

UPTOWN COMMUNITY DEVELOPMENT CORPORATION (UPCORP)

## **CORRIDORS OF VISION**

### **2<sup>nd</sup> FACILITATED SESSION**

Wednesday, June 13, 2000

4:00 p.m. to 6:30 p.m.

4753 North Broadway

1<sup>st</sup> Floor Conference Center

#### **Study Area:**

Broadway Corridor – Leland Avenue to Irving Park Road

*See attached map.*

#### **Participants:**

Rev. Dr. Sid Mohn, Heartland Alliance (Facilitator)

Tomas Bissonnette, Spanish Speaking Bookstore

Mary Laura Bushman, Institute of Cultural Affairs

Edward Cucci, Weiss Memorial Hospital

Mark Dupont, Buena Park Neighbors

Dr. Phoebe Helm, Truman College

Liz Holland, Abbell Credit Corporation

Patrick Thompson, Manske-Dieckmann-Thompson

Yman Vien, American Metro Bank

Mimi Slogar, UPCORP Executive Director

Jennifer Connors, UPCORP Project Coordinator

#### **Executive Summary:**

At the June 13 session, participants continued the visioning process begun at the first Corridors of Vision session in April. The June session focused on the Broadway corridor, south of Leland Avenue to Irving Park Road, the southern border of Uptown. A couple weeks before the session, each invited participant received an assessment workbook with thought-provoking questions centered on five values: accessibility, safety, goods and services, aesthetics, and community diversity. Each participant was asked to visit the study area, preferably more than once to observe activities during several different times of day.

Based on their notes and observations, the session participants shared their current impressions and visions for the future of the study area. With the guidance of facilitator Sid Mohn, the group differentiated between three sections of the corridor with distinct characteristics. The group shared their ideas for a revitalized Broadway corridor, then developed those ideas further by grouping them and discussing potential next steps for each vision category.

This session was the second in a series of Corridors workshops. The workshop series represents Phase 1 of the Corridors of Vision process. In later stages, UPCORP will share their draft vision for the corridors of Uptown with other community groups, incorporating input and inspiring discussion among community leaders. With each refined iteration, the corridor visions will grow into a tool with which the community can evaluate future

development, identify and attract new businesses and development, and guide the revitalization of the Uptown community.

The process used at this session was based on the previous session led by Mary Laura Bushman of the Institute of Cultural Affairs (ICA). Sid Mohn, an experienced facilitator and UPCORP Vice President, donated his time and materials for the session. Catering by LaDonna Italian Eatery was donated by the Broadway-Clark Building Corp.

### **Process:**

1. Introduction
2. Silent Walk: Individual Brainstorming
3. Sharing in Pairs: Prioritizing Ideas
4. Identifying Vision Element Categories
5. Small Group Breakout: Vision Paragraphs & Action Steps
6. Synthesis & Plenary

### **Session Highlights:**

#### INTRODUCTIONS:

Participants introduced themselves, named their connection to the community, and identified up to three nouns or images that reflect their current impressions of the corridor. These **Current Views** included:

Business-Oriented  
 Drive-Thru  
 Disconnected  
 Tattered Fabric  
 User Unfriendly  
 Opportunity, Diversity, Changing  
 Rich, Bygone History  
 Residential ⇒ Destination ⇒ Blank ⇒ Residential  
 Vacancy, Discontinuity

#### SILENT WALK:

Building on the “Silent Walk” idea initiated at the previous session, Mohn invited the session participants to imagine taking a silent walk through the study area three to five years into the future. The facilitator referenced current landmarks along Broadway, starting at Irving Park Road and ending at Leland Avenue, while participants jotted notes to themselves about the changes they envision.

#### SHARING IN PAIRS:

Next each participant underlined 8-10 nouns on their brainstorming sheets, indicating things they most want to see in the corridor. Splitting into pairs, the participants chose four best or most unique ideas to share with the group. Starting with one best idea per pair, group members placed idea cards on a “sticky wall” at the front of the room. Then the second, third and fourth best ideas that were not already mentioned were added. Once all the ideas were placed on the wall, the group worked together to categorize them into Vision Element categories.

VISION ELEMENTS:

The four Vision Element categories the group decided on were:

- Integrated Neighborhood Uses
- Destinations
- Punctuation Nodes: Gateways
- Unifying Character & Continuity

The group had already noted the “punctuated continuum” of the corridor with points of transition in the corridor’s character. The Vision Elements reflect in part these different aspects of the Broadway corridor. The idea cards that comprised these Vision Element categories are listed as “Original Data” on the pages that follow.

SMALL GROUP BREAKOUT:

After numbering off into four groups for each of the Vision Element categories, participants worked in small groups to coalesce the idea cards and the discussion that surrounded them into a Vision Paragraph with specific Action Steps. Worksheets were provided for the paragraph (one per group) and the action steps (several per group). The completed Vision Paragraphs and Action Steps for each of the five categories are given on the pages that follow.

SYNTHESIS & PLENARY:

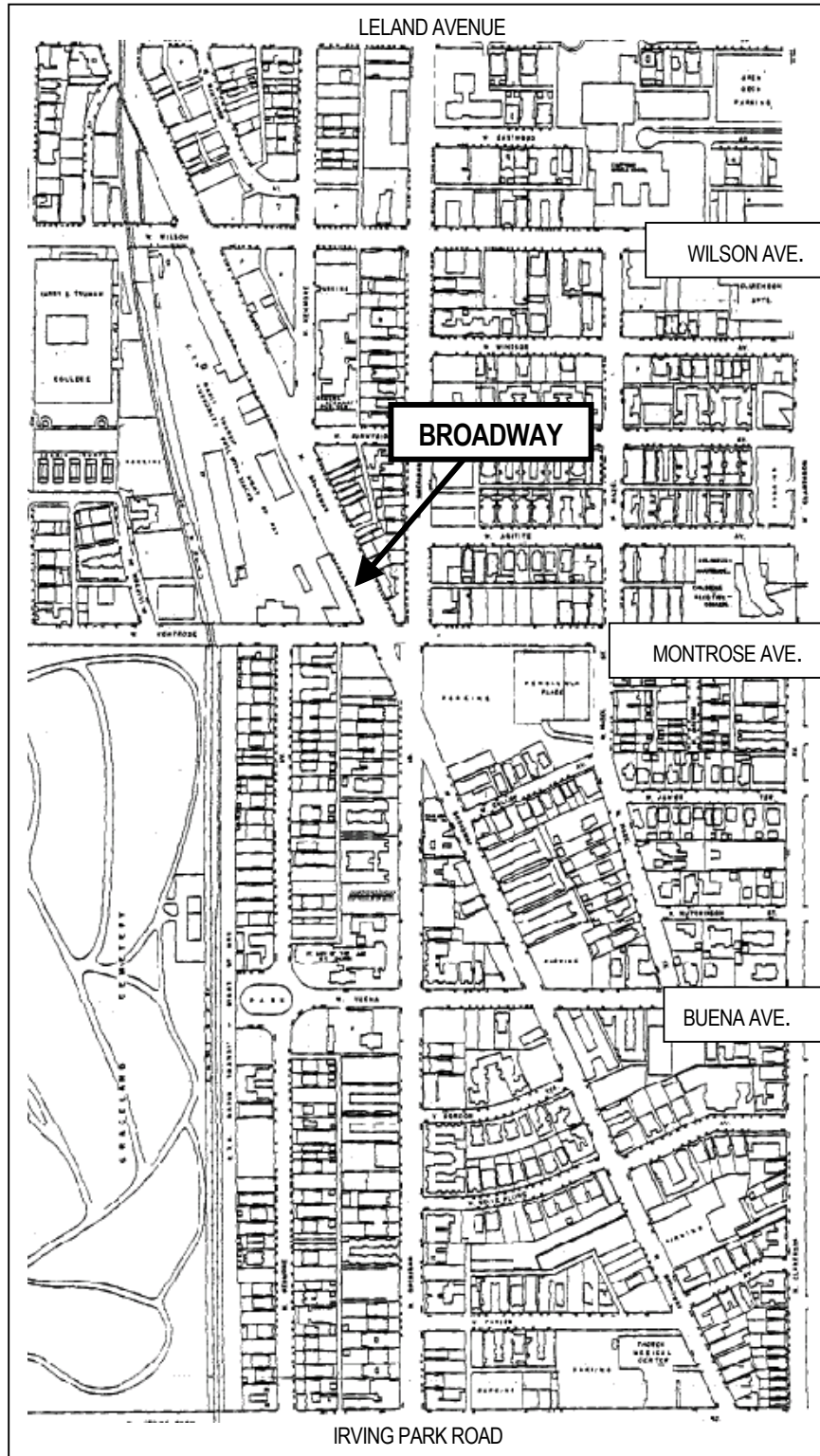
The group reconvened to share and comment on the results of their small group work. Mohn led the group in a discussion to synthesize their ideas about the varying composition of the corridor. Since the previous session dealt with the Broadway-Lawrence area immediately north of this session’s study area, the synthesis included that area as well. The group separated the corridor into four distinct sections and named them. They are, from north to south:

Broadway-Lawrence: “Entertainment District PLUS”  
North of Wilson: “Magic Passage”  
Wilson Yard: “Town Center”  
South of Montrose: “Neighborhood Village”

This characterization recognizes Broadway-Lawrence and Wilson Yard as potential destination locations with a transition between them demarcated visually by an overpass—the “magic passage”—while the retail corridor south of Montrose is oriented more to the surrounding residential neighborhoods.

The group also took time to evaluate the session and reflect on the Corridors of Vision process as a whole. The written evaluations are summarized on page 9.

### Session 2 Study Area: **BROADWAY – Leland to Irving Park**



**VISION ELEMENT:****INTEGRATED NEIGHBORHOOD USES****VISION PARAGRAPH:**

The Corridor can be distinguished into three sections, each serving the neighborhood in a different way. *Irving Park to Montrose*: Integrate the goods and services located along this Broadway Corridor with the needs of the existing residential neighborhoods on either side of the corridor. *Transition at Montrose*: Redevelopment of Wilson Yard is a critical step to creating a unifying transition between the “neighborhood uses to the south and the “destination” uses to the north. *North of Montrose*: Better incorporation of the El tracks north of Montrose through the use of a unifying feature, like El level shops.

**ACTION STEP:** Stay involved in redevelopment planning process for Wilson Yard.

WHEN: June charrette sponsored by Alderman Shiller

HOW:

**ACTION STEP:** Investigate how to create more street-level activity associated with El stations.

WHEN:

HOW:

**ACTION STEP:** Identify businesses that residents need and recruit them.

WHEN: Ongoing

HOW: Through cooperation with Buena Park Neighbors (BPN)

**ACTION STEP:** Encourage residential or residential over retail development in vacant or industrial sites, including the U-Haul Storage site.

WHEN: Ongoing

HOW: Through development review for these areas

**ORIGINAL DATA:**

The following ideas from the initial brainstorming session were grouped together to form the Integrated Neighborhood Uses category:

- Integrated Business and Residential Areas
- EL Level Shops
- Neighborhood Stronghold
- Neighbor-oriented Businesses & Services

**VISION ELEMENT:****DESTINATIONS****VISION PARAGRAPH:**

Destinations are:

- Uses that people make a point of coming to whether they live within or outside the community
- Opportunities for people to enter the community and stay
- Can include retail, entertainment, educational and service uses, existing institutions, and the supporting transportation infrastructure including a shared parking structure and an El super-station
- Can also be big theaters, small theaters, restaurants (multicultural cuisine) and specialty shops

**ACTION STEP:** Anchor Retail & Entertainment: Attract larger destination uses to Wilson Yard & other properties between Wilson & Montrose Avenues.

WHEN: Now to Summer 2001

HOW: Start with ideas from Wilson Yard planning process (1998) and charrette ideas (June 2000). Bring together roundtable of developers, architects, etc. to come up with scenarios. Create RFP as part of TIF redevelopment plan. Community reviews proposals and selects developers.

**ACTION STEP:** El Super Station.

WHEN: Start meeting in Fall 2000

HOW: Form a committee to make a strategic, tactical plan to design super-station. Create architectural drawings of Lawrence with Entertainment marquee and Wilson with Frank Lloyd Wright theme. Sell to CTA, aldermen, and community.

**ACTION STEP:** Shared parking structure.

WHEN: Begin Summer 2000

HOW: Pursue local consensus. Pursue local, state & federal funding (Including TIF). Determine number of slots for retail/services, Park & Ride, neighbors and Truman College. Build structure.

**ORIGINAL DATA:**

The following ideas from the initial brainstorming session were grouped together to form the Destinations category:

- Shared Parking Structure
- Destination (Theaters) to complement smaller businesses/uses
- Wilson-Lawrence CTA Super Station
- Destination Businesses/Services




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**VISION ELEMENT:**
**PUNCTUATION NODES: GATEWAYS**


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**VISION PARAGRAPH:**

We can humanize and extend the Broadway corridor by using several intersections as connections between sections of Broadway having different character, and as relief from crowded pedestrian areas such “nodes” should have their own special characters and/or uses.

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**ACTION STEP:** Building fronting a small plaza at former Presbyterian Church site, with activity generated on plaza by café or other similar retail or entertainment uses.

WHEN:

HOW: Residential over retail would be good. Some mass and height is good.

**ACTION STEP:** At Leland El passage, uses that bring light, safety, attractiveness and activity to underpass. Some continuity of retail below and visual punctuation above. Maybe a produce market?

WHEN:

HOW:

**ACTION STEP:** Statue or park (small) at Harris Bank triangle.

WHEN:

HOW:

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**ORIGINAL DATA:**

The following ideas from the initial brainstorming session were grouped together to form the Punctuation Nodes & Gateways category:

- Magic Passage (at Leland)
- Gateway Landmark Plaza
- Art form & green space at Presbyterian lot




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**VISION ELEMENT:**
**UNIFYING CHARACTER & CONTINUITY**


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**VISION PARAGRAPH:**

We'd like an area from Montrose north, which is relaxed, not congested, yet an active business area. Traffic would be slowed down and encouraged to stop, walk about leisurely and shop. The McJunkin Building's style of architecture would help unify the area. Visitors would discover places to stop, rest, browse, chat, eat, etc.

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**ACTION STEP:** Organize committee of business owners for development and projects under the leadership of Broadway Merchants Association.

WHEN: Immediately

HOW: Cooperation between UPCORP, Uptown Chamber of Commerce, O.N.E., and Broadway Merchants Association.

**ACTION STEP:** Develop a common vision among merchants with the purpose of impacting the TIF process.

WHEN: By August/September 2000

HOW: Planning meetings

**ACTION STEP:** Planning stage

WHEN: October 2000-March 2001

HOW: Follow up developments, architectural plans, and financial assistance

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**ORIGINAL DATA:**

The following ideas from the initial brainstorming session were grouped together to form the Unifying Character category:

- Activity (Busy-ness) without congestion
- Slowed down humanistic corridor
- Continuity with "breathing spaces" (punctuated continuum)
- Revival of McJunkin architecture for housing, retail, restaurant, theater

UPTOWN COMMUNITY DEVELOPMENT CORPORATION  
**CORRIDORS OF VISION – SESSION 2**  
 BROADWAY – SOUTH OF LELAND

**Summary of Evaluative Comments:**

The facilitator asked participants to separate their comments into three categories—AHA, BUT, & DRUTHERS.

1. **“AHA” Insights:**

***“The new AHA Dimensions I Experienced Were...”***

- The flow conversation at the end that threaded the entire Broadway Corridor was fabulous!
- Breakthroughs: neighborhood, stronghold, village & magic passage
- Magic Passage, Town Center
- Unifying uses along Broadway Corridor, which is so disconnected currently
- Nodes
- Pulling it together
- Recognizing that neighborhoods are “book-end” strongholds at either end of Broadway corridor
- Nodes & linkages between sections of the street, creating continuity
- I did not know prostitution was a problem in that area. I see a role for community organizing.

2. **“BUT” Concerns:**

***“This Was A Good Session, But...”***

- How will we get people to do this stuff?
- Not enough people included in the session
- Want to define more specific projects
- What will be there that is so attractive to the neighbors?
- El level shops sounds good, but in practicality they would expand the visual dominance of the tracks over the streetscape.
- What does the neighborhood think? Survey? Input of residents?
- Ideas good but not sure they support existing businesses or residents
- Wilson Yard is key but it’s such a wildcard it’s hard to know how our visions fit in with it.
- I’d have enjoyed discussion action plan items—they tend to clarify generalities in vision statements.
- The neighborhood org’s must avoid NIMBYism in addressing the problems experienced in this area.

3. **“DRUTHERS” Comments:**

***“If I Had My Druthers, I’d...”***

- We need more people for buy-in. This is too good to miss. Shall we open these up strategically? My answer is yes.
- Tie this into Wilson Yard process to inform TIF redevelopment agreement and future RFP’s.
- I would like to see a Dave & Buster’s entertainment center.
- A little more time to discuss the small and large group
- Get survey conducted to residents of area (including retail, housing, services) and consider as part of process.
- Build new CTA Stations, El level shops, parking structure, business & industry training center and maintain low income housing with affordable shopping options. Avoid driving out the diversity.
- I’d like to do more of this visioning with specific sites in mind (e.g. vacant or likely to be redeveloped lots).
- I’d add a half-hour for discussing action plan items.