



CHAPTER 1 | LISTEN

SUPPORT COMMUNITY ENGAGEMENT

COMMUNITY ENGAGEMENT

Lincoln Square residents, businesses, and stakeholders – both longstanding and new – care deeply for the neighborhood’s walkable shops and restaurants, events and festivals, access to transit, scale and style of vintage architecture, cultural institutions, and overall vibe. Throughout the course of this assignment, this engaged community shared many opinions about connectivity, local business, housing, community placemaking, and the overall look, feel and flow of Lincoln Square.

Following the successful completion of Lincoln Square’s Strategic Plan in 2018, SSA #21 set out to develop a Master Plan to help guide commercial corridors and prioritize SSA resources. Neighborhoods typically update their master plans every 5-10 years, reevaluating the areas and issues that need most attention.

COMMUNITY PARTNERS

A Project Advisory Committee was created at the start of Master Planning, including a variety of local organizations and community members with widespread networks. The Advisory Committee included the following community partners:

- Heart of Lincoln Square Neighbors
- Winnemac Park Neighbors
- Greater Rockwell Organization
- Gross Park Advisory Council
- Gateway to Learning
- Old Town School of Folk Music
- Rockwell Partners
- Candea Development
- Bistro Campagne
- Timeless Toys
- 40th and 47th Ward Aldermanic Offices

Advisory Committee members were invited to help inform goals and ensure the planning team factored in needs unique to each organization’s geography and constituents. The diverse touch points of the Advisory Committee enhanced engagement, and Committee members acted as “precinct captains” who helped their peers participate in the process.

TOOLS + TOUCHPOINTS

Throughout the 10-month community engagement process, a wide variety of online and in-person outreach tools were used to provide ample opportunities for the community to share ideas. These included:

- Focus groups
- Stakeholder interviews
- Community meetings
- Pop-up idea booth
- Social media marketing
- Print promotions
- Newsletters and online engagement via the Lincoln Square Ravenswood Chamber of Commerce
- Dedicated project website: www.YourLincolnSquare.org



Help Plan Our Neighborhood! Share Your Wishes + Ideas Today

WWW.YOURLINCOLNSQUARE.ORG

SYNTHESIZING INPUT

Collaborative tools hosted on the project website included an idea posting platform with the ability to up-vote or “heart” ideas of others, a comment map, and three neighborhood polls. Engagement highlights including comments, metrics, photos and poll results are incorporated throughout this plan.

The SSA #21 Commission was responsible for listening to all feedback and moving forward with the Master Plan presented herein. The Commission will prioritize objectives and recommendations it believes will have the most positive impact on the community.

The Master Plan will serve as a guide for the SSA to pursue both short and long range projects, working in partnership with local and citywide organizations. The Master Plan should be considered a living document. It will evolve over time based on resources, feasibility and new opportunities and challenges that might arise.

Certain projects are currently underway, or are a continuation of past efforts, while other projects are completely new ideas. Some, like the renovation of the Western Avenue Brown Line station, plaza and walkway beneath the elevated tracks, will require partnerships with Aldermanic offices, local agencies, the business community and neighborhood at large. Other projects, such as business directory kiosks and mosaic enhancements to existing planter pots, can be accomplished in the near term to help make Lincoln Square’s streets and public spaces more inviting and creative.

LINCOLN SQUARE LOVES...

Methodology: This feedback is based on the results of three neighborhood polls. Respondents were asked to prioritize those items they like most about Lincoln Square.



The walkable environment (79%)



Local shops and eateries (71%)



Access to Metra/CTA (37%)



Sense of community (34%)



Preserve historic Chicago-style architecture (open comments)



Buildings that are 2-3 stories in scale (open comments)

Community polls were conducted throughout the assignment to understand a variety of issues related to the neighborhood:

Poll #1 focused on general concepts and themes surrounding the neighborhood (563 inputs)

Poll #2 focused on site specific projects and design enhancements (695 inputs)

Poll #3 delved further into design guidelines for building development (487 inputs)



LINCOLN SQUARE WANTS...

Methodology: This feedback is based on the results of three neighborhood polls. Respondents were asked to prioritize those items they want to see in Lincoln Square.



Address traffic congestion / pedestrian / bike amenities (94%)



Public art, culture and history (38%)



More landscaping (37%)



Support for public gathering places (32%)

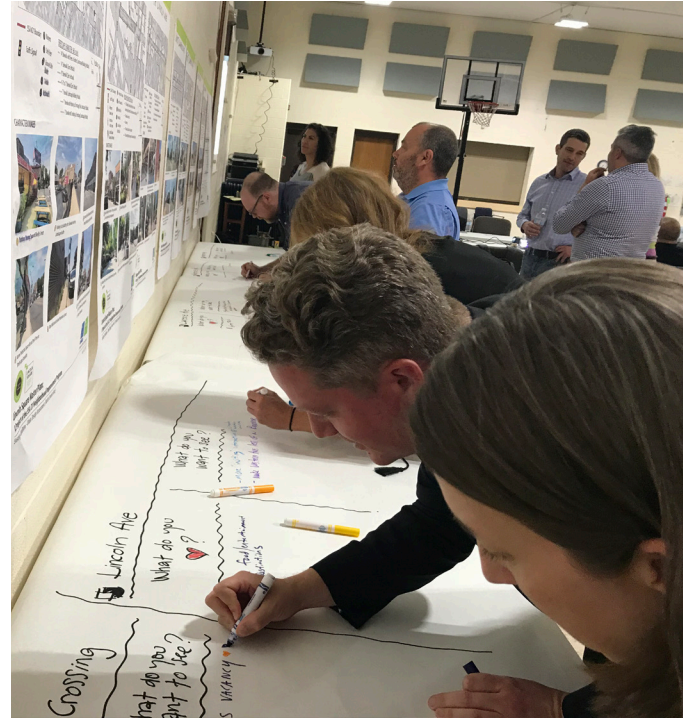


Affordable housing (42%)



Consistent street patterns and setbacks that support a more welcoming and vibrant pedestrian environment. (open comments)





The inputs received provided significant direction to guide the Master Plan development. The planning team and SSA are grateful to the community for taking the time to participate in several outreach activities and polls.

OUTREACH FUNNEL



Neighborhood Polls

- 1745 total poll responses
- 1835 comments - poll 3: urban design
- 156 comments - poll 2: placemaking
- 200 comments - poll 1: likes + needs

Website Ideas

- 534 idea contributions (hearts)
- 280 mapped comments
- 150 apple fest insights

Dialogue + Check-Points

- 25 Stakeholder Interviews
- 05 Committee / Commission Meetings

Establish Themes + Findings

- Market :: Transportation :: Urban Design
- Draft Strategies