The People and Place

A diverse group of neighbors and businesspeople from the portion of Milwaukee Avenue between the Western Avenue and California Avenue CTA stations met on November 28, 2007 at the Center for Neighborhood Technology. Their mission was to identify a community vision for the corridor.

Milwaukee Avenue runs diagonally across the street grid on a southeast to northwest axis. It has a mix of retail building types with some residential units on the second and third floors of older buildings. Some buildings have parking; others do not. The Congress Theater occupies a large parcel in the center of the corridor and is a prominent presence. Most buildings were built during the 20th century. New buildings, including "big box"-style stores set back from the street within a parking lot, are found along the northeast side of the corridor.

The CTA Elevated tracks parallel Milwaukee Avenue. Additional transit service is provided by the #56, Milwaukee Avenue, bus. Milwaukee Avenue is also an active pedestrian and bicycling corridor.

The area is under significant development pressure and there is active debate about what form of future development is desirable. The community meeting on November 28th was convened to help the alderman and the city understand the community's concerns and priorities. A facilitated process was used to collect information and develop areas of consensus where possible.

Every attempt was made to ensure a representative group of residents, business owners and developers attended the meeting. The letter of invitation and flyer were printed in English and Spanish, community organizations of every type were contacted by phone and email, and a community task force delivered flyers to all the businesses to solicit involvement.

A summary of the organizations represented, with some basic demographic information on participants, can be found on the last page of this report. One table of seven participated in Spanish, through the services of an interpreter.

The results reported on the following pages come from a variety of hands-on activities. Each exercise is described briefly before the results are given. There were several opportunities for open-ended brainstorming and two hands-on activities: an Image Preference Survey and a "SWOT Mapping" exercise, both of which are described below.

Image Preference Survey

The Image Preference Survey allowed the public to rate visual elements of architecture, landscape characteristics and community fabric by "voting" with adhesive dots in green (desirable) and red (less desirable).

At work on the Image Preference Survey

SWOT Mapping

Participants went through a formal process to identify Strength, Weakness, Opportunities and Threats (SWOT) and state what types of developments they would like to see in response to their own SWOT analysis.

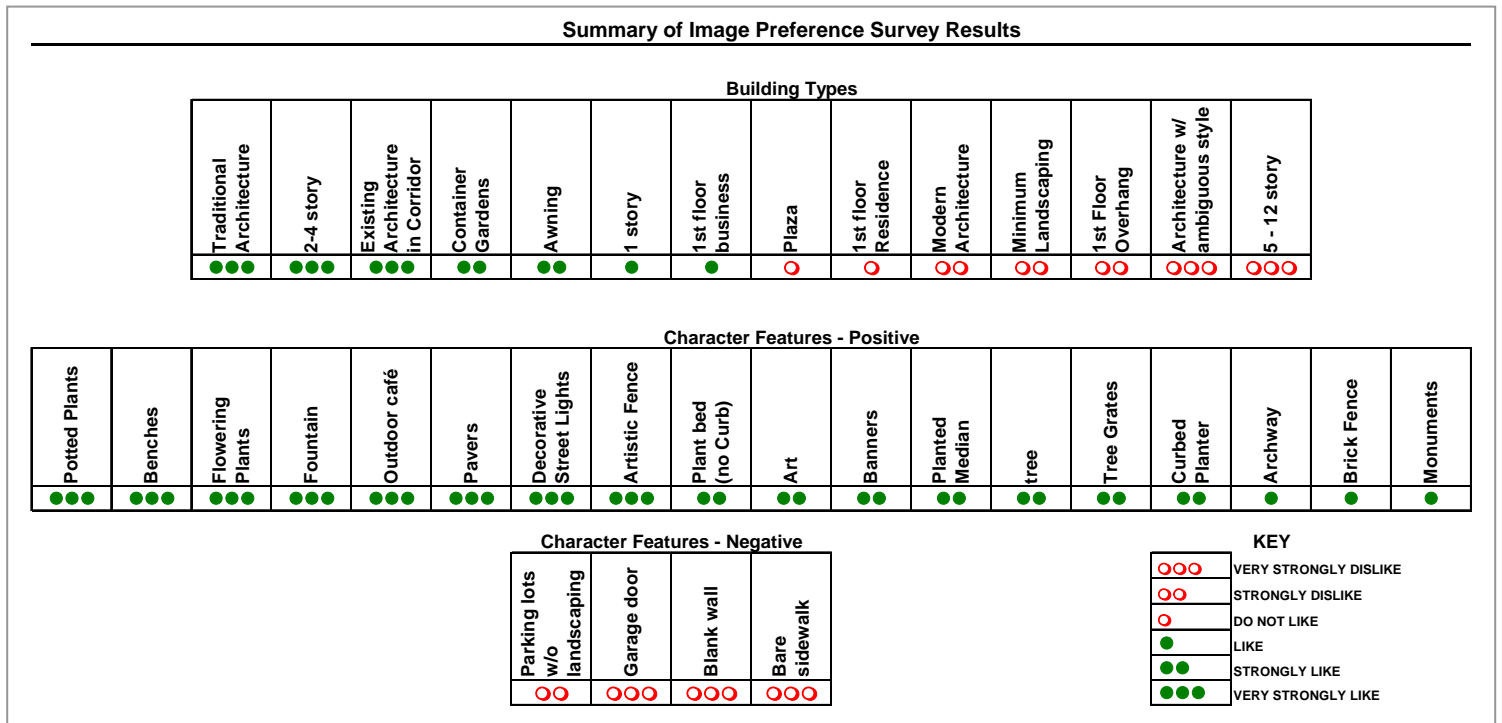See pages 2 and 3 for a more complete description of the two activities.

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Image Preference Survey Description and Results

Participants first worked as individuals, giving their impressions of existing and potential elements along Milwaukee Avenue. The Image Preference Survey (IPS), compiled by URS Corporation for this meeting, allowed the public to rate visual concepts of building types, landscape characteristics, community fabric, architectural styles, signage, etc. Image preference surveys help in developing design guidelines, because they illustrate what the community likes or dislikes about the current community fabric, and what they would like to see changed.

Building types were presented on three posters. Character features were presented on three separate posters. Participants rated 84 images, selecting 21 (one quarter of the total) as positive and 21 as negative. The ratings were indicated by affixing adhesive dots to the photos selected, with red indicating that the photo was less pleasing or less desirable, and green indicating a positive reaction.

Summary of Image Preference Survey Results

Building Types

Traditional Architecture	2-4 story	Existing Architecture in Corridor	Container Gardens	Awning	1 story	1st floor business	Plaza	1st floor Residence	Modern Architecture	Minimum Landscaping	1st Floor Overhang	Architecture w/ ambiguous style	5 - 12 story
●●●	●●●	●●●	●●	●●	●	●	○	○	○○	○○	○○	○○○	○○○

Character Features - Positive

Potted Plants	Benches	Flowering Plants	Fountain	Outdoor café	Pavers	Decorative Street Lights	Artistic Fence	Plant bed (no Curb)	Art	Banners	Planted Median	tree	Tree Grates	Curbed Planter	Archway	Brick Fence	Monuments
●●●	●●●	●●●	●●●	●●●	●●●	●●●	●●●	●●	●●	●●	●●	●●	●●	●●	●	●	●

Character Features - Negative

Parking lots w/o landscaping	Garage door	Blank wall	Bare sidewalk
○○	○○○	○○○	○○○

KEY

Symbol	Meaning
○○○	VERY STRONGLY DISLIKE
○○	STRONGLY DISLIKE
○	DO NOT LIKE
●	LIKE
●●	STRONGLY LIKE
●●●	VERY STRONGLY LIKE

Quick Impressions of the Corridor

As soon as the meeting was "called to order" each person was asked to give his/her quick, one-word description of the corridor as it exists today, as a "warm-up" exercise. The list is below, in the order given.

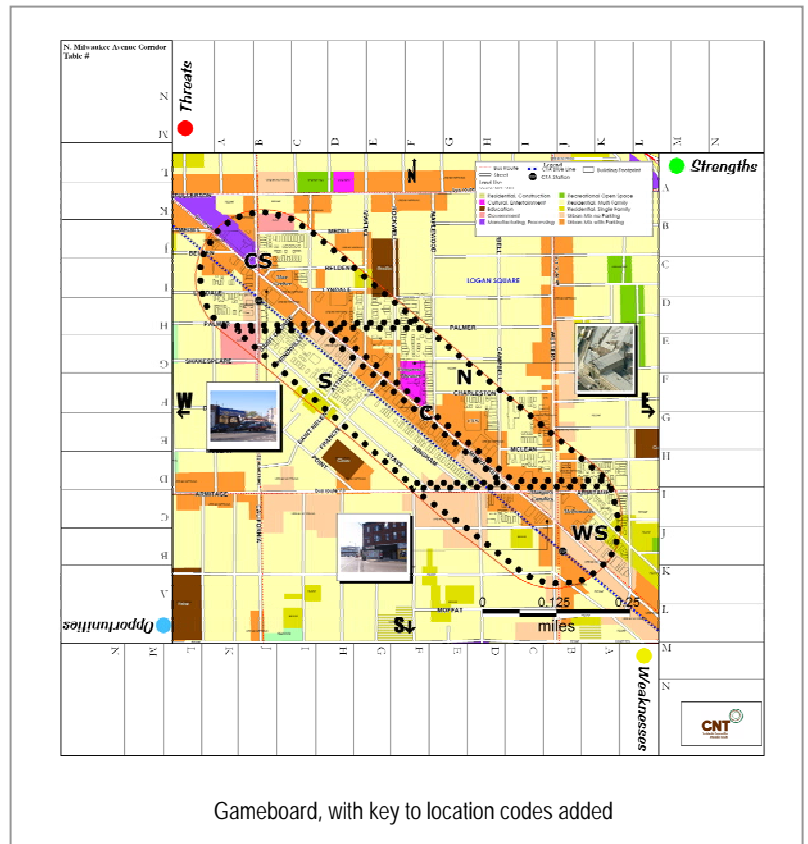|			
unfriendly	depressed	worn	alleys unkempt
vacant	bike un-friendly	old	dirty
diverse	transition	transition	history
spotty	comfortable	over-looked	Royko
bargains	old and comfortable	gray	same
commercialized	in disrepair	disjointed	disappearing
varied	potential	well loved	under-appreciated
out-dated	antiquated	unattractive	surprising
dark	connected	bad sidewalks	trusted shopping resource
in need	unremarkable	no order	character
		disliked	urban

SWOT Mapping Description and Results

In the main activity, groups strove for consensus at tables to which they had been randomly assigned. Each table was led by a facilitator and worked with a map and other materials.

Participants used color coded dots to mark areas of Strength & Weakness (current conditions perceived as positive or negative) and Opportunities & Threats (future conditions perceived as positive or negative). Once the discussion and documentation of ideas was completed, four colors of poker chips were used to represent potential types and tiers of development: single family residential, multi-family residential, retail/commercial and parking. Mixed-use buildings could be represented with a layer of retail at the street level and one or more layers of chips above to represent multi-family residential floors.

In reporting results here, the general geographic location of each SWOT dot is indicated as being in one of five areas of the map (area boundaries were added to the map shown to the right after the meeting, to help readers identify locations prioritized by the groups):

Gameboard, with key to location codes added

Seven tables of eight people each worked on SWOT Maps

- CS = California Station Area, the portion of the corridor north of Palmer Blvd.
- WS = Western Station Area, the portion of the corridor south of Armitage Ave.
- C = The Centerline of Milwaukee Avenue (or general comment)
- N = The side of the street to the north of Milwaukee Ave.
- S = The side of the street to the south of Milwaukee Ave.
- \ = A comment added to the list with no location indicated.

There were times when participants indicated that their dot represented a comment relevant to the entire corridor, not just the specific location where it was placed.

The following pages present the data grouped in two ways. First the themes that were most often repeated are categorized on the following two pages. In order to display the large number of comments, some specific business mentions were counted rather than listed individually and some other items that were repeated are counted. The themes listed on pages 4 and 5 were not the only themes, but the ones that recurred most often. The themes will be used to inform the next phase of the planning process.

The full record of comments for each working group follows the two pages of themes. The comments have letter codes corresponding to the areas on the map above, to indicate the general locations referenced.

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Strengths	Weaknesses	Opportunities	Threats
Building Design and Condition Themes			
Architectural resolution	Too many banks, ugly bank	Human scaled	Walgreen's - characterless development
Historic buildings, Congress theatre	Building designs of Walgreens, blank walls	Existing character in beautiful old buildings	Uninspired architecture
Human scale	Blank walls	Small storefronts for startups and good streetscape	Overdevelopment, too dense, too fast, homogenous
Citi Corp renovates old buildings	Tall McDonald's sign detracts from surroundings	Redevelopment of shacky buildings	Too tall or high development (3 mentions)
Congress Theatre- beautiful architecture	Ugly	Green space on roofs	Ugly-overdevelopment
Skyline and sunshine available- no tall buildings	Missing teeth	Restoration of building stock	Big tall buildings, Upzoning for big tall buildings
Architecture	Vacant buildings	Redevelopment of CVS and like strip malls	Too many new buildings, loss of architectural diversity
Local knife shop, and architecture	Walgreens bad use of space	Congress as landmark - retail and cultural opportunity	Tall buildings, bland, generic architecture
Historic buildings of significance	Buildings in disrepair- Milwaukee east of Francis	Congress Theatre- renovation to "green" building	Hi rise housing
	Appearance of liquor store: signage, condition	Replace buildings in disrepair	Loss of interesting architecture, such as knife building
	Empty building	Tremendous redevelopment opportunities	Dev. like Diversey Pkwy, cul-du-sac/ townhome
		Re-use of existing structures	Teardown of block between chase and Congress theatre
Existing Business and Business Development Themes			
Chase Bank and Citicorp (3 mentions)	Lack of health food options- organic and natural	Affordable space for new business	Big lots as big box stores
CVS (2 mentions) and Walgreens (5 mentions)	Lack of grocery stores	Space for new services: clinics, alternative business	Walgreen's - characterless development
Congress theatre	Don't like chain stores	Brewery at east end of corridor	CVS closing
Cozy Corner (2 mentions)	Don't like chain drug store	Econ. development based on history of Milwaukee Ave.	Loss of Vogel's, a unique business
Family Thrift is national treasure	Thrift store	Parking lots as vendor market areas	McDonalds
Linda's Flowers	Fast food, family dollar, national chains	Parking lots as parks or farmers markets	More strip malls, building and parking lots unsightly
Margie's (6 mentions)	Strip Mall	Major grocer, anywhere	Liquor store- vagrants- loitering
Marrano's Cuban Food (2 mentions)	Merchandise on sidewalk	Sidewalk café	Prevailing tendency towards dollar stores
Velasquez Furniture Store (2 mentions)	Congress unfriendly to community	Locally owned brew pub, with bike racks	High retail turnover; lack of high quality, stable retailers
Village Discount (2 mentions	Congress, no bathrooms	Small storefronts for startups and good streetscape	Mixed use development with poor retail space
Diversity of small stores, small businesses (4 mentions)		Productive communication amongst business owners	Loss of corner stores
Range and price of retail		Pull patrons and money from transit	Non-locally owned business
Variety of restaurants: price and taste		Food store	Consolidation of wealth and real estate into few hands
Jewelry store- cheap good products		Food store, Dominick's	Destruction of affordable shopping opportunities
Local hardware store- good personal service		Public transport to bring visitors to events, businesses	Threat of strip malls and surface parking
Local food places and new café's		Congress as neighborhood revitalizer	Lacks incentives to retain small businesses
Convenient drug store		Congress bowling alley prime for redevelopment	Congress, crowd control, bathroom facilities
Local knife shop, and architecture			Congress, "same" (as above)
Family owned liquor store			Boutiques
Convenience of neighborhood 24 hr. burrito shop			
Pedestrian friendly storefronts, human scaled			
Businesses serve working class families			
New businesses, restaurants, entertainment			

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Strengths	Weaknesses	Opportunities	Threats
Bicycle/Pedestrian, Other Transportation Themes			
Bike Lanes	Noise from the train (4 mentions)	TED (Transportation Enhancement District)	Lack of protected pedestrian crossing
Strong transportation infrastructure	Milwaukee/Armitage congestion	Great bike route	Clybourn type congestion
Access to CTA station	Lack of pedestrian crosswalks, hazardous	Pedestrian zoning	Rockwell Francis Traffic signal
Public Transportation -L and Buses	As a pedestrian- lack of personal security	Return of Plank Road* Toll Booth	Traffic congestion
CTA train	Bike traffic- bikers fee unsafe, no respect from cars	Bike and Pedestrian friendly streetscaping	Trucks could get worse
CTA trains and buses	Traffic management, bike unfriendly	Streets as open space pedestrian friendly	Traffic congestion from development
Public transportation	Poor sidewalk	Pedestrian friendly development	Lack of investment in infrastructure maintenance
Transportation and attractive station	Traffic in and out of McDonald's	Mute the train	Train noise
Great transit and transportation access	Ugly, unfriendly to pedestrians		Gridlock
Pedestrian friendly storefronts, human scaled	No street landscapes. No bike racks		Train station unsafe
Bike Lanes	Not enough bike racks		
	Sidewalks need improvement		
	Scared on a bicycle		
	Not pedestrian friendly		
	Cal. stop needs upgrades		
Parking and Parking Lots			
Vacant land as resource to build up, avoid teardown	Lacks parking for CTA commuters	Parking under EL tracks	Threat of strip Malls and surface Parking
CVS has parking	Empty parking lots, too wide open	Dearborn Market: shared parking	Development that attracts more cars than pedestrians
	Lacks parking for Congress theatre	Parking under EL tracks	Congress if utilized could augment parking issues
	Empty or undeveloped lots	Surface parking, lots could be developed	Vandalism in Payless lot
	Excessive surface parking	Parking lot for sale	Threat of strip malls and surface parking
	Lack of parking - Congress	Parking lots as vendor market areas	
	Lack of Parking- Congress	Parking lots as parks or farmers markets	
	Parking, especially congress events	Parking lots as building space or park space	
	Congress: no crowd control, parking, bathrooms	Parking lot as bathroom and gathering for Congress	
	CVS site layout, parking lots visible from street	CTA noise reduction. Under EL Parking	
	Traffic in and out of McDonald's	Bike and shared parking	
	Big parking lots. Dingy facades	Diagonal parking on side streets	
	Empty lot	Parking lot	
	Too many surface parking lots	Parking lot at Milwaukee/Talman	
	Vacant Lots	Parking Lot	
	Lacks street parking		

*Milwaukee Avenue was once a "plank road," covered with wooden boards to keep wagon wheels above the prairie mud.

Public Priorities for the North Milwaukee Avenue Corridor

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TABLE 1

SWOT Priorities
Affordable small retail spaces for new small businesses
Keep the area affordable- figure out how to prevent over-gentrification
TED to fund development
Control scale- 2 and 3 story, strong street wall
Encourage developers to contribute, through creative incentives
Affordable retail and residential
Parking
New Use Priorities
Grocery store
Small retail- not big box
Clinic
Arts oriented
Policies/ Innovations
Redevelop first
Permit ground floor residential in multistory buildings
Need a grocery store

SWOT Mapping				
Sector	**Strengths**	Sector	**Opportunities**	
WS	Margie's: History, Anchor	S	Parking under EL tracks	
WS	Architectural resolution	N	Affordable space for new business	
WS	Access to CTA station	CS	Dearborn Market: shared parking	
S	Village Discount; helps diverse incomes	N	Dense residential neighborhoods	
CS	Cozy Corner; social center, ruben	N	Goethe and Chase have space for growth	
S	Small store fronts, Gillman's, small businesses	N	Space for new services: clinics, alternative business	
N	Urban Vineyard Church in community	N	Space for creative incubation center and apartments	
N	Arts Spaces in Congress	S	TED (Transportation Enhancement District)	
S	Jule's 5&10cent, helps limited income pers.	S	Parking under EL tracks	
N	Congress rejuvenates community			
\	Max Gerber building draws to the neighborhood			
Sector	**Weakness**	Sector	**Threats**	
S	Noise from the train	N	Indiscriminate high density development	
WS	Scared on a bicycle	N	Big lots as big box stores	
CS	Lacks parking for CTA commuters	WS	Walgreen's - characterless development	
CS	Empty parking lots, too wide open	C	Lack of protected pedestrian crossing	
N	Lacks parking for Congress theatre	N	CVS closing	
S	Inadequate street lighting	N	Crime: both property and personal	
N	Empty or undeveloped lots	N	Young audience at Congress perceived as threatening	
CS	No elevator at California CTA stop	N	Loss of Vogel's, a unique business	
\	Missing teeth	S	Zoning encourages large developments	
		CS	Gang activity	

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TABLE 2

SWOT Priorities	New Use Priorities
Congress Theatre could be neighborhood (cultural) nucleus	Grocery Stores
Retail variety	Varied densities of multi-family residential
Stratified housing options, including affordable	Bookstores (new or used), kinkos, gym
Strategic residential density	Smaller multi-use theatre
	Fine restaurants
	Full service hardware store
	Live/work spaces
	Green dry cleaners
	Coffee/ tea shop
Policies/ Innovations - none	

SWOT Mapping				
Sector	**Strengths**	Sector	**Opportunities**	
C	redevelopment opportunity	N	Congress as neighborhood revitalizer	
CS	Strong transportation infrastructure	N	surface parking, lots could be developed	
N	Historic buildings, Congress theatre	CS	great bike route	
WS	Margie's neighborhood institution	C	lots of room for trees	
N	CVS stock reflex- knows its community	S	existing character in beautiful old buildings	
CS	Citi Corp renovates old buildings	N	Congress bowling alley prime for redevelopment	
N	Chase Bank for neighborhood	CS	Brewery at east end of corridor	
WS	Centralized 24 hr Walgreens	CS	room in school for more enrollment	
WS	Neighborhood Walgreens store	S	replace buildings in disrepair	
WS	Walgreen's 24 hr. access to pharmacy	CS	Land marking	
C	Range and price of retail	WS	Gateway opportunities	
N	Human scale	CS	Tremendous redevelopment opportunities	
CS	School test scores	S	Mute the train	
\	Family Thrift is national treasure	WS	Pedestrian friendly development	
		N	Crawling with artists (general)	
Sector	**Weakness**	Sector	**Threats**	
CS	Strip Mall	CS	Clybourn type congestion	
N	Vacant buildings	S	House of prostitution	
WS	Walgreens bad use of space	N	Congress if utilized could augment parking issues	
N	excessive surface parking	C	Economic downturn	
CS	not pedestrian friendly	WS	McDonalds	
CS	Train noise out of control	CS	Uninspired architecture	
CS	Mariano's - drugs	CS	Overdevelopment, too dense, too fast, homogenous	
N	Lack of parking - Congress	CS	More strip malls, building and parking lots unsightly	
S	Buildings in disrepair- Milwaukee E. of Francis	S	increasing foreclosures	
N	Lack of Parking- Congress	WS	Liquor store- vagrants- loitering	
C	Gangs	S	Train noise	
S	Shabbiness makes some uncomfortable.	N	Squatters in vacant and foreclosed property	
CS	Train noise, prostitutes	C	Gridlock	
CS	Excessive discount and dollar store	C	Rockwell Francis Traffic signal	
		WS	Damage of all one class	

TABLE 3

SWOT Priorities	New Use Priorities
More green space	Grocery store (cooperative or otherwise locally owned)
Maintain diversity (economic, social, cultural)	Parking garage
Maintain affordability	Green space- roofs, bikes…
Pedestrian/bike priority development	Play lot
More services and more variety of services	Bloomingdale Trail
Control density	
Make Congress Theatre an asset	**Policies/ Innovations**
Safety	None
Continuous community planning and involvement	

SWOT Mapping			
Sector	**Strengths**	**Sector**	**Opportunities**
N	Variety of restaurants: price and taste	WS	Parking lot for sale
N	Feels safe on street, day and night	N	Congress Theatre- renovation to "green" building
WS	Margie's- attraction to neighborhood	CS	Econ. Dev based on history of Milwaukee Ave.
N	Congress Theatre- beautiful architecture	S	Development of empty lots and buildings
WS	Public Transportation -L and Buses	WS	Develop Bloomington Trail
CS	Mixed use of buildings and properties	\	Green space on roofs
CS	Vacant land as resource to build up, avoid teardown	CS	Green space in empty lots
WS	Jewelry store- cheap good products	N	Re-use of existing structures
WS	Bloomingdale Trail, green space	CS	Public transport to bring visitors to events, businesses
S	Local hardware store- good personal service		
S	Economic and Cultural Diversity		
C	Bike Lanes		
CS	Boys and Girls Club		
S	Skyline and sunshine available- no tall buildings		
Sector	**Weakness**	**Sector**	**Threats**
N	Parking, especially congress events	S	Lack of visibility of actions of Chamber of Commerce
N	Drug trafficking	N	Dev. like Diversey Parkway, cul-du-sac/ town home
WS	Appearance of liquor store: signage, condition	CS	Increasing property taxes
S	Lack of health food options- organic/natural	CS	Too tall or high o development
C	Vagrancy, panhandling	CS	Traffic congestion
WS	Milwaukee/Armitage congestion	N	Loss of rental properties
C	Lack of pedestrian cross walks, hazardous	N	Loss of low income housing
C	Lack of grocery stores	C	Up-zoning changes
WS	As a pedestrian- lack of personal security	N	Ugly-overdevelopment
WS	Tall McDonald's sign detracts from surroundings	N	Displacement of long term community
N	Bike traffic- bikers fee unsafe, no respect from cars		

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TABLE 4

SWOT Priorities	New Use Priorities
Congress Theatre as all categories of SWOT (Strength…)	Small Grocery Store
Pedestrian Friendliness: lights, greening, sidewalks, trash cans	Public Gathering Space
Empty and parking lots: landscape, and better utilization	Music Stores
Public gathering space	Theatre as community center nonprofit group
Retail: increase local non franchise. No more banks, dollar stores. Better quality, more stable	Day care, shoe repair, other services
Preserve character, old buildings	
Use TIF money	**Policies/ Innovations**
	Regulate street vendors - public space/ facility

SWOT Mapping			
Sector	**Strengths**	Sector	**Opportunities**
N	CVS	CS	Parking lots as vendor market areas
S	Small Stores	N	Parking lots as parks or farmers markets
CS	CTA train	N	Parking lots as building space or park space
S	Laundromat	N	Parking lot as bathroom and gathering for Congress
S	Marrano's Cuban Food	CS	Pedestrian zoning
WS	Architecture	N	Congress as landmark - retail and cultural opportunity
CS	Cozy Corner as gathering spot	C	Public space as market, games, art, gathering spot
S	Multiple Small Stores		
N	Congress Theatre		
S	Mariano's as a cultural gathering spot		
WS	Margie's Candies		
Sector	**Weakness**	Sector	**Threats**
CS	Empty Building	N	Congress, crowd control, bathroom facilities
C	No plants, no living things	N	Congress, "same" (as above)
N	Congress: no crowd control, parking, bathrooms	C	Lack of investment in infrastructure maintenance
CS	Traffic management, bike unfriendly	C	Prevailing tendency towards dollar stores
C	Door street lighting	S	Homeless problem by "EL" tracks could get worse
S	Noise from the "EL" trains	N	Big tall buildings, Upzoning for big tall buildings
N	Too many banks, ugly bank	C	High retail turnover; lack of high quality, stable retailers
N	CVS site layout, parking lots visible from street	WS	Too many new buildings, loss of architectural diversity
N	Fast food, family dollar, national chains		
C	Merchandise on sidewalk		
C	Poor sidewalk		

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TABLE 5	

SWOT Priorities	Policies/ Innovations
Maintain retail as locally owned	Embrace artist housing and art/cultural places
Better management at the Congress	
Make streets pedestrian friendly	
New Use Priorities	
Increase parking under the EL	
Parks	
Make all construction "Green"	

SWOT Mapping				
Sector	**Strengths**	Sector	**Opportunities**	
S	Locally owned hardware store	\	Return of Plank Road Toll Booth	
S	Diverse shopping	CS	CTA noise reduction. Under EL Parking	
\	Local food places and new café's	S	Royko Museum/Shrine/Tavern	
WS	CTA trains and buses	WS	Bike and Shared Parking	
N	Convenient drug store	S	Family Oriented Living and Work Space	
N	Local knife shop, and architecture	N	Park w/ restrooms next to Congress	
N	Congress theatre	\	Bike and Pedestrian friendly streetscaping	
S	Residential surrounding corridor	\	Major Grocer, anywhere	
N	Feels like family	CS	Diagonal Parking on side streets	
CS	Family owned liquor store	\	On street recycling	
CS	Public transportation	CS	Potential green space, school, neighborhood, garden	
WS	Margie's candies	S	Sidewalk café	
CS	Post office	S	Affordable housing	
		N	Green space	
		CS	Locally owned brew pub, with bike racks	
Sector	**Weakness**	Sector	**Threats**	
N	Congress unfriendly to community	N	Mixed use development with poor retail space	
N	Congress, no bathrooms outside	N	Boutiques	
WS	Traffic in and out of McDonald's	N	Loss of interesting architecture, such as knife building	
WS	No Green Space	S	Loss of neighborhood character and affordability	
WS	Ugly, unfriendly to pedestrians	N	Loosing diversity	
S	No street landscapes. No bike racks	N	Tall buildings, bland, generic architecture	
\	Lacks street parking	CS	Loss of corner stores	
S	Bad alley maintenance. Rats	\	Overpriced development,	
S	The loud "EL"	\	Non-locally owned business	
CS	Don't like chain stores	N	Hi rise housing	
N	Don't like chain drug store	\	Development that attracts more cars than pedestrians	
CS	Not enough bike racks	CS	Job loss	
CS	Not enough street lighting	CS	Consolidation of wealth and real estate into few hands	
CS	No green space			
CS	Big parking lots. Dingy facades			

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TABLE 6

SWOT Priorities	New Use Priorities
Shape development to maintain affordability for small businesses	Shoe repair
No teardowns of interesting old buildings	More small business of any kind
Redevelop (teardown) strip malls	Arts and culture
build to look in character of neighborhood	Non profit arts organization
Don't gut character with new development	Artist live and work space
Maintain cultural, ethnic, and economic diversity	public restrooms
Pedestrian friendly/ walkability/ storefronts	green space
Eyes on the street	places to sit
Traffic calming	Band stand
Emphasis on mass transit	Fountain (solar powered)
Policies/Innovations - None	

SWOT Mapping				
Sector	**Strengths**	Sector	**Opportunities**	
WS	Transportation and attractive station	S	Small storefronts for startups and good streetscape	
N	Congress brings life and diversity to corridor	N	Redevelopment of shacky buildings	
S	Historic buildings of significance	CS	Streets as open space, and pedestrian friendly	
CS	Great transit and transportation access	N	Productive communication amongst business owners	
WS	Margies candies a long standing business	CS	Pull patrons and money from transit	
WS	Convenience of neighborhood 24 hr. burrito shop	C	Early planning allows for integrated art, not "plop" art	
C	Pedestrian friendly storefronts, human scaled	N	Work with existing and supportive community	
S	Velasquez Furniture Store long standing, draws $	S	Community say in development density due to zoning	
C	Businesses serve working class families	N	Redevelopment of CVS and like strip malls	
\	Part of thoroughfare with cultural continuity	WS	Restoration of building stock	
C	Bike lanes	S	Cultural District/Cultural Center for building community	
Sector	**Weakness**	Sector	**Threats**	
C	no art or cultural presence in neighborhood	N	Teardown of block between chase and Congress theatre	
WS	Building designs of Walgreens, blank walls	S	Destruction of affordable shopping opportunities	
C	Lack of parks or public spaces	N	Conflict interest/ Developer zoning group/ Neighbor Assn.	
C	Lacks community communication,	C	Threat of strip Malls and surface Parking	
N	Too many surface parking lots	WS	High density and building height	
CS	California stop needs upgrades	S	TIF money to developers not public improvement	
C	Shacky nondescript buildings with prostitutes	CS	Lack of communication between white and Latinos	
C	Lack of city services, street cleaning, police, trash	WS	Traffic congestion from development	
\	Lack of history, celebration of corridor residents	CS	Lacks incentives to retain small businesses	
N	Blank walls	N	Money given away to knock things down	
CS	No trees, greenscape	CS	Property taxes utilities and Insurances	

TABLE S (Spanish/Espanol)

SWOT Priorities	New Use Priorities
Estacionamientos	Estacionamiento
Centro para jovenes	Restaurantes
Mas restaurantes	Centro para jovenes
Starbucks	Biblioteca
Biblioteca	
Vivienda Accesible	**Policies/ Innovations**
Vigilancia	None
Mercado de comidas	

SWOT Mapping				
Sector	**Strengths**	Sector	**Opportunities**	
N	New businesses, restaurants, entertainment	CS	Food Store, Dominick's	
N	Congress Theatre	WS	Parking lot	
S	Thrift Store	WS	Food Store	
N	Potential for Economic development	N	Capital Investment. Milwaukee east of Maplewood	
N	Development opportunity	N	Parking lot at Milwaukee/Talman	
N	CVS has parking	N	Capital Development: Milwaukee east o Maplewood	
S	Velasquez Furniture	WS	Parking lot	
N	Walgreens	C	Library or something for young people	
N	Walgreens	S	Entertainment for young people	
S	Linda's Flowers			
N	Chase Bank			
Sector	**Weakness**	Sector	**Threats**	
N	Vacant Lots	C	Vandalism, people drinking	
CS	Dark and dangerous	S	Vandalism in payless lot	
S	Thrift store	CS	Train station unsafe	
N	sidewalks need improvement	WS	Drinking in alley	
S	Ugly	S	Homeless, gangs and drunks in alleys	
S	No lighting, homeless, rats dirty	S	Homeless, gangs and drunks in alleys	
S	Empty lot	S	Lacks lighting. Homeless	
S	Dangerous, homeless, dark			

Public Priorities for the North Milwaukee Avenue Corridor
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Visual Representations of Desired Future Development

Based on SWOT responses, the groups were asked to propose the type and height of future development preferred, using four colors of poker chips to represent different development types. See the Key below. Each group could allocate up to 12 chips of any color and in any configuration to represent the type of development desired and the approximate location. The chip colors and heights are represented below in the general area shown on the map (participants were advised that we were not trying to develop specific parcels, but general sub-areas in the corridor).

KEY
Red = retail/commercial
Blue = multi-family residential
Yellow = single-family residential
White = parking
Combination = mixed-use development

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At the conclusion of the evening, each group selected a spokesperson to describe the individual maps and priorities. Alderman Manuel Flores and the consultants for the city, URS Corporation, listened intently to the ideas presented.

This report documents all of those results and will be used by URS to shape a plan for the future of the Milwaukee Avenue corridor. The URS consultant team will meet with the community again in 2008 with preliminary concept plans. The team will suggest improvements that contribute to the overall function, image, and appearance of the corridor. The concept plans will identify key development and redevelopment sites, improvements, new development opportunities, and design features. The final plan will identify ways in which the community, the alderman and the city can work together to realize as many of the improvements as possible.

The meeting ended with a display of the night's work.

Community Participants

The success of this public visioning session was due in large part to the active assistance of the Milwaukee Avenue Corridor Task Force, and especially to the tireless efforts of Lynn Basa, who served as liaison to the consultant team. Representatives of the following groups and businesses participated:

Aragon Theater	Friends of Bloomingdale Trail	Modern Media, GGNA Zoning
Bloomingdale Arts Building	Greater Goethe Neighborhood Association	Office of Ald. Ray Colon
CAPS beat 1431	Linda's Creations and Flowers	Preservation Chicago
Community TV Network	Logan Square Chamber of Commerce	Revolution Brewing
Congress Theater	Logan Square Neighborhood Association	Urban Vineyard Church
Cozy Corner	LS Chamber of Commerce	Velazquez Furniture
Cycling Clubs	LSP	Walgreens
EDC of Logan Square	Milwaukee Avenue Corridor Task Force	WBNA
		Wicker Park Historical Society

Slightly more participants (55%) were men, with the largest age group represented being ages 45-65. Ten percent were business owners, 58% residents. Seventy percent identified themselves as white/Caucasian, 16% identified themselves as Hispanic or Latino.

Summary Evaluation Results

Evaluations were turned in by 46 of the attendees, or approximately three-quarters of all who participated. On a scale of 1 to 5 (with 5 indicating a positive response), the average level of satisfaction on all facets of the meeting was a 4 or better, except for the "warm-up" exercises, which were mid- to high-3s. The highest levels (4.5) of satisfaction were expressed on two questions that had to do with expressing one's own opinion and having the opportunity to understand the opinions of others.

The Consultant Team

URS   CNT   URBANWorks   site design group, ltd.