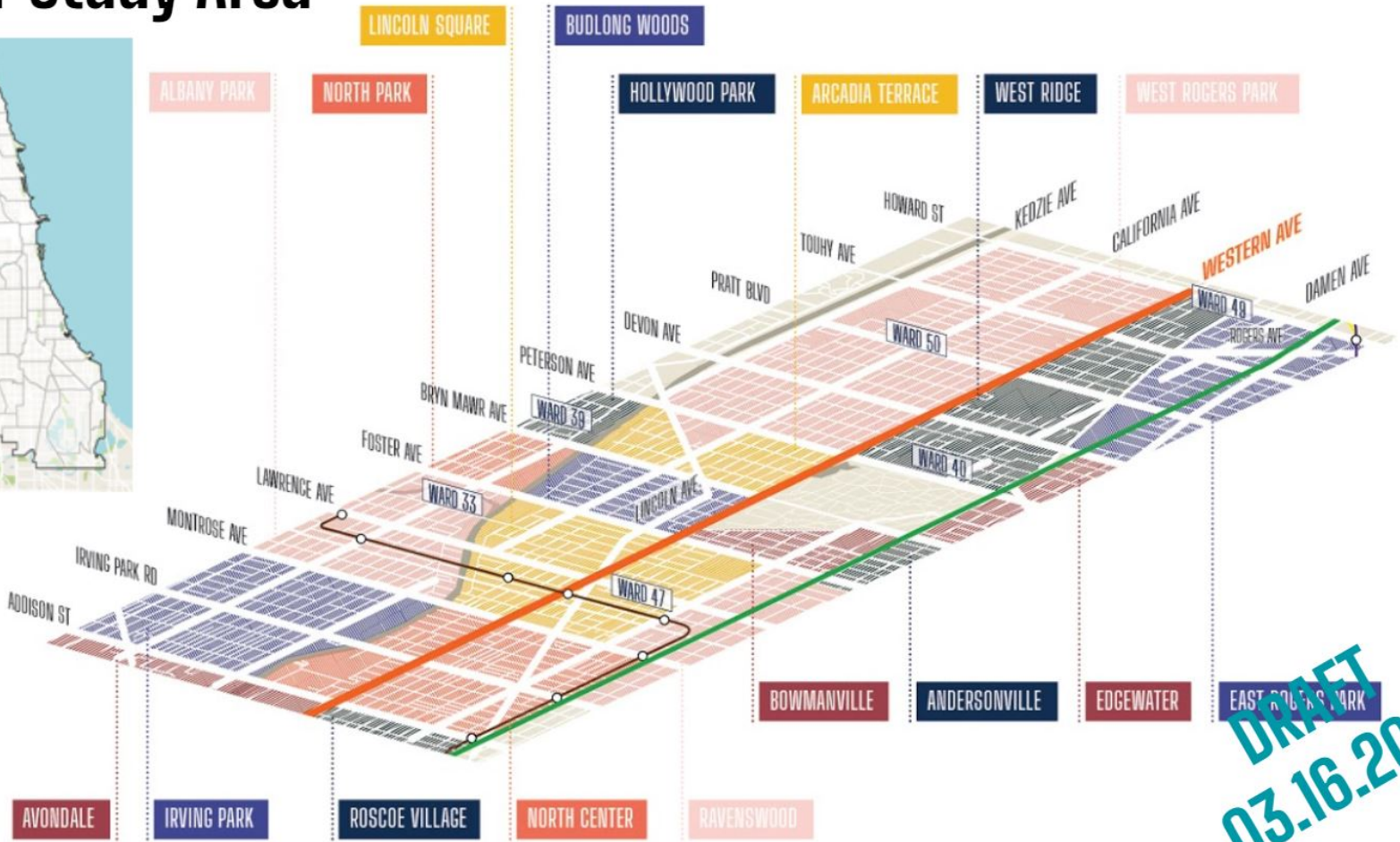


Focus Group Goals

- Informal, candid **conversation**
- Gather **feedback and insight** towards key themes to inform a community-led vision for this corridor
- Identify **missing perspectives or aspects** from the study or engagement process

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Corridor Study Area



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Initial Study Goals

The study aims to analyze and identify the potential to:

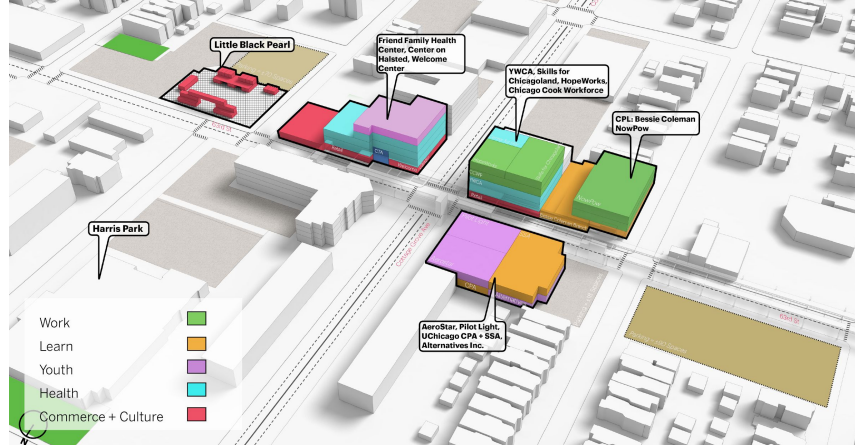
- + Increase **density** where appropriate and identify to what degree density should be increased.
- + Promote a **greater mix of land uses**.
- + Improve how development **relates to the surrounding community**.
- + Enhance the **pedestrian experience and safety** along the five-mile stretch of the corridor, while maintaining the corridor as a main arterial street.



Expected Study Deliverables

The final document will be a report that presents:

- + **Long-term vision** for the corridor that will include **future land use, zoning, development, and infrastructure recommendations**
 - + Opportunity sites for future development
 - + Public realm improvements
 - + Mobility improvements
- + **Design guidelines** along the corridor
- + **Resource Reference Guide** for stakeholders



Western Avenue Corridor Study Timeline

2020

2021

dec jan feb mar apr may jun jul aug sep oct



Phase 1:
Review and Analysis

Phase 2:
Principles, Strategies, and Concepts

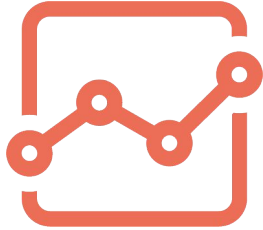
Phase 3:
Refinement and Documentation

● Deliverable Milestone ○ Engagement Milestone

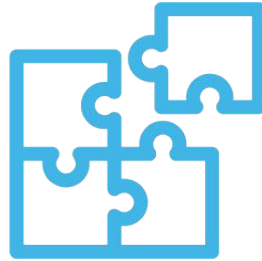
We are here

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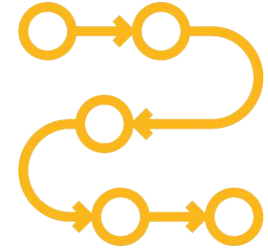
Participation Principles: The Corridor



We will **envision the long-term future** grounded in data-driven and feasible strategies.



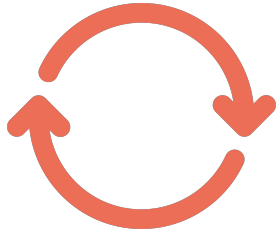
We will create a **collective vision** for Western Avenue that acknowledges the **diverse conditions** of the entire five-mile corridor from Addison to Howard.



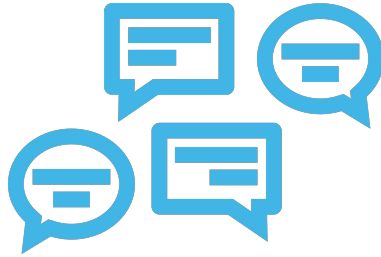
We will develop a cohesive, long-term roadmap that is the **first of many steps** toward change--Implementation will entail future projects with their own processes.

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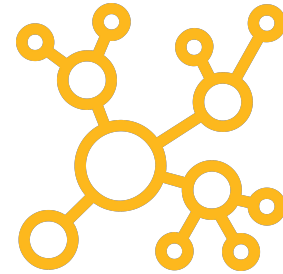
Participation Principles: The Conversation



We will be **transparent** by sharing relevant information, ideas, and concerns with one another.



We will seek **inclusion** by **listening to as many voices as possible** while embracing productive tensions and respectful disagreements.



We will **communicate in good faith**, in a spirit of collaboration and mutual respect.

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Focus Group Structure

- Please share feedback on behalf of yourself as well as your community or organization
- Please be conscious of how much time you and others are speaking—we want to hear from everyone
- Please do not record any portion of this meeting to allow others to speak freely
- The planning team is taking notes for their own records and may request clarification
- Feedback will be reported in aggregate (themes), no quotes will be attributed without permission





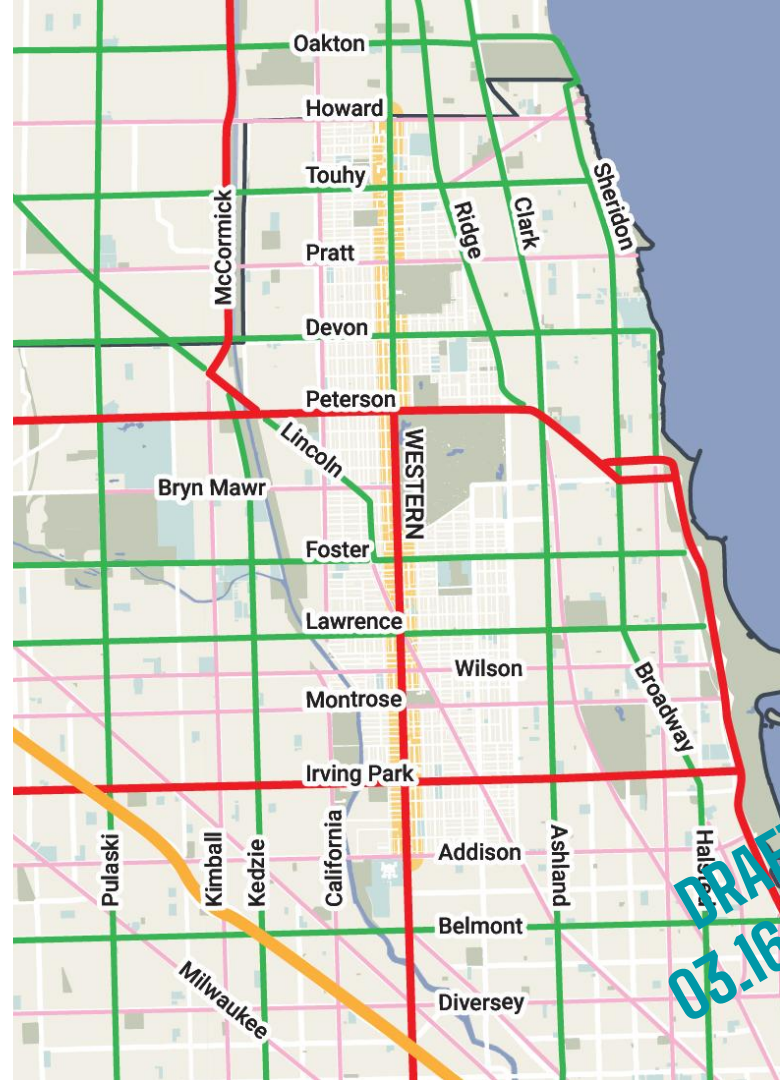
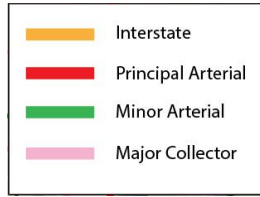
CONTEXT



Role in the Transportation System

Extending over 24 miles, Western Avenue is one of the longest continuous corridors in the City. A continuous roadway such as Western enables freight, transit, and personal vehicles alike to take longer trips, accessing multiple neighborhoods and destinations. For this reason, Western is a critical corridor for transit as well as freight.

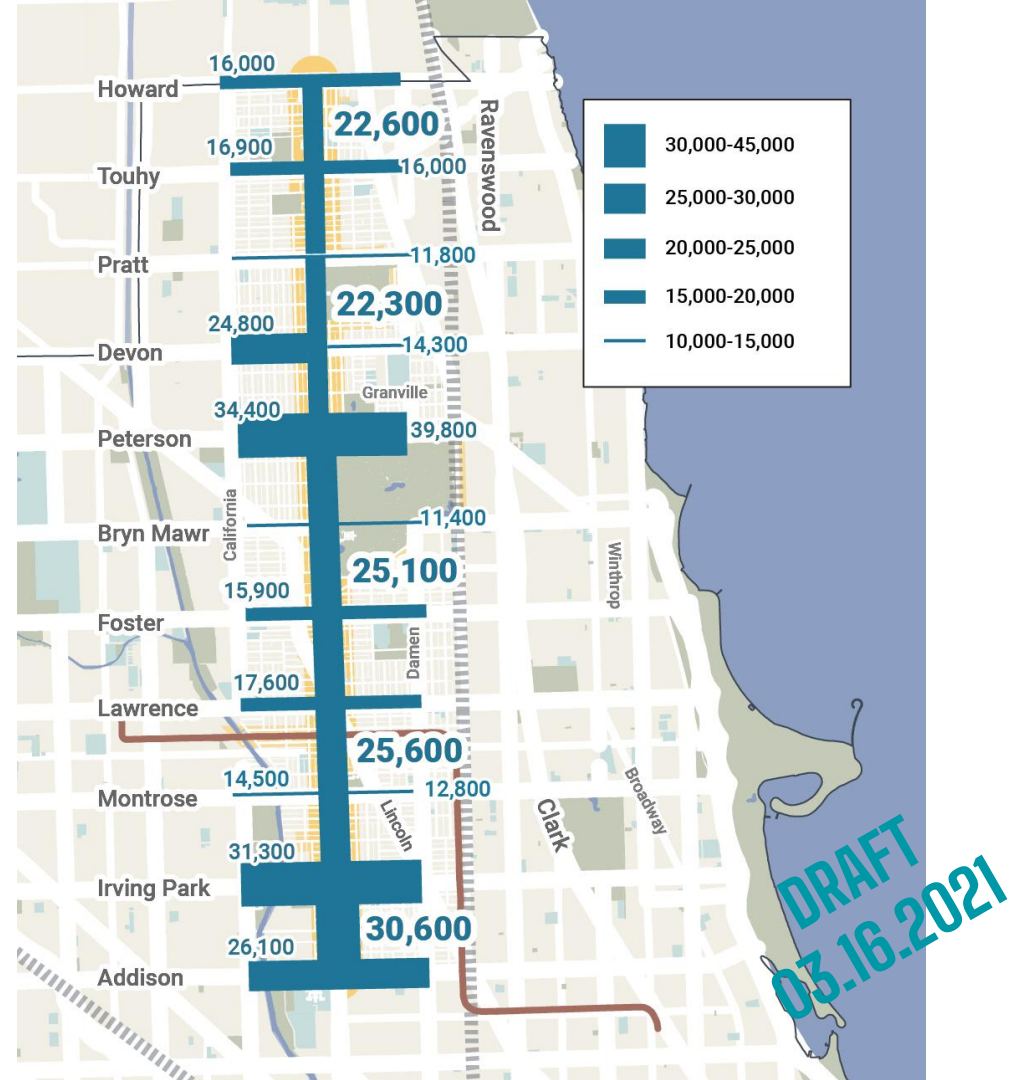
Roadway Functional
Classification Diagram



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Average Daily Traffic (ADT)

The corridor will continue to carry a high volume of vehicles and trucks, so balancing multi-modal needs will be critical. This will include tradeoffs between accommodating transit and expanding the pedestrian realm.



Transit Context

CTA Bus Route 49 runs along the corridor and has the ninth highest ridership of any bus route citywide. The 49-express also runs along Western Avenue.

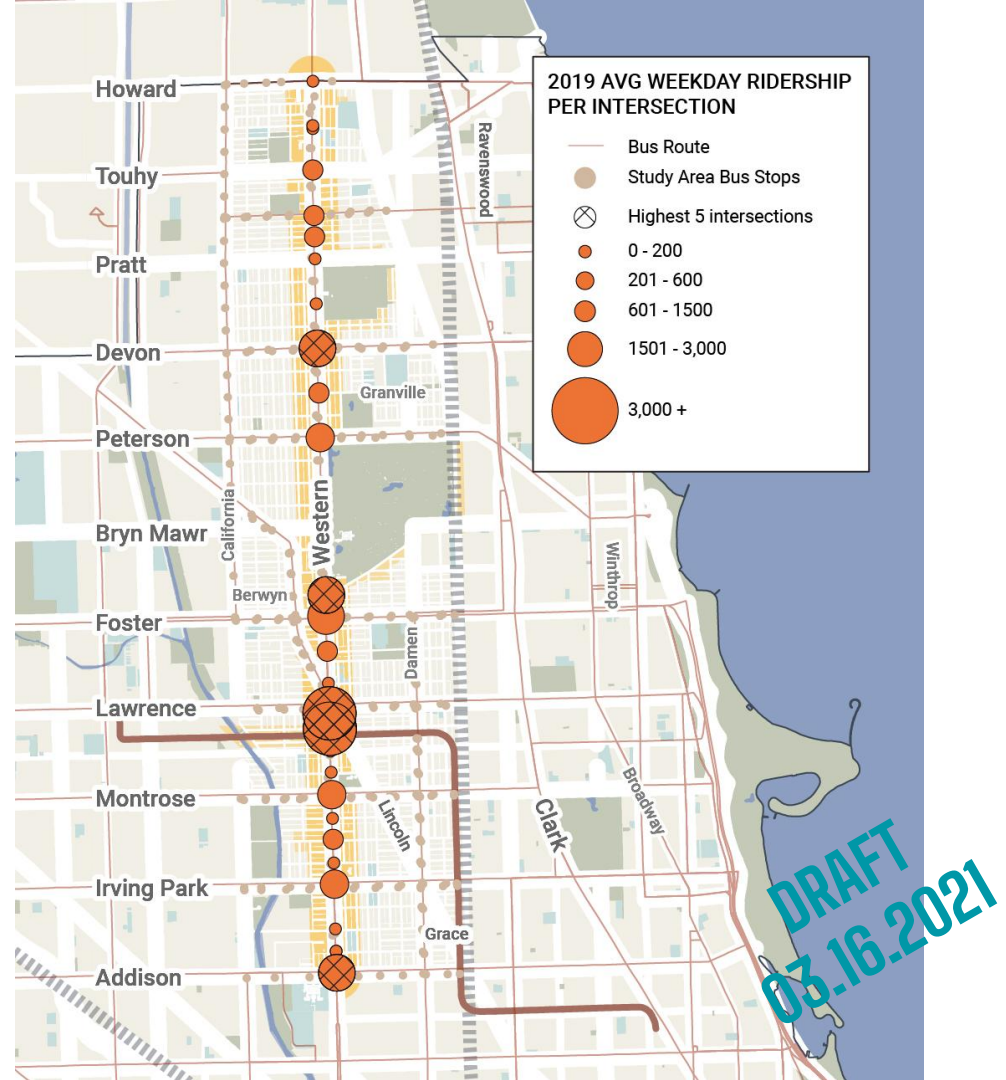
The corridor is crossed by nine east-west routes and the Brown Line train

The corridor is expected to be targeted for priority treatments in the future as part of CTA's Better Streets for Buses plan. The Brown Line Station is a bus and CTA Rapid Transit hub at Lincoln Square.



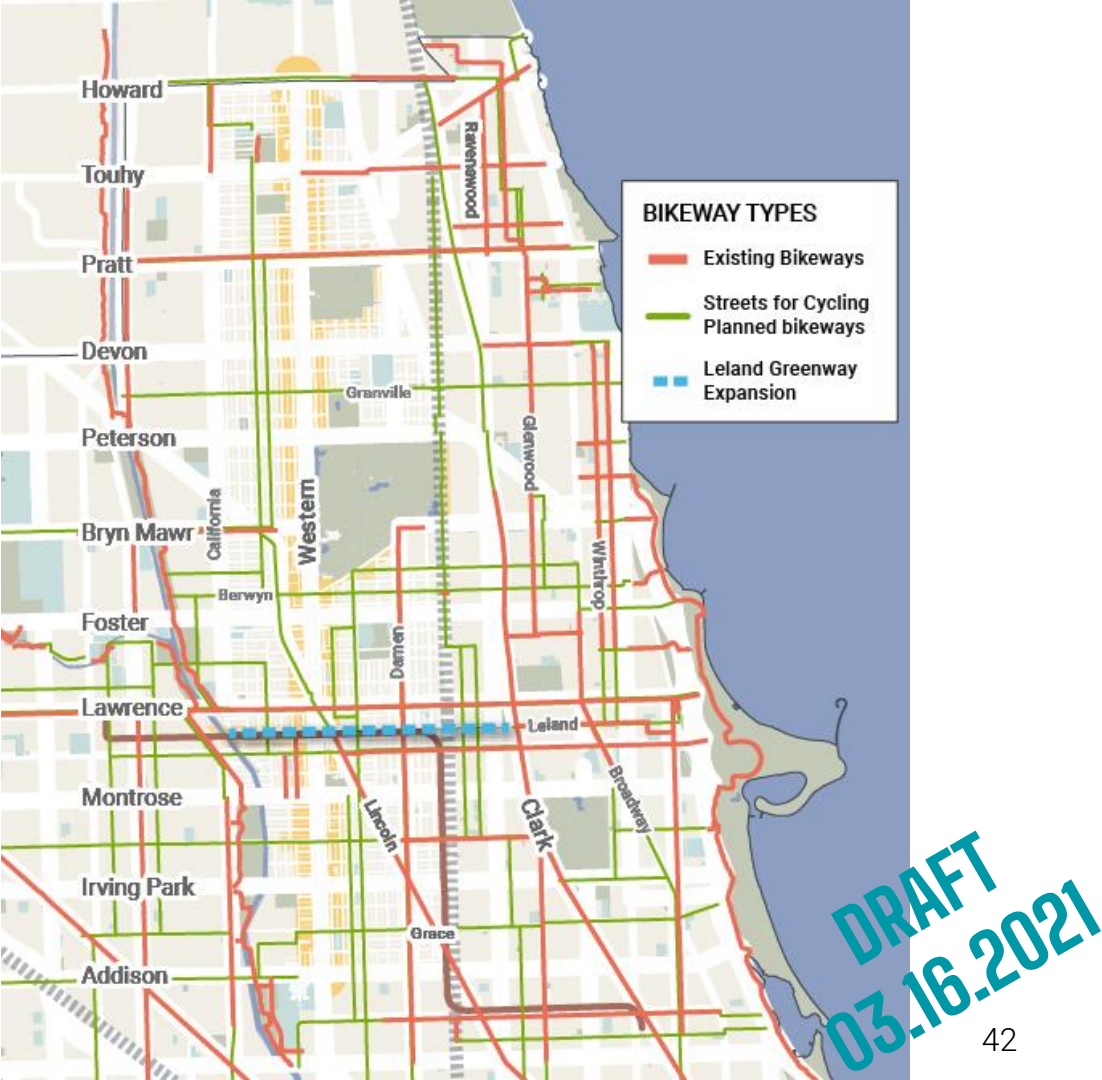
Transit Ridership

Western Avenue is one of the most traveled bus routes in the City, with the Western Brown line representing the highest bus stop within the study area. This has led to the increased interest in upgrading roadway infrastructure to better accommodate buses.

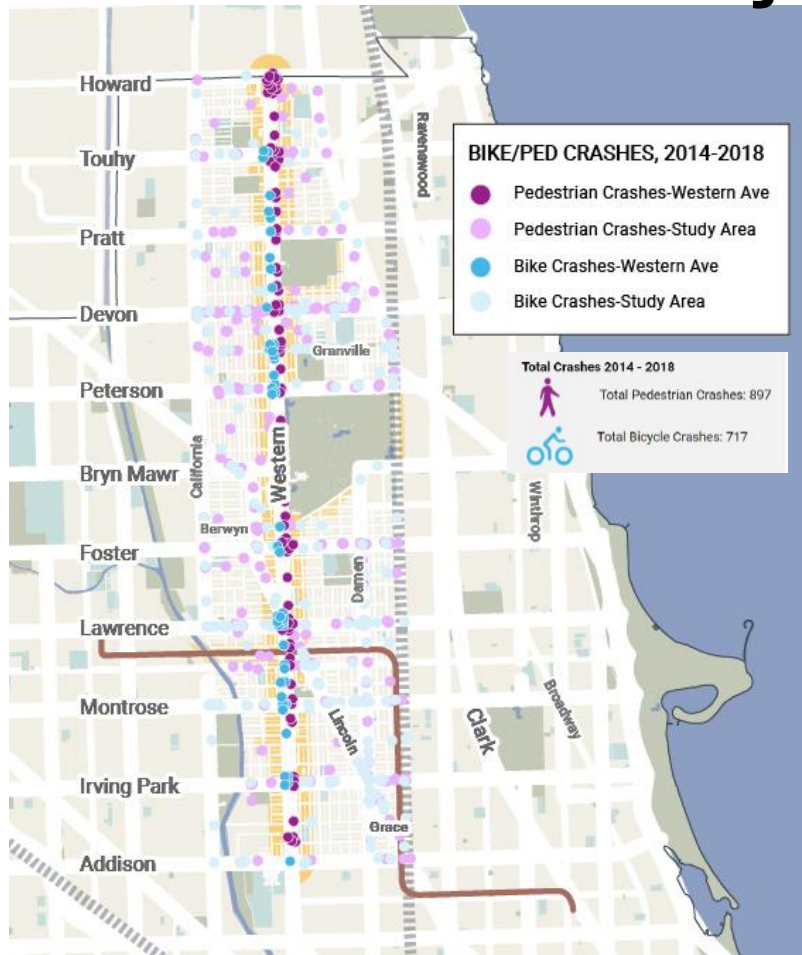


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Bike Network



Pedestrian and Bike Safety



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What we've heard so far...

- **Transit access, public parks, and local restaurants** are the top three things that make Western special or unique. Responses varied by geography:
 - Southern half: Restaurants, Shopping, Schools
 - Northern half: Community services, Libraries, Parks
- Top challenges are **vacant stores, lack of trees, and unsafe bicycling**. Responses varied by age:
 - Young adults: Accessibility, bus stops, gentrification, the environment, narrow sidewalks, and unsafe bicycling
 - Middle to older adults: Trees, landscape, safety, traffic, trash, and vacant stores
- Steering Committee priorities: safer /more attractive pedestrian and transit environment, leveraging diversity, equitable development
- Youth Council priorities: recreation, open spaces, art

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Discussion



Discussion Topics: Transportation & Infrastructure

- **Corridor priorities**

- What is the highest priority for you in the public right of way? Safety- Congestion- State of Good Repair- Pedestrian Experience- Transit- Bike Infrastructure- Curbside Management- Sense of Place- Other?

- **Safety and accessibility**

- Where do you see safety concerns along the corridor (for all user groups)?
- Which intersections are the most challenging?
- What barriers to accessibility do you see along the corridor?
- What changes to the corridor would you recommend to address these issues?

- **Transit**

- How do you feel about the current level of transit service along the corridor?
- What is working well and where are opportunities for improvement?

- **Corridor character**

- Are there any features or areas along the corridor that the community feels are successful?
- What is holding back the areas that are less successful?
- Which streetscape elements would you prioritize for Western Avenue? Widened sidewalks, corner curb extensions, street trees and landscaping, public art, sidewalk cafes, seating areas, community identifiers, etc.

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