.** Community input showed that residents who bike to work and nearby amenities would benefit from safer, on-street bicycle amenities.
- » **Strengthen connections between modes.** Creating stronger connections to other neighborhoods for all modes will not only allow Rogers Park residents to travel to services or amenities not offered in the area, but visitors will have better access to Clark Street and unique offerings in the neighborhood.
- » **Rightsize parking.** Ensure that parking is accessible by matching parking solutions to the goals of the corridor, including contributing to economic development and ensuring a safe pedestrian environment.

market overview

- » **The customer base.** Broadening the customer base would help to strengthen these businesses, some of which appear to be struggling.
- » **Non-contributing business uses.** Clark Street's function as a traditional business corridor is interrupted by uses like auto repair shops which do not foster a walking shopper experience.
- » **Node development.** Business development strategies should focus on reinforcing nodes of existing commercial activity, and differentiating them along the corridor and from other, competing commercial corridors.
- » **Commercial footprint.** As the economy continues to move away from traditional bricks-and-mortar retail, Clark Street in Rogers Park and other commercial districts around the city and country find themselves with a surplus of commercial space.
- » **Gentrification.** Fears of—or hopes for—gentrification of Clark Street vary by a stakeholder's position in the Rogers Park economy.
- » **Increasing values—not a bad thing.** Tools for managing commercial churn, strengthening existing businesses, and mitigating displacement (such as planning tools or incentives for increasing property ownership) will be presented.
- » **Managing displacement.** Planning tools and incentives should be used to effectively manage business displacement (i.e. gentrification).
- » **District management.** The corridor would benefit from a comprehensive commercial district management program, such as a Main Street (or similar) management model.

community input

- » **Diversity.** Clark Street in Rogers Park is very diverse and offers a unique experience. It will be important to preserve that character moving forward. This could include incentivizing the reuse of existing buildings and ensuring that the racial and economic diversity of the neighborhood is preserved.
- » **Rich history.** This corridor has a long and rich history, which will need to be recognized and incorporated within the Plan. This can be done through preservation efforts, the adaptive use of older buildings, programming that celebrates historic storytelling, and the branding of the corridor.
- » **Transit & pedestrian connections.** This section of Clark Street includes the Rogers Park UP-North Metra Stop, the CTA Howard "L" Stop, and numerous stops for four different CTA bus routes. Connections to these stations and stops can be strengthened through enhanced wayfinding, gateway signage, and cohesive elements.
- » **Facades & streetscapes.** Generally, people think the area looks worn and should be freshened up through reinvestment in buildings, signs, displays, and clear branding along the corridor.
- » **Development and future land uses.** Stakeholders expressed interest in hearing more information about demographics and consumer demand to inform (re)development. The results of this plan should help to identify different nodes along the corridor and provide economic strategies tailored to each sub area.

the corridor in context

Rogers Park is located on the far north side of Chicago and is one of the 77 community areas in the city. The neighborhood is bounded by Evanston to the north, Lake Michigan to the east, the Edgewater neighborhood to the south, and the West Ridge neighborhood to the west.

The community is home to a diverse mix of residents, businesses, and institutions and has long been known as an internationally, racially, and economically diverse community within Chicago. The population of the area has remained steady over the last seven years, with household incomes in the neighborhood spanning a broad spectrum.

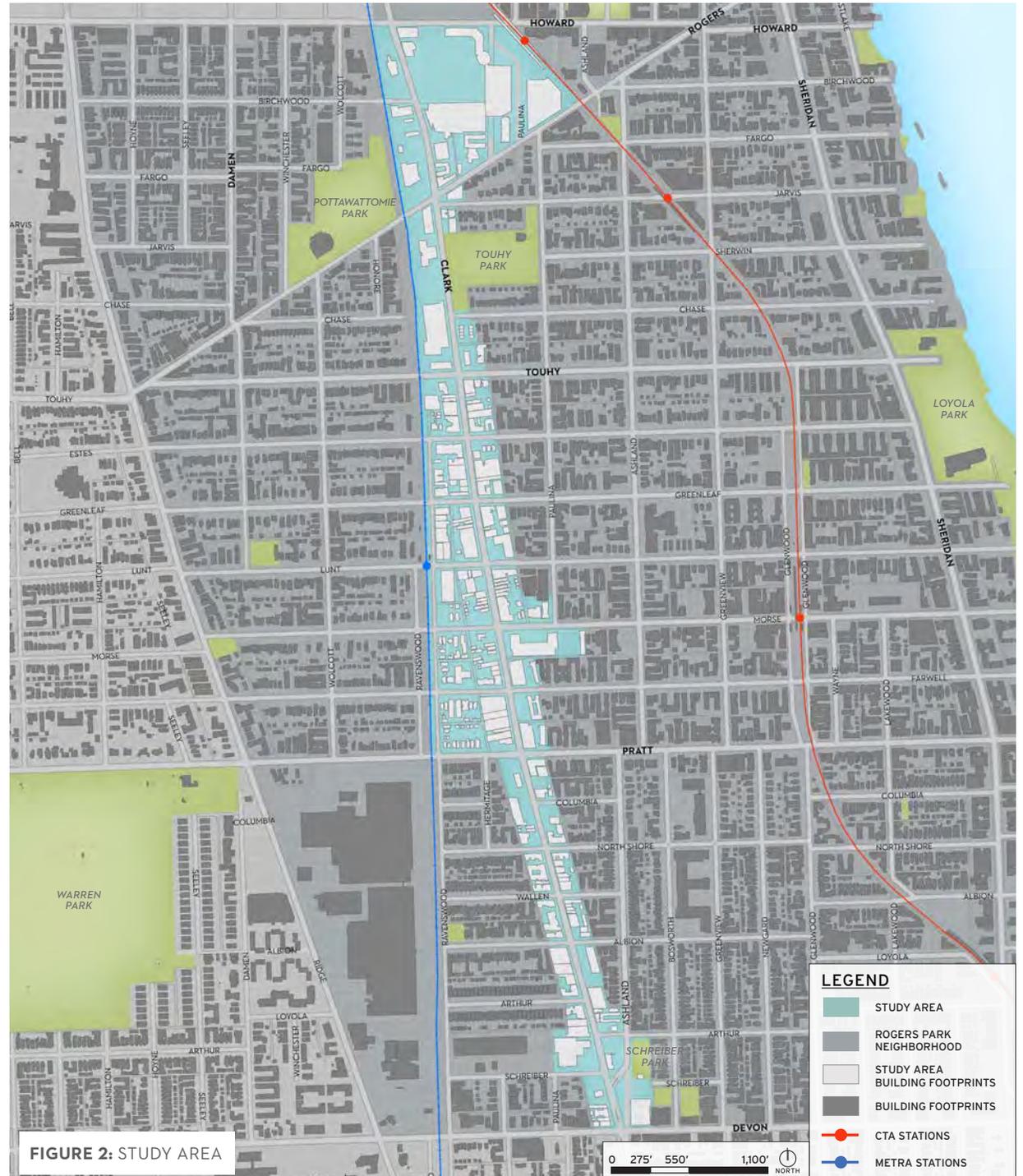
The area is also one of the Chicago's densest neighborhoods, and is well-connected to transit, with access to the Howard, Jarvis, Morse and Loyola Red Line CTA stations, as well as the Metra UP-North Rogers Park station.

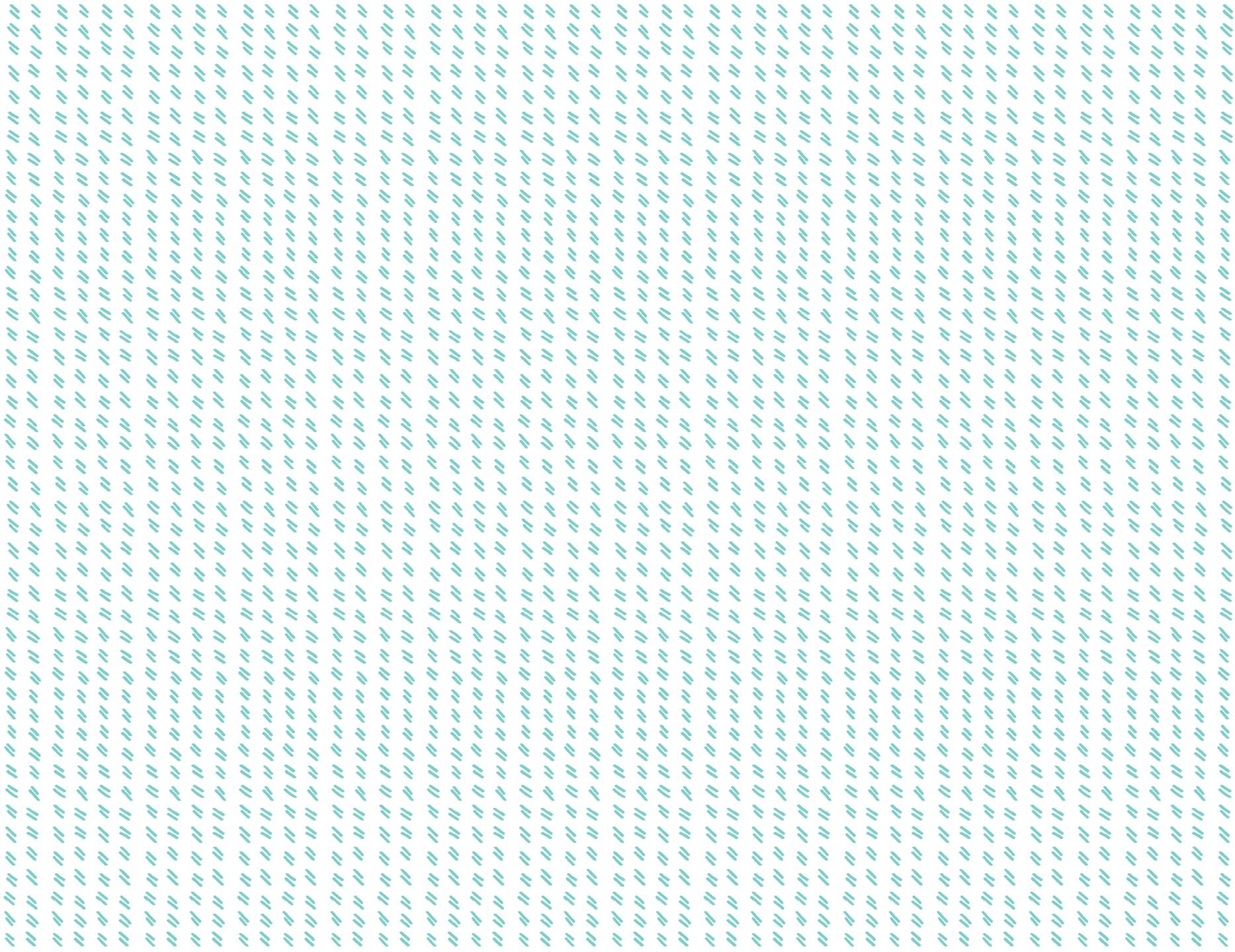


study area

The study area for this project includes the stretch of Clark Street from Howard to the North to Devon to the South. These boundaries are located within the 40th Ward, represented by Alderman Pat O'Connor, as well as the 49th Ward, represented by Alderman Joe Moore. Rogers Park Business Alliance, a 501c3 non-profit organization established in 1993, administers three Special Service Areas within Rogers Park, including the Clark/Morse/Glenwood Special Service Area #24, which provides programs and services to most of the study area.

The map to the right shows the study boundary area (in blue), which incorporates properties along and within close proximity to Clark Street, including the CTA Red Line Howard Station and the Gateway Centre Plaza shopping center to the northern edge of the study area.







LAND USE + PHYSICAL CONDITIONS

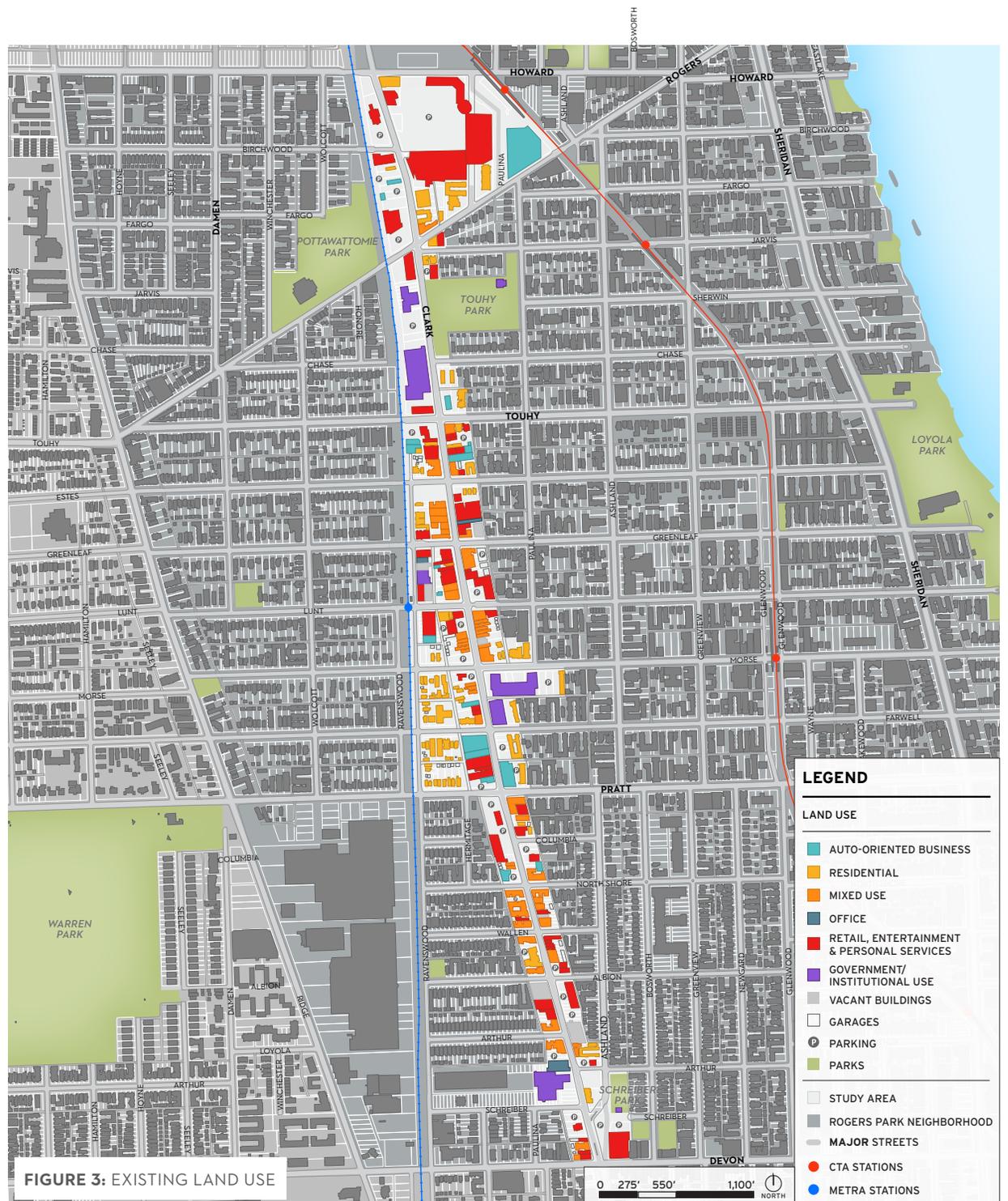
land use

A variety of land uses currently exist along the corridor and within the study area, with a total of 194 buildings tallied. These include auto-oriented uses, residential, mixed-use, office, retail, entertainment and professional services, government/institutional, vacant buildings, parking lots, and parks and open space.

Of these uses, the most predominant along this stretch of Clark Street include retail, entertainment and personal services (55), mixed-use buildings (54), and auto-oriented businesses (19). When asked why they visited businesses along Clark Street, the top responses from survey participants included 'Dining' and 'Shopping' and 'Groceries'. There are a total of eight (8) vacant buildings along the corridor.

While there are many single use single- and multi-family residential buildings a block or two off of the corridor within the study area (79), few single use residential buildings exist along Clark Street (10).

A number of key landmarks and destinations were noted during stakeholder interviews and the Open House. These include: the Howard CTA and Rogers Park Metra stations, Touhy Park, Pottawattomie Park, New Field Elementary School, Rogers Park Branch Chicago Public Library, Smack Dab Bakery, Taste of Peru, Clark Devon Hardware, and the intersection of Greenleaf and Clark.





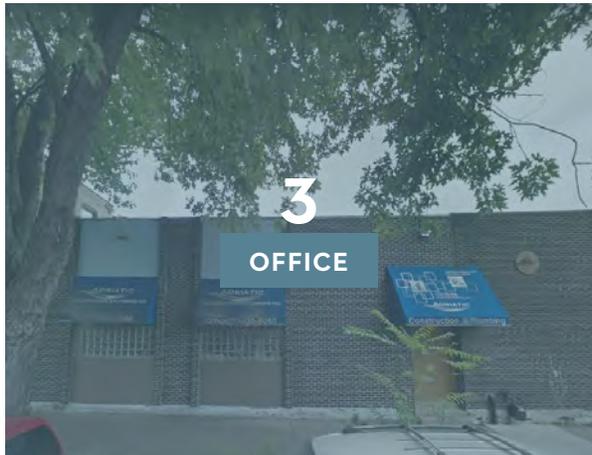
19
AUTO-ORIENTED BUSINESS



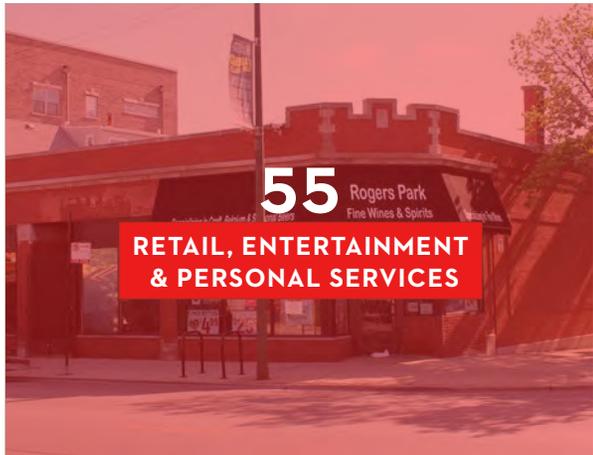
89
RESIDENTIAL



54
MIXED USE



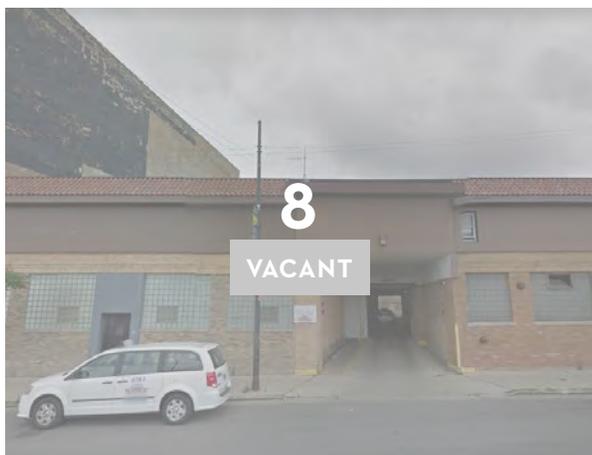
3
OFFICE



55
RETAIL, ENTERTAINMENT
& PERSONAL SERVICES



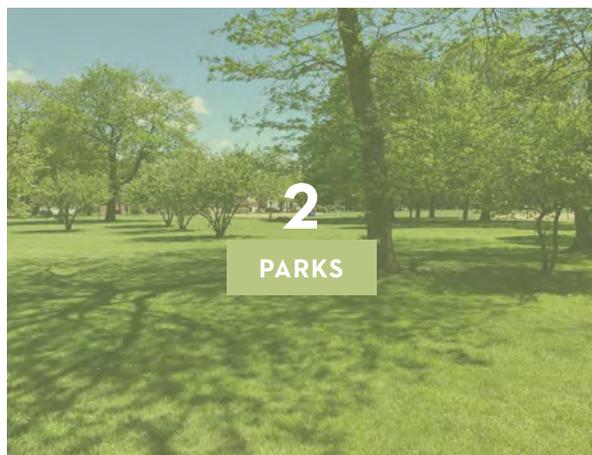
10
GOVERNMENT/INSTITUTIONAL



8
VACANT



32
PARKING



2
PARKS

physical conditions

BUILT ENVIRONMENT

Smaller parcel sizes exist throughout the corridor that feature a tight-knit fabric of mainly traditional buildings which range in height from 2 to 4 stories. Building conditions vary along Clark Street, but many are in need of maintenance and enhancements to facades and signage.

South: Clark Street from Devon to Pratt

This segment features a mix of more traditional building stock and automobile-style development, such as a drive-thru McDonalds and strip malls with parking lots. This segment is also anchored by the Chicago Police Department and its adjacent public plaza, which is located across Clark St. from the Clark & Arthur Bus Terminal.

Central: Clark Street from Pratt to Touhy

In this segment, the parcel sizes are smaller and there are significantly fewer gaps in the streetwall as compared to the north and south. Development opportunities exist within this section, including the Byline Bank property flanking the Clark and Morse intersection, including a large parking lot and drive-thru facility. This section was noted as having the most pedestrian activity during the team's fieldwork and was identified as one of the most frequented segments within the study area by survey respondents.

BUILDINGS



North: Clark Street from Touhy to Howard

Unlike much of the corridor, there are several areas in this segment with inactive frontages and notable gaps in the streetwall. These conditions are due to a combination of auto-oriented uses, the Gateway Centre Plaza, a drive-thru Walgreens, and parking lots. This results in a lack of cohesion and connectivity between this northern portion of the study area and the sections to the south. The Howard CTA station is also located in the northeastern end of this segment. Its location, surrounding uses, and lack of wayfinding along the corridor present barriers to getting to and from the station from other areas along the corridor.



FACADES

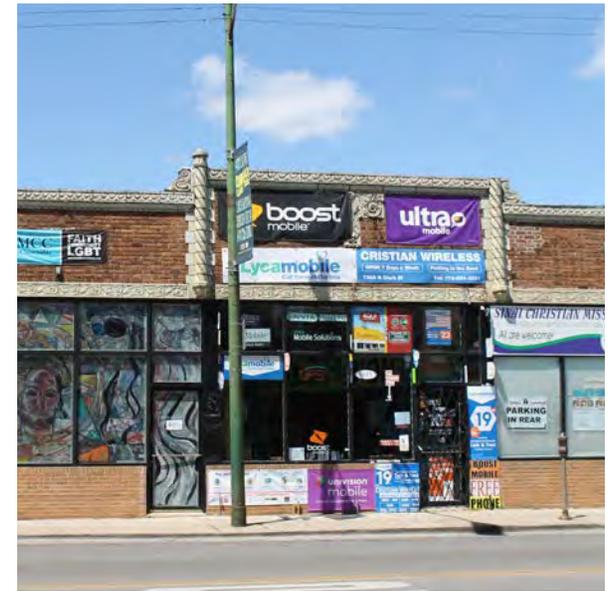


STOREFRONTS & AWNINGS

Many buildings have traditional-style storefront awnings to advertise individual businesses. The conditions of these awnings vary, and in some cases, the awnings have deteriorated or faded and need to be replaced. These detract from the appearance of the street and contribute to the corridor feeling “dated” or “worn.”

Clark Street has a number of storefronts that are occupied by non-retail businesses or restaurants, such as dentist and doctor’s offices, as well as churches. Particularly in the evening, such storefronts often lack adequate lighting or attractive displays that typically engage pedestrians and promote products and services. While service businesses and office uses may not need to merchandise their storefronts in the same way that retailers do, well-maintained and designed storefronts contribute to the appearance and overall experience of a street. The study area has some excellent examples of creative and interesting window merchandising, but many businesses could benefit from technical assistance to improve their storefronts.

Additionally, vacant storefronts along Clark Street create gaps in the pedestrian environment, which ultimately negatively affects both the pedestrian and the shopping experiences.



MURALS & PUBLIC ART



Several murals and public art pieces exist within the study area, especially underneath the Metra overpasses and on building facades. Sculptures are featured outside of the 24th District Police Station as well as in Touhy Park, where a concrete piece entitled "The Receptor" is on display. Murals along the corridor reflect the richly diverse community and are used to highlight the Rogers Park neighborhood, market businesses, and celebrate the Latino heritage of many of the area's residents and business owners. The murals on Metra underpasses in the study area are part of the 38 participatory budgeted murals that the 49th Ward commissioned from 2010-2015. Many stakeholders discussed the existing murals in the neighborhood and noted that future murals should come from artists within Rogers Park to maintain the integrity of the community and celebrate local talent.



PUBLIC REALM

There are two parks included within the study area—Touhy and Schreiber, as well as Pottawattomie Park which is located directly adjacent to the study area. These parks are actively programmed through the Chicago Parks District and include playgrounds (Schreiber, Touhy, and Pottawattomie), tennis courts (Schreiber and Touhy), baseball fields (Touhy and Pottawattomie), a dog park and a soccer field (Pottawattomie).

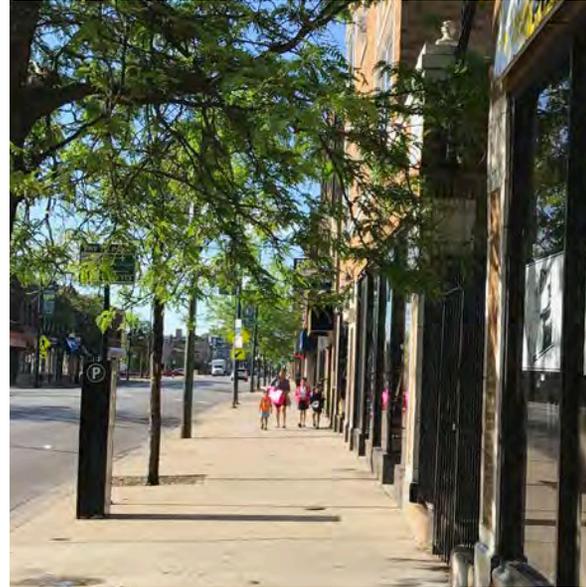
A public plaza is located outside of the Chicago Police Department at Clark St. and Schreiber. While it houses public art, bike racks, and sits in close proximity to a Divvy station, it only has one small bench and appears to be underutilized.

Continuous sidewalks along most of the corridor range in width from 8 feet to 12 feet or greater. Due to its land uses, the north segment (Touhy to Howard) includes inactive frontages and a lack of street trees and furniture, although some do exist in concentrated areas within this segment. The more traditional buildings and minimal setbacks along the central segment (Pratt to Touhy) and a portion of the south segment (Devon to Pratt) also house more trees and street furniture. However, it was noted that more trash cans are needed along the entire corridor.

PARKS & OPEN SPACE



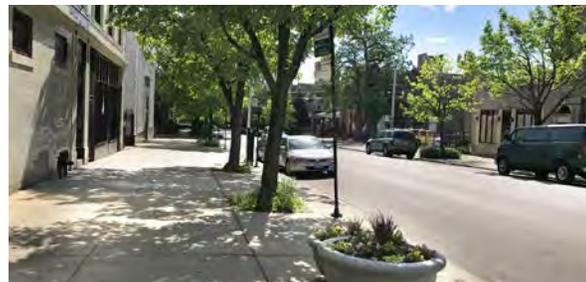
STREETSCAPES



The majority of the study area consists of an asphalt street with concrete sidewalks of varying condition. While a handful of intersections in the center of the corridor have groupings of planters, much of the area lacks street trees, landscaping, street furniture, artwork, and other streetscape elements—despite the fact that sidewalk widths along the corridor accommodate such amenities. The roadway lights consist of dated “cobra” style lights, which are in need of being upgraded, both functionally and aesthetically. The recent participatory budgeting voting, held by 49th Ward Alderman, Joe Moore, fortunately brought to attention to the need for improved lighting and maintenance of the light poles.

This portion of Clark Street also lacks gateway, identity, and directional signage, which are all elements that unify commercial districts and streetscapes and direct motorists and pedestrians to key destinations and parking.

Overall, the study area streetscape could greatly benefit from a variety of paving (such as brick or concrete pavers), more planters a unified family of street furniture, meaningful public spaces, artwork, and visually interesting urban elements. Improvements such as these were ranked highly in the visual preference survey (p. 51).



WAYFINDING & SIGNAGE

A variety of signs exist throughout the corridor, from traditional business signs (such as the A&T Grill sign, which is considered to some residents a neighborhood landmark), to window business signage, to feather flags.

The use of low quality materials and fabrication techniques, in addition to a surplus of informal signs, is apparent in specific areas along the corridor. This lack of cohesive signage results in a cluttered appearance and was indicated as one of the top priorities for corridor improvement by the community. Strategies to improve the quality of signage in terms of design, materials, and overall visual appeal would greatly enhance the aesthetic experience of the corridor and improve retail viability.

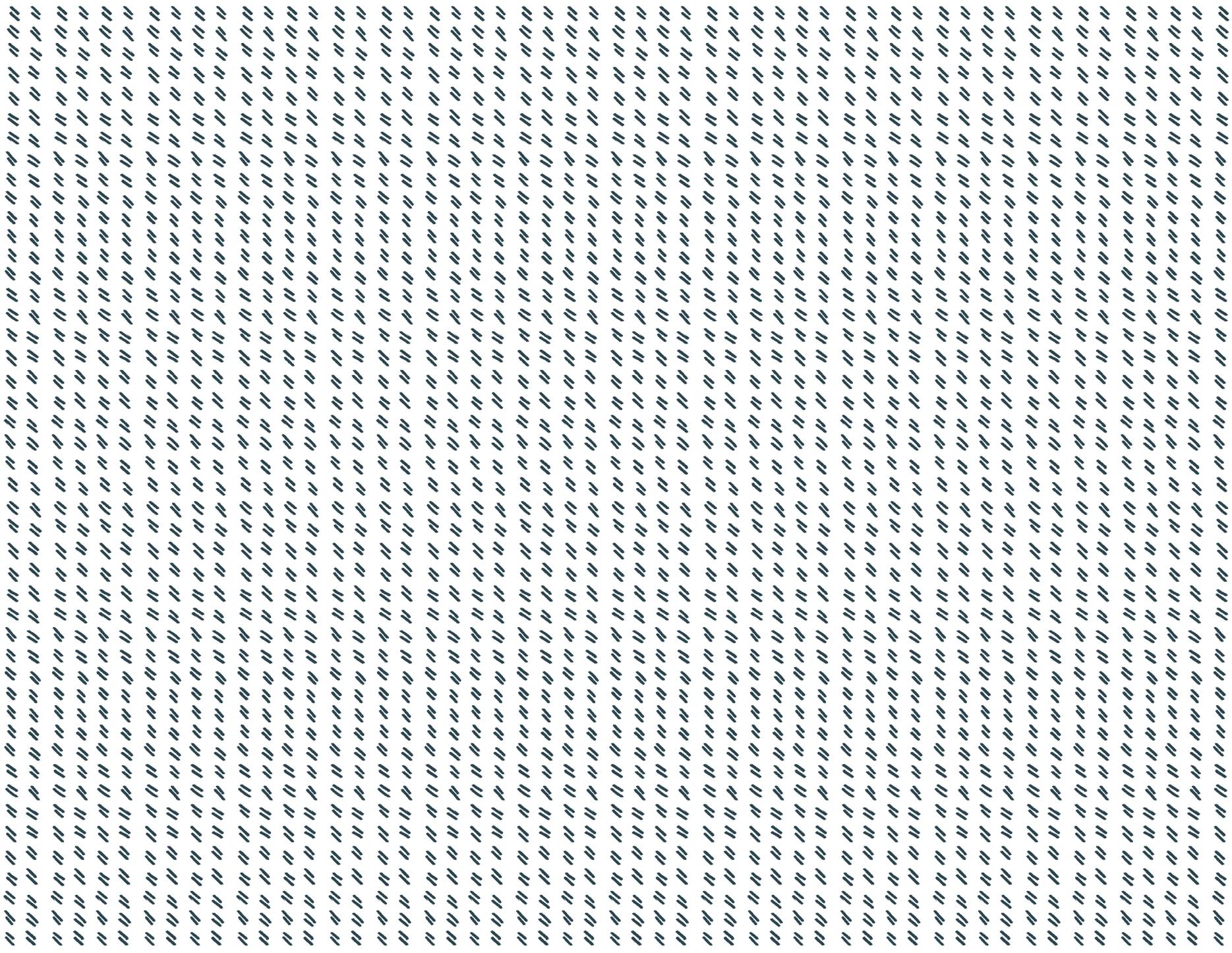
Wayfinding signs to and from Clark Street for transportation options, civic amenities, and key destinations are lacking, and would help draw attention to and provide awareness of the businesses and amenities located along the corridor. In addition, better signage is needed along Clark Street to direct people to transportation hubs, such as the Metra Rogers Park Station and the CTA Howard Red Line Station. A lack of gateway signage is a missed opportunity to welcome visitors to the corridor and Rogers Park.



land use & physical conditions summary



- » **Building conditions vary throughout Clark Street**, but many are in need of repairs and enhancements to facades.
- » **Development opportunity sites**, such as vacant buildings and underutilized parcels, are located in key areas of the corridor.
- » **The diversity of the corridor needs to be celebrated**—preserving and increasing public art is one mechanism to achieve this.
- » **Great parks and public spaces exist**, but green linkages and an upgraded streetscape could help to connect them.
- » **The quality of signage** needs to be improved throughout the corridor, both for individual business and for public spaces.
- » **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.
- » **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.
- » **An abundance of vacant storefronts and auto-oriented uses** exist along the corridor.





TRANSPORTATION ANALYSIS

introduction

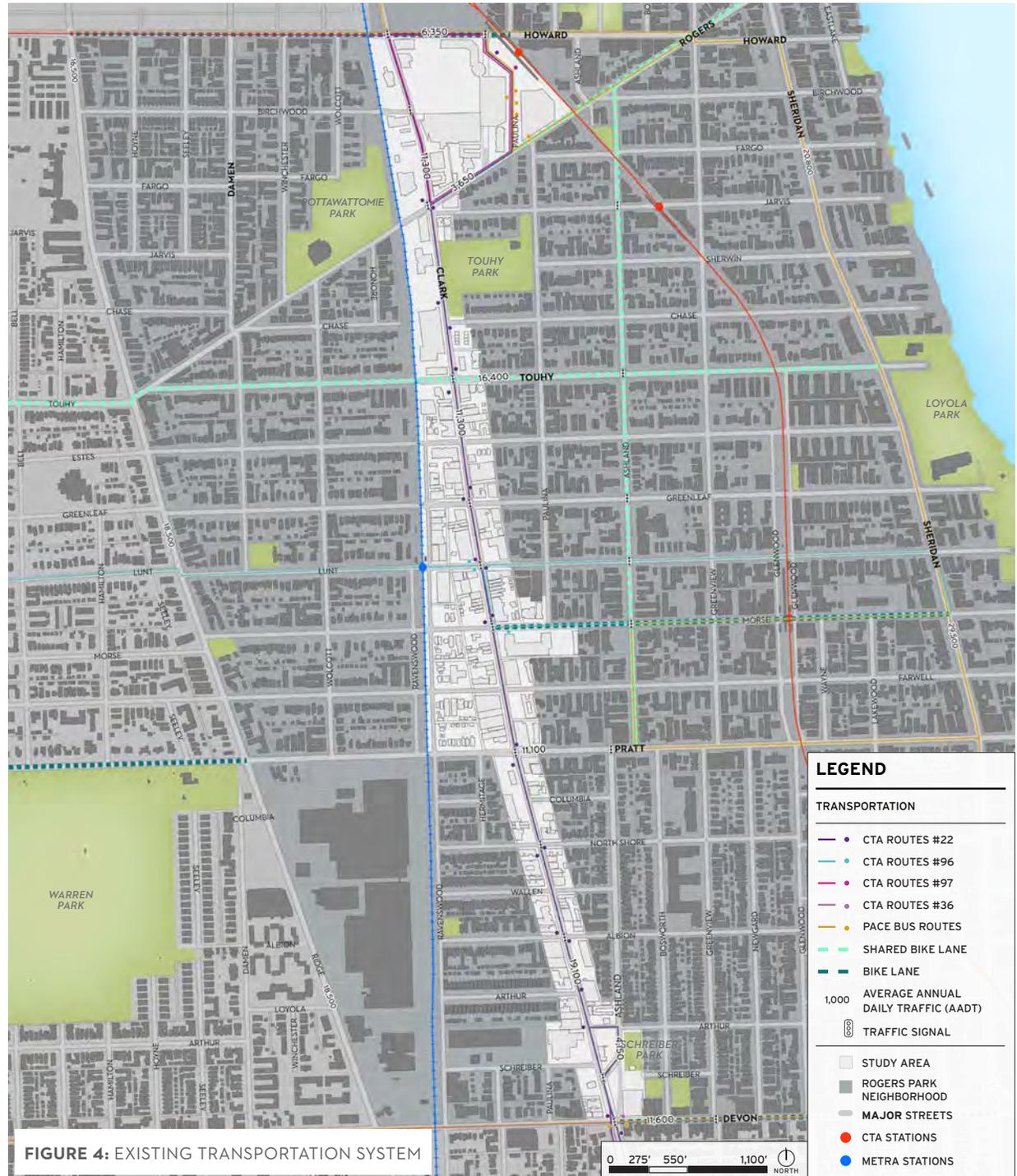
Rogers Park's transportation system is a community asset and includes transit services, cycling infrastructure, and arterial streets which provide connections within and outside of the neighborhood. Because of its walkable scale and easy access to transit, it's possible to live without a car in Rogers Park—and many people do. Around 35% of households do not own a car, with higher ownership among owner-occupied households. More than 90% of zero-car households are renter-occupied.

The portion of Rogers Park residents who commute by transit is nearly 42%, which is higher than the City of Chicago's transit commute share (28%). In addition, 42% of Rogers Park residents drive to work, versus 58% for Chicago as a whole. 7% walk, and 2% bike, compared to 6.5%, and 1.5%, citywide, respectively.¹

CLARK STREET

Clark Street serves as a north-south connection from Chicago's South Loop to the southern border of the City of Evanston.

Within the study area, Clark Street is approximately 40 feet wide with both a travel lane and pay-to-park lane in each direction. There are dedicated left turn lanes at most signalized intersections excluding: Greenleaf Avenue, Lunt Avenue, North Shore Avenue, and Albion Avenue.



1. U.S. Census American Community Survey, 2015.

mobility options

The study area is accessible by CTA, Pace, and Metra services, as well as shared mobility services such as car share and bike share.

RAIL

Rogers Park is accessible by the Red Line at the Howard, Jarvis, Morse, and Loyola stations. The Howard CTA station, also served by the Purple and Yellow Lines, serves as a transit hub in the northern portion of the study area. Howard Station had an average weekday ridership of 5,800 rail users in 2016, ranking 32nd for annual ridership (out of 145 CTA stations). Average weekday ridership in 2016 for Jarvis, Loyola, and Morse stations was 1,700, 5,400 and 4,800, respectively.²

People who ride transit can travel to the Loop in 30 to 40 minutes to reach their destination or connect to other transit lines. Purple Line frequency is every 6 to 12 minutes and Red Line is every 3 to 8 minutes at Howard Station.

Rogers Park is also served by the UP-N Metra line, which begins at Ogilvie Transportation Center and ends in Kenosha, Wisconsin. The station, located at N. Ravenswood Ave and W. Lunt Avenue, serves an average of 1,390 riders on weekdays. Metra users can travel between Ogilvie Transportation Center and Rogers Park in 18 to 25 minutes. Frequency during rush hour is every 5 to 35 minutes.

BUS

Multiple CTA and Pace buses serve at least a portion of Clark Street within the study area and provide connections to the CTA Red, Yellow, and Purple lines, as well as the UP-N Metra line. With stops at almost every block, the CTA #22 Clark bus is the only route which serves the entire corridor and provides access from the Loop to the Howard CTA Station. CTA Route #22 had higher ridership in 2016 than all other routes accessible in the area. CTA routes #97 Skokie, #201 Central/Ridge, #205 Chicago/Golf, #206 Evanston Circulator and Pace routes #290 Touhy Avenue and #215 Crawford-Howard provide access to the study area in the north, turning out from Clark Street at Howard Street and Rogers Avenue. Other CTA routes, including the #151 Sheridan and #36 Broadway, are accessible at the southern end of the study area via Devon Avenue.

SHARED MOBILITY

Visitors and residents of Rogers Park have access to shared modes including car share and bike share services. There are five Divvy bike share stations as well as ten Zip Car car share locations in the area, many located on or in close proximity to Clark Street. Additionally, a ParqEx parking lot is located at Morse & Ravenswood.

TRANSIT OPTIONS

rail



CTA STATIONS:

HOWARD STATION
(RED, YELLOW, AND PURPLE LINE ACCESS)

METRA STATIONS:

UP-N ROGERS PARK STATION

bus



CTA ROUTES:

#22 CLARK ST
#97 SKOKIE
#201 CENTRAL/RIDGE
#205 CHICAGO/GOLF
#206 EVANSTON CIRCULATOR
#151 SHERIDAN
#36 BROADWAY

PACE ROUTES:

#290 TOUHY AVENUE
#215 CRAWFORD-HOWARD

shared mobility



DIVVY:

5 STATIONS

ZIP CAR:

10 LOCATIONS

2. Chicago Transit Authority (2016)

🌀 cycling and pedestrian infrastructure

Sidewalks in the area are generally 8 feet, widening to 12 feet or greater adjacent to some commercial sections of Clark Street. Crosswalks are present at almost every intersection within the study area besides Columbia Avenue and Arthur Avenue. Although Clark Street lacks any dedicated bicycle facilities within the study area, it has been designated as a Spoke Route by the Chicago Streets for Cycling 2020 guide. Clark Street is marked as a shared lane from Edgewater Avenue in the Andersonville neighborhood south to Addison Street in the Lakeview neighborhood. South of Addison, Clark Street has a bicycle lane extending to Fullerton Avenue. Other bike infrastructure in the area includes bike lanes on Devon, Morse, and Howard and shared lanes on Touhy, Ashland, and Rogers.

🌀 traffic volumes and safety

While a variety of transit services exist in Rogers Park, residents and visitors to the area continue to drive. Average Daily Traffic (ADT) volumes within the study area range from 11,300 in the north (from Howard Street to Touhy Avenue) to 19,100 in the south (from Touhy Avenue to Devon Avenue).³

The presence of basic infrastructure, such as sidewalks, traffic signals, and crosswalks, is not a guarantee that a street will be safe, accessible to those of a range of ages and ability levels, convenient, or comfortable. From 2011 to 2015, the intersections along Clark Street with the highest number of crashes were Devon Avenue, Rogers Avenue, and Pratt Boulevard.⁴

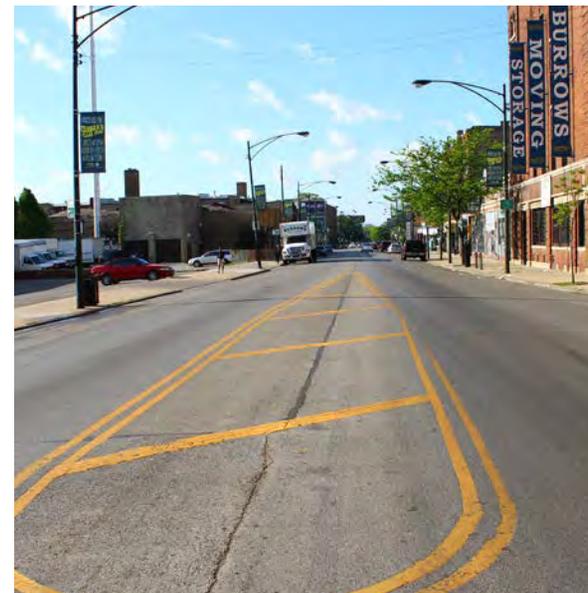


FIGURE 5: CRASHES ON CLARK ST.

Total crashes within 100 feet of Intersection (2011-2015)	
1. Devon Ave.	87
2. Rogers Ave.	66
3. Pratt Blvd.	44
4. Touhy Ave.	35
5. Howard St.	31

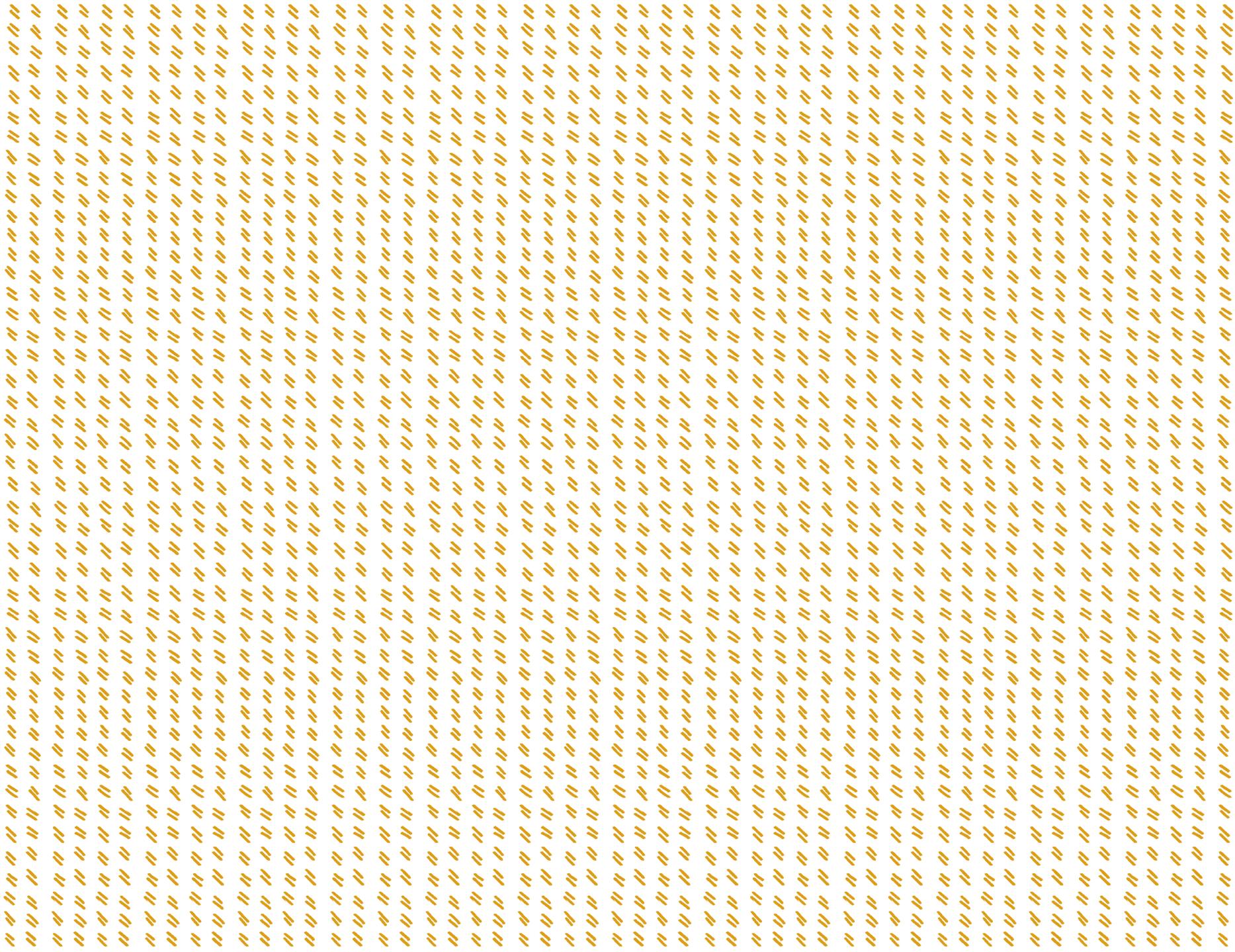
3. Illinois Department of Transportation (2016)

4. Illinois Department of Transportation (2011-2015). **DISCLAIMER:** The motor vehicle crash data referenced herein was provided by the Illinois Department of Transportation. Any conclusions drawn from analysis of the aforementioned data are the sole responsibility of the data recipient(s). Additionally, for coding years 2015 to present, the Bureau of Data Collection uses the exact latitude/longitude supplied by the investigating law enforcement agency to locate crashes. Therefore, location data may vary in previous years since data prior to 2015 was physically located by bureau personnel.

transportation summary



- » Rogers Park and Clark Street are **well served by transit**, but many residents and visitors still drive.
- » **Increasing transportation options** that are cost effective, enjoyable, and safe will encourage economic development and attract residents and visitors to the area.
- » The study area has large sidewalks and crosswalks, so creating a safe and enjoyable pedestrian experience will require **solutions beyond basic infrastructure**.
- » Community members expressed interest in **connecting gaps in the bike network** to easily access amenities and jobs.
- » 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.
- » **Parking in the study area must be "right-sized"** to match the goals of the corridor and community input.





MARKET OVERVIEW

demographic overview

Rogers Park, at the northern edge of the city and adjacent to Evanston, is at once an immigrant community, an established middle-class community, and a college town. But economically and demographically, it is oriented toward Chicago, rather than its northern neighbors.

The population of Rogers Park has hovered around 55,000 for the past seven years. (The population reached a high of 63,500 in the 2000 Census.) Small data differences between the American Community Survey (produced by the Bureau of the Census) and ESRI (an industry-standard demographic data provider) show differing population growth trends in recent years. The ACS measured a population decline each year from 2012 to 2015, while ESRI, after showing a fractional decline, projects an increase to 56,779 by 2021. (For comparison, during the same period, the ACS reports the City of Chicago grew each year from 2012 to 2015, and ESRI projects continued growth through 2021 to 2,821,600).¹

1. Source: American Community Survey

2. Analyzing demographic information in diverse neighborhoods, or neighborhoods with large immigrant populations, can call into question the accuracy of Census data. The Bureau of the Census has studied the issue of undercounts (and overcounts) to determine where they are statistically significant. The Bureau has found that, indeed, some segments of the population (including minorities, renters, and some subsets of those groups) are under-counted, however the undercounts are generally less than 2%. Based on its own research, the Bureau reports that the 2010 Census undercounted the Hispanic population by 1.5%.

FIGURE 6: TOTAL POPULATION, ROGERS PARK

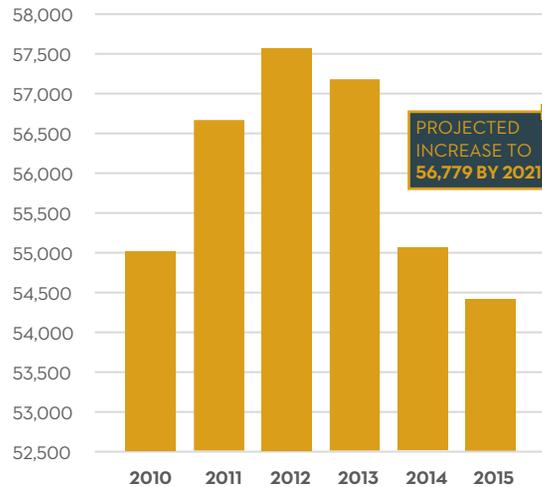
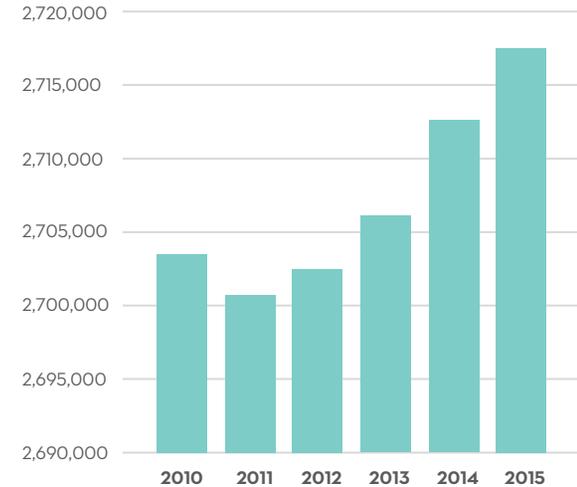
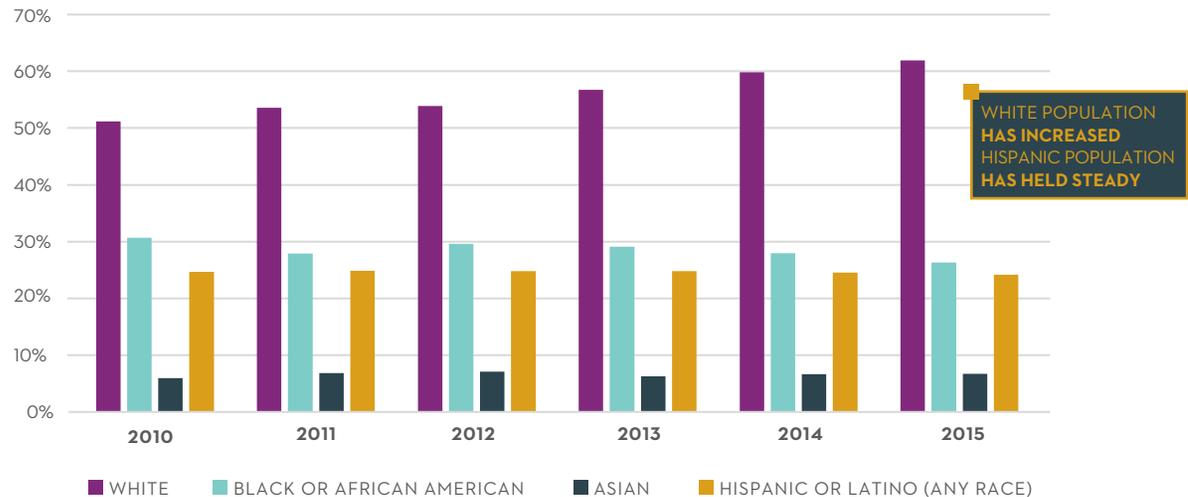


FIGURE 7: TOTAL POPULATION, CHICAGO (CITY)



2

FIGURE 8: RACE & ETHNICITY, ROGERS PARK



RACE AND ETHNICITY

With 38% of the population identifying as non-white, Rogers Park is diverse. Understanding how the Hispanic population fits into the mix of race and ethnicity is more subtle.

Virtually all those who identify as Hispanic in Rogers Park are Caucasian and are therefore a subset of the population that reports as White. Of the 24% of the Rogers Park population that identifies as Hispanic, most (about four-fifths) describe themselves as “Mexican.”

Based on an analysis of the ACS, from 2010 to 2015 the proportion of White residents in Rogers Park increased from 51% to 62%, while the Black (and non-Hispanic) population declined slightly, from 31% to 26%. During this period, the Hispanic proportion of the population essentially held steady, slipping very slightly from 25% to 24%. It may seem counter-intuitive that, in raw population counts, the Hispanic population in Rogers Park was slightly smaller in 2015 (13,135) than it was in 2010 (13,564). For reference, the Hispanic population for the City of Chicago was 29% in 2015.²

HOUSEHOLD INCOME

Median household income in Rogers Park is estimated at \$42,421 (2016), which is lower than the city’s \$49,541. The median income obscures an income disparity and the presence of poverty in Rogers Park: 32% of households earn less than \$25,000, while 45% earn over \$50,000. (“Poverty” in Chicago is considered a household of four people earning less than \$24,000.)

For economic development planning purposes, the split is meaningful: while middle and upper-income households predominate, household incomes in the neighborhood span a broad spectrum.



AGE

Rogers Park is aging faster than the city. The current median age is estimated at 34.2 years old, up from 31.4 in 2010. That compares to the city’s current median age of 33.9, up only slightly from 33.0 in 2010. Nineteen percent of the Rogers Park population is under 18 years old, compared to 23% for the city. Loyola students who live on-campus or elsewhere within the neighborhood’s boundaries are generally counted in Rogers Park and, theoretically, have the effect of lowering the neighborhood’s median age.

Consumer behaviors change with age. Rogers Park households—largely in their 30s—are still in their family-building years, a period when they acquire more household goods and also may require more larger living quarters.

EDUCATION

Rogers Park surpasses the City of Chicago in its educational attainment: **45% of neighborhood residents have a bachelor’s degree or higher, compared to 36% of Chicago residents overall.**

The high rate in Rogers Park is almost certainly influenced by the presence of Loyola University, its graduate students who may live in Rogers Park, and its college graduates who may continue to live in the neighborhood after finishing school. Students attending Northwestern University, located in Evanston to the north of Rogers Park, may also live in Rogers Park.

TAPESTRY SEGMENTATION

Tapestry is a proprietary consumer segmentation system marketed by ESRI Business Analyst services. The concept of consumer segmentation (also called “psychographics”) is based on the idea that household characteristics like age, income, background, and education affect consumer behaviors, but even people who share similar core characteristics (like age, income or race) often have different interests, values, and preferences. Tapestry is also tied to the idea that consumer types tend to cluster geographically. The 67 Tapestry segments cover the whole country and are not specific to a geography; each one is a profile that describes a consumer type that may live in pockets or clusters in different U.S. cities or neighborhoods.

In small geographies like a neighborhood, there are usually two or three dominant Tapestry segments. **In Rogers Park, the two primary segments are “Trendsetters” and “International Marketplace”. Together, these account for 55% of Rogers Park households.** The five top Tapestry segments in Rogers Park are as follows:

FIGURE 10: TAPESTRY SEGMENTATION

Tapestry Segment	% of Rogers Park HHs	Key Characteristics & Preferences
Trendsetters	37%	<ul style="list-style-type: none"> • Singles living alone or with roommates or partners • Half have bachelor’s degree or higher • Spenders, not savers. Image is important; they spend on fashion and technology • Few financial responsibilities • They travel, explore arts and culture, and are environmentally conscious • Attentive to health and nutrition • Shop at Whole Foods and Trader Joe’s, but often buy ready-to-heat meals
International Marketplace	18%	<ul style="list-style-type: none"> • 40% of population born abroad; 1 in 4 households do not speak English • Larger household size (3.04); often includes children and multiple generations • Only 29% have a high school diploma • High labor participation rate; striving to get ahead • No extra money to invest or save • Shop at warehouse/club stores and also at specialty (ethnic) markets
Metro Renters	10%	<ul style="list-style-type: none"> • Mostly singles; small household size of 1.66 persons • Mostly renters; get around by transit, taxis, bikes, and walking • Well-educated • Interested in the arts, education, and creativity • Spend money socializing, e.g., at bars and restaurants • Shop at Trader Joe’s and Whole Foods; partial to organic foods
College Towns	8%	<ul style="list-style-type: none"> • Non-family households, living alone or with roommates • Includes students living in dorms and off-campus, low-rent apartments • Limited incomes result in thrifty purchases • Not the healthiest eaters • Interested in fashion and trends, and also in environmentally-friendly products
Metro Fusion	5%	<ul style="list-style-type: none"> • Diverse, non-White, Hispanic, and foreign-born • Renters; many have young children; a quarter are single-parent households • Working to advance in their professions • Interested in fashion (“dress to impress”) and electronics • Shop at discount grocery stores, Kmart, and Walmart • Often eat frozen dinners and prefer fast-food when dining out

Tapestry segmentation is commonly used by national retailers and restaurants in their location scouting to identify potential sites that match their consumer profiles. In neighborhood-based development, Tapestry can be used to inform retail mix and housing development. In Rogers Park, the two largest Tapestry segments show distinct differences:

- » “Trendsetters” demand smaller housing units, while “International Marketplace” requires larger units for larger households.
- » Both segments are fashion-conscious, but Trendsetters are spenders, while International Marketplace are value-shoppers.
- » Trendsetters spend on entertainment, prepared food, and dining out, while International Marketplace have less disposable income for these purchases.



employment

Rogers Park has 29,643 employed residents, with an unemployment rate of 6.4%. (Chicago's unemployment rate is 9.4%).³

Most employed residents of Rogers Park work in service-related jobs (65%), with another 10% working in retail trade. Service-related jobs are primarily white-collar and include management, financial, professional, sales, and administrative support occupations.

Despite being on the border of Evanston (itself a center of employment), the great majority of Rogers Park residents work in Chicago: 60% of Rogers Park residents who have a primary job work in the City of Chicago; only 7% cross the line to work in Evanston.⁴

Rogers Park is also an employment center (albeit a small one), with 6,481 jobs within the neighborhood boundaries. Fifty-nine percent of the people who fill these jobs also live in Chicago.⁵

FIGURE 11: ROGERS PARK EMPLOYMENT

Industry of Employment	% of Employed Population, 16+
Services	65%
Retail Trade	10%
Finance/Insurance/Real Estate	7%
Manufacturing	5%
Transportation/Utilities	4%
Construction	4%
Information	2%
Public Administration	2%
Wholesale Trade	1%
Agriculture/Mining	0%

FIGURE 12: ROGERS PARK LIVE/WORK

WHERE PEOPLE WHO LIVE IN ROGERS PARK WORK	
Chicago	60%
Evanston	7%
Skokie	3%
All other locations (<1% each)	29%
WHERE PEOPLE WHO WORK IN ROGERS PARK LIVE	
Chicago	59%
Skokie	7%
Evanston	3%
All other locations (<1% each)	30%



3. Source: ESRI; employed population 16 years or older, 2016.

4. Source: American Community Survey, 2015.

5. Source: American Community Survey, 2015.

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	45,693,000	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.

Improving the business mix, marketing, and merchandising can help to recapture a portion of sales in some categories, particularly in areas where Clark Street already has a foothold, like restaurant dining. The largest leakage category, General Merchandise Stores, will likely change significantly when the planned Mini-Target store is built at Devon and Sheridan. (General Merchandise sales are difficult to recapture in traditional-format small businesses, like many of the businesses on Clark Street.)

BUSINESS MIX

The Clark Street corridor from Howard to Devon (including Gateway Centre) hosts 296 business entities, based on data collected by SalesGenie, a compiler of business marketing data. The three largest categories of businesses are Retail Trade, Other Services, and Food Services (see footnotes). The inventory reflects the number of business entities (which does not necessarily correlate to square feet by industry), but it provides insight into the relative mix of broad business types. Traditional (especially chain) retailers are located primarily at the Gateway Centre, but the corridor is interspersed with apparel and accessories, general merchandise, cosmetics and pharmacy stores. Food Services shows a total of 45 restaurants and bars.

FIGURE 14: ROGERS PARK BUSINESS MIX

NAICS Code	Description	% of Clark St. businesses
44-45	Retail Trade ⁹	23%
81	Other Services (Except Public Administration) ¹⁰	17%
72	Accommodation & Food Services ¹¹	15%
62	Health Care & Social Assistance	11%
52	Finance & Insurance	7%
53	Real Estate, Rental & Leasing	7%
54	Professional, Scientific & Technical Services	4%
31-33	Manufacturing	3%
99	Unclassified	3%
48-49	Transportation & Warehousing	2%
61	Educational Services	2%
23	Construction	1%
42	Wholesale Trade	1%
92	Public Administration	1%
71	Arts, Entertainment & Recreation	1%
51	Information	1%
		100%

OTHER COMMERCIAL CENTERS

Competing commercial corridors near Clark Street include Sheridan Road south of Loyola, Devon Avenue near Western, and Western Avenue at Howard. Andersonville to the south, and downtown Evanston to the north, while nearby, cater to different customer bases.

In the shopping center sector, Gateway Center contains 186,000 square feet. Other strip centers or malls within 2.5 miles add 1.5 million square feet to the retail space inventory. With the exception of Lincolnwood Town Center, most are smaller than Gateway, falling in the range of 40,000 to 100,000 square feet.¹² The three largest are listed in Figure 15 below.

FIGURE 15: STRIP CENTERS/MALLS WITHIN 2.5 MILES

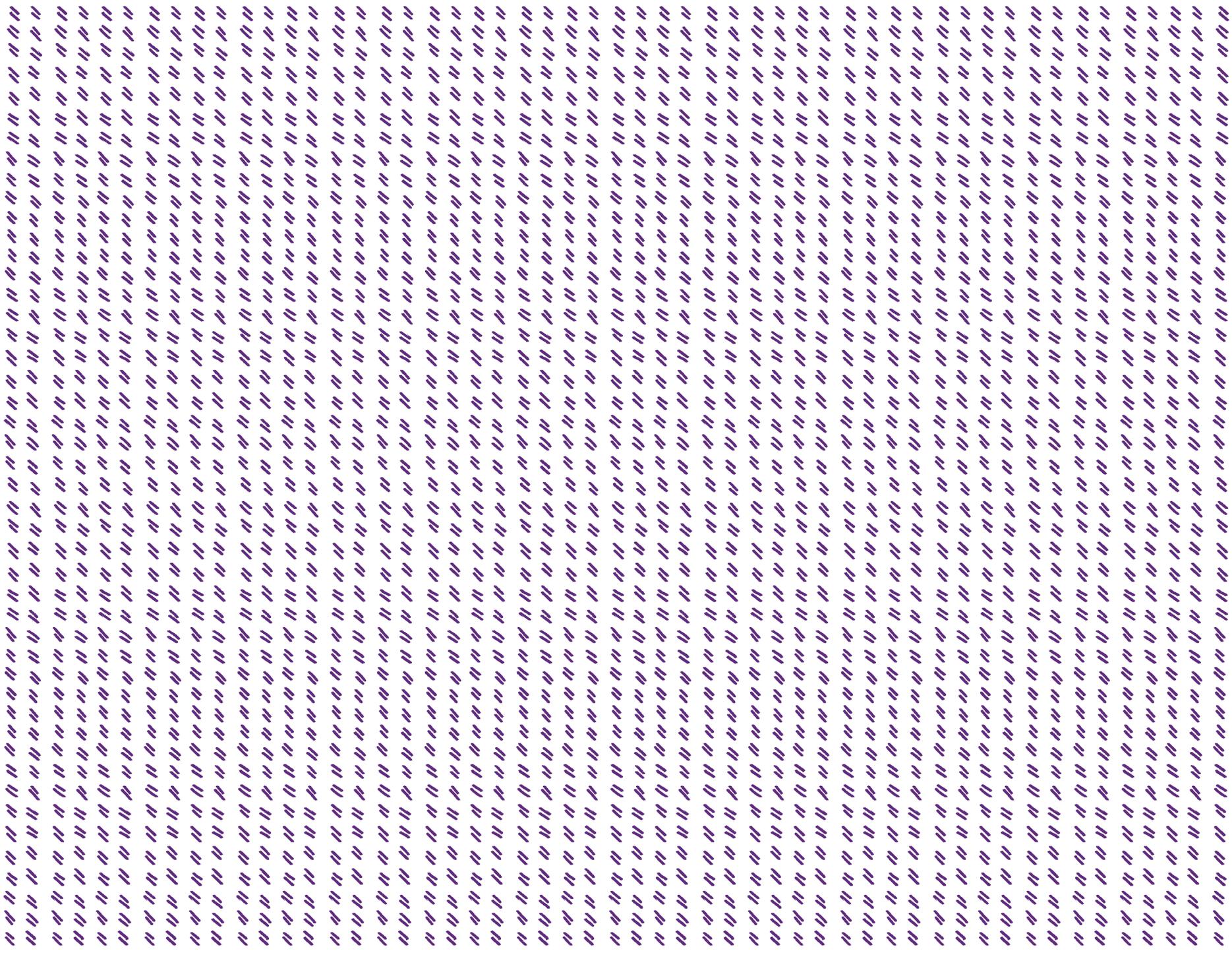
Shopping center	Size (SF)
Lincolnwood Town Center	422,000
Lincoln Village	164,000
Main Street Commons (Evanston)	137,000

9. In addition to typical retail items, this category includes auto sales and parts, and gasoline stations.
 10. There are no "accommodations" on Clark Street; businesses in this category include full and limited-service restaurants, and bars.
 11. Includes auto repair, hair salons, tattoo shops, and other retail-like and personal-care services.
 12. Source: International Council of Shopping Center

market summary



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





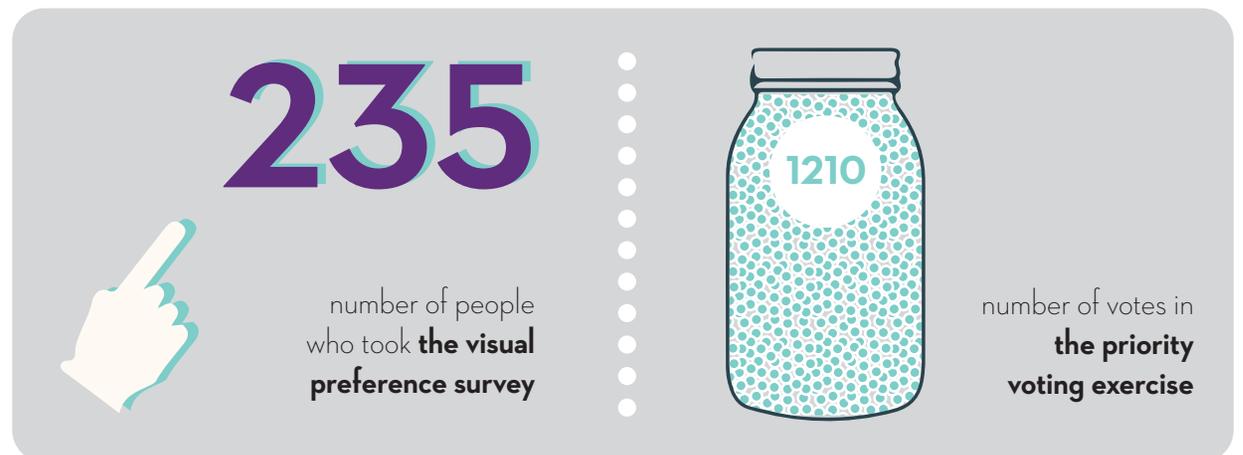
COMMUNITY INPUT SUMMARY

the public process

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 is well-executed and 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.

From the very beginning of the process, the team has worked closely with Rogers Park Business Alliance (RPBA) and the Steering Committee to create such an engagement strategy that would target diverse populations along the corridor. Key components of this strategy to-date have included:

- » The creation of the **Steering Committee** to help guide the process.
- » **Project branding** so that all project messaging remains consistent.
- » The development of **a website and social media pages** to keep the community up-to-date on the process, key meetings, surveys, and working documents.
- » Over **160 mailouts to property owners** along the corridor.
- » A series of **stakeholder interviews and focus group** discussions.
- » A **Community Open House** and a **Community Survey**.



stakeholder interviews and focus groups

On May 9-10, 2017, the Lakota Group team conducted focus group discussions and interviews with neighborhood leaders and residents, business owners, property owners, developers, neighborhood associations, and key institutions to discuss specific issues, opportunities, and potential outcomes of the Vision Clark Street Master Plan. Overall, 25 people participated in the discussions. Themes from these conversations are outlined in the quotes section of this report (p. 18-25).

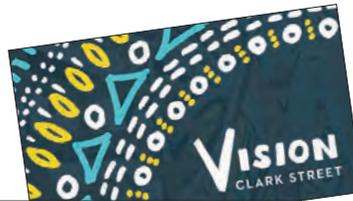


community open house #1

The first Community Open House was held on May 30, 2017 in a vacant storefront on Clark Street. Roughly 200 community stakeholders were in attendance, including residents, business owners, Rogers Park Business Alliance Board members, the Alderman's office, and various community organizations. This workshop introduced the project and planning process to the community, while providing a series of interactive exercises to engage the participants on what they considered to be the biggest assets and issues along the corridor and what their top priorities were for the plan. At each station, participants were encouraged to engage in an open dialogue with the project team and other attendees. These stations included:

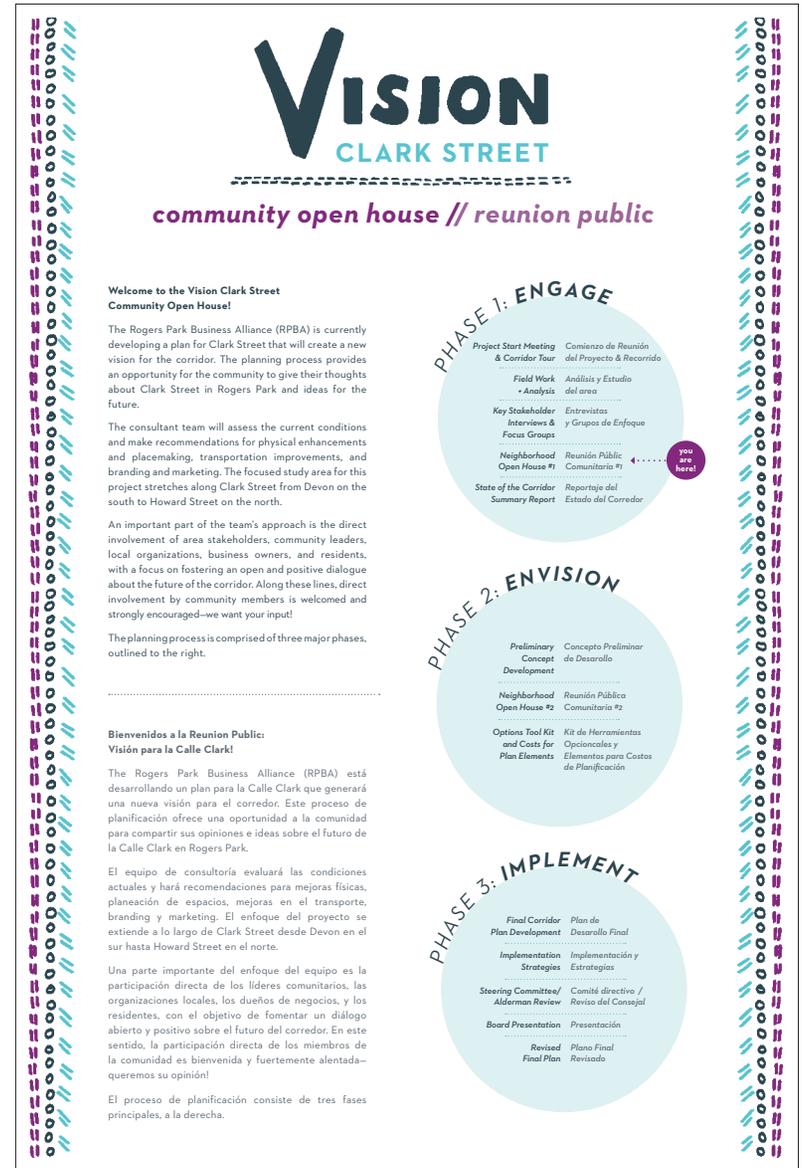
STATION 1: Welcome/Introduction

Participants were given the opportunity to sign-in to the workshop and handed a project information card, which included the project website, Facebook page, and project lead contact information. This station also included two project informational boards, featuring an overview, timeline, and goals of the project.



stay involved // mantengase involucrado

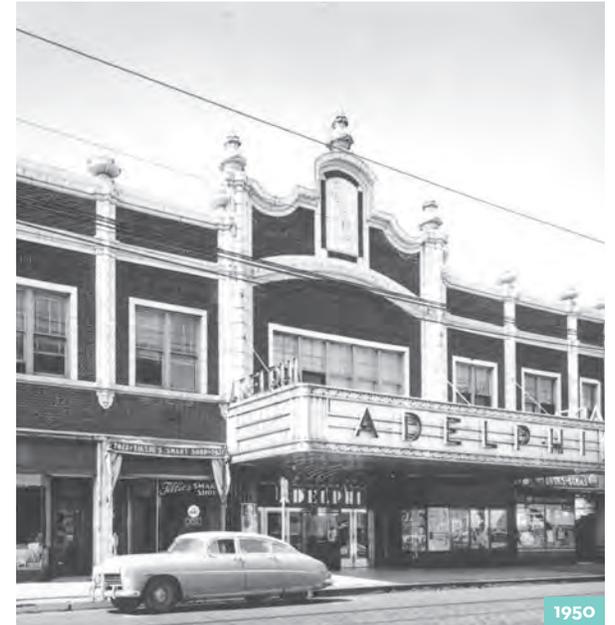
-  [facebook.com/VisionClarkStreet](https://www.facebook.com/VisionClarkStreet)
-  thelakotagroup.com/projects/vision-clark-street
-  [Carolina Juarez • cjuarez@rpba.org](mailto:Carolina.Juarez@rpba.org)
-  773-508-5885





STATION 2: Historic Exhibit

The planning team worked closely with the Rogers Park/West Ridge Historical Society to collect and showcase a series of historic images of buildings and street scenes within the project area. This exhibit highlighted the tear-down of historic buildings, such as the First Federal of Chicago building, the Masonic Temple, the Adelphi Theater, and the Rogers Park Hospital. It also illustrated the remaining historic character of the corridor, showcasing side-by-side, “now and then” images of historically significant buildings that still exist today.

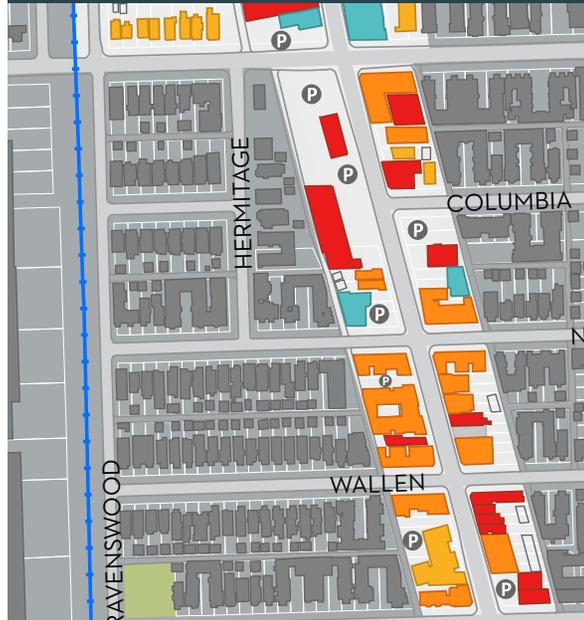


STATION 3: Analysis Maps

In this first phase of the process, the project team performed analyses—through fieldwork, mapping, and research—of existing conditions along the corridor. These analyses included elements such as land uses, the physical condition of buildings and facades, transportation amenities and conditions, and the current and projected demographics. A series of three exhibits showcased the following:

- » Existing land uses (p.12-18)
- » Transportation along the corridor (p.22-25)
- » Current demographics (p.28-34)

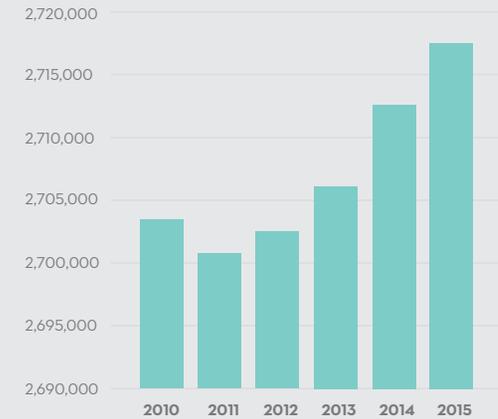
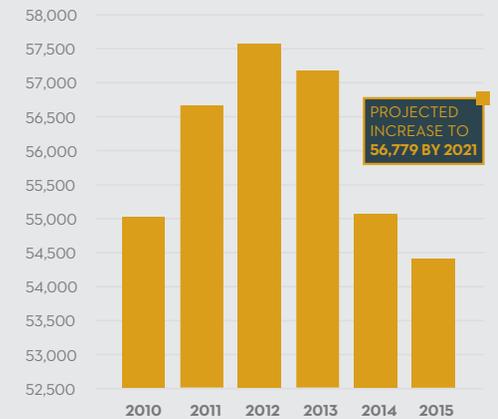
LAND USE MAP, p. 12



TRANSPORTATION MAP, p. 24



DEMOGRAPHIC INFO, p. 30



Earn Less Than
\$25,000



Earn More Than
\$50,000

STATION 4: Big Map Exercise

This large, 10'x3.5' map invited participants to place colored dots along the corridor, corresponding to these questions:

- What are the key landmarks and destinations along the corridor?
- Opportunities for placemaking, branding, or public space?
- Potential development or redevelopment sites?
- Problem intersections, crossings, or sidewalks?

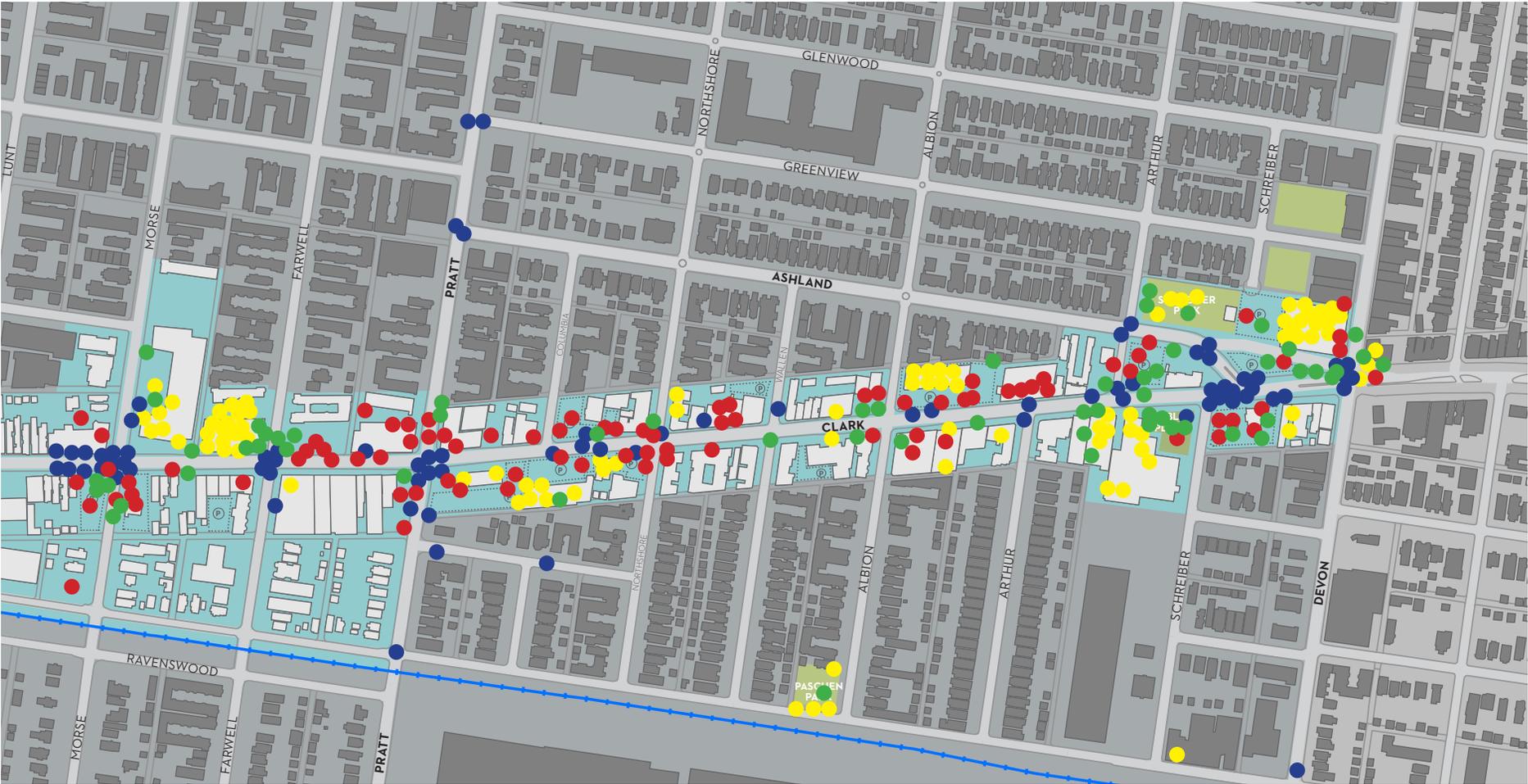


Areas featuring key landmarks and destinations are noted throughout the corridor. Notable concentrations of yellow stickers occur at or near the Howard CTA and Rogers Park Metra stations, parks along the corridor, New Field Elementary School, Rogers Park Branch Chicago Public Library, Smack Dab Bakery, Taste of Peru, Clark Devon Hardware, and at the intersection of Greenleaf and Clark.

Notable concentrations of areas in need of placemaking and branding include parking lots, the bus-turnaround, the Police Station plaza, and small corner plazas along Clark, especially at the intersections of: Howard and Clark, Lunt and Clark, Morse and Clark, Pratt and Clark, and north of Devon at Ashland and Clark.

Potential (re)development sites were identified throughout the corridor but the three main

sites identified include: the vacant building at Arthur and Clark, located on the east side of the street; the strip mall at Lunt and Clark; and underutilized buildings and properties near the Rogers Park Metra station. The areas most identified as problem intersections, crossings, and sidewalks were located at Howard and Clark, Birchwood and Clark, Rogers and Clark, Chase and Clark, Estes and Clark, Greenleaf and Clark, and the stretch of Clark just south of Lunt.



STATION 5: Visual Preference Survey

A visual preference survey was conducted as part of the Community Open House to gauge the community's preferences regarding the potential character of the Clark Street corridor. The results of the survey, from both the Open House and the Online Community Survey, are found on pgs. 12-15.



STATION 6: Existing Conditions Slideshow

A series of existing conditions that were taken during the team's fieldwork were projected on a wall. They included images of building and property conditions; business mix and attractions; development, redevelopment, and reuse opportunities; gateways and entrances; storefronts and signs; streetscapes and public spaces; transportation conditions; and community identity.



OPEN HOUSE PRIORITY VOTING RESULTS

STATION 7: Mason Jar Priority Voting Exercise

Open House 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 to the right.



existing building reuse/rehabilitation



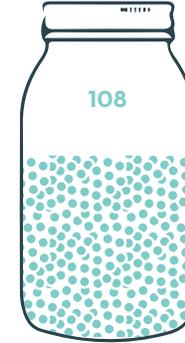
improved building facades/storefronts



new entertainment options



new/improved public space



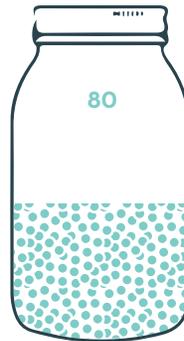
pedestrian safety/enhancements



biking improvements



more/better public art



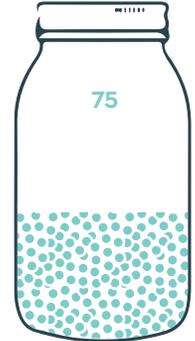
new commercial development



streetscape enhancements



improved/more parking



better identity/branding



less congestion/more circulation



more/improved housing





STATION 8:
I "Heart" Rogers Park

Attendees wrote what they “love” about Rogers Park/the Clark Street Corridor in both Spanish and English on post-it notes. The intent is for this interactive display (or series of displays) to be placed in a restaurant(s), the public library, and/or festivals/events to continue to inspire the community to identify the greatest assets of Clark Street and their neighborhood.

🌀 visual preference survey results

The goal of the Visual Preference Survey is to gauge the community's attitude towards the corridor's potential character. The images used for the survey help to establish improvement goals and desired character.

Images were organized into four categories: Buildings & Development Character, Transportation, Urban Design and Branding.

Participants ranked each image on a scale from "Strongly Like" to "Strongly Dislike," and also had the option to answer "Neutral" if the content of the image was unclear or if they had no preference for or against the character presented in the image. The Visual Preference Survey was facilitated as both a community workshop activity and an online survey.

The photos shown on the following pages represent the top selections of the four categories covered.



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.



OUTDOOR DISPLAYS

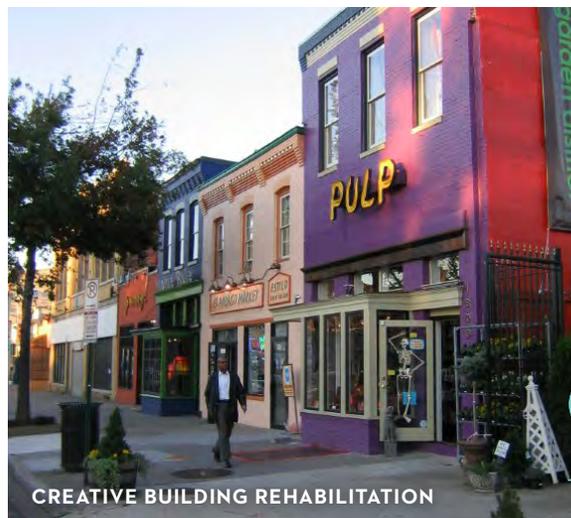


CUSTOM STOREFRONT



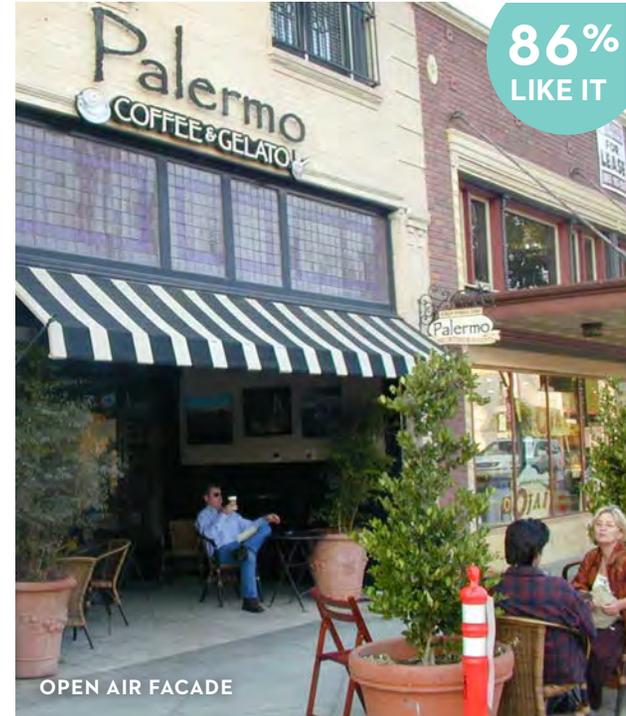
75%
DISLIKE

WINDOW SIGNAGE/ADVERTISING



CREATIVE BUILDING REHABILITATION

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



86%
LIKE IT

OPEN AIR FACADE



MIXED USE DEVELOPMENT



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

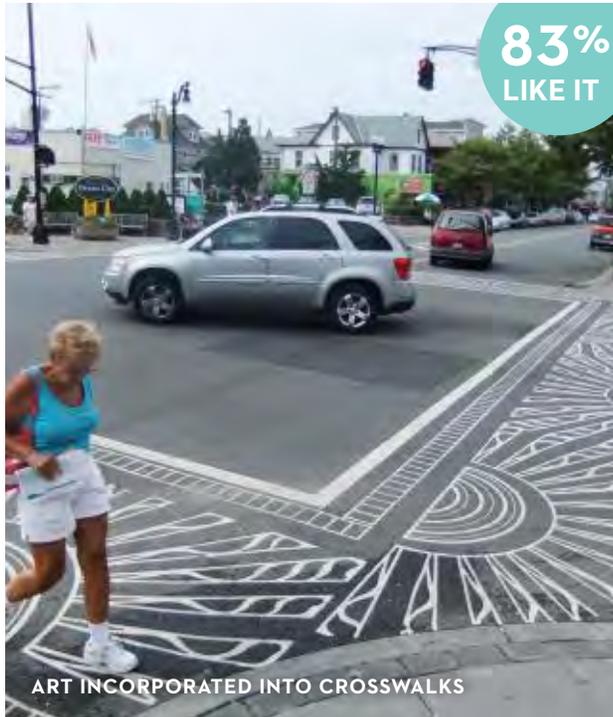
Necessary but ugly. Would be nice if we could improve upon the aesthetics of the average bus shelter.



BIKE PARKING



BUS SHELTERS



ART INCORPORATED INTO CROSSWALKS

83%
LIKE IT

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



PLANTED CORNER "BUMP OUT"



BIKE WAYFINDING SIGNAGE

TRANSPORTATION

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.

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

”

87%
LIKE IT

URBAN DESIGN

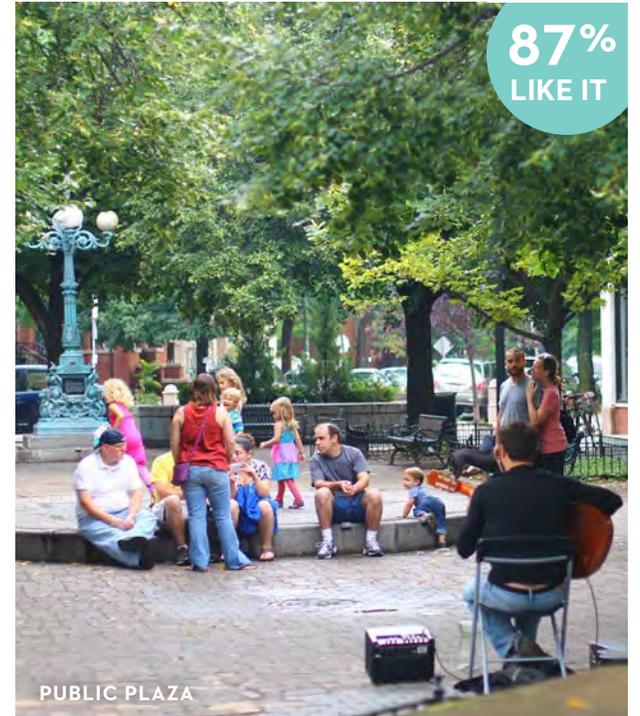
Public plazas and programmed open spaces were highly rated by respondents, though some mentioned concerns that they would collect litter and require upkeep. Informal landscaping and parking lot buffers were also favorably received. The photo with the most negative response was the concept of a curbless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



SIDEWALK CAFE SEATING



LANDSCAPED CORNER PLAZA



PUBLIC PLAZA



57%
DISLIKE

CURBLESS STREETScape



PROGRAMMED OPEN SPACE



INFORMAL LANDSCAPING

“

Create a programmed plaza by police station or library.

“

Only if designed and selected by Rogers Park residents



LARGE MURALS



CULTURAL MURALS/ART



PLANTERS

83% LIKE IT

Please much more of this. ”



PERMANENT BANNERS



TEMPORARY/ROTATING ART

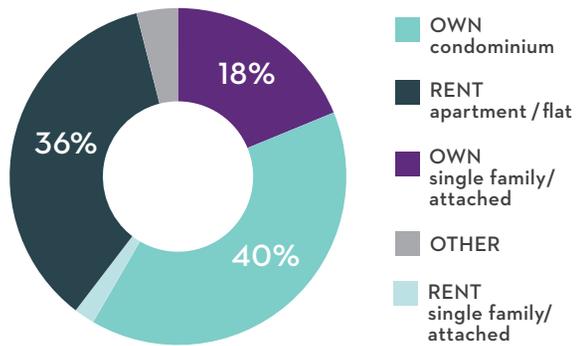
BRANDING

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.

community survey

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.

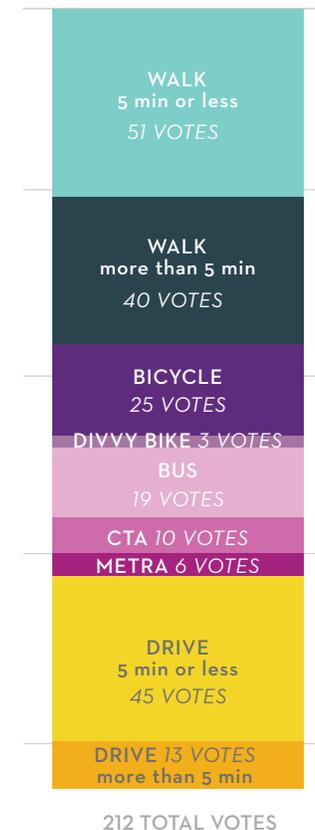
housing tenure



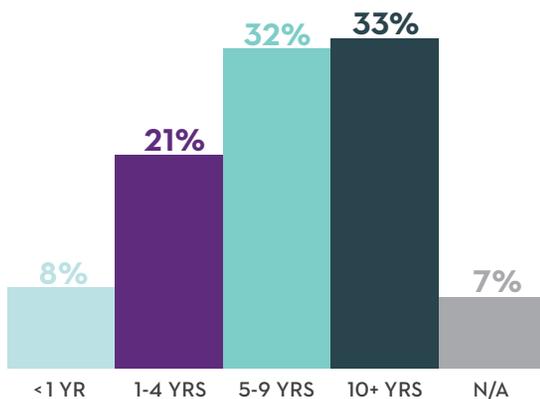
which street do you use most often to cross clark street?

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

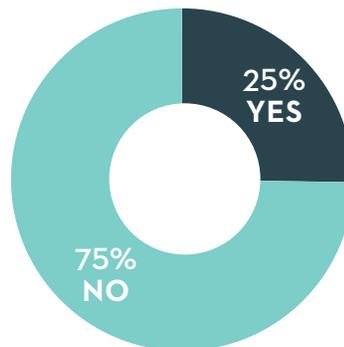
how do you most often travel to Clark Street within the study area? mark all that apply



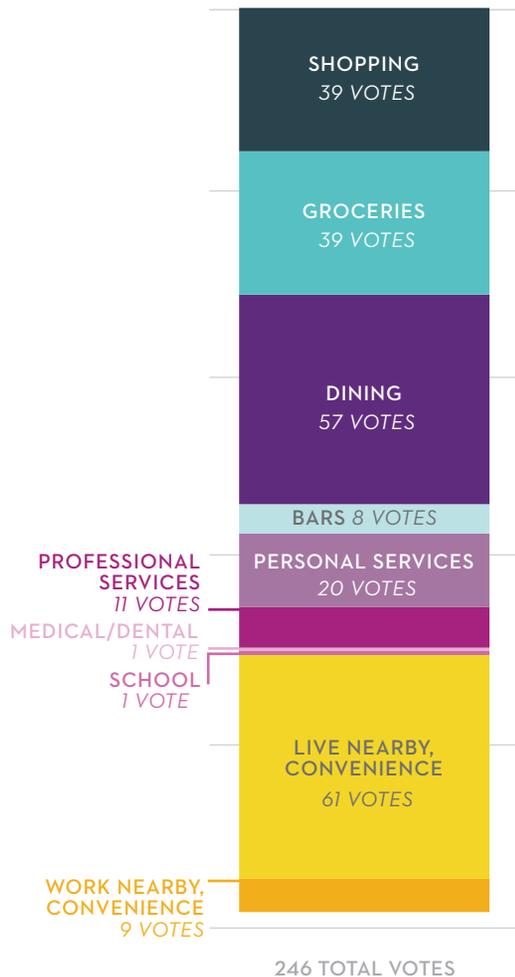
length of residence in rogers park



do you work in rogers park?



what are the main reasons you visit businesses on Clark Street?
choose up to three



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

// celebrate the diversity of the corridor

““

I love the diversity and the unique experience of living in Rogers Park.

We need to preserve what's here. ””

““

Whatever we do we should not exclude or push out small businesses or people of color.

Keep and enhance the character and fabric of Rogers Park. ””

We don't want Rogers Park to become like Uptown (yuppie and ghetto) or Andersonville (too affluent). ””

““

Make sure to use spaces and preexisting buildings before new development.

More housing density-affordable and market rate- would support retail and transit. Underutilized parcels at corners are abundant: Morse & Clark, Pratt & Clark, near Metra, near Rogers Ave. ””

I moved to Rogers Park because it was affordable and close to transportation. ””

We need visual designs that are honest, culturally interesting, and artistic. ””

DO NOT place affordable housing in Rogers Park. We need the spending power to grow local biz. ””

“

I definitely think Clark Street needs a refresh. It can be improved and still maintain the integrity and uniqueness of your multicultural patchwork. It can't look too immaculate or gentrified. It has to maintain the heritage and flavor without compromising the authenticity.

Rogers Park is unique in every way. ”

There is not a singular identity for Clark Street in Rogers Park. ”

“

I'm 150% for development on Clark in Rogers Park, but I'm concerned about preserving what's already here.

Be culturally aware and avoid pricing out current tenants. ”

We should engage the younger populations –students at Loyola, CMSA, and local schools—to help improve the area. ”

Please don't make it gimmicky or full of chain retailers and restaurants I could find all over the country. Be a breeding ground for locally-owned business, especially those that may be getting out-priced from their rents in Andersonville, Lake View, etc. ”

// maintain & honor the rich history of rogers park

The Historical Society should be moved back to Clark Street.



Rogers Park was its own city for a while and has such a rich history.



The A&T grill sign is a neighborhood landmark. Can we provide support to the owners to get it refurbished/repainted?

Rogers Park used to be its own town before being annexed into Chicago. Having some of that history brought back, as well as the history of Rogers Park in general, would give a strong sense of community and ownership.



My main concern is that, yes, some things may be more visually appealing but when you think about the Nature of Clark St., some things will not work or would be very difficult/expensive to implement. We need to somehow strike a happy medium to maintain some of the historic charm that attracts many. We should upgrade other things while also ensuring that changes can also be easily re-adaptable.



THEN



NOW

// connect parks and open spaces through green linkages

Keep the parks and have more clean-up days.



There's a lack of sculptures, art, and distinct local flavor along the corridor.



Let's close Estes-Greenleaf to cars during the weekends during nice weather. There could be craft shops and markets.



Utilize public parking at Devon and Clark, bus-turnaround, Police Station, and Ashland to create more public space.

Create Rogers Park sports leagues at Touhy Park.



We could utilize special paving to connect two sides of Clark for a time when street is closed.

Reconfigure Ashland/Devon interchange to bring Schreiber Park up to Clark.

// strengthen transit connections & the pedestrian experience

“

Clark corridor can and should support many hundreds more units of housing, especially near transit—CTA & Metra

Clark St. is pedestrian unfriendly

”

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

I don't think a bike lane on Clark is a good option since it's already congested with traffic. Perhaps Ashland or Glenwood Ave would be better options. There's a bike corridor on Glenwood in Andersonville/Edgewater already.

”

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.

”



“

There is a lot of vehicular traffic, but it feels like people are just trying to get through the area, not get to the area to shop.

Enhance pedestrian and bike sharing of space and decrease cars.

”

// improve facades & streetscapes

“

We need more garbage cans and recycling bins.

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

”

Wider sidewalks.

Too many curb cuts.

Way too much sign pollution.

”

Don't make Clark St. unfriendly to motorists—the way Broadway South of Lawrence is. Chicago has become anti-motorist! Don't take parking away from Clark St.!

”



“

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

Clark St. needs assistance for business owners. Locate and engage property owners and work with them to improve storefronts, which are dated and lack design character. Work with them to stay. Pretty, cosmetic improvements are useless if you can't keep storefronts filled.

”

// provide information to inform development & future land uses

“

A record store catering to local music tastes would be a great addition to Rogers Park.

Key parcels are tied up but there are developers that are actively pursuing projects.

”

“ Improve the retail offerings.

There are distinct areas within the planning areas: North: Clark Street from Touhy to Howard; Central: Clark Street from Pratt to Touhy; and South: Clark Street from Devon to Pratt.

”

We need a community center where people can come together without spending money. Neighbors can have book clubs, play cards, and teach each other how to use cell phones!

”

“

There is interest in Clark Street and Rogers Park for redevelopment for residential and/or mixed-use.

It would be great to have some fine dining options.

”



Improve the retail offerings. Too many strip malls.



We are looking to buy a bigger house and would like to stay within Rogers Park, but we keep leaving the neighborhood for dining and shopping. We have been waiting for something to happen to Clark forever. Upscale dining, cozy cafes, and interesting places to have a drink after work would be great. Get rid of the abundance of dollar/phone card stores, creepy storefronts, vacant buildings, and the Greenleaf prostitutes.

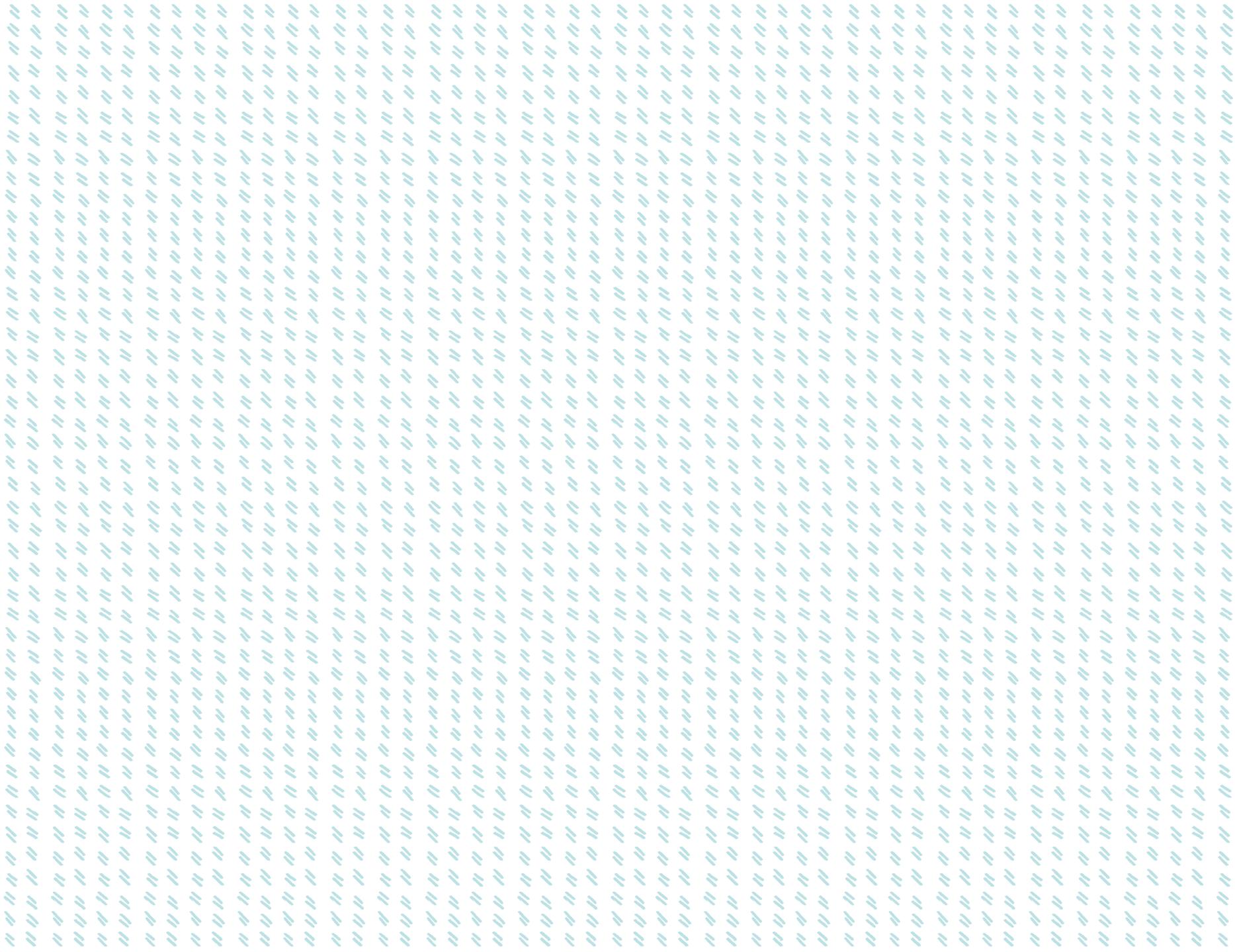


There seems to be a lack of community or camaraderie between the business owners.



There is a spectrum of sophistication amongst developers. We need to work with them to improve the retail offerings.





.....

TAKEAWAYS

.....

land use & physical conditions takeaways

» **Facade improvements.**

Building conditions vary throughout Clark Street but many are in need of repairs and enhancements to facades. There are a number of historic buildings that should be maintained, while other buildings that are in a state of disrepair should be upgraded.

» **Development + Redevelopment**

While development and redevelopment will be longer-term implementation steps, the Plan should address the impact of the City's TOD ordinance on the central part of the corridor and depict the potential vision for future land uses and development.

» **Public art.**

It will be important for this plan to preserve existing artwork and murals and to propose strategies and programs to incentivize more art. Bringing murals closer to Clark Street, in addition to under the trains, will help in incorporating art to celebrate the diversity of Clark Street.

» **Green linkages.**

While there are large and well-programmed parks along Clark Street, the Plan should propose strategies to enhance the public spaces between them—including the streetscape, underutilized public plazas, and landscaping of parking lots and commercial areas.

» **Signage guidelines.**

Strategies to improve the quality of signage in terms of design, materials, and overall visual quality would greatly enhance the aesthetic experience of visiting the corridor and improve retail viability. This plan should explore guidelines and funding opportunities to help existing businesses improve their signage.

» **Sidewalks.**

The generous sidewalk widths along portions of the corridor would accommodate street furniture, trees, outdoor sidewalk cafes, public art, and pop-up events. Target areas should be identified for streetscape investments. In addition to Clark Street, many east-west streets have ample sidewalk widths to create small plazas or seating areas.

» **Wayfinding.**

Wayfinding signs to and from Clark Street directing residents and visitors to transportation options, civic amenities, and key destinations would help draw attention to and provide awareness of the businesses and amenities located along the corridor. This includes gateway signs, directional signs, informational kiosks, identity markers, and banners.

» **Pedestrian + Shopping Experience.**

Market strategies should address the abundance of vacant storefronts and auto-oriented uses along the corridor to revitalize both the pedestrian and shopping experience of Clark Street.



transportation analysis takeaways

» **Improve access to transit.**

60% of Rogers Park residents who have a primary job work in the City of Chicago, while only 40% of all residents commute by transit. Transit improvements, such as increased frequency and improvements to metra and bus stations, will help to enhance the already robust transit network.

» **Increase transportation choice.**

Offering a variety of transportation options that are cost effective, enjoyable, and safe can support economic development and encourage residents to remain in Rogers Park. Supporting shared mobility services such as bike share and car share, in addition to traditional transit, will provide options to get around for the 35% of households without cars. A dense network of services may encourage those with vehicles to take less car trips.

» **Create a safe pedestrian experience.**

While there are sidewalks and crosswalks in the area, high traffic volumes and parking lot entrances along the corridor can contribute to pedestrians' real and perceived safety concerns. Crash data and feedback from the Community Open House show unsafe intersections where improvements should be targeted, which may include signalization changes, raised crosswalks, and bumpouts.

» **Connect gaps in bicycle network.**

Community input showed that residents who bike to work and nearby amenities would benefit from safer, on-street bicycle facilities. Closing gaps in the network can also encourage people who live in other neighborhoods to visit, shop, and dine in Rogers Park.

» **Strengthen connections between modes.**

Creating stronger connections to other neighborhoods for all modes will not only allow Rogers Park residents to travel to services or amenities not offered in the area, but visitors will have better access to Clark Street and unique offerings in the neighborhood. Wayfinding signage between modes, education on last-mile options, and real-time transit trackers could make connections easier.

» **Rightsize parking.**

Ensure that parking is accessible by matching parking solutions to the goals of the corridor, including contributing to economic development and ensuring a safe pedestrian environment. Peripheral parking facilities can be used for long-term users, while on-street parking should be used by short-term users who are accessing the Clark Street businesses.

market takeaways

» **The customer base.**

By observation from walking the district and visiting businesses, many of the Mexican businesses on Clark Street are patronized primarily by Hispanic customers and fail to attract a diverse spectrum of Rogers Park shoppers and diners. Broadening the customer base would help to strengthen these businesses, some of which appear to be struggling.

» **Non-contributing business uses.**

Clark Street's function as a traditional business corridor is interrupted by uses like auto repair shops which do not foster a walking shopper experience.

» **Node development.**

Given the length of the corridor and its non-contiguous retail (and retail-like) clusters, business development strategies should focus on reinforcing nodes of existing commercial activity, and differentiating them along the corridor and from other, competing commercial corridors. There are even small nodes immediately adjacent to Clark Street (such as at the Rogers Park Metra Station) which have potential for small-scale business development in a pedestrian-oriented environment.

» **Commercial footprint.**

As the economy continues to move away from traditional bricks-and-mortar retail, Clark Street in Rogers Park and other

commercial districts around the city and country find themselves with a surplus of commercial space. This may mean that districts respond by shrinking the amount of retail space over time (and changing their use to housing or otherwise), or positioning the district as a specialty or experiential destination within the region.

» **Gentrification.**

Fears of—or hopes for—gentrification of Clark Street vary by a stakeholder's position in the Rogers Park economy. Many commercial property owners and developers hope Clark Street in Rogers Park will follow the revitalization of Andersonville, and some Rogers Park homeowners likely hope for increased values, as well. Business owners and residential renters fear that increased land values will cause their rents to rise and become unaffordable. While recent data from the American Community Survey does not indicate gentrification—at least, not yet—some speculation and incipient land-holding on the corridor serve as early indicators that increased investment may be coming.

» **Increasing values—not a bad thing.**

Commercial districts require new investment and benefit from some “churn” in the commercial mix. It helps them stay vibrant and relevant. Tools for managing the churn, strengthening existing businesses, and mitigating displacement (such as planning tools or incentives for increasing property ownership) will be presented.

» **Managing displacement.**

Planning tools and incentives should be used to effectively manage business displacement (i.e. gentrification). Some businesses on Clark Street will need assistance in formalizing their enterprises so they can be eligible to participate in these programs (a business that transacts largely in the informal economy will have difficulty qualifying for incentive programs). Currently, even property brokering networks seem to be informal, with some brokers reporting that owners often deal through personal networks.

» **District management.**

The corridor would benefit from a comprehensive commercial district management program, such as a Main Street (or similar) management model. A district management program can coordinate an economic development strategy, including marketing and branding of the district, so it can attract customers from outside Rogers Park.

community input takeaways

» **Diversity.**

Clark Street in Rogers Park is very diverse and offers a unique experience. It will be important to preserve that character moving forward. This could include incentivizing the reuse of existing buildings and ensuring that the racial and economic diversity of the neighborhood is preserved.

» **Rich history.**

This corridor has a long and rich history, which will need to be recognized and incorporated within the Plan. This can be done through preservation efforts, the adaptive use of older buildings, programming that celebrates historic storytelling, and the branding of the corridor.

» **Transit & pedestrian connections.**

This section of Clark Street includes the Rogers Park UP-North Metra Stop, the CTA Howard “L” Stop, and numerous stops for four different CTA bus routes. Connections to these stations and stops can be strengthened through enhanced wayfinding, gateway signage, and cohesive elements. Cars don’t slow down on this stretch of Clark Street, and this, coupled

with a large number of pedestrians at certain times of the day, can create conflicts and unsafe conditions. Improvements are needed to ensure that pedestrians, bikes, cars, and buses can exist cohesively along the corridor.

» **Facades & streetscapes.**

Generally, people think the area looks worn and should be freshened up through reinvestment in buildings, signs, displays, and clear branding along the corridor. Many stakeholders felt the streetscape is bland—lacking landscaping, different paving, color, and cohesive elements. It was also noted that Morse, Howard, and Sheridan have all seen new infrastructure investments, but Clark Street has been largely ignored.

» **Development and future land uses.**

Stakeholders expressed interest in hearing more information about demographics and consumer demand to inform (re)development. The results of this plan should help to identify different nodes along the corridor and provide economic strategies tailored to each sub area.

