

Passing the Planning Baton



**Involving Chicago's
Teens in Planning:
West Garfield Park**

**Doug Hammel, AICP
& Joe Kearney**

Tuesdays at APA

March 11, 2008

“The Perfect Storm”

- **Madison Street Corridor Plan**
- **Leading Community Change Program (LCC)**

Setting the Stage

- **Madison Street Corridor Plan**
 - City initiative to revitalize Madison Street in West Garfield Park
- **Leading Community Change Program (LCC)**

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Corridor Plan**

- City initiative to revitalize
Madison Street in West
Garfield Park
- Hired Camiros, Ltd. to work
with community

- **Leading
Community
Change Program
(LCC)**

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- **Madison Street Corridor Plan**
 - City initiative to revitalize Madison Street in West Garfield Park
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 - Established vision and policy initiatives
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 - Established vision and policy initiatives
- **Leading Community Change Program (LCC)**
 - Partnership between CPS, Chaddick Institute, and Bethel New Life

Setting the Stage

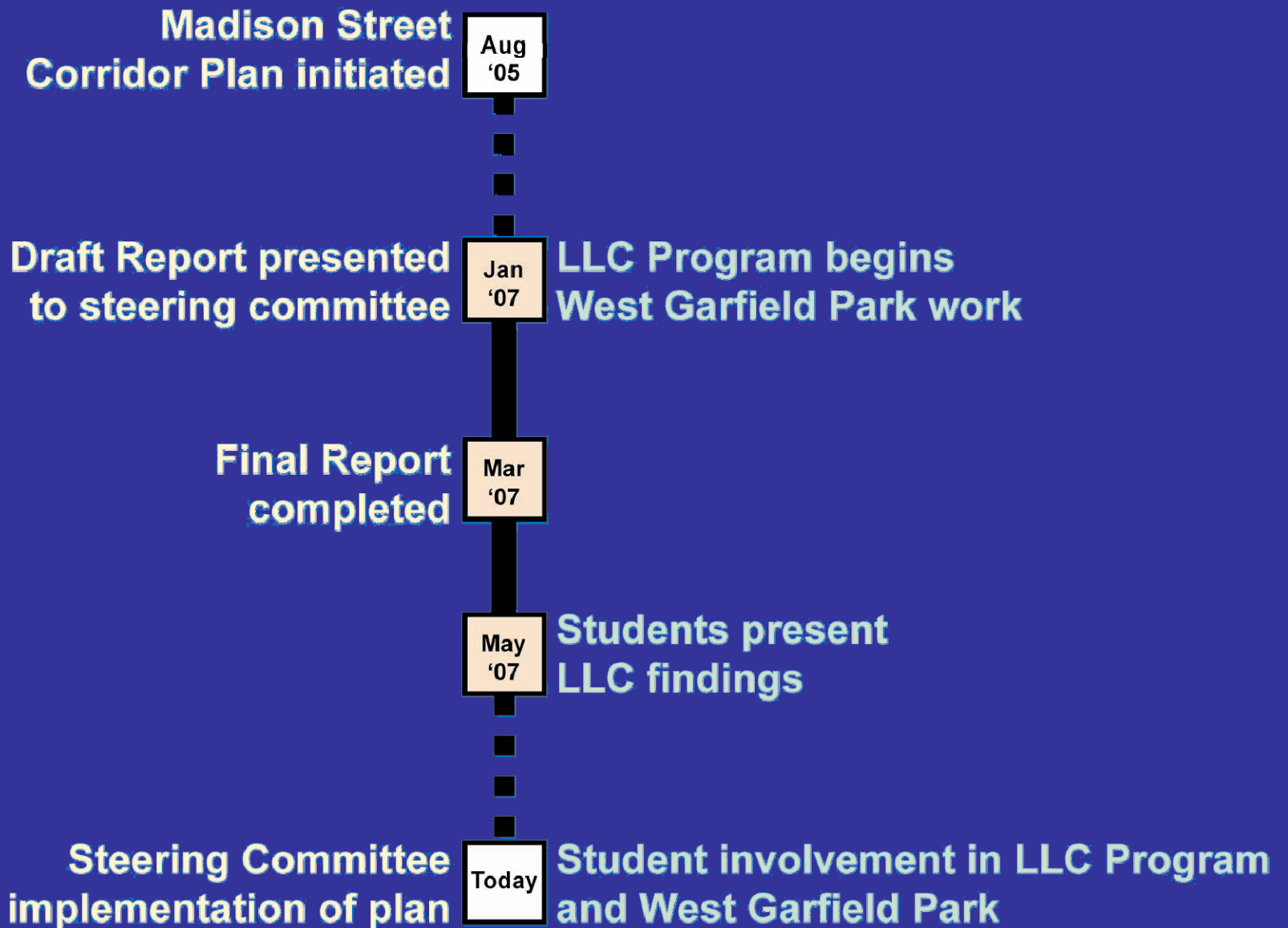
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***Education and Empowerment
of Residents***

Timeline



The West Madison Street Corridor

- Historic “Downtown of the West Side”



The West Madison Street Corridor

- Disinvestment and flight in 60's and 70's



The West Madison Street Corridor

- Commercial core at Madison and Pulaski



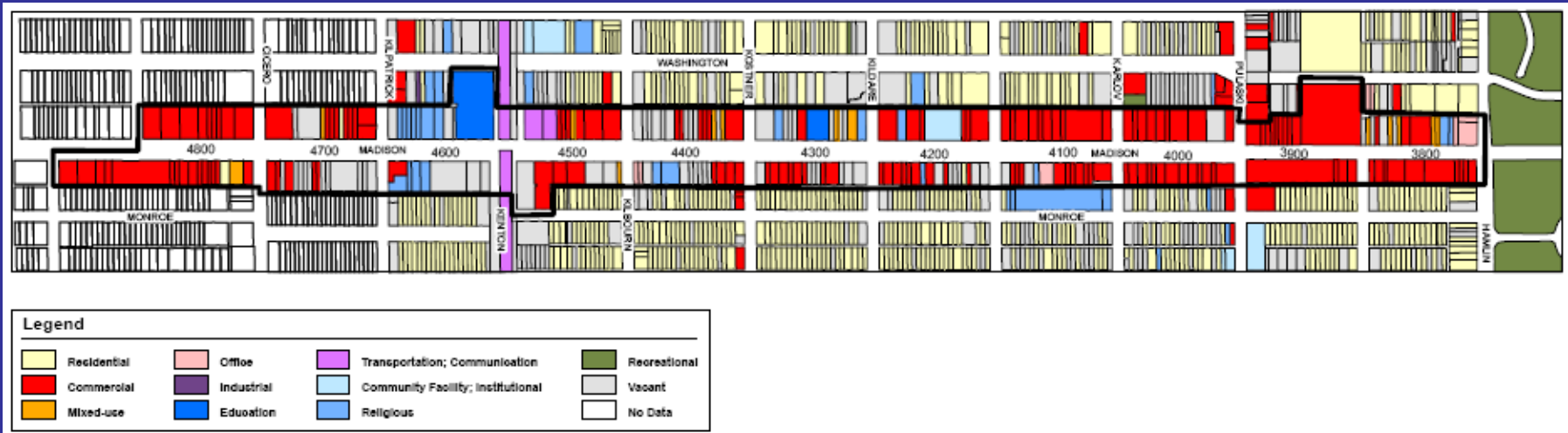
The West Madison Street Corridor

- Redevelopment in surrounding areas



The West Madison Street Corridor

- Primarily a commercial corridor



The West Madison Street Corridor

- Large pockets of dilapidation



The West Madison Street Corridor

- Strong local development entity (Bethel New Life)
- Active Chamber of Commerce
- Potential private redevelopment partners
- Uncaptured retail market (40% leakage)

Madison Street Corridor Plan

“The Madison-Pulaski Commercial Corridor will be the ‘**Downtown of the West Side**’ with **increased job and housing opportunities** and a variety of **high-quality goods and services** in a **safe and attractive shopping environment.**”

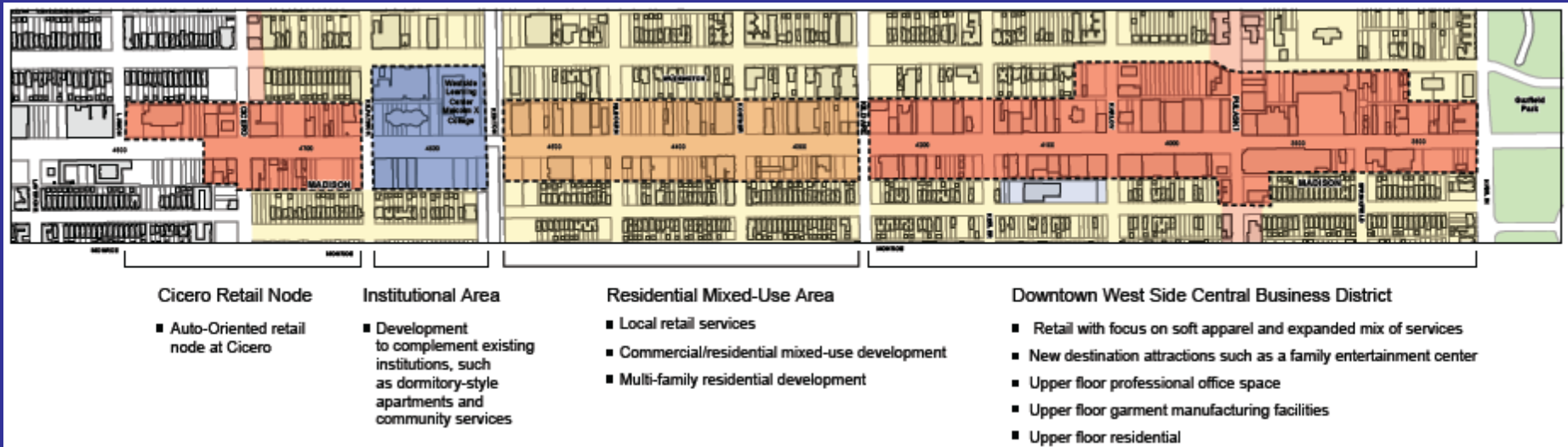


Madison Street Corridor Plan

- Key Strategies
 - Create a local leadership body

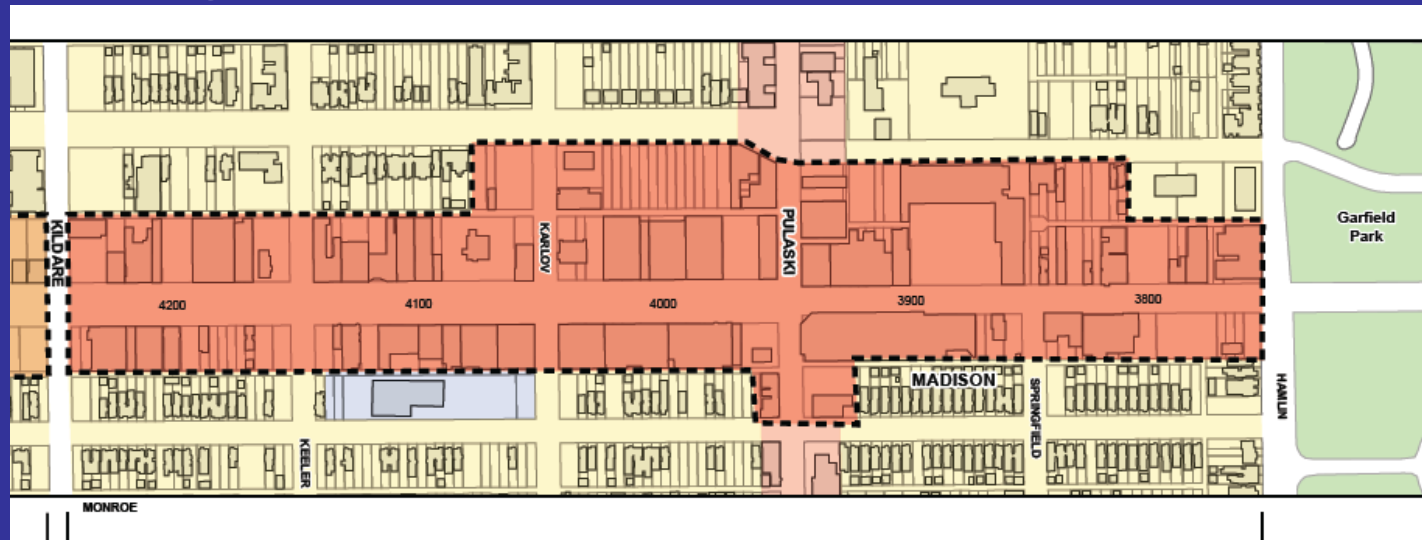
Madison Street Corridor Plan

- Key Strategies
 - Adopt a policy of mixed-use neighborhood commercial land use



Madison Street Corridor Plan

- Key Strategies
 - Designate clear centers of activity



Downtown West Side Central Business District

use development
ment

- Retail with focus on soft apparel and expanded mix of services
- New destination attractions such as a family entertainment center
- Upper floor professional office space
- Upper floor garment manufacturing facilities
- Upper floor residential

Madison Street Corridor Plan

- Key Strategies
 - Create private development standards

"Heart of Downtown" District

Site Planning:





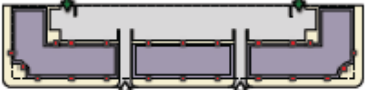


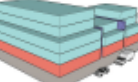

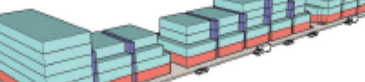




- Maximize building frontage on Madison Street
- Wrap building around corners to provide side street frontage
- Parking located behind the buildings or structured parking
- Primary parking access off rear alleys or adjacent parking lots
- Large developments may provide single curb cut parking access from Madison Street
- Store access from Madison Street and rear parking areas

Scale & Massing:

- Building height between 3 and 6 stories
- Upper stories may step back to avoid "canyon" effect
- Large facades should be broken to create sidewalk rhythm
- Articulate corners for prime retail access
- Larger developments may provide gaps in the building to create open space and visibility to rear parking lots

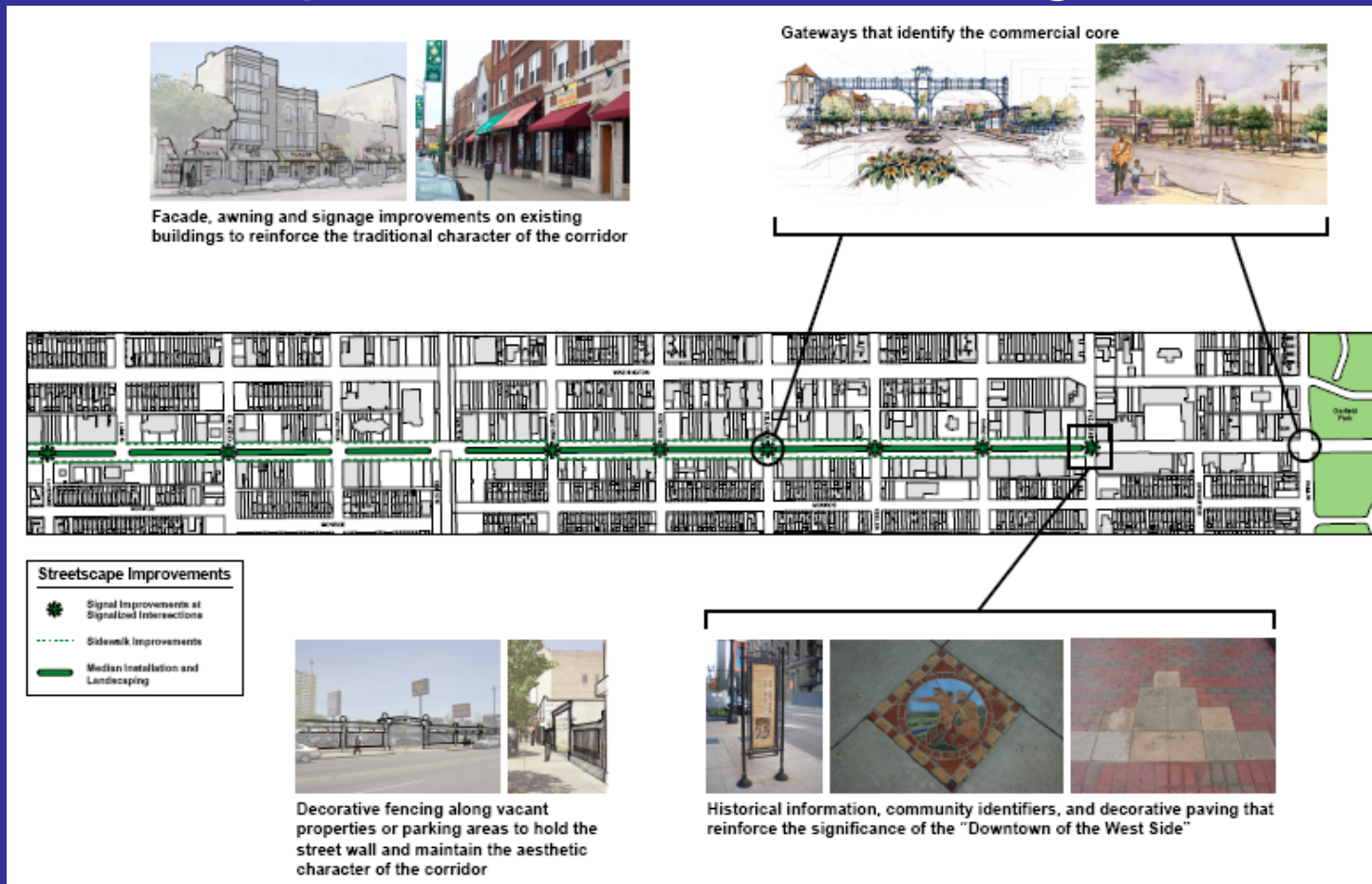
Architecture & Context:

- Buildings may reflect traditional or modern building materials
- Infill structures should reflect prominent facade features of surrounding buildings, such as cornice lines, door and window proportion, awning design, and signage
- Street-level commercial spaces should provide a pedestrian scale through awnings, lighting, and appropriate signage

		DEVELOPMENT SITE FRONTAGE (ft)				
		50'	100'	150'	300'	600'
SITE PLANNING PRINCIPLE	Site Planning					
	Scale & Massing					
	Architecture & Context					

Madison Street Corridor Plan

- Key Strategies
 - Create public-realm urban design standards



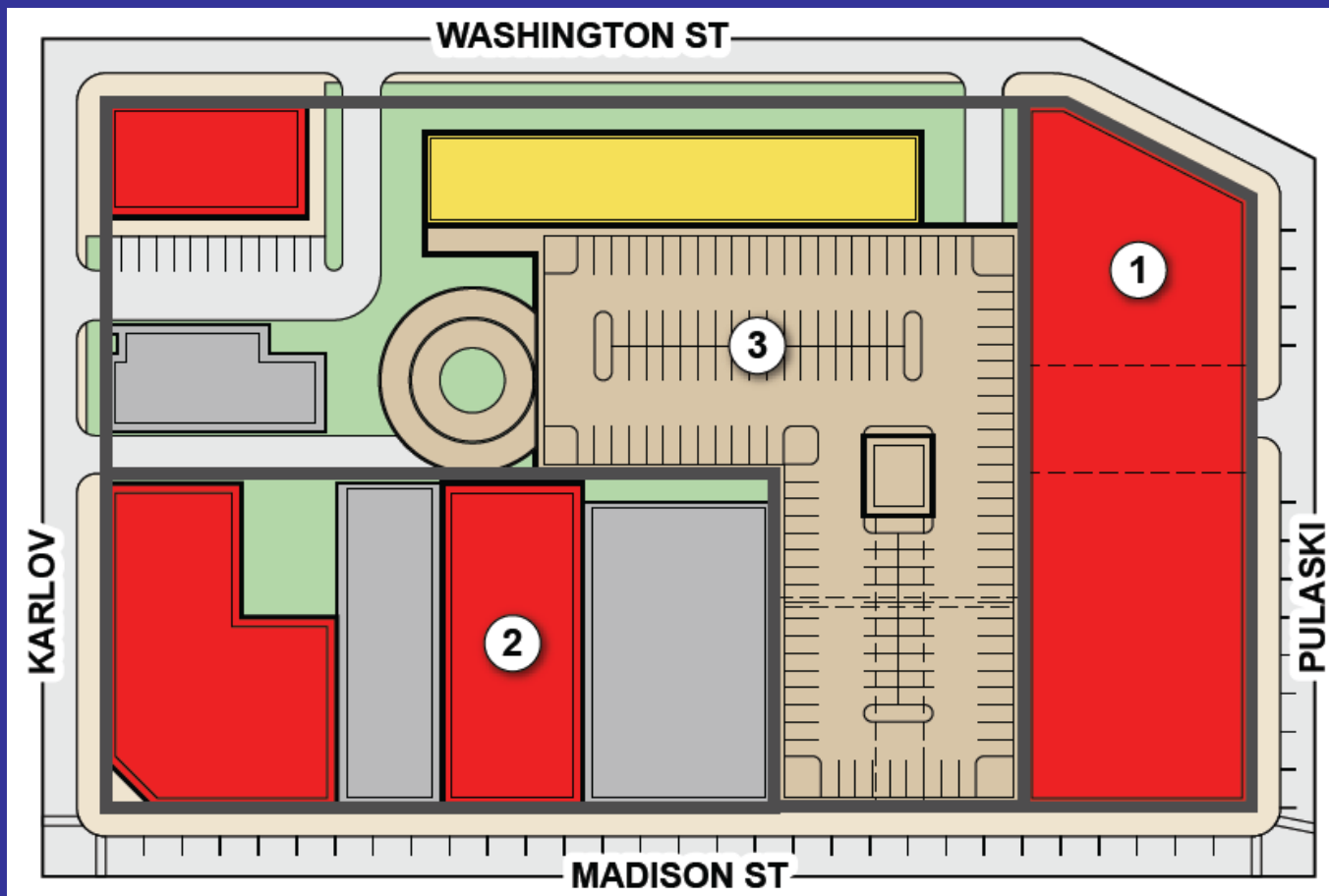
Madison Street Corridor Plan

- Key Strategies
 - Identify and market development/redevelopment sites



Madison Street Corridor Plan

- Key Strategies
 - Identify catalyst projects



Madison Street Corridor Plan

- Key Strategies
 - Identify catalyst projects



Madison Street Corridor Plan

- Action Plan

Strategy	Action	Responsible Parties	Action Timeline		
			0-1 year	2-4 years	5-10 years
1. Adopt a policy of mixed-use neighborhood commercial land use and development for the Madison-Pulaski Commercial Corridor.	1-A. Develop consensus among the business community and residents regarding the future of the Madison-Pulaski Commercial Corridor.	Madison St Steering Committee	X		
		Chicago DPD			
		Alderman Smith			
	1-B. Adopt the land use vision for the Corridor as public policy.	Chicago DPD Alderman Smith	X		
2. Create a local leadership body responsible for working with the City in marketing the vision of the Corridor and endorsing projects that achieve its goals.	2-A. Identify a local committee to act as an advocate of the plan and vision for the Corridor, and facilitate the development of projects within the corridor	Madison St Steering Committee	X		
		Chamber of Commerce			
		Alderman Smith			
	2-B. Work with City leadership to market the corridor and assess development proposals to ensure that they meet the needs of the community and the goals of the Pan.	City DPD Action 2-A committee		X	X
3. Designate clear and distinct centers of activity along the Madison-Pulaski Commercial Corridor.	3-A. Delineate character-based zoning district boundaries.	City DPD	X		
	3-B. Establish district-based urban design guidelines for future development.	City DPD	X		

Leading Community Change

Program Summary



Tuesdays at APA Presentation

March 11, 2008





"...together we can...plan to make the neighborhood better..."

"...the young people are the community. We make up over half of our neighborhood. We can address them (issues) by admitting there is a problem...then confronting them."

"...we can speak out and stand for something..."

"We experience the community the most..."

"Every individual has the potential to do anything they put their minds to..."

(Quotes from student applications for 2008 program)

Leading Community Change

Background



▪ Program conceptualized in 2006

▪ Bethel New Life, CPS-Service Learning and Chaddick Institute

▪ Goals two-fold:

- Introduce high school students to theoretical constructs of urban planning
- Allow participants to demonstrate knowledge by focusing on the West Garfield Park neighborhood

Leading Community Change

Program Summary



- **30 Students drawn from four high schools**
 - Al Raby, Orr Campus (Excel and Mose Vines) and Marshall
- **Five day-long sessions**
 - Weekends and Holidays, beginning in January
 - Culminated with May 2007 presentation to the West Madison Street Task Force
- **Variety of modules / course segments**
 - History of planning and development in Chicago
 - “Tools Planners Use”: Zoning, Assessor and online mapping resources
 - Analysis of Camiros West Madison Street Corridor Plan

Leading Community Change

Session one: Introduction at Bethel New Life



- Intro to the Challenge
- History of West Garfield Park
- Current neighborhood conditions/discussion
- Group exercises

Leading Community Change

Session two: Technical Introduction at the Chaddick Institute



▪ Intro to Chicago Planning

- Precursors to current regulatory framework
- Watershed events (i.e. 1893 / Chicago Fire, etc)
- Post *Plan of Chicago* efforts: Zoning, Legacy of Chaddick, Daley, modern planning

▪ “Tools planners use”

- Introduction to public planning resources
- Discussion of Taxes / Assessed Value / FAR / other “snapshot” technical measures

▪ Loop Field Study



Leading Community Change

Session three: College Visits and Neighborhood Study (new for '08)



- **Groups visit local undergraduate institutions**

- Learn about institution itself
- Meet with a local neighborhood leader

- **Groups present their findings**



Leading Community Change

Session four: Expert Interviews / Preparation for Final Project



- **Students pick their area of interest to analyze the Madison / Pulaski Corridor**

- Residential, Retail, Aesthetics, Neighborhood Marketing & Branding

- **Groups study Camiros plan and develop questions**

- **Groups visit planning, development and land-use professionals throughout the Loop and report back**

- Camiros, City of Chicago DPD, ShoreBank, Edwards & Kelcey, CMAP, Chicago Title & Trust, City of Chicago DCAP, CNU



GRADE
AGE
ZIP CODE
SCHOOL NAME |

Leading Community Change Survey May, 2007

1. How close do you live to the intersection of Madison & Pulaski?

- ☐ 1-3 blocks
- ☐ 4-6 blocks
- ☐ More than one mile

2. How often do you shop along Madison Street in West Garfield?

- ☐ More than once per week
- ☐ Between once and week and once a month
- ☐ A few times per year
- ☐ I never shop along Madison Street *

* _____ (reason?)

3. Please estimate how much money you spend each week at stores located in West Garfield:

\$ _____

4. If a new building were to be built at Madison and Pulaski, please indicate below which of the following retail uses you'd most like to see (rank 1-5, below)

- ___ Clothing store
- ___ Fast food
- ___ Grocery Store
- ___ Entertainment-bowling alley
- ___ Entertainment-roller rink
- ___ Other (specify) _____

5. Please circle the living arrangement that best describes your situation.

- Condominium
- Single-family home
- Apartment building with 4 or less units
- Apartment building with more than four units (Co-way)
- ~~Townhome~~
- Two-flat

Leading Community Change

Session five: Survey Analysis and Final Project Preparation



- **Students analyze results of 500 student surveys from all four schools**

- Quality of Life questions developed by the students
- 20 question survey
- Data entry by DePaul Grad students


- **Groups develop powerpoints with new data and photos from West Garfield Park**

- **Groups begin to plan for presentation to West Madison Street Task Force**



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H2 fx

	A	B	C	D	E	F	G	H	I
1	LCC Data Template: Neighborhood Marketing & Branding Group (questions 11,12,15,16,18)								
2									
3									
4									
5		WordAssoc (11):Most	WordAssoc (11):Second	WordAssoc (11):Least	Word Assoc (11): Other	Marketing (12)	Describe (15)	BestPlace (16)	Ad (18): First
6	SURVEY #								
7		2	1	5		-	fun, safe, colorful	the basement	3
8		2	3	4		-	-	-	
9		6	5	5		-	Robbery, Rape, Murders	-	1
10		1	6	4		-	-	Golden dome	5
11		6	2	5		-	-	-	4
12		3	1	6		Don't Throw Down on K- Town	Changing, Historic, People's Habitat	To the Clothing Stores	1
13		2	5	3		I don't know	-	Madison Street	1
14						-	-	-	5
15		2				-	-	-	1
16		1	2	4		Give it the logo with the Garfield Cat on it	Drug Dealing, Robbery	Footlocker	5
17			1	5		-	fun place, hang out, safe	fFootlocker	6
18									
19		1				-	-	-	2
20		2				-	-	-	4
21		1				-	-	somewhere for a job	

Leading Community Change

West Garfield Park: Marketing & Branding |
Presentation to the West Madison Street Task Force

Thursday, May 31, 2007

Team:

Stephanie Conner, Mose Vines H.S.

Tangy Hall, Marshall H.S.

Charles McCaley, Excel

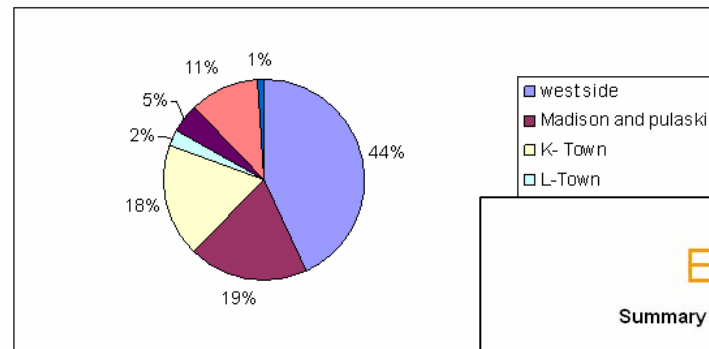
Darius Geiren, Al Raby H.S.

Darrin Harris, Marshall H.S.

Raeshawnda Miller, Marshall H.S.

Latoya Reeves, Mose Vines H.S.

Phrase Most Associated with WGP



Expert Interviews

Summary of Discussions with Land Use professionals

- Lyndee Lloyd, ShoreBank
 - Better Existing Business
 - Make sure their businesses can continue to grow and become sustainable
 - Relationships are so important to have with incoming businesses
- Kerri Johnson, CMAP
 - Businesses in a neighborhood could collaborate to better position itself as a commercial center

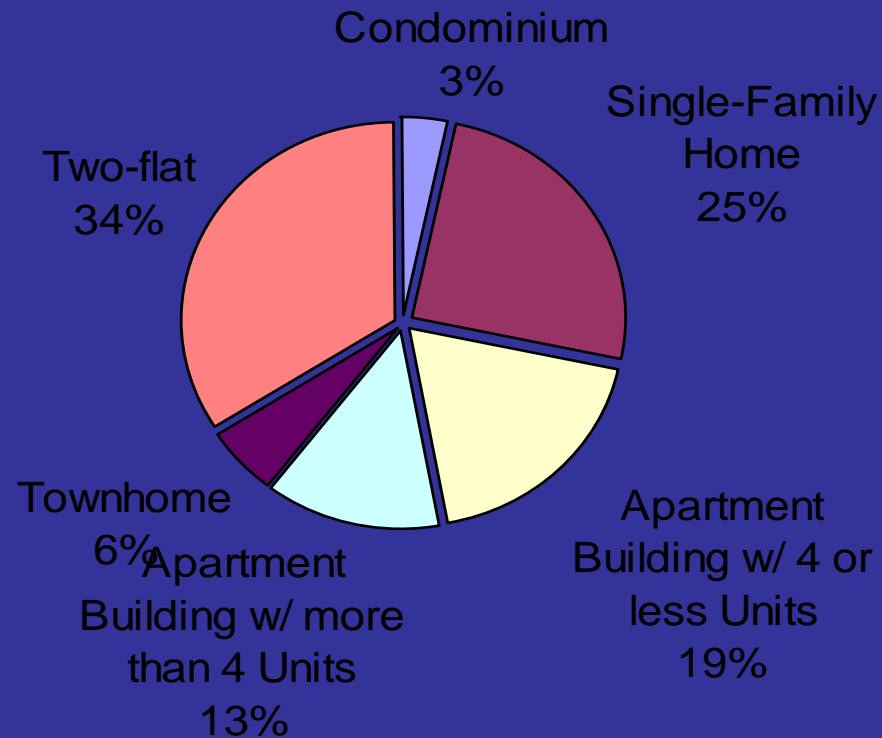


Leading Community Change

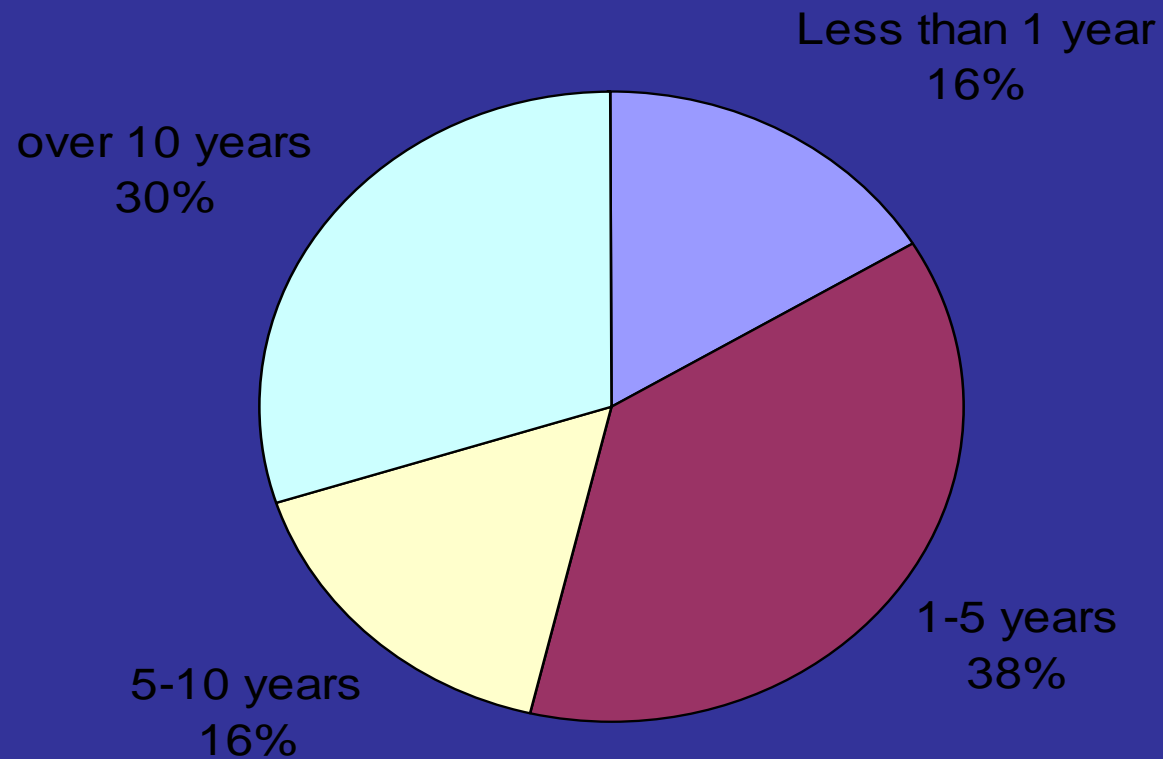
Summary of Findings

Residential

Current Living Arrangements

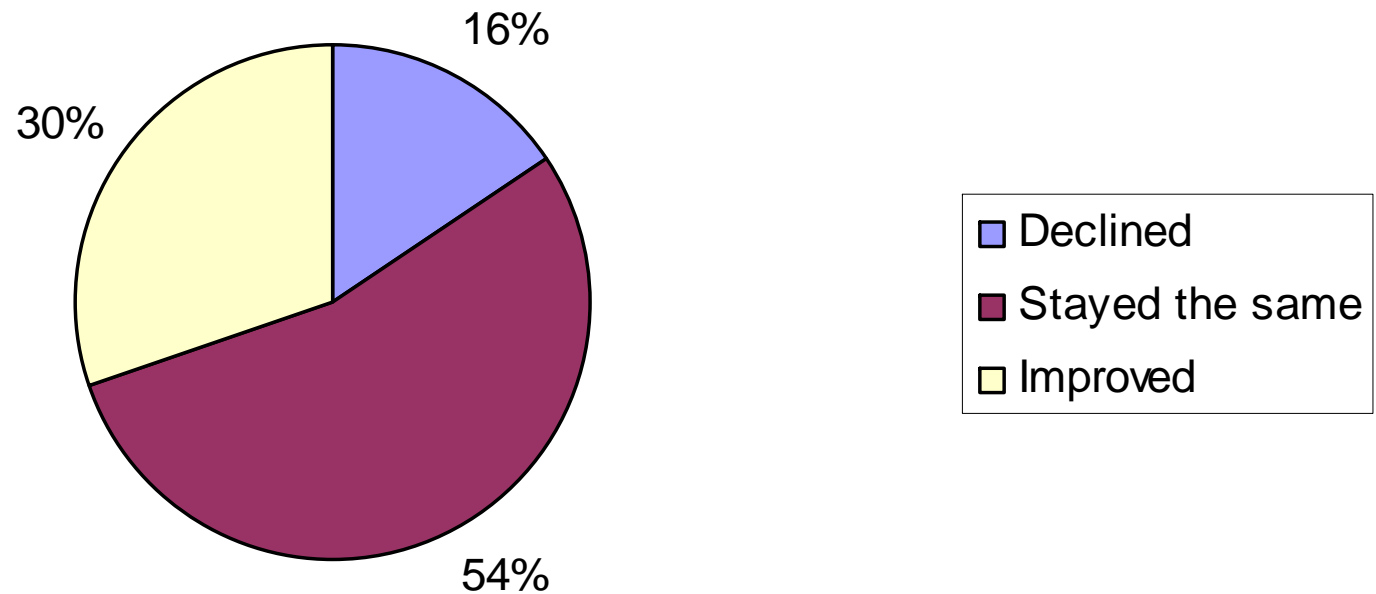


How Long Have You Lived In Your Residence?

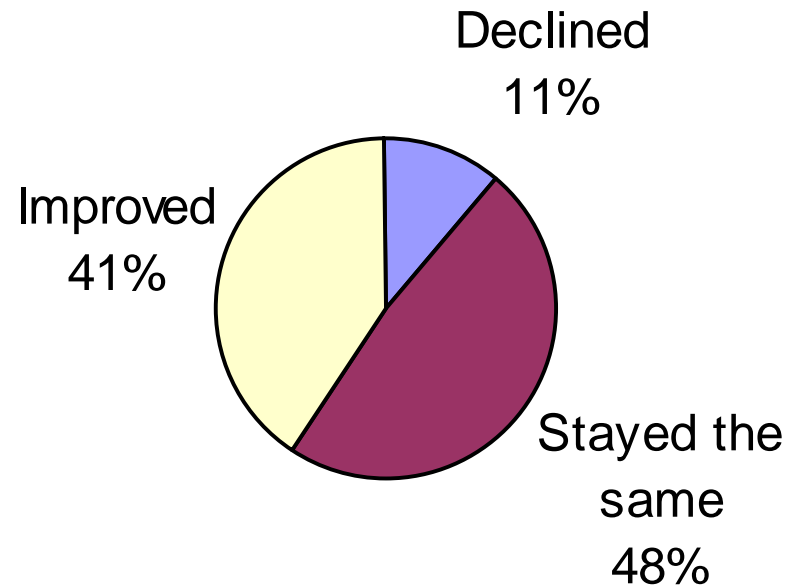


Safety of Your Block (past 2 years)

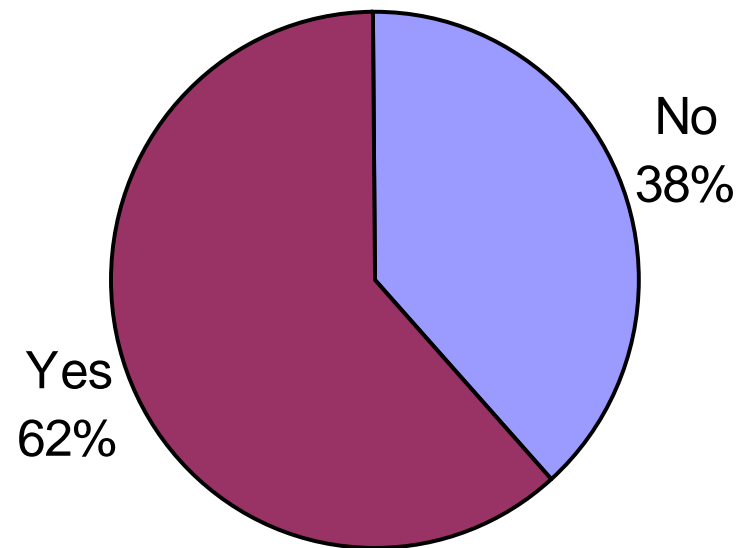
Safety of block in past two years



Appearance of Blocks Over Past Two Years

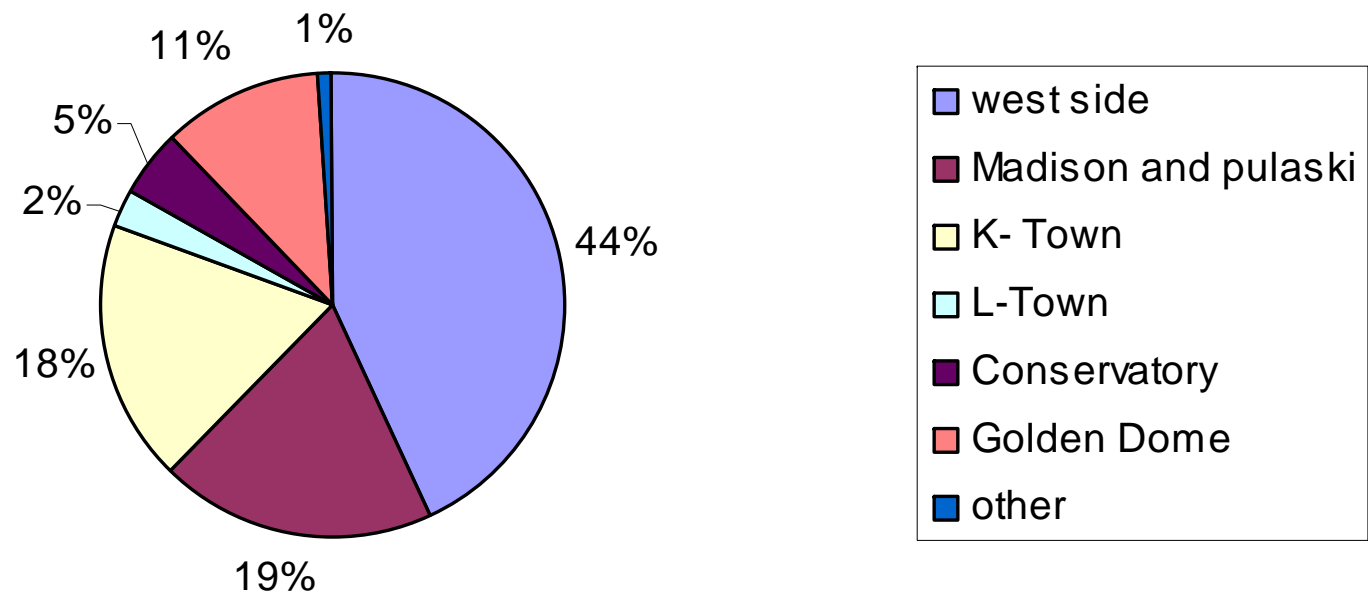


Construction/Renovation on Your Block

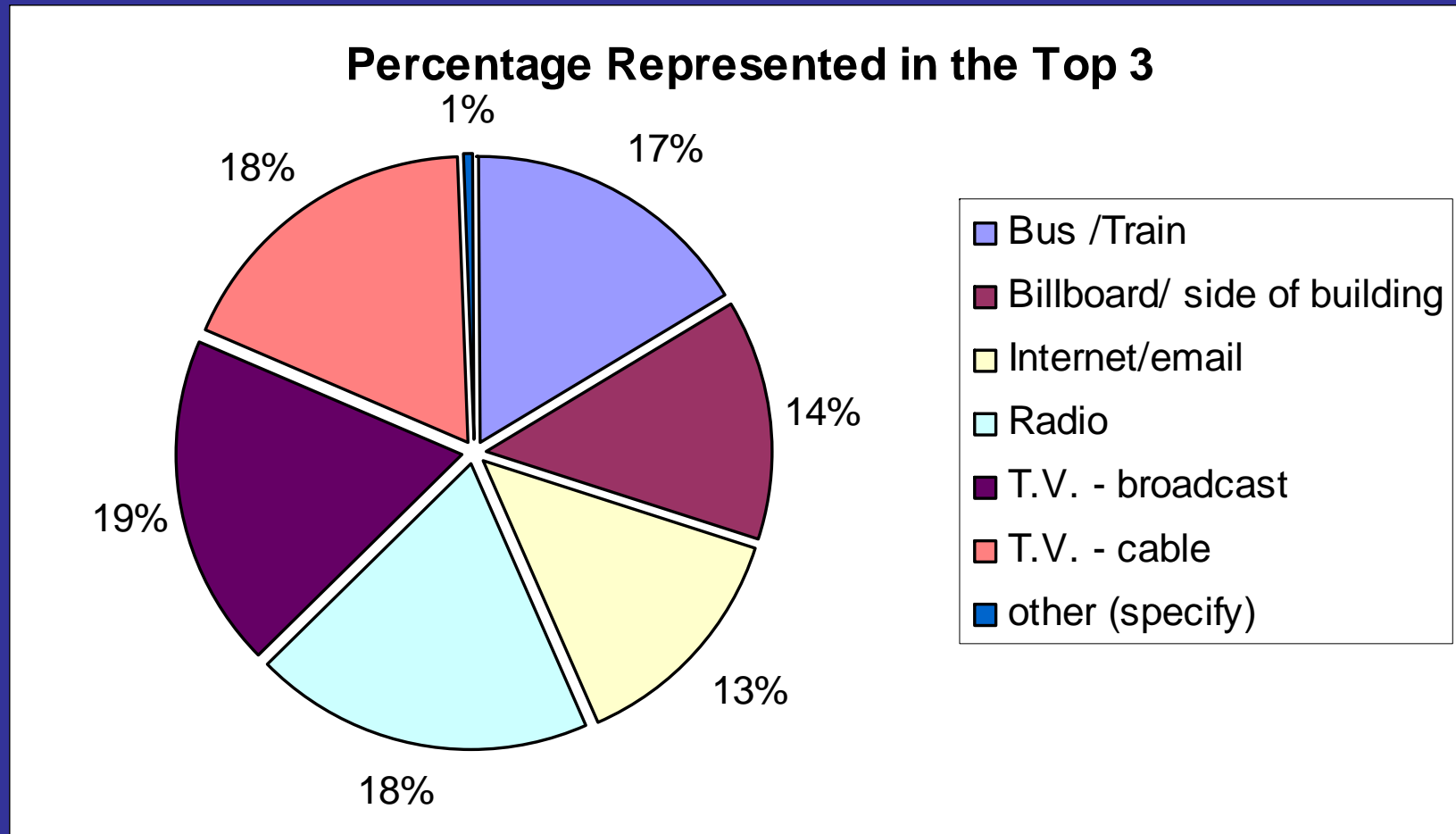


Neighborhood Marketing

Phrase Most Associated with WGP

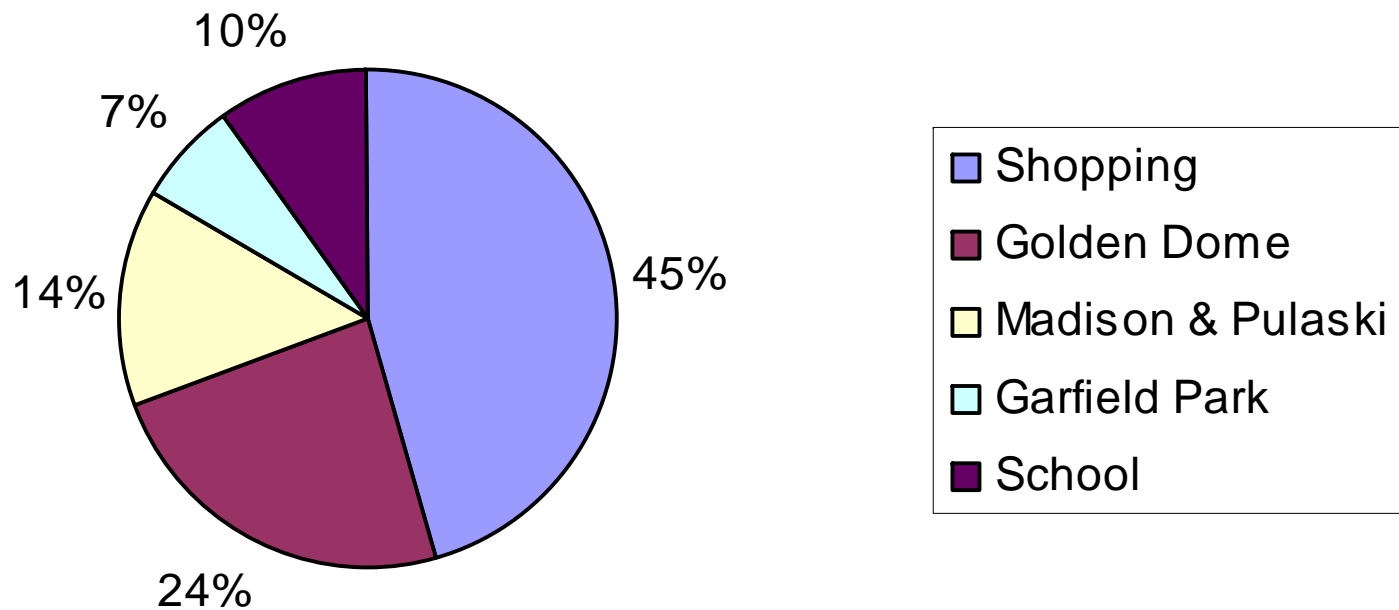


Most Effective Way to Advertise



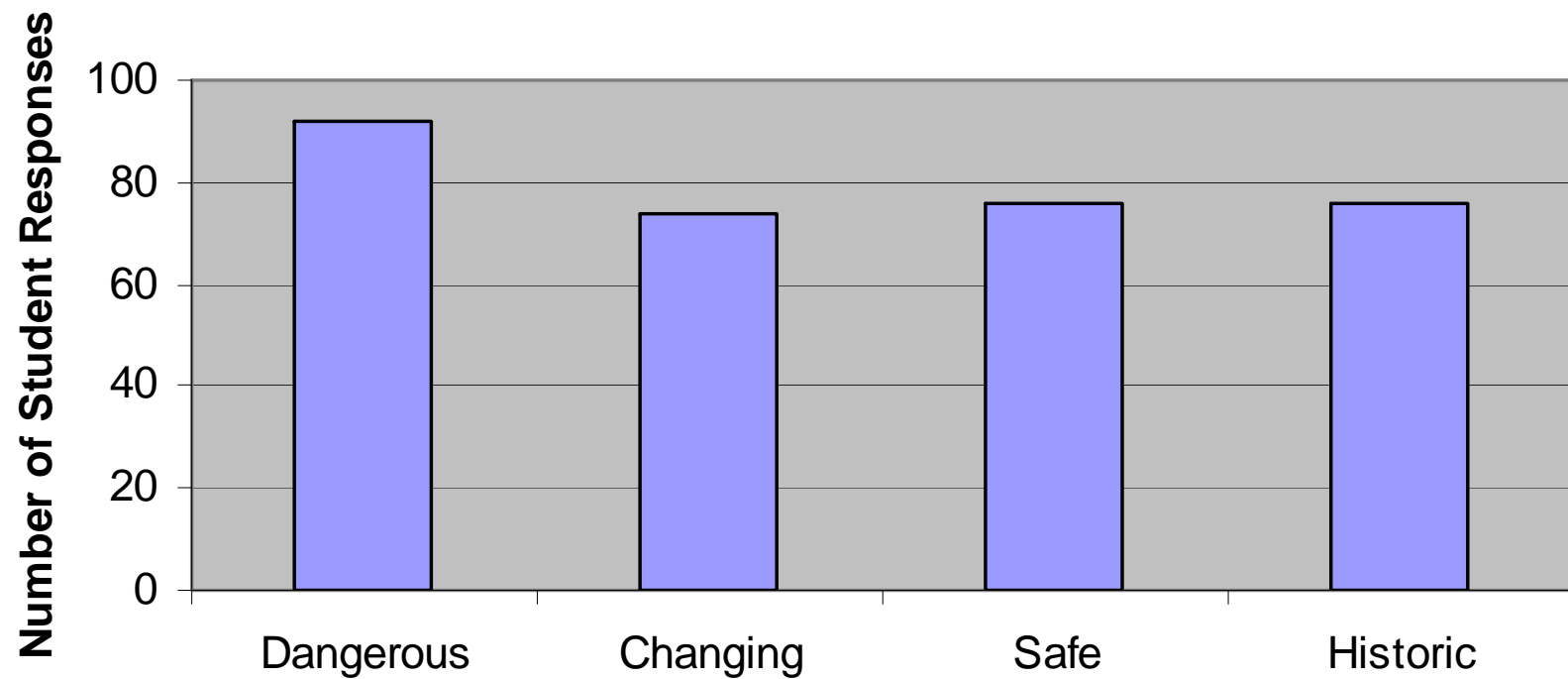
Where do youth hang out?

Popular Spots in WGP



Student Voices

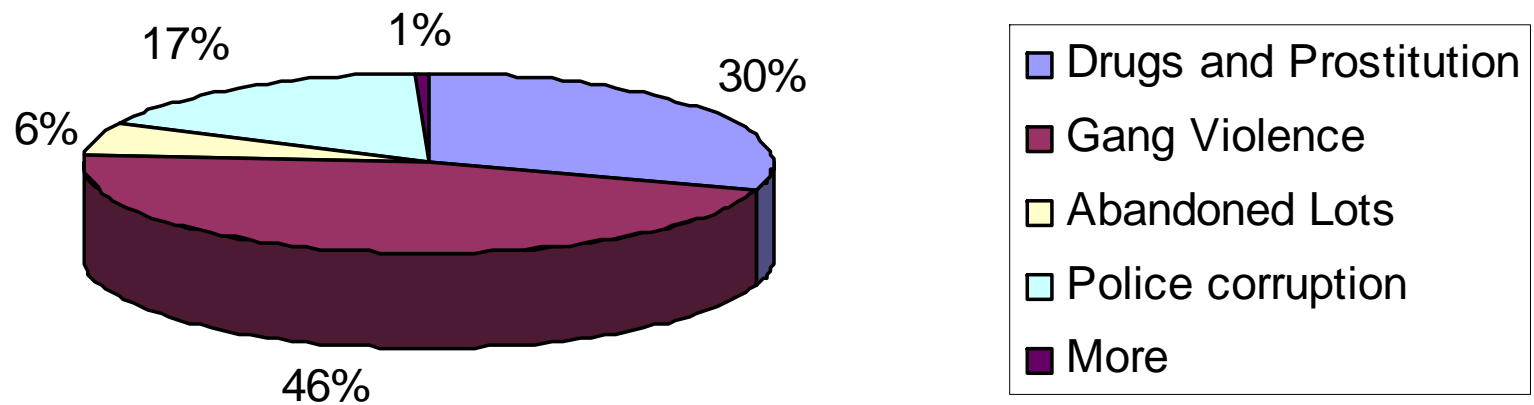
Words that define WGP



Aesthetics / Safety

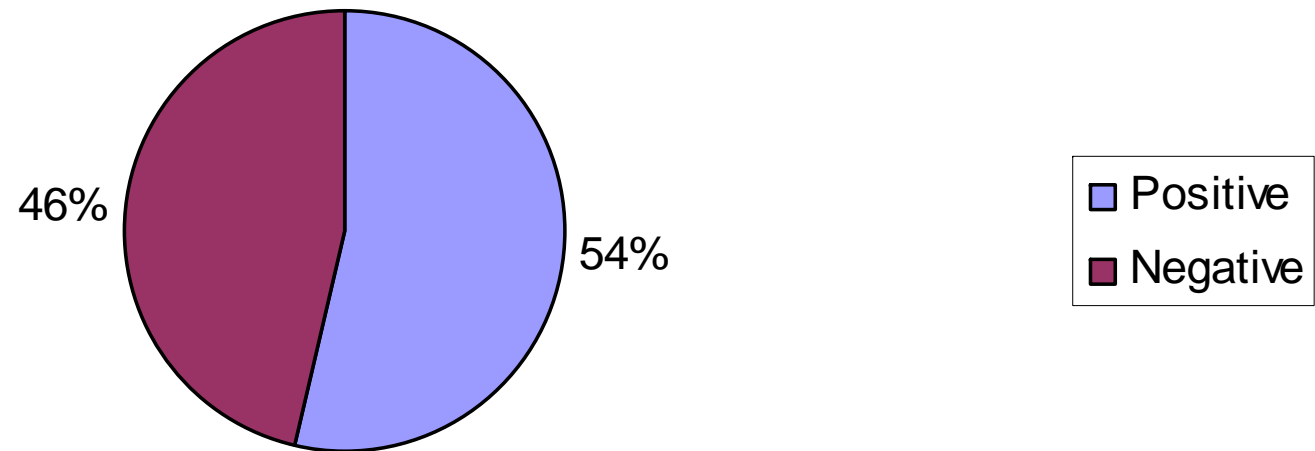
What do you think poses the greatest threat to safety in WGP?

Greatest Threat to Safety, WGP



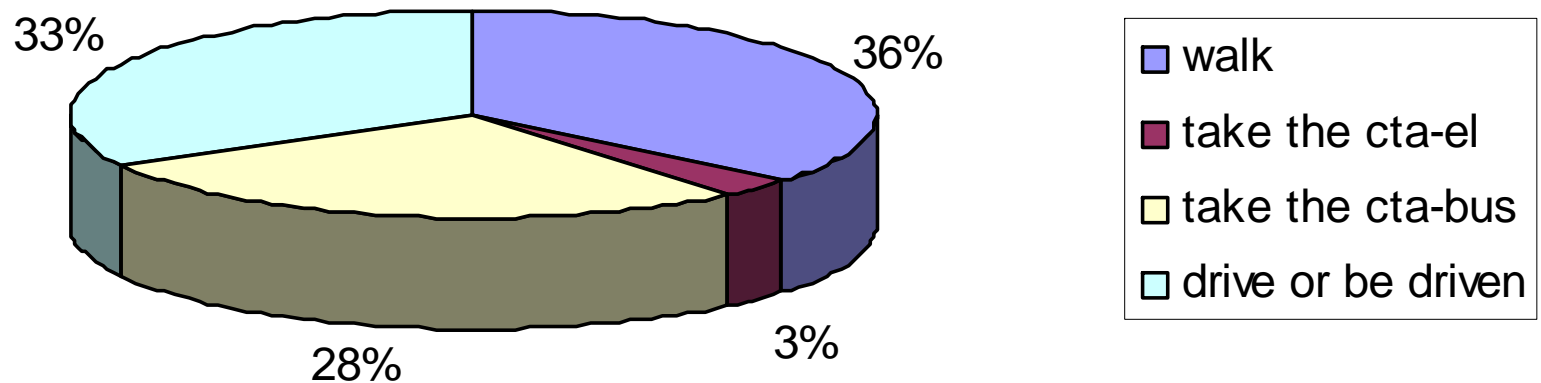
Do you think the blue lights police cameras have a positive or negative impact on overall safety in West Garfield park?

The Overall Effects of Blue Light Police Cameras



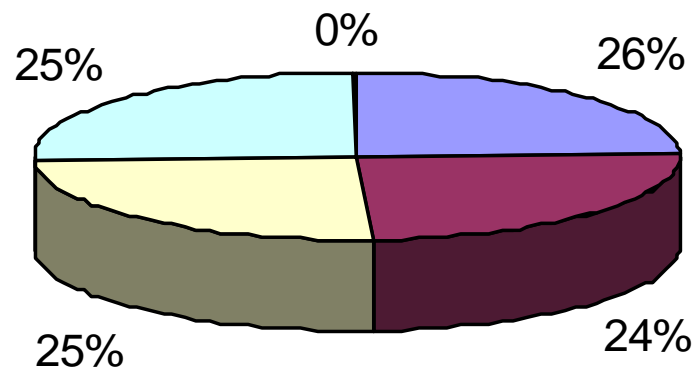
When I visit Madison Street ,I would most likely?

Traveling to Madison street



What do you think would make streets in West Garfield Park beautiful ?

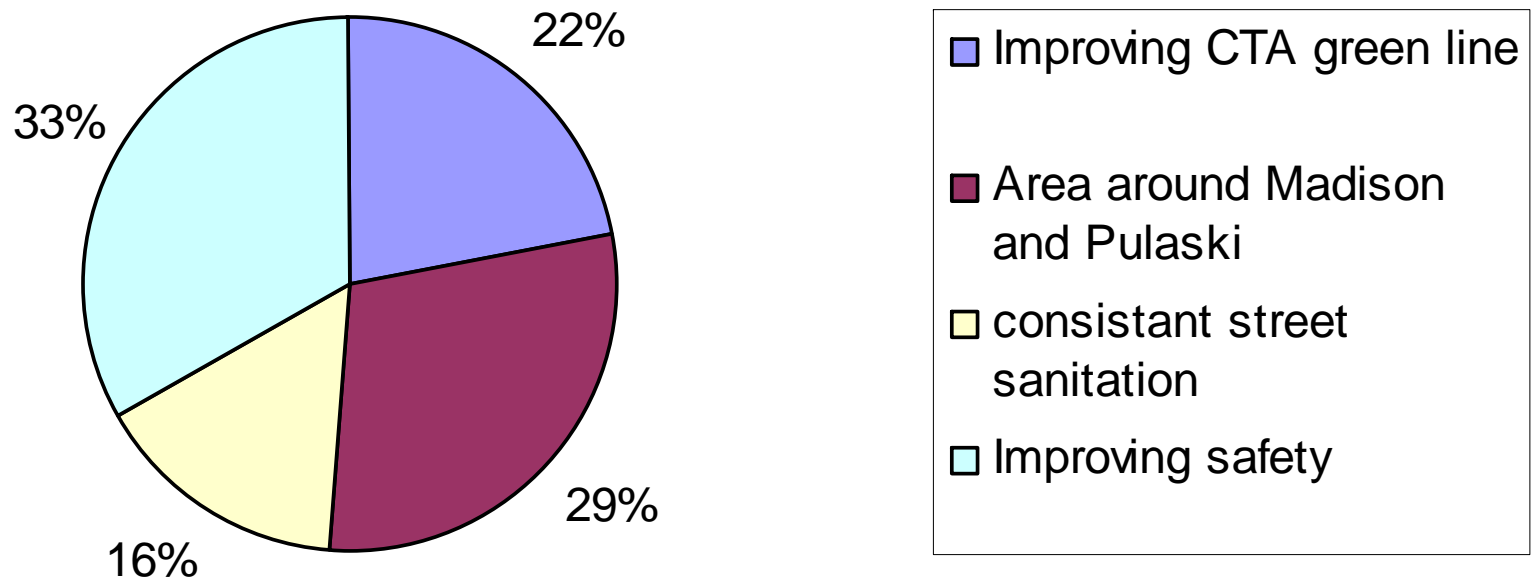
Street Scaping



- Presence of trees/greenery
- Large sidewalks
- Lots of people around
- Appearance of buildings
- Other

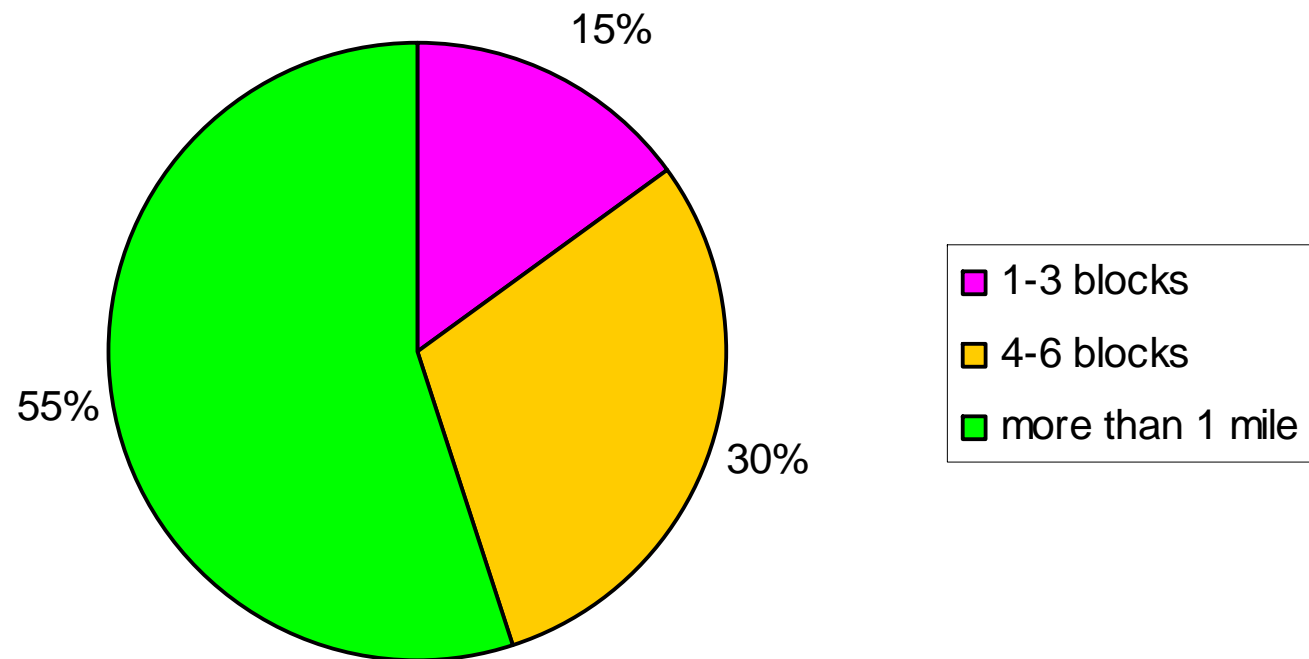
What major transformation do you think is most critical?

Most Needed Critical Transformation

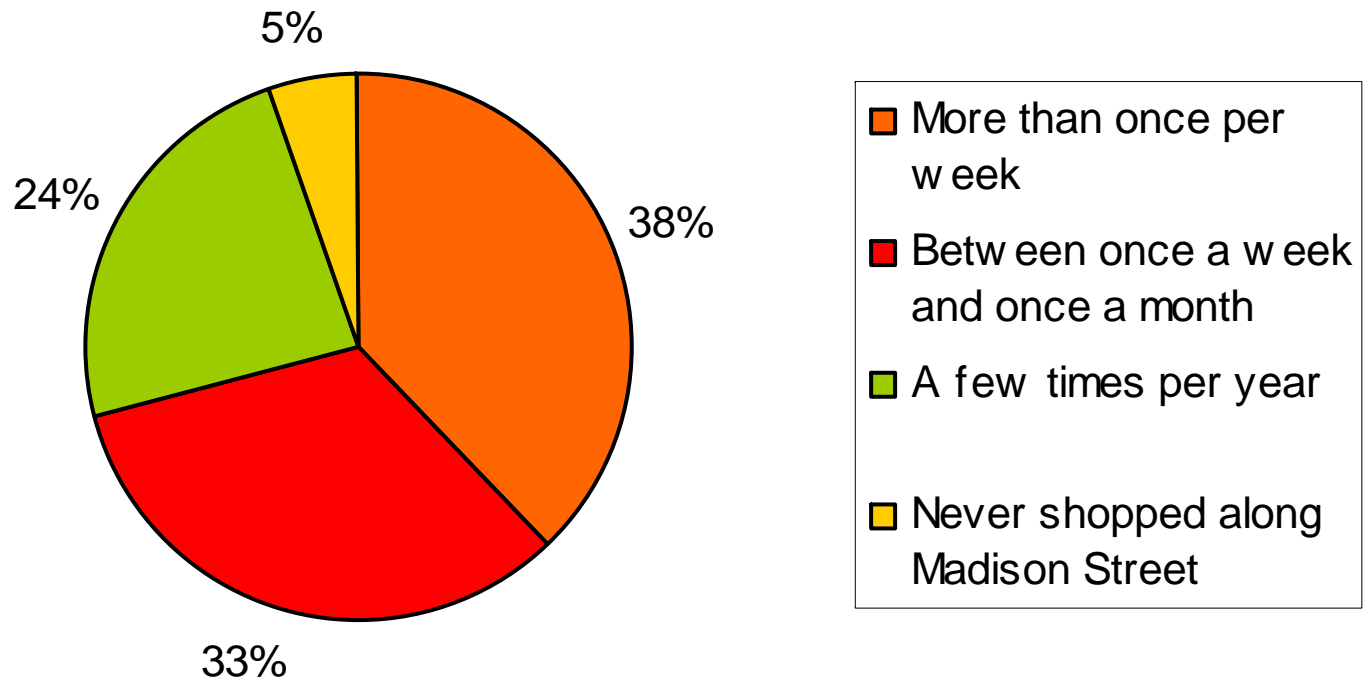


Retail

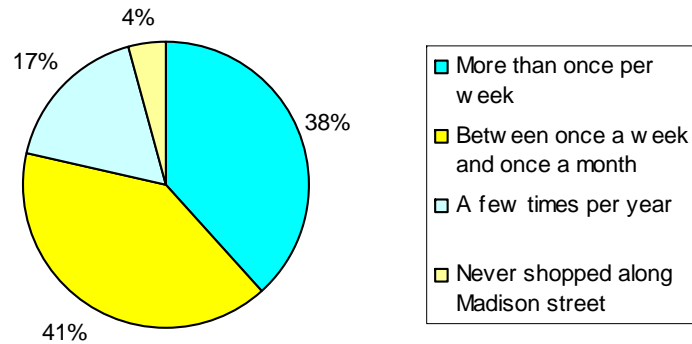
Distance from Madison & Pulaski (student homes)



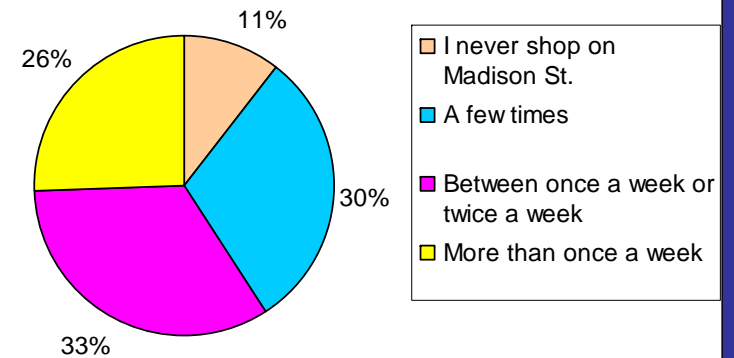
How Often Do People Shop Along Madison Street (West Garfield Park)



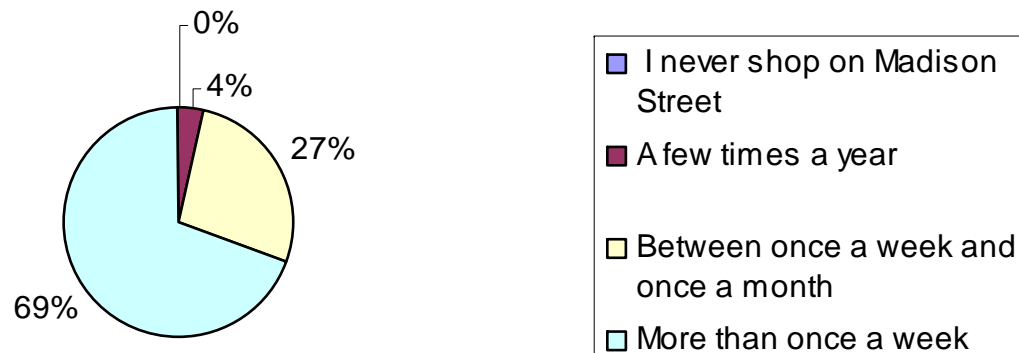
**How Often People Shop Along Madison (WGP)
In Zipcode 60644**



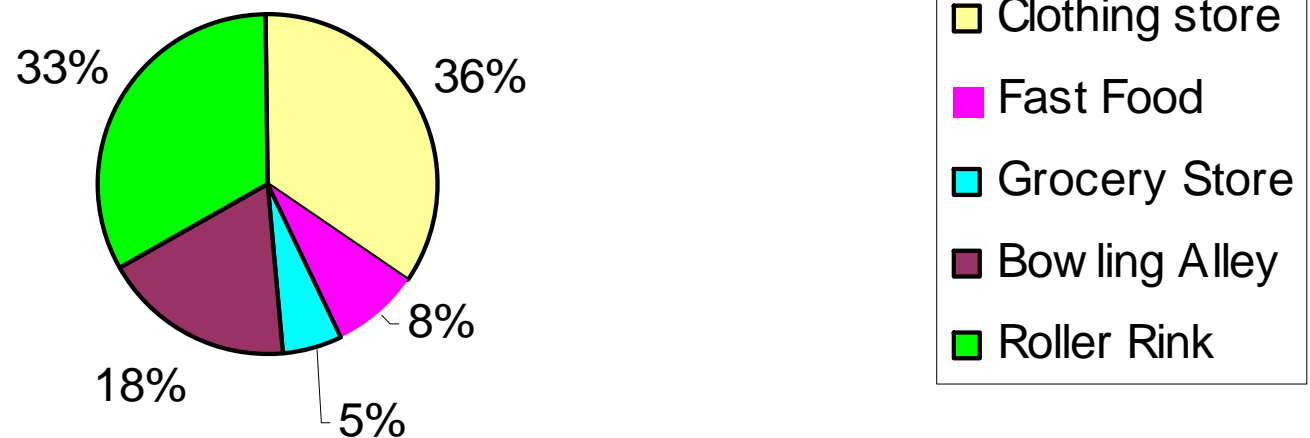
**How Often Do People Shop on Madison St. in (WGP)
Zipcode 60624**



**how often do you shop on madison street in
wgp(60612)**



Most popular retail choices on Madison and Pulaski



Note: Students reported spending a mean of \$115.30 each week that they shopped on Madison Street...

Leading Community Change

Session six: Final Presentations at Bethel New Life



- Presentations and Reception for Students

- Discussion with the West Madison Street Task Force

Program Coordinators

Joe Kearney, Chaddick Institute at DePaul University
Nadia Ben Youssef, Bethel New Life
Jon Marino, Chicago Public Schools

CPS Supporters

Jim Dorrell, Marshall High School
Jeanne Walker, EXCEL High School
Chris Lesauskis, Mose Vines High School
Vanessa Perry, Al Raby High School
Jon Schmidt, CPS Service-Learning Initiative

DePaul University Public Services Graduate Students

Gretchen Anderson
Caitlyn Brennan
Molly Burich
Anne Crylen
Lauren Fischer
Beau Gallegos
Brian Guyer
Dave Juen
Sarah Miller
Dan Nakahara
Erin Russell
Alyssa Schiffman

Professional Supporters

Jacob Adams, *Chaddick Institute*
Jeff Brubaker, *American Planning Association*
Doug Hammel, *Camiras*
Lyndee Lloyd, *ShoreBank*
Marty McCarthy, *City of Chicago Dept. of Planning & Dev.*
Kerri Johnson, *Chicago Metropolitan Agency for Planning*
Roseann O'Laughlin, *Edwards & Kelcey*
Brad Roback, *City of Chicago, Dept. of Construction & Permits*
Dr. Joseph Schwieterman, *Chaddick Institute*
Adam Seithel, *Chicago Title & Trust*
Heather Smith, *Congress for the New Urbanism*
Mildred Wiley, *Bethel New Life*

LEADING COMMUNITY CHANGE STUDENT PRESENTATIONS TO WEST MADISON STREET TASK FORCE



LCC

 **2007** 

West Garfield Park

THURSDAY, MAY 31, 2007

5:30-7:30 P.M.

BETHEL NEW LIFE

1140 N. LAMON

CHICAGO IL, 60651

Outcomes

- **2008 LCC**
 - 30 participants; 6 student “repeats”
- **3 student board members on West Madison Street Development Corporation**
- **Ongoing communication with the City of Chicago DPD**

Questions?



Doug Hammel, AICP

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**DEPAUL
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