



Metropolitan **Planning Council**



MARIA
HADDEN
49TH Ward Alderwoman

**Corridor Development Initiative:
Howard and Ashland**

Meeting 3

November 12, 2020

metroplanning.org/rogerspark

Housekeeping



ZOOM CHAT

Found at the bottom of your Zoom window. Use to add a comment, share links, or request troubleshooting help.



Q&A

Found at the bottom of your Zoom window. Please send specific questions through the Q&A box. Any questions sent via Facebook live will also be captured.



MENTIMETER

For live polling and ideating throughout the workshops. The link and code to submit feedback will be provided on the slides. Feedback can be sent via smartphone or laptop.



RAISE HAND

Found at the bottom of your Zoom window. We will be calling on people with their hand raised to speak to comments submitted via Menti, and to ask questions during the Q&A portion of the evening.

Community Agreement

- We are **guided by respect** for one another
- We **act with best intentions** knowing they may still impact others in ways that are triggering
- We **listen deeply** and challenge with care
- We **honor lived experience** as data
- We commit to be stewards of this space together

Tonight's Agenda

1. Recap of CDI Activities
2. Demographics Polling
3. Summary of community-proposed scenarios for the Howard and Ashland site
4. Discuss possibilities with community development practitioners and community partners
5. Consensus polling on guiding principles for redevelopment of the site

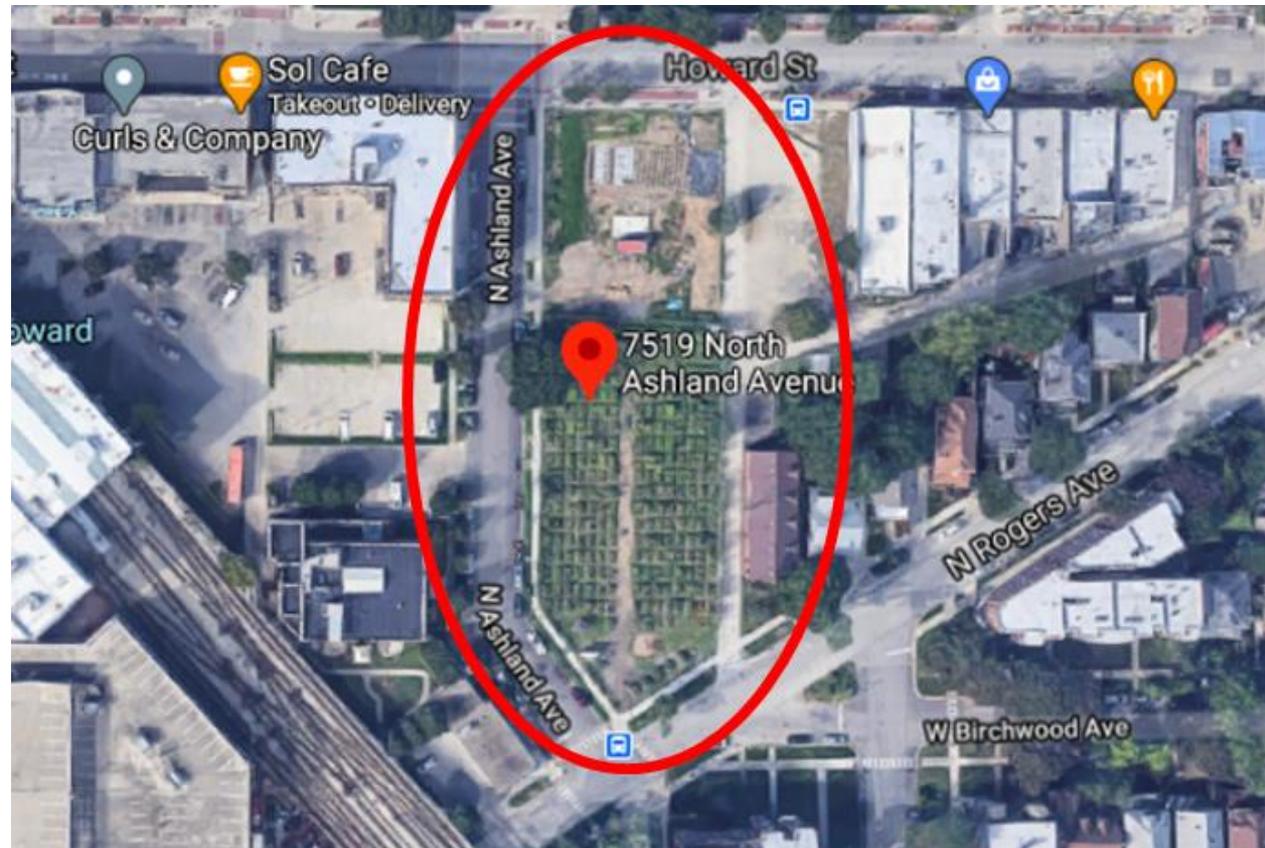


MARIA
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ALDERWOMAN MARIA HADDEN,
49TH WARD

Howard and Ashland Site

- City owned land
- Current site of Hello Howard Community Garden
- Approximately 1 acre
- 2 blocks from Howard CTA hub
- RFP for site in 2014



Principles of Equitable Transit-Oriented Development (eTOD)



AFFORDABILITY: Equity-focused policy ensures affordable housing options near transit, low-cost transit fares and tenant protection.



DENSITY: Compact development connects people to jobs and commerce, and supports transit infrastructure.



TRANSIT: Transit contributes to equitable development by expanding access to opportunities and providing convenient, reliable transportation services.



WALKABILITY: Pedestrian-friendly elements create vibrant and active spaces, which lead to health, environmental and economic benefits.



MIXED USE: A mix of land uses within a building, block or neighborhood encourages fewer car trips and creates dynamic spaces.

Adapted from Regional Transportation Authority

Corridor Development Initiative (CDI)

A series of interactive, public workshops designed to plan proactively in the context of market realities.



Local Advisory Committee Members

- A Just Harvest
- Family Matters
- Gale Community Academy LSC
- Good News Partners
- Housing Opportunities for Women
- Howard Area Community Center
- James Schneider Apartments
- Rogers Park Business Alliance
- Rogers Park Builders Group
- ONE Northside
- **Peterson Garden Project**

Role of 49th Ward Office, DPD, and MPC

MPC as *Facilitator*

DPD as *Implementer*



CDI Engagement Process



Meeting 1: Kickoff Feedback

Go to www.menti.com and use the code 20 12 98 5

Are there local needs—from services to retail options—that you'd like to see in this part the community? If so, what?



Go to www.menti.com and use the code 20 12 98 5

What would you do to improve this area?

more new residents support retail and restaurants

100% accessibility

Incentives for business

Police patrol

Fill in block with mixed income, mixed use development

There is too much concentrated high need people. Social services and affordable housing should be mixed into the whole community not all on one street/intersection. It would also decrease the police presence

Taxable use

Improve the garden and parkway

creating a space that promotes community with lighting and security

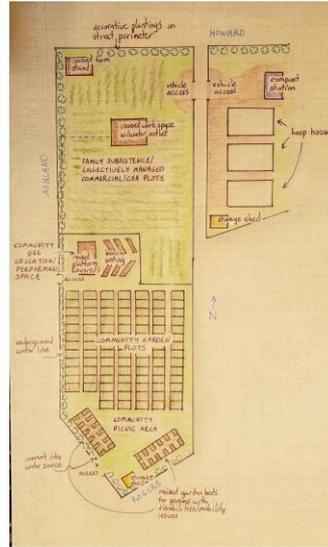
High intensity focus on improving Gale school

You cannot close down Ashland due to access from Rogers going north is limited by the Howard Street CTA

Press ENTER to pause scroll

Meeting 2: Design Workshops (Virtual, In-Person, DIY)





Credit: City Open Workshop

Community Involvement

225
KICK-OFF
SURVEY

141 ONLINE RESPONSES
114 INTERCEPT RESPONSES

98
DESIGN
WORKSHOP
ATTENDEES

3 ONLINE WORKSHOPS
+ 3 IN PERSON
WORKSHOPS

50
DIY KITS
DISTRIBUTED

120
VISUAL
PREFERENCE
SURVEYS

84
KICK-OFF
WORKSHOP
ATTENDEES

4
PARTNER LED
FOCUS
GROUPS



Who Participated

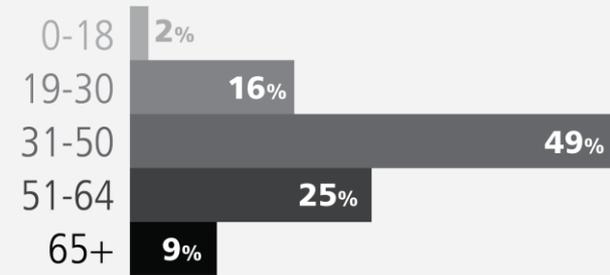
ONLINE SURVEYS

INTERCEPT SURVEY

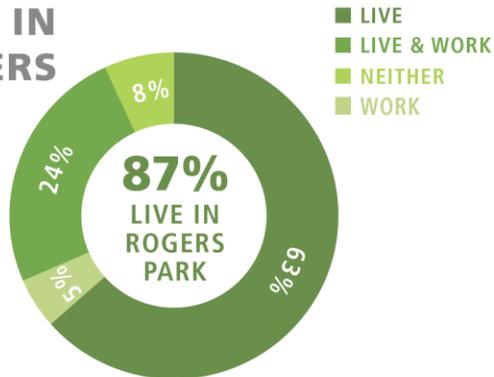
WHERE THEY LIVE



AGE



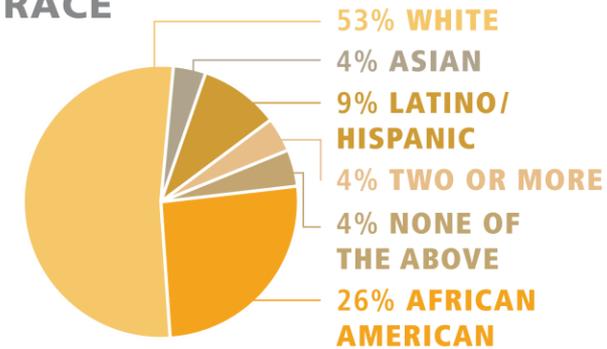
ROLE IN ROGERS PARK



RENT V. OWN



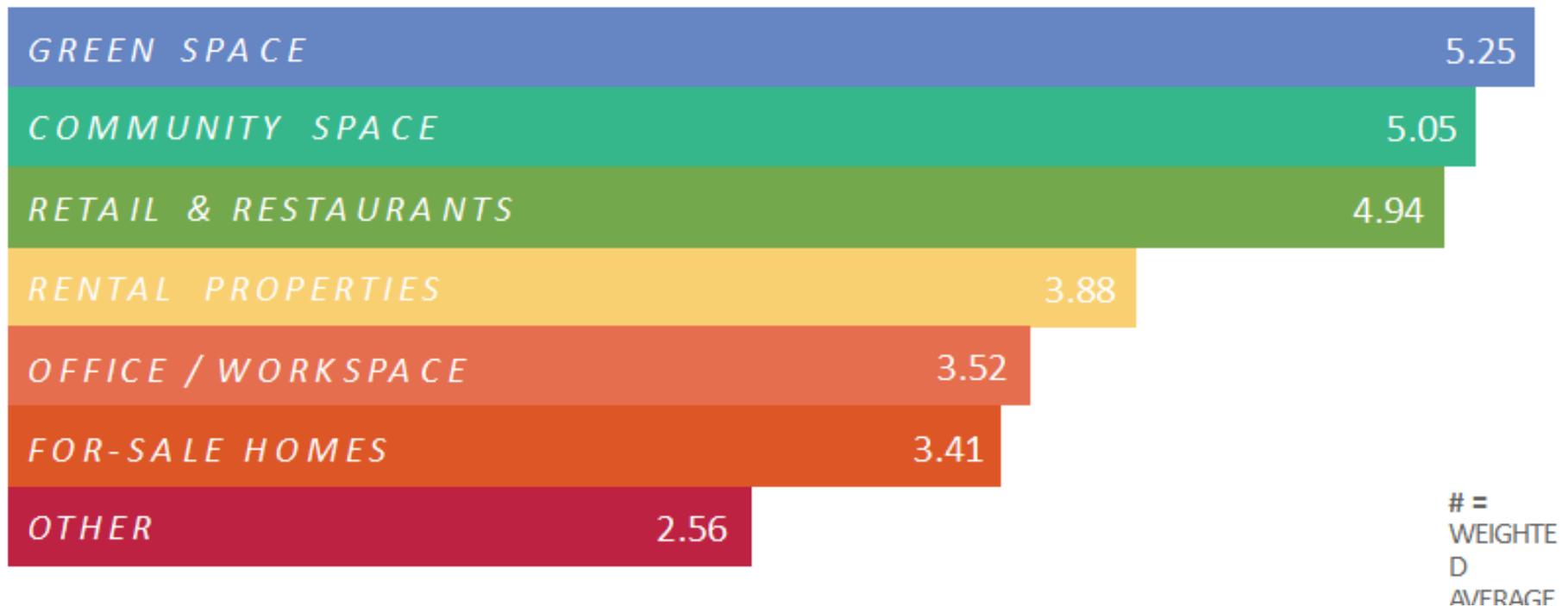
RACE



Site Use Preferences

ONLINE
SURVEYS

WHAT WOULD YOU LIKE TO SEE MORE OF AT THE CORNER OF HOWARD & ASHLAND?



VISUAL PREFERENCE SURVEY:

Based on results from the first survey, there are four general uses that this site could be. Please rank the following four choices in order of your preference:

| | 1ST | 2ND | 3RD | 4TH | WEIGHTED AVERAGE |
|---|------------|------------|------------|------------|------------------|
| HOUSING (i.e., affordable mixed-use, mid-rise, single-family homes, etc.) | 28% | 17% | 14% | 41% | 2.67 |
| OUTDOOR SPACE (i.e., garden, play space, seating, etc.) | 38% | 22% | 19% | 22% | 2.24 |
| AMENITIES (i.e., food + beverage, childcare, youth programs, etc.) | 10% | 24% | 42% | 25% | 2.82 |
| ECONOMIC GENERATORS (i.e., grocery store, retail, urban farm, job training, etc.) | 26% | 36% | 23% | 15% | 2.27 |



HOUSING:

(i.e., affordable mixed-use, mid-rise, single-family homes, etc.)

ONLINE
SURVEYS

MOST LIKE TO SEE DEVELOPED:



AFFORDABLE MIXED USE



AFFORDABLE MODULAR



BRICK



COLIVING

LEAST LIKE TO SEE DEVELOPED:

1. HIGH RISE
2. MID-HIGH RISE
3. TOWNHOMES
4. GLASS

OUTDOOR SPACE:

(i.e., garden, play space, seating, etc.)

MOST LIKE TO SEE DEVELOPED:



GARDEN AND GREENERY



NATURE / PARK



CREATIVE PATHWAY



FLEXIBLE SEATING

LEAST LIKE TO SEE DEVELOPED:

1. SHIPPING CONTAINERS
2. SPLASH PAD
3. ART INSTALLATION
4. BIKES & BENCHES

ONLINE SURVEYS

AMENITIES:

(i.e., food + beverage, childcare, youth programs, etc.)

MOST LIKE TO SEE DEVELOPED:



GREEN ROOF



YOUTH PROGRAMS



CULTURAL/GALLERY SPACE



FOOD + BEVERAGE

LEAST LIKE TO SEE DEVELOPED:

1. AMAZON LOCKERS
2. LAUNDROMAT
3. BASKETBALL COURT / RECREATION
4. DOG PARK

ONLINE SURVEYS

ECONOMIC GENERATORS:

(i.e., grocery store, retail, urban farm, job training, etc.)

MOST LIKE TO SEE DEVELOPED:



URBAN FARM



**JOB TRAINING/
WORKFORCE DEVELOPMENT**



MAKER SPACE



MARKET/GROCER

LEAST LIKE TO SEE DEVELOPED:

1. *BOUTIQUE GYM*
2. *SALON*
3. *RETAIL*
4. *COFFEE SHOP / CAFE*

ONLINE SURVEYS

Tell us about yourself and your community!

- Helps us know who is in the room
- Votes are anonymous
- Allows greater participation

Go to: **menti.com**



Please enter the code

Submit

The code is found on the screen in front of you

MENTI POLLING



Credit: Wyzendale and City Open Workshop

Development Scenarios

Financial Assumptions

- Construction costs and revenue generation based on local trends
- Estimated land acquisition cost of \$1.5M but could be potential for discount depending on proposal
- Depending on end-use, additional city funding (NMTC, LIHTC, other) may be available but is not incorporated
- Listed 'development cost' is construction cost only

Existing Scenario: Full Garden

- Maintain garden
 - Option to include:
 - Enhancements including green houses
 - Formalized community spaces

GARDEN
57,500 SQ. FT



Credit: SmithGroup, Wyzendale and City Open Workshop

Existing Scenario: Full Garden



Credit: Wyzendale and City Open Workshop

Existing Scenario: Full Garden

| | | | | | | |
|-----------------------|---|-------------------------|---|----------------------------|---|-------------------------|
| Operating Cost | + | Development Cost | + | Land Acquisition | + | Opportunity Cost |
| \$30,000/yr | | \$0 | | Est. \$1.5 M (2014) | | \$ High |

- **Challenges**

- Land acquisition/donation
 - Land would need to be purchased and donated
 - Likely require heavy discount or tax abatement
- Operation and improvement costs
- No monetary return on investment, absence of tax generating use

Existing Scenario: Full Garden

- **Health impacts:**
 - **Gardens and Green Space:** improved air quality, increased access to fruits and vegetables, opportunities for physical activity, improved mental health, reduction in crime, strengthened social connection and sense of place

Scenario #2: Garden with Urban Farm/Incubator and Housing

- Maintain some garden
 - Enhancements may include
 - Job training opportunities
 - Composting Service
 - CSA Service
 - Hydroponics System
 - Green roofs
 - With mix of:
 - Commercial (IE incubator)
 - Residential (IE housing)
 - Retail (IE market)



Credit: SmithGroup, Wyzendale and City Open Workshop

Scenario #2: Garden with Urban Farm/Incubator and Housing



Credit: Wyzendale and City Open Workshop

Scenario #2: Garden with Urban Farm/Incubator and Housing



- **Challenges**

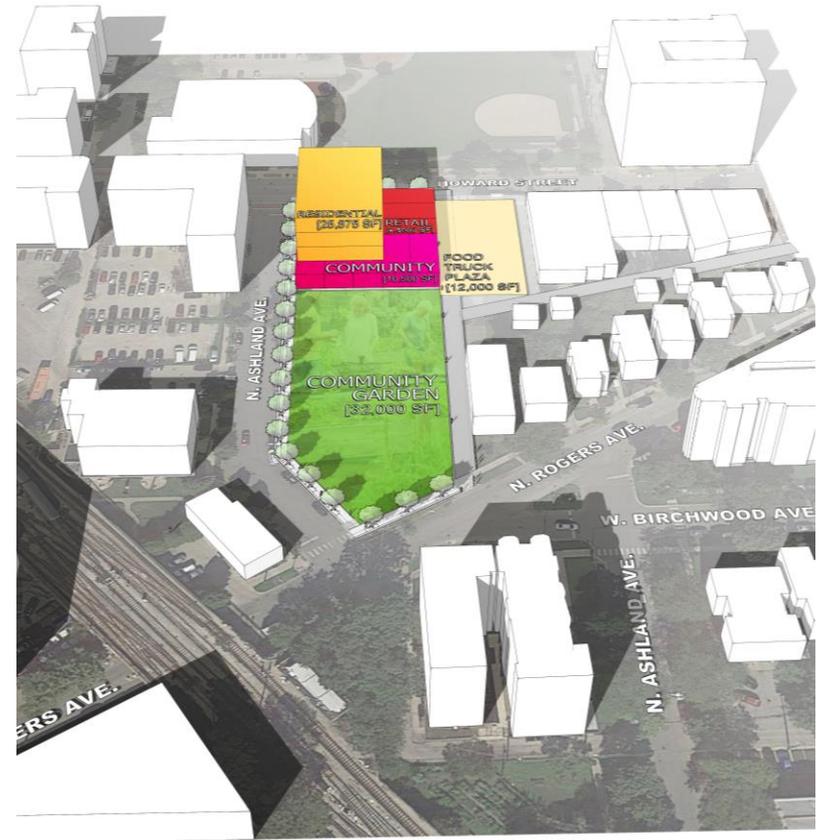
- No on-site parking, could be added for add'l cost
- Relatively low density may lead to lack of interest from potential developers/tenants without other financial incentives
- Residential component will likely need to scale up to be financially viable
- Co-operator needed for Urban Farm/Incubator

Scenario #2: Garden with Urban Farm/Incubator

- **Health impacts:**
 - **Incubator:** opportunities for employment
 - **Stable and Affordable Housing:** improved mental and physical health, reduced substance use, increased food security, improved health care access
 - **Gardens and Green Space:** improved air quality, increased access to fruits and vegetables, opportunities for physical activity, improved mental health, reduced crime, strengthened social connection and sense of place

Scenario #3: Garden with Mixed Use Community Space and Housing

- Maintain some Garden
 - Residential (IE housing)
 - Plaza
 - Community
 - Retail (IE grocery store)
 - Green roofs



Credit: SmithGroup, Wyzendale and City Open Workshop

Scenario #3: Garden with Mixed Use Community Space and Housing



Credit: Wyzendale and City Open Workshop

Scenario #3: Garden with Mixed Use Community Space and Housing



- **Challenges**

- No on-site parking
- Additional residential density needed to subsidize rents for commercial/community spaces
- Relatively low density may lead to lack of interest from potential developers without other financial incentives
- Co-operator needed for Community space

Scenario #3: Garden with Mixed Use Community Space and Housing

- **Health impacts:**
 - **Stable and Affordable Housing:** improved mental and physical health, reduced substance use, increased food security, improved health care access
 - **Retail:** increased access to fruits and vegetables, opportunities for employment
 - **Gardens and Green Space:** improved air quality, increased access to fruits and vegetables, opportunities for physical activity, improved mental health, reduced crime, strengthened social connection and sense of place

Scenario #4: Garden with Mixed Use Retail and Housing

- Maintain most of Garden
 - Retail (IE small business or grocery)
 - Residential (IE housing)
 - Commercial (IE office, incubator for job training, etc.)
 - Green roofs



Credit: SmithGroup, Wyzendale and City Open Workshop

Scenario #4: Garden with Mixed Use Retail and Housing



Credit: Wyzendale and City Open Workshop

Scenario #4: Garden with Mixed Use Retail and Housing



- **Challenges**

- Separated residential development could attract small developers but subdividing the site would be ideal
- Commercial and Retail as loss leaders are typically subsidized by residential rents
- Challenging to identify retail tenant
 - No on-site parking for anchor retail tenant
 - Surrounding vacancy and adjacency to other big box retail

Scenario #4: Garden with Mixed Use Retail and Housing

- **Health impacts:**
 - **Stable and Affordable Housing:** improved mental and physical health, reduced substance use, increased food security, improved health care access
 - **Community Space:** improved mental health, strengthened social connection and sense of place
 - **Gardens and Green Space:** improved air quality, increased access to fruits and vegetables, opportunities for physical activity, improved mental health, reduced crime, strengthened social connection and sense of place
 - **Retail:** increased access to fruits and vegetables, opportunities for employment

Development Scenarios Objectives, Goals, and Principles

- Maximize retention of publicly accessible community garden, balanced with economic feasibility
- Locate new construction at site boundaries to maintain Howard Streetscape
- Provide community based economic generator i.e. incubator, community space, urban farm, etc.
- Residential component with mix of market rate, affordable, and unit sizes

Development Scenarios Feasibility and Challenges

- Land acquisition cost needs to be offset for development to be economically feasible
- Residential square footage should be maximized to pay for other uses on site
- Difficult to attract retail or commercial tenants to scenarios as shown
- Portion of site available for community garden would depend on economic feasibility of any proposed development



Steve DeBretto, Industrial Council of Nearwest Chicago (ICNC)
Eliza Fournier, Chicago Botanic Garden – Windy City Harvest
Wendell Harris, Chicago Community Loan Fund
Ben Helphand, NeighborSpace

PRACTITIONER ROUNDTABLE CONVERSATION

Scenario Comparison

#1 Existing Garden



#2 Garden w/ Urban Farm, Incubator



#3 Garden w/ Mixed Use Community and Housing



#4 Garden w/ Mixed Use Retail and Housing





Please enter the code

Submit

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MENTI POLLING

Q & A

Next Steps

**November –December
2020**

*Final Preferences Survey
open to community until
11/25/20*

**[www.surveymonkey.com
/r/rpcdifinalsurvey](http://www.surveymonkey.com/r/rpcdifinalsurvey)**

Recommendations from
CDI shared with Ald.
Office, Advisory
Council and DPD

Recommendations

2021

Final report
published

Ald.
Office Coordinates
with Department
of Planning
and Development
on Request for
Proposals (RFP)

Request for
Proposals Issued

Visit the
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website
(**49thward.org**)

and
**[metroplanning.org
/rogerspark](http://metroplanning.org/rogerspark)**

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progress