

# APPLE FEST HIGHLIGHTS

## Thanks to everyone who peeled by our Apple Fest Idea Booth to share innovative ideas and input on Lincoln Square!

Event Date: October 7<sup>th</sup>, 2018 | 9am – 6pm

Stationed at the northeast corner of Leland and Lincoln, the booth featured tools for folks to share input. Apple-themed idea posters were pinned up, comment maps rolled out, dog treats on the ready and sour apple dum-dums... naturally. From jotting down and mapping ideas to conversation with residents and visitors, the planning team scored so much knowledge, input and ideas on what people love and would like to see happen in Lincoln Square.



## Love was in the air...

First and foremost, one thing was made crystal clear... residents both long-standing and new, as well as visitors, LOVE Lincoln Square. The events, festivals and summer concerts; restaurants, library, Davis Theater, and local "mom and pop" businesses; scale and style of development, plentiful parks and trees; walkability and access to transit; German roots and history; welcoming, clean neighborhood and family-friendly vibe. All of these components were reiterated many times over! Master planning is as much about understanding what folks want to see remain unchanged, as it is understanding desired improvements. So special thanks to everyone who flagged what you love!





## Questions come with answers...

While chatting with residents and passersby we fielded a few questions about the planning process that are worth circling back on!

**What is master planning?** Neighborhoods typically update their master plan every 5-10 years to address needs and wants in their community. Simply put, you can think of master planning like a check-up for your neighborhood. It is an opportunity to assess vitals and address those items, areas, and components that need some added attention, TLC or creative placemaking. Furthermore, master plans are an opportunity to look to innovative planning techniques and strategies taking place across the country and consider how such might inspire changes locally. For example, at Apple Fest, many residents voiced a desire to improve / create a designated pedestrian path beneath the brown line tracks and mentioned looking to examples like the [Low Line](#) in New York.

**How will the plan be used?** The Lincoln Square Master Plan will be a guiding document that the SSA (Special Service Area) and Chamber will look to over the next 5-10 years to make strategic decisions on where to spend funds and how to make improvements - big and small - within the Lincoln Square SSA 21. All actions will need to be focused on areas within the SSA boundary, as highlighted on the [comment map](#).

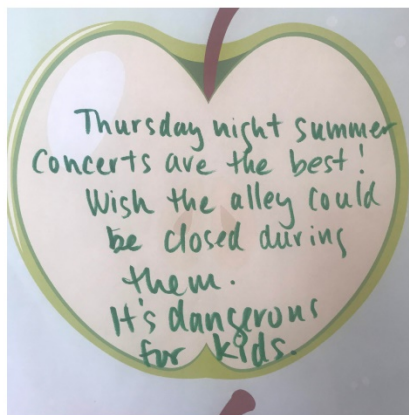
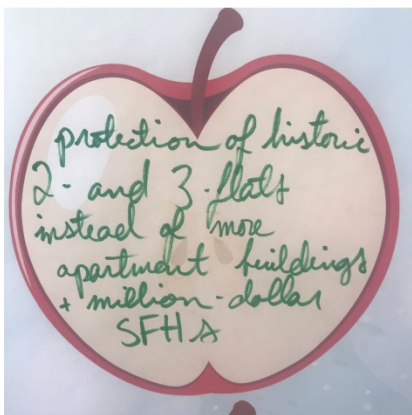
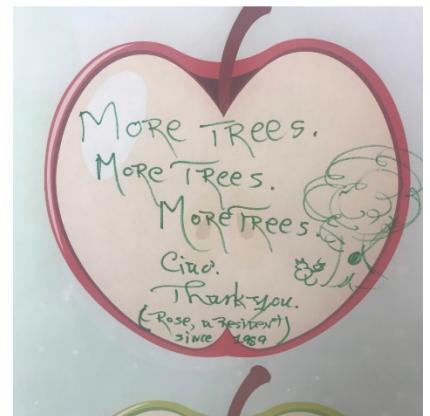
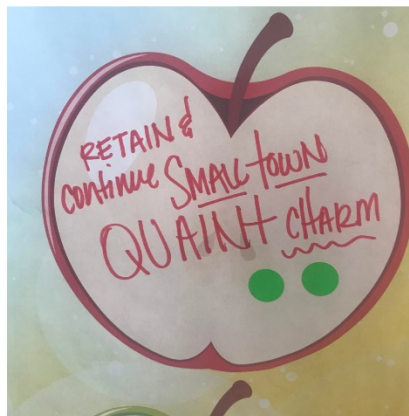
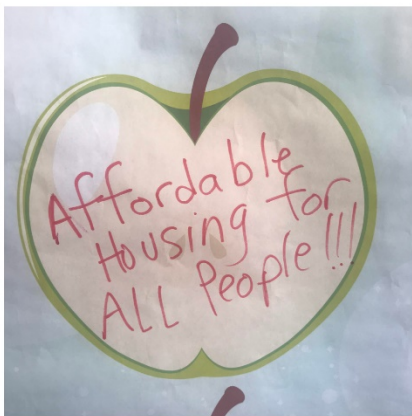
**Who is the planning team?** There are four primary members of our planning team and that starts with you! **(1)** Residents, business owners and stakeholders, you are the guiding element of this plan -- share what you want both in-person (workshop to come) and online via the tools herein. Take the neighborhood polls, map insights, and share ideas. **(2)** Lincoln Square's Chamber and SSA Staff. **(3)** Our neighborhood steering committee, which is comprised of community partners, business owners and residents just like you! And lastly, **(4)** creative consultants - we hate that word "consultants" -- we promise we aren't androids. Our consultant team includes placemaking and engagement specialists (Teska Associates), market experts (Goodman Williams Group), and transportation planners (Sam Schwartz Engineering).



## You Said It / Wrote It / Doodled It...

Now let's get into the good stuff, all the great ideas you shared with us at Apple Fest! In terms of "wants" - the following ideas were the ones reiterated the most:

- Community Gardens / More Trees / Community Orchard
- Winery / Tasting Room
- Dog Parks
- Public art and murals
- Retain and support local businesses
- Maintain 2-3 story scale of development
- Preserve historic 2- and 3-flats
- Provide affordable housing
- Connect non-profits with community organizations

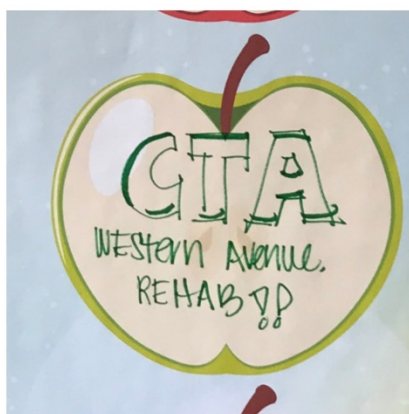
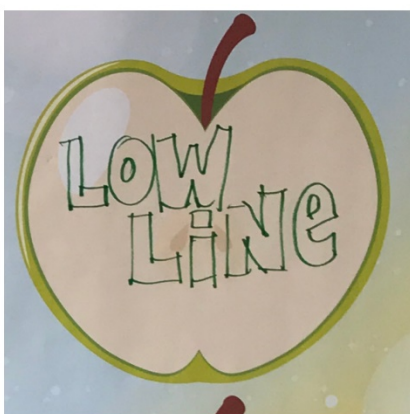
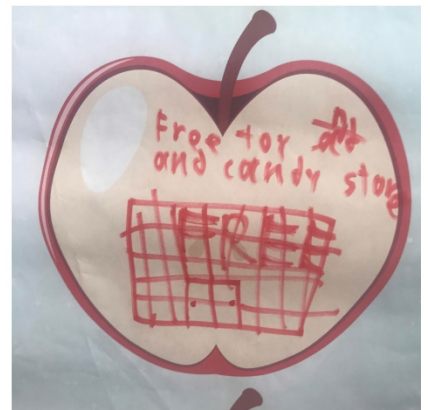
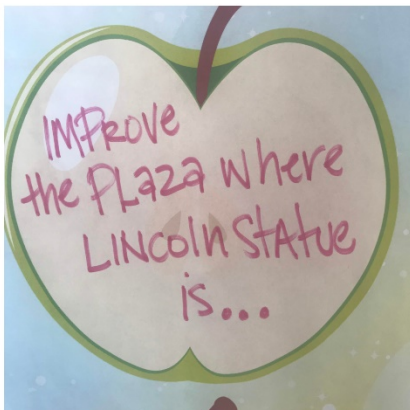
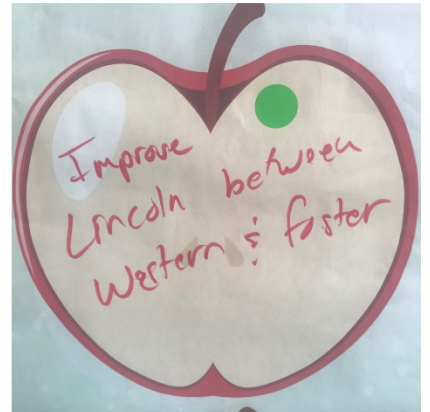
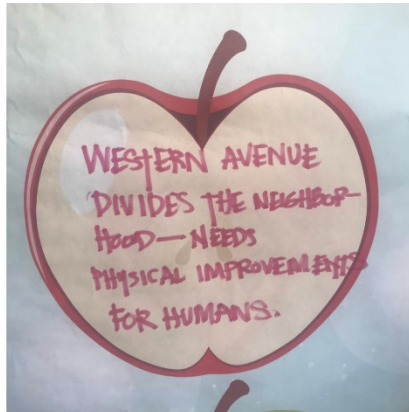
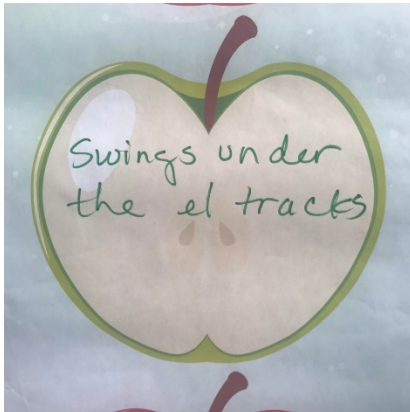


**Specific location-based ideas and comments that were reiterated include:**

- Site improvements to make Giddings Plaza safer (especially during concerts, kids go in alleys)
- Enhance Western Avenue; make it more pedestrian friendly, less of a barrier overall
- Improve northeast corner of Lincoln and Montrose; feels open and void, not welcoming



- Enhance plaza at northeast corner of Lawrence and Western (where Lincoln Statue is)
- Improve Western Brown Line and overall Station Area
- Cool / welcoming / safe pedestrian path below the tracks (inspiration: low line)
- Crosswalk at Lincoln and Eastwood
- Crosswalk between Old Town School and Parking Lot
- More local businesses / improve streetscape at Rockwell Crossing



## A few innovative ideas that we heard:

- Ethnic food court at the Chicago Brauhaus
- Swings under the train tracks
- Interactive, Lincoln-themed climbing structure/statue
- Further sustainable measures / install solar panels
- Penny-press machine at Giddings Plaza for kids / visitors / events
- Ice cream raining down from the sky
- Free toy and candy store
- Thunderdome



## Share Ideas + Heart Ideas + Map Ideas...

Use the tools on this website! Share your ideas and "heart" ideas by others you like and support. Map insights and opportunities and upload inspirational images and photos. Stay tuned -- a second neighborhood poll and community workshop are in the works. Click the register button today to receive project updates direct to your inbox.

### 5-Quick Steps to Get Involved

1. Register today to share
2. Keep sharing ideas and [mapping opportunities!](#)
3. Upload inspirational imagery via the [ideas tool](#).
4. Flag ideas on Instagram using the hashtag [#YourLincolnSquare](#)
5. Take the first [neighborhood poll](#) (stay tuned a second is in the works!)

### Danke

Most importantly... thank you for supporting Lincoln Square and taking the time to be a part of the master planning effort! We truly value your feedback and look forward to working with you to create a plan that celebrates all that Lincoln Square is and wants to be.

Cheers,  
Your Lincoln Square