

# SUMMARY OF MEETINGS

## TECHNICAL ADVISORY COMMITTEE / RESIDENT & BUSINESS RESOURCE GROUPS

### JEFFERSON PARK STATION AREA MASTER PLAN

April 27-28, 2017

## GENERAL OVERVIEW

The Jefferson Park Station Area Master Plan will be an effort over the next 10 months to develop a vision and implementation plan for improvements around the Jefferson Park Station. The Study Area is located along Milwaukee Avenue and surrounding blocks from Berywn to Sunnyside and the Market Area is bounded by Bryn Mawr to the north, Montrose to the south, Austin to the west and Cicero to the east, as shown on page five of this Meeting Summary.

There will be three on-going groups advising the development of the plan:

**Technical Advisory Committee (TAC):** The TAC will provide technical guidance to the project and review and provide feedback to all project deliverables.

**Resident Resource Group (RRG):** The RRG will provide input from residents and serve as liaisons for the project to gather input from all residents in the community from a variety of outreach techniques.

**Business Resource Group (BRG):** The BRG will provide input into the plan from the business community, especially on economic development issues.

A website will be launched [www.accessjeffpark.org](http://www.accessjeffpark.org) that will include a survey. We will need the help of members of each group in letting people know to sign up for **project updates** through the website and taking the survey to inform the planning process.

The RRG and BRG will be primary contacts to gather feedback from fellow residents and business owners and seeking additional input on the plan. While the project objectives (summarized on the right) aim to make the Transit Center and surrounding area more attractive, enhancing the character of Jefferson, including promoting small local businesses, taking advantage of older buildings, and improving access for all users. The Master Plan will also set guidelines for development and improvements, as well as leverage current and future investments to improve the Jefferson Park Station Area.

## PROJECT OBJECTIVES

1. Plan for complementary neighborhood improvements for Jefferson Park Transit Center rehab
2. Improve access to Transit Center
  - Pedestrians
  - Bus/CTA/Metra transfers
  - Neighborhood amenities around Transit Center
3. Improve neighborhood access
  - All modes of transportation
4. Develop a balanced vision for new development that builds on community character

## 6 STEPS IN PLAN PREPARATION

1. Data, conditions update, issue identification
2. Community visioning, shared values and goals
3. Presenting and considering alternatives
4. Best alternatives, community consensus building
5. Implementation actions and setting priorities
6. Adoption and celebration

## PRESENTATION SLIDES

This meeting summary relates to presentation slides that led discussion with all three groups. The presentation slides can be found on the project website: [www.accessjeffpark.org](http://www.accessjeffpark.org)

At these initial meetings, attendees noted that some people take transit while others drive, walk, or bike, there is a mix of long-time and more recent residents, and the neighborhood offers a mix of shopping, dining, healthcare, culture, recreation, education, and entertainment. Jefferson Park has a strong identity, which is evident by how people immediately identify with the area. However, the community has changed in many ways over the past several decades, which have challenged how Jefferson Park lives up to that identity particularly by the area immediately surrounding the station.

## INITIAL THOUGHTS ON JEFFERSON PARK

As summarized in the tables on the next pages, each meeting included an interactive session to answer four questions that were designed to gain a preliminary understanding of the each group's thoughts on the Jefferson Park Station Area. In addition to the feedback generated from these four questions, the BRG was asked a fifth question: "What Makes a Successful Business District?" Some big picture ideas that emerged from the meeting overall include:

- Determine what goods and services are needed in the community and what types of businesses could be attracted to meet these needs
- Focus on small locally owned businesses
- Increase pedestrian activity in the area to support local businesses
- Emphasize advantages of shopping local while being cognizant of trends towards online; be able to distinguish Jefferson Park as having a unique experience that you can't get online
- Provide an experience that draws people in and encourages them to stick around and visit again
- Identify Jefferson Park's "center" and brand promise
- Tell the story of local businesses and Jefferson Park
- Understand that improvements to the surrounding environment will impact decisions for people to visit, shop, set up a business, etc.
- Support businesses and developers who are trying to do business in Jefferson Park

*"I am looking for better collaboration so I can provide coupons to customers to visit other local businesses while they wait for their bikes."*

Justyna Frank  
Cosmic Bikes, Owner

*"Our wholesale business does well, but I seek to improve the look of my business to attract more walk-in customers to boost retail sales."*

Chris Kowal  
Ideal Bakery, Owner

*"This process provides an opportunity to define, 'What is Jefferson Park?'"*

Ald. John Arena  
45<sup>th</sup> Ward

**TECHNICAL ADVISORY COMMITTEE: RESPONSES TO FOUR QUESTION**

Q1: How would you describe the Jefferson Park Station Area now?	Q2: Describe one way the area can be improved.	Q3: What is one thing you would like to achieve through a plan for this area?	Q4: Are there any business districts nearby that are good examples for Jefferson Park?
<ul style="list-style-type: none"> <li>- Work in progress</li> <li>- Transitioning</li> <li>- Dated</li> <li>- Super active and intense at times, dead other times</li> <li>- Relatively affordable</li> <li>- Multimodal: can access different transportation immediately</li> <li>- Not very pedestrian friendly</li> <li>- Needs identity/branding</li> <li>- Angled streets can disorient directions</li> </ul>	<ul style="list-style-type: none"> <li>- Provide better pedestrian amenities</li> <li>- Provide wayfinding, particularly to local assets</li> <li>- Resolve disjointed east and west sides</li> <li>- Improve sense of place</li> <li>- Provide more landscaping</li> <li>- Increase housing options</li> </ul>	<ul style="list-style-type: none"> <li>- Create a feeling that you are in one place</li> <li>- Create development guidelines that respects what is here (not a blank slate)</li> <li>- Build on local pride</li> <li>- Recognize quality density and its benefits that already exist in the area</li> </ul>	<ul style="list-style-type: none"> <li>- Six Corners</li> <li>- Lincoln Square (some local trepidation regarding being walkable and family oriented)</li> <li>- Wicker Park</li> <li>- Bucktown (same concerns as Lincoln Square)</li> <li>- Park Ridge</li> <li>- Edison Park</li> </ul>

**BUSINESS RESOURCE GROUP: RESPONSES TO FIVE QUESTION**

Q1: How would you describe the Jefferson Park Station Area now?	Q2: Describe one way the area can be improved.	Q3: What is one thing you would like to achieve through a plan for this area?	Q4: Are there any business districts nearby that are good examples for Jefferson Park?
<p><u>STATION AREA</u></p> <ul style="list-style-type: none"> <li>- Dirty</li> <li>- Not well lit</li> <li>- Outdated</li> <li>- Crowded</li> <li>- Speeding, especially on Lipps</li> <li>- Poor pedestrian facilities</li> </ul> <p><u>JEFFERSON PARK</u></p> <ul style="list-style-type: none"> <li>- Stalled out: business, industries, residents</li> <li>- Empty, especially along Milwaukee and Lawrence</li> <li>- Streetscape improvements have helped</li> <li>- Vacancies prevent street activity; most people just passing through</li> </ul>	<ul style="list-style-type: none"> <li>- Attract more businesses</li> <li>- Create destination spaces/businesses (Jeff Park is often viewed as “just a stop on Metra”)</li> <li>- Provide cafés for Northwestern College students</li> <li>- Provide gathering spaces</li> <li>- Offer more small businesses (retail, dining, café, thrift, etc.)</li> <li>- Provide opportunities for window shopping</li> <li>- Improve customer parking</li> </ul>	<ul style="list-style-type: none"> <li>- Enliven Jeff Park</li> <li>- Market the area</li> <li>- Bring long term sustainability</li> <li>- Build up local foot traffic</li> </ul>	<ul style="list-style-type: none"> <li>- Lincoln Square</li> <li>- Logan Square</li> <li>- Edison Park</li> <li>- Andersonville</li> <li>- Wicker Park</li> <li>- Bucktown viewed as a bad example, due to influx of big box stores and straying from original identity</li> </ul>

<p><b>Q5: What Makes a Successful Business District?</b></p> <ul style="list-style-type: none"> <li>- Walkability</li> <li>- Food and cafés: “places to refresh”</li> <li>- Vibrancy after hours and in off-peak hours</li> <li>- Outdoor spaces, e.g., patio, bar, café</li> <li>- Diversity of uses</li> <li>- Strong support from Chamber</li> </ul>
---

**RESIDENT RESOURCE GROUP: RESPONSES TO FOUR QUESTION**

Q1: How would you describe the Jefferson Park Station Area now?	Q2: Describe one way the area can be improved.	Q3: What is one thing you would like to achieve through a plan for this area?	Q4: Are there any business districts nearby that are good examples for Jefferson Park?
<p><u>STATION AREA</u></p> <ul style="list-style-type: none"> <li>- Unfortunate (there’s potential)</li> <li>- Very cold, unpleasant</li> <li>- Blighted</li> <li>- Hurried, no positive lingering</li> <li>- Gateway to everything</li> <li>- Ragged</li> <li>- Missed opportunities</li> <li>- Uninviting</li> <li>- In between O’Hare and Downtown</li> <li>- Hub</li> <li>- Shady, dangerous, uninspiring</li> <li>- Starkness</li> </ul> <p><u>JEFFERSON PARK</u></p> <ul style="list-style-type: none"> <li>- Ready</li> <li>- Safe</li> <li>- Friendly</li> <li>- Crossroads</li> <li>- Changing</li> <li>- Comfortable</li> <li>- Historic</li> </ul>	<p><u>STATION AREA</u></p> <ul style="list-style-type: none"> <li>- More trees</li> <li>- Less concrete</li> <li>- Murals, color, inspiration</li> <li>- Bus boardings</li> <li>- Green roof, solar panels (energy ind.)</li> <li>- Commercial/mixed use façade</li> <li>- Air rights over bus</li> <li>- Signage</li> <li>- Better customer service</li> <li>- Wayfinding</li> <li>- ADA improvements</li> <li>- Character, art, destination itself</li> </ul> <p><u>JEFFERSON PARK</u></p> <ul style="list-style-type: none"> <li>- Green, trees</li> <li>- Outdoor seating, restaurants</li> <li>- Better wayfinding</li> <li>- Pedestrian improvements: viaduct north of station; each area has own issues; disjointed (play Frogger)</li> </ul>	<ul style="list-style-type: none"> <li>- People who use station stay and spend time/money</li> <li>- Build consensus at moving forward</li> <li>- Sustainability: lasting footprint for next generation</li> <li>- Everything working together</li> <li>- Economic, cultural, environmental sustainability</li> <li>- Things to make you linger</li> <li>- Create greater intensity and relatability between land uses</li> <li>- Safety</li> </ul>	<ul style="list-style-type: none"> <li>- Edison Park</li> <li>- Lincoln Square</li> <li>- Downtown Palatine</li> <li>- Downtown Forest Park</li> <li>- Elmhurst</li> <li>- Uptown Normal</li> <li>- Niles shopping (Touhy/Central)</li> </ul>

## MARKET AREA & STUDY AREA

The map below illustrates the Market Area (marked by the red boundary line) and Study Area (marked by the yellow boundary line). Station area improvements will focus within the Study Area. Data collection and market analysis will focus in the Market Area, which offers wider coverage of the community. A sample of demographic data for the Market Area is provided in the presentation slides. The market analysis will be conducted by Valerie S. Kretchmer Associates (VSKA).



2.0%

Increase in population from 2010-2016 in the Market Area and 5.4% in the Study Area

64.0%

Drove alone to work from the Jefferson Park Market Area, compared to 49.9% City-wide

\$297,000

Median home sales price for a single family home in Jefferson Park Market Area in 2016, which compares favorably to Portage Park (\$280,000) but lower than Forest Glen (\$445,000)

40.0

Median age in 2016, which is significantly higher than the City's median age of 33.9

18.1%

Took transit to the Jefferson Park Market Area, compared to 27.2% City-wide

\$150,000

Median home price for a townhome or condo in Jefferson Park, which compares favorably to Portage Park (\$140,000) but lower than Forest Glen (\$255,000)

55.8%

Share of owner-occupied units in the Market Area, which is higher than the City overall (41.8%)

2.4%

Rode their bike to work from the Jefferson Park Market Area, compared to 6.7% City-wide

\$79.2M

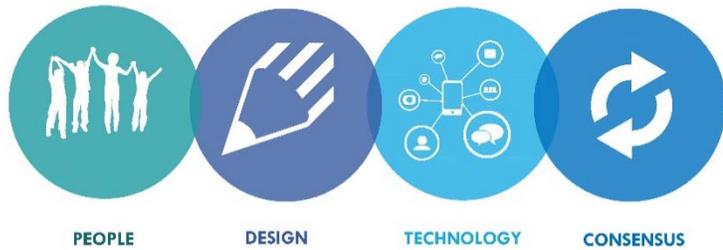
Amount of spending for General Merchandise outside the Market Area while Restaurants are \$20.4M and Food and Beverage is \$18.5M.

Data sources: 2010 U.S. Census, 2010-14 American Community Survey, Esri, Infogroup

## OUTREACH EFFORTS

Led by Teska Associates, Inc. and Metro Strategies, community outreach will include the following elements:

- Project website: [www.accessjeffpark.org](http://www.accessjeffpark.org)
- Stakeholder interviews
- Survey
- Three community meetings
- Outreach at community events
- Project cards, flyers, and other promotional materials
- The Business and Resident Resource Groups also serve as outreach elements to gain insights from the business community and local residents, respectively



## TRANSPORTATION

Sam Schwartz Consultants (SSC) will lead the transportation assessment and strategy formation for the project. SSC shared preliminary insights on the transportation challenges and opportunities presented by the Jefferson Park Station Area, which are summarized in the presentation slides. Key highlights discussed include:



- Safe access to, from, and within the Transit Center
- Pedestrian crossings and access points are significant components to be studied
- Chicago Dept. of Transportation (CDOT) streetscape improvements along Milwaukee have already started
- Wayfinding and signage will be important, particularly around the Transit Center to alleviate points of conflict and help all users navigate the area
- I-90 and railroad physically divide the community – look for opportunities to overcome these barriers
- CTA Blue Line has significant ridership and is growing
- Twelve Pace and CTA bus routes serve the Transit Center
- Potential to assess Ventra transfer data
- Bus turning movements, particularly left turns from Lawrence to Milwaukee
- Pace will be rolling out its new Pulse service along Milwaukee, likely in 2018
- Better real-time bus and train arrival info so people waiting for buses and trains can determine if they have time to visit nearby businesses (e.g., get a cup of coffee, have lunch, visit a store).
- Bicycle parking capacity, design and utilization at Transit Center
- Accommodating taxis and ride services like Uber and Lyft is also important

## NEXT STEPS

- **Launch Project Website** [www.accessjeffpark.org](http://www.accessjeffpark.org) (completed)
- **Launch Survey from Website**
- **Stakeholder Interviews:** This summer
- **RRG and BRG Waling Tour**
- **Community Meeting #1:** June (TBD) (Note scheduled June 19 at 6:00-7:30 at Copernicus Center)
- **Community Events:** Outreach at local events, including farmers market, library, and fieldhouse
- **Existing Conditions Analysis:** Completion this summer
- **Next RRG and BRG Meetings:** September (TBD)
- **Community Meeting #2:** October (TBD)

## MEETING ATTENDEES

### TECHNICAL ADVISORY COMMITTEE | April 27, 2017

NAME	AFFILIATION
<b>AGENCIES &amp; CONSULTANT TEAM</b>	
Ald. John Arena	45 <sup>th</sup> Ward Office
Ed Bannon	45 <sup>th</sup> Ward Office
Allison Buchwach	Metra
Emily Drexler	CTA
Scott Goldstein	Teska Associates, Inc.
Michael Groh	Sam Schwartz Consulting
Benet Haller	City of Chicago, Department of Planning & Development
Brenda Racnher McGruder	CDOT
Stacey Meekins	Sam Schwartz Consulting
Luis Monterrubio	City of Chicago, Department of Planning & Development
Joseph Osowski	CTA
Uri Pachter	Valerie S. Kretchmer Associates
Scott Presslak	Metra
Ryan Ruehle	Pace
Martin Sandoval	Pace
Heather Tabbert	RTA
Todd Vanadilok	Teska Associates, Inc.
Laura Wilkison	Metro Strategies

### RESIDENT RESOURCE GROUP | April 27, 2017

NAME	AFFILIATION
<b>RESIDENTS</b>	
Susana Ernst	Resident, Jefferson Park Forward, Northwest Chicago Historical Society
Russ Flinchum	Resident
Michelle Kerr	Resident, Gladstone Park Neighborhood Association, GP Garden Club
Patrick Murphy	Resident
Ryan Richter	Resident, Jefferson Park Forward
Eva Skowronski	Dept of Human Services, Jefferson Park Neighborhood Association
Julie Van Emenaam	Resident
Chuck Webber	Resident

<b>CITY OF CHICAGO, AGENCIES &amp; CONSULTANT TEAM</b>	
Ald. John Arena	45 <sup>th</sup> Ward Office
Scott Goldstein	Teska Associates, Inc.
Michael Groh	Sam Schwartz Consulting
Stacey Meekins	Sam Schwartz Consulting
Luis Monterrubio	City of Chicago, Department of Planning & Development
Uri Pachter	Valerie S. Kretchmer Associates
Laura Wilkison	Metro Strategies

**BUSINESS RESOURCE GROUP** | April 28, 2017

<b>NAME</b>	<b>AFFILIATION</b>
<b>BUSINESSES</b>	
Ralph Carstensen	Hoyne Savings Bank
Justyna Frank	Cosmic Bikes
Chris Kowal	Ideal Bakery
Loukas Kozonis	Kozonis Law
Cesar Lau	Jefferson Park Chamber of Commerce
Lauren Schumacher	Northwestern College
<b>CITY OF CHICAGO, AGENCIES &amp; CONSULTANT TEAM</b>	
Ald. John Arena	45 <sup>th</sup> Ward Office
Ed Bannon	45 <sup>th</sup> Ward Office
Scott Goldstein	Teska Associates, Inc.
Isabel Lara	City of Chicago, Department of Planning & Development
Luis Monterrubio	City of Chicago, Department of Planning & Development
Uri Pachter	Valerie S. Kretchmer Associates
Todd Vanadilok	Teska Associates, Inc.
Laura Wilkison	Metro Strategies