



# ONE HOWARD STREET

**Economic Recovery Plan**

DECEMBER 2023

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Dear Reader,

**One Howard Street is an economic recovery plan for a corridor with a storied history and a promising future.** Our team represents the business and civic leaders who have contributed to and cared for Howard over the years. While Howard Street is the municipal border between Chicago and Evanston, we are committed to a unified approach to economic recovery and development.

**Recommendations in this plan are presented with a sense of urgency.** They call for improvements that directly impact the daily well-being of residents, employees, and business owners in the corridor. A long-time Howard Street business and property owner asked our team: “What improvements will I see on my block this year?” This and similar comments affirmed that our recommendations must prioritize tangible and immediate improvements.

**One Howard Street serves as a workplan for the project team.** The majority of One Howard Street’s recommendations are within our power to implement and will improve the regulatory and physical conditions in the corridor. The plan’s implementation matrix defines recommendations as either short-term, to be implemented within five years, or long-term, to be implemented within fifteen years.

**Neighbors and stakeholders will see themselves and their visions reflected in the document.** The project team engaged with more than 700 residents and stakeholders in the ten months leading up to publishing the plan. We heard from youth, families, violence interrupters, business owners, cyclists, lifelong residents, transit riders, and local employees. In nearly every conversation, a desire to feel more comfortable spending time on Howard Street shone through as the community’s top priority.

**We are proud to share this plan and look forward to collaborating with the community to see it through to implementation.**

Sincerely,

**Rogers Park Business Alliance  
49th Ward Alderwoman Maria Hadden  
City of Evanston Economic Development Team**





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## LAND ACKNOWLEDGMENT

The cities of Chicago and Evanston are located on land that is and has long been a center for Native peoples. The area is the traditional homelands of the Anishinaabe, or the Council of the Three Fires: the Ojibwe, Odawa, and Potawatomi Nations. Many other Nations consider this area their traditional homeland, including the Myaamia, Ho-Chunk, Menominee, Sac and Fox, Peoria, Kaskaskia, Wea, Kickapoo, and Mascouten. One Howard Street specifically acknowledges the contributions of Kitihawa of the Potawatomi in fostering the community that has become Chicago and Evanston. We acknowledge all Native peoples who came before us and who continue to contribute to our cities.

## HARM ACKNOWLEDGMENT

To propose a plan for the future, we must recognize the harms perpetrated against specific groups by past planning practices, seeking to repair and prevent them from occurring again. These harms have negatively impacted generations while, more often than not, benefiting the privileged population. Acknowledging the history that intentionally and unintentionally harmed marginalized groups through practices like discriminatory housing policy, urban renewal, contract sales, and more, is the first step toward more equitable planning now and for future generations. One Howard Street recognizes this legacy and seeks to put forth reparative recommendations.



CHAPTER 1

안녕하세요

ابَّحْرَم

KUMUSTA

HOLA

ПРИВЕТ

你好

HELLO, HOWARD!

## THE TIME IS NOW

**Howard Street cannot** wait for economic recovery. With ready, willing, and able partners, it does not have to. One Howard Street is an economic recovery plan for a 1.25-mile corridor of Howard Street, the municipal border between Chicago and Evanston. The planning process was funded by a grant from the State of Illinois Research in Illinois to Spur Economic Recovery (RISE) Program, which was created to support communities in developing plans to recover from the economic impacts of COVID-19.

### **Howard Street cannot wait for economic recovery. With ready, willing, and able partners, it does not have to.**

Despite having been the subject of many plans and initiatives over recent decades, Howard Street's local economy has struggled to reach its potential. For One Howard Street, economic recovery means more than simply business attraction and workforce development strategies. This plan takes an inclusive and equitable planning approach by proposing a path for healing, taking a systems approach that centers quality of life for those who are already on Howard Street, and welcomes future residents, businesses, and visitors.

The planning process is underpinned by unprecedented coordination between community leaders, elected officials, and city staff in Chicago and Evanston. From the outset, the project team committed to work as one united Howard Street,

considering the corridor as its own entity rather than each party keeping to its side of the street. It is in this spirit that implementation can occur, recognizing that the corridor's prosperity is the responsibility of all who contribute to its life and character.

Beyond individuals and organizations collaborating, One Howard Street offers strategies to align city policies and programs on both sides of the street to streamline the processes of establishing a small business, permitting a new development, or enabling local beautification efforts.

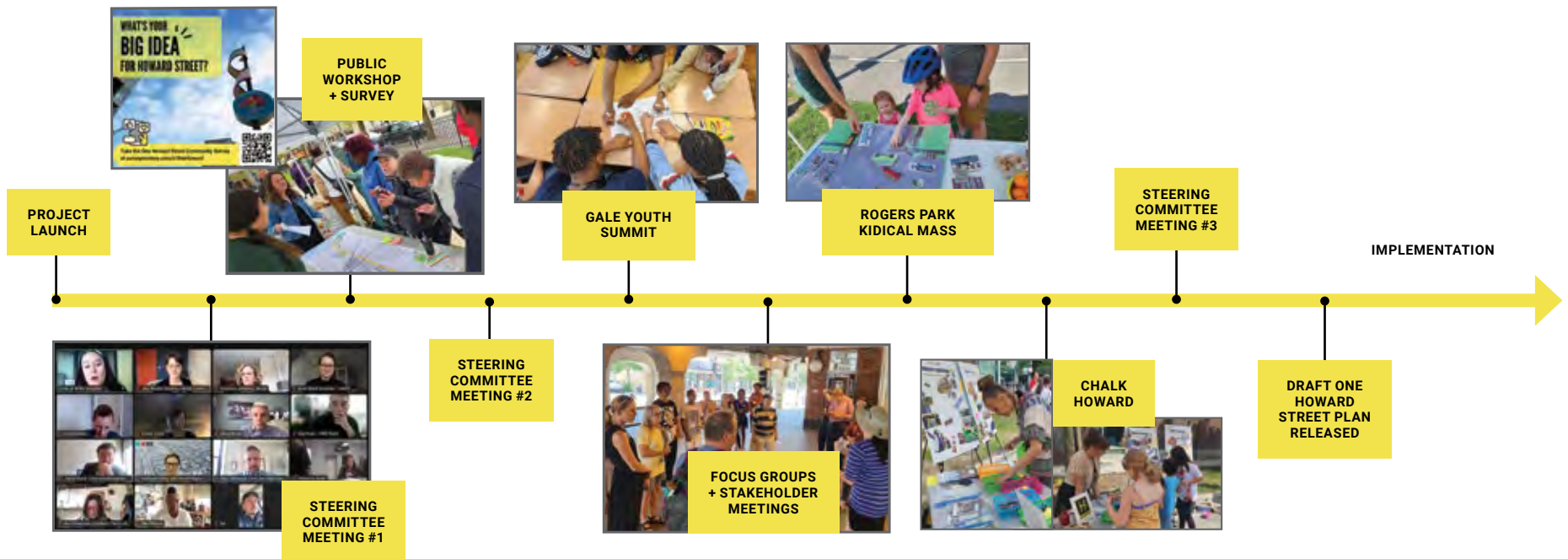




# ONE HOWARD STREET PARTNERS



## ENGAGEMENT



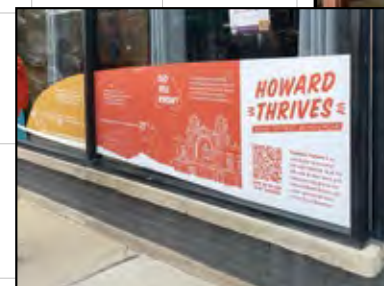
## WINDOW OF OPPORTUNITY

One Howard Street is one of many initiatives paving the way for municipal support and funding needed to bring the community's vision to life.

Recent and ongoing planning efforts on Howard Street include:

- The City of Evanston led a feasibility study for the creation of a **Special Service Area (SSA) on Howard Street** from Paulina on the east, to just west of Asbury/Western. Evanston City Council will vote on a recommendation for the creation of the SSA in early 2024.
- Rogers Park Business Alliance (RPBA) has secured **support from Main Street America to provide organizational frameworks and stakeholder trainings** that will help implement One Howard Street recommendations.
- Both Chicago and Evanston own large sites within the corridor and each municipality **plans to solicit proposals for housing developments** for each in the coming year.
- **The City of Evanston adopted a retail district action plan called Evanston Thrives in May 2023**, which included a municipal commitment of more than \$3 million for implementation. One Howard Street incorporates relevant recommendations from Evanston Thrives.

In this moment of aligned political will, funding opportunities, and intermunicipal collaboration, the Howard Street corridor's future looks particularly bright.



# VIRTUOUS CYCLE

Using an asset-based approach to the plan, the overarching goal is to promote a virtuous cycle whereby what is already good on Howard Street is maintained, promoted, and leveraged.

The plan's recommendations range from big to small and consider physical, social, and economic conditions.

Informed by (Third Generation) Crime Prevention Through Environmental Design (CPTED) principles, One Howard Street incorporates a holistic approach to the community's top priority of being and feeling safe. By integrating ideas of livability and quality of life with safety efforts, a virtuous cycle can be sustained. Additional housing units, event programming, infrastructure upgrades, and continued collaboration are but a few of the recommendations that will contribute to the virtuous cycle necessary for One Howard Street's success.

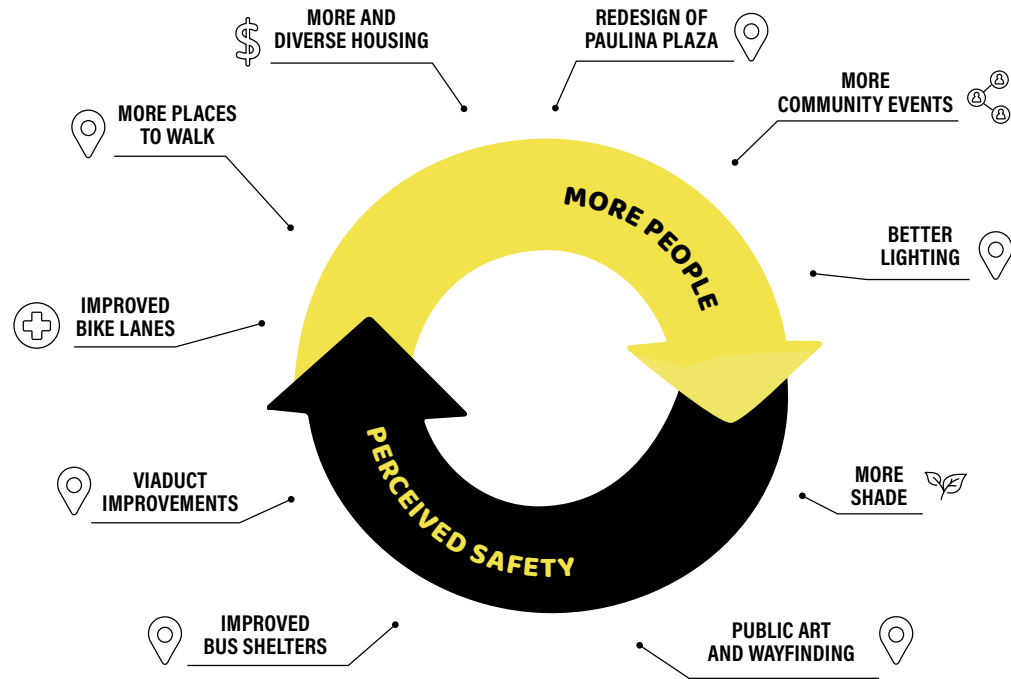


LEARN MORE ABOUT CPTED HERE

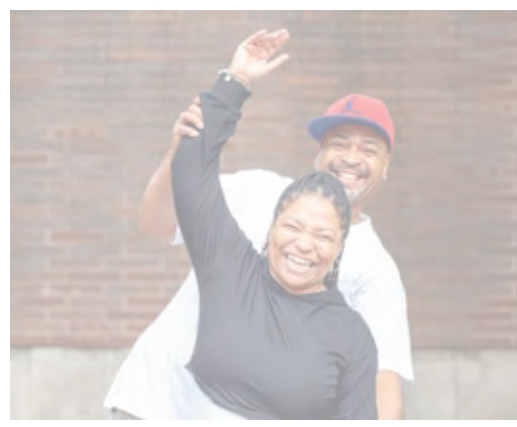
## Crime Prevention through Environmental Design (CPTED) informs One Howard Street's Virtuous Cycle

CPTED is a multi-disciplinary approach that examines how physical and social environments influence public safety and livability.

The Third Generation of CPTED focuses on the following elements:







## CHAPTER 2

# PRINCIPLES AND THEMES



## GUIDING PRINCIPLES

In support of a virtuous cycle, Howard Street is ready for bold, innovative, and equity-centered action. The recommendations laid out in One Howard Street are grounded in community values and represent a tailored and pragmatic approach to economic recovery. This plan lays a foundation for organic economic stability and growth, and prioritizes anti-displacement principles.

1

### **One Howard Street is a pedestrian-oriented plan.**

Recommendations seek to return Howard Street to its historical roots as a walkable shopping district. Anchored by a CTA transit hub at Howard and Paulina, the corridor between Sheridan and Western is brimming with opportunities to increase pedestrian comfort and safety. Each recommendation considers the pedestrian experience, providing specific tactics that enhance street life in a way that builds on Howard Street's strengths and encourages connection among neighbors.

2

### **One Howard Street is a plan that celebrates the people who are here today.**

Howard Street, like much of Rogers Park and south Evanston, boasts ethnic, racial, and economic diversity. One Howard Street offers recommendations that are anti-displacement in nature. Recommendations consider the connection between basic social and physical infrastructure and improved quality of life. The increased public and private investment that follows will benefit those with deep ties to the community.

3

### **One Howard Street prioritizes recommendations that are within municipal and community control.**

With few exceptions, recommendations do not wait on future involvement by unknown entities, and instead remove barriers, align incentives, and build coalitions to advance community priorities. Most recommendations in this plan look five years into the future, laying out clear and actionable steps needed to amend the policies, programs, and infrastructure that have historically restricted Howard's potential. More complex recommendations will require coordination among public and private entities, as identified in the implementation matrix.

# RECOMMENDATION THEMES

One Howard Street's recommendations are organized into four themes. The following pages provide specific recommendations within these themes for the corridor as a whole, and then provide more specific recommendations by subarea.



**QUALITY  
OF LIFE**



**RETHINKING  
RETAIL**



**CORRIDOR  
IDENTITY**



**BIG  
MOVES**

Improvements to the public realm, including updated bus shelters, create a welcoming and cohesive corridor

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# QUALITY OF LIFE

**QUALITY OF LIFE** recommendations put lived experience at the forefront, focusing on infrastructure improvements and ensuring the corridor is welcoming and accessible to all. Recommendations consider community assets, amenities, and what is missing for current residents.

Guided by inclusive urban design principles like the “curb cut effect,” Quality of Life recommendations include Americans with Disability Act (ADA) accessibility improvements on Howard Street sidewalks, increasing comfort at bus stops, adding protection to bike lanes where possible, and increasing the tree canopy. They also address other elements of the pedestrian experience, like landscaping, lighting, and general aesthetics.

Quality of Life recommendations honor human dignity, social cohesion, and a sense of belonging that is at the heart of One Howard Street. Globally,

“  
*We need bollards. It’s not safe to ride (a bike) on Howard Street, people speed and drive in the bike lanes.*”

*Rogers Park Kidical Mass Attendee*

”

it is recognized that urban design has been used as a tool to restrict access and perpetuate inequality in the built environment. In contrast, this plan’s recommendations assert that all who spend time on Howard Street should feel welcome, safe, and able to move easily through the corridor. Quality of Life recommendations aim to ensure that existing residents have access to culturally relevant goods and services.



*Coined by civil rights advocate Angela Glover Blackwell, the “**curb cut effect**” is an observed phenomenon that infrastructure and programs intended to benefit marginalized populations – like ramped curb cuts at intersections as part of the Americans with Disabilities Act – tend to benefit all users. For instance, maintaining safe and intact sidewalks that provide ample clearance for mobility devices means that caregivers pushing children in strollers can also easily navigate the corridor, and workers like mail carriers can do their jobs safely and easily.*



ONE HOWARD STREET



Active first floors invite year round activity and contribute to feelings of safety



# RETHINKING RETAIL

“

*My main concern is the amount of vacant storefronts. Street activity can deter problems.*

*20+ year resident at Howard Station focus group*

”

**PERSISTENTLY VACANT STOREFRONTS** are not unique to the Howard Street corridor. They are a primary concern among community members and stakeholders, and a barrier to the corridor’s vitality. As customers’ habits shift and settle coming out of the worst of the COVID-19 pandemic, business district leaders everywhere are looking for solutions to vacancies. From the Urban Land Institute Chicago’s Residential Conversions Initiative to the American Planning Association dedicating an issue of their Zoning Practice publication to ground-floor activation, leaders and entrepreneurs are reimagining spaces that were design-built for commercial use. By focusing ground-floor retail at the locations best suited for it, intervening sites can be carefully considered for other types of uses. In aggregate, this creates a safe, welcoming, and active street.

Many small business advocates in the Chicago region, including RPBA, have been working to revamp laws that inadvertently incentivize

commercial vacancies for building owners. The Cook County Assessor’s Office recently updated its regulations that provide a property tax break for buildings with vacant commercial spaces, allowing these buildings to receive only two years of tax benefits.

In 2022, Evanston updated an ordinance requiring vacant or under-renovation ground floor storefronts to have window covers installed within 15 business days of vacancy. While this does not directly address the issue of persistent vacancies, it provides a level of control over quality of life on the corridor.

One Howard Street’s Rethinking Retail recommendations seek to remove barriers to activating long-vacant storefronts, add more people to the street, and contribute to a more comfortable pedestrian experience.



APA Zoning Practice,  
August 2022

ULI Chicago Residential  
Conversions Initiative

## GROUND-FLOOR ACTIVATION FRAMEWORK

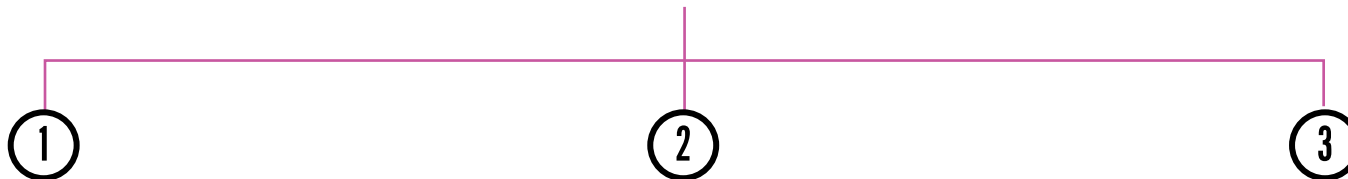
**IN RECENT DECADES**, zoning policy has had a well-intentioned but narrow focus on ground-floor retail. The ongoing desire for window shopping and developing a tax base has been codified in many communities despite market realities. Retail trends have changed considerably and it is no longer sustainable or realistic to limit uses so narrowly. The One Howard Street ground-floor activation framework takes inspiration from recent initiatives to rethink what happens on the ground floor. The framework details where retail uses are supported and should be preserved or encouraged and offers strategies for ground floor uses that are better left flexible.

Based on historical data, field observations, stakeholder input, and emerging trends in planning and commercial real estate, this framework provides high-level

guidance for property owners and local leaders to address the issue of inactive and underutilized space throughout the corridor.

One Howard Street is a blueprint for local leaders to shape the regulatory and physical conditions in the corridor to the stage for the desired response from property owners and developers. Staying true to the plan's actionable approach, Rethinking Retail recommendations stop short of being prescriptive at a site-by-site level. Development is left to developers, with a clear framework to achieve the community's vision to guide programming and design decisions.

### One Howard Street's ground-floor activation recommendations generally fall into one of three categories:



#### RETHINKING RETAIL

Buildings that have struggled to sustain occupied ground-floors should be allowed to expand their permitted uses. Uses may include residential, amenities for existing residential, live/work units, or similar non-retail uses.

#### RETAIL-SUPPORTED

Buildings that have a history of, or are well-positioned to support, high quality retail should be considered for active ground-floor treatments. Uses may include food service, retail, entertainment, service businesses, and other related uses.

#### KEY VACANCY

A key vacancy is a site that has been vacant or under-utilized for more than five years or is controlled by a municipality. Key vacancy sites have the potential to make a positive impact on the street through redevelopment or renovation in support of the plan's larger goals.

## GROUND-FLOOR ACTIVATION FRAMEWORK IN ACTION



1532 W. Howard St.

### STOREFRONT CONVERSIONS

Underutilized storefronts can be converted to residential units while still contributing to an active street experience. This illustrative example demonstrates some of the key considerations:

- natural light
- demarcation between public and private
- eyes on the street
- moving entrances internally



3230 W. Armitage Ave.

### NEW CONSTRUCTION

Zapata Apartments in Logan Square offers a successful example of an affordable housing development with ground-floor residential on a commercial corridor. Key considerations:

- modulation of the facade makes a large building match the existing scale of the block
- demarcation between public and private
- eyes on the street
- protected entry

A welcoming and inviting space greets those descending the CTA platform

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# CORRIDOR IDENTITY

**ESTABLISHING AND REINFORCING** the identity of the Howard Street corridor is both part of the process and a mark of plan success. Despite the community's many assets and passionate residents, there is a perception among Chicagoans and Evanstonians alike that Howard is "unsafe." Corridor Identity recommendations seek to reflect community pride and make positive first impressions on those visiting Howard, better aligning perceptions with the reality of the street.

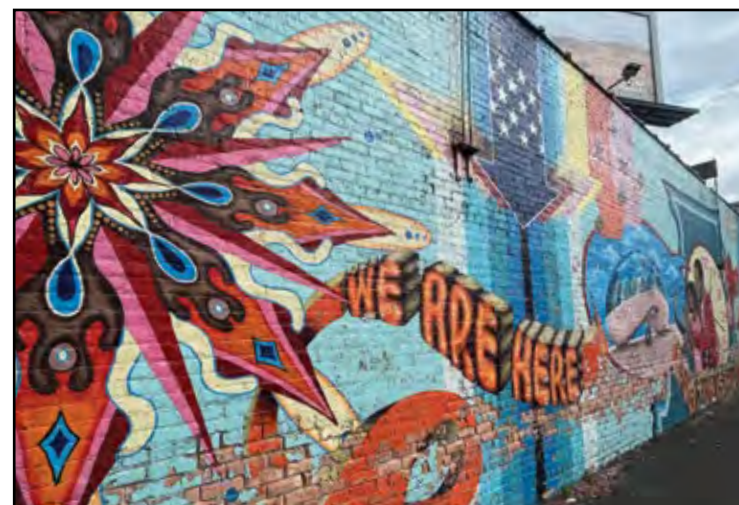
Corridor identity is cultivated through many factors: physical components like banners, public art, and placemaking; memorable experiences like community events, celebratory dinners at local restaurants, and community service projects; and the stories told about the corridor on third-party platforms like traditional and social media, as well as word-of-mouth.

Corridor Identity recommendations include a unified brand identity for Howard Street, with Evanston adopting the recognizable Howard Street brand used by Chicago's SSA #19. As Evanston moves toward establishing an SSA on the north side of Howard, funds will become available to produce and install updated streetpole banners, fostering cohesion by eliminating one of three visual brands currently present on the corridor.

Public art and painted crosswalks have the added benefit of contributing to Quality of Life by calming traffic and reinforcing that

**Corridor Identity recommendations seek to reflect community pride and make positive first impressions on those visiting Howard, better aligning perceptions with the reality of the street.**

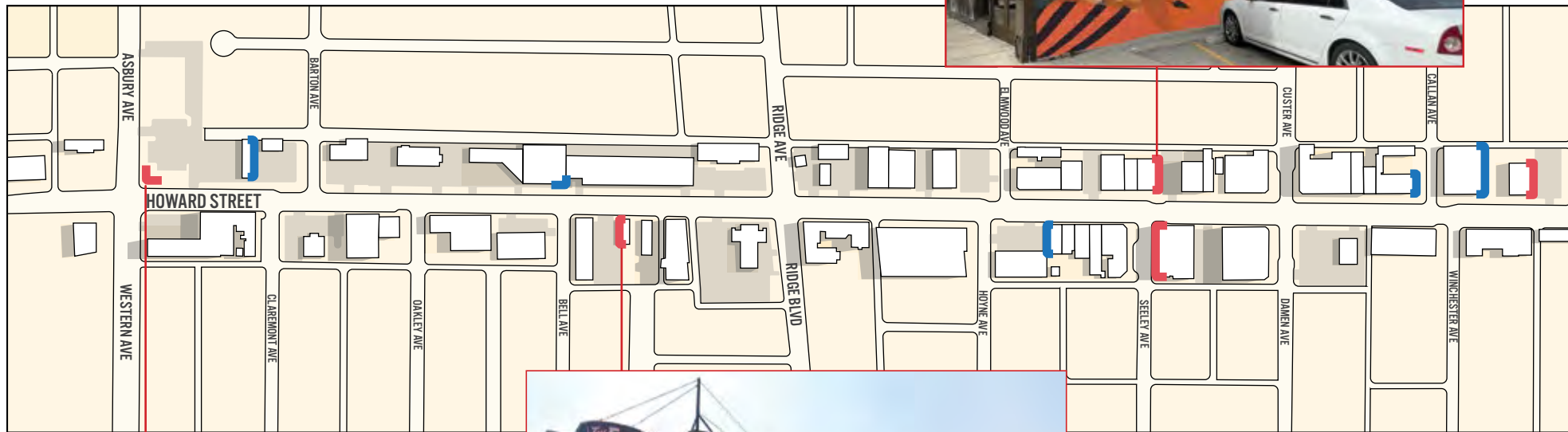
this is a special place. Creating more opportunities for neighbors to meet, gather, and celebrate will foster the creation of memorable experiences. With many businesses owned by and serving Black and African Caribbean community members, there is opportunity to host events that incubate emerging businesses and share cultural traditions with the greater community.



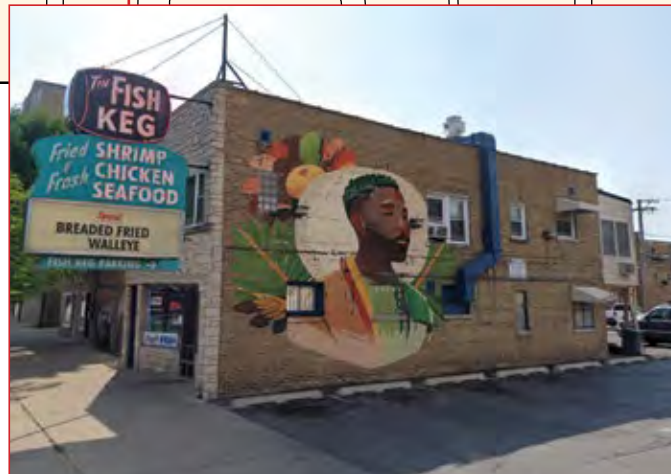
*Bold and beautiful throughout the corridor*

## PUBLIC ART

The Howard Street corridor is surrounded by, and includes, an active art scene including visual art, performances, and more. The plan proposes new public art to reflect this character and reinforce a sense of welcoming and belonging.



*Incorporate the corridor brand into public art opportunities*



*Work with property owners and assist with funding of murals*



Art as part of a first impression



Bright colors visible from the CTA tracks draw attention to Howard Street



**Legend**

- Existing Public Art
- Public Art Opportunity Site

“  
**The brighter, the better!**

Chalk Howard attendee








”



Encourage a variety of media and materials

# WAYFINDING

**Legend**

			
Directional Kiosk	Gateway Renovation	Special Event	
			
Corridor Directional	Illuminated Marker	Gateway Opportunity	Neighborhood Directional

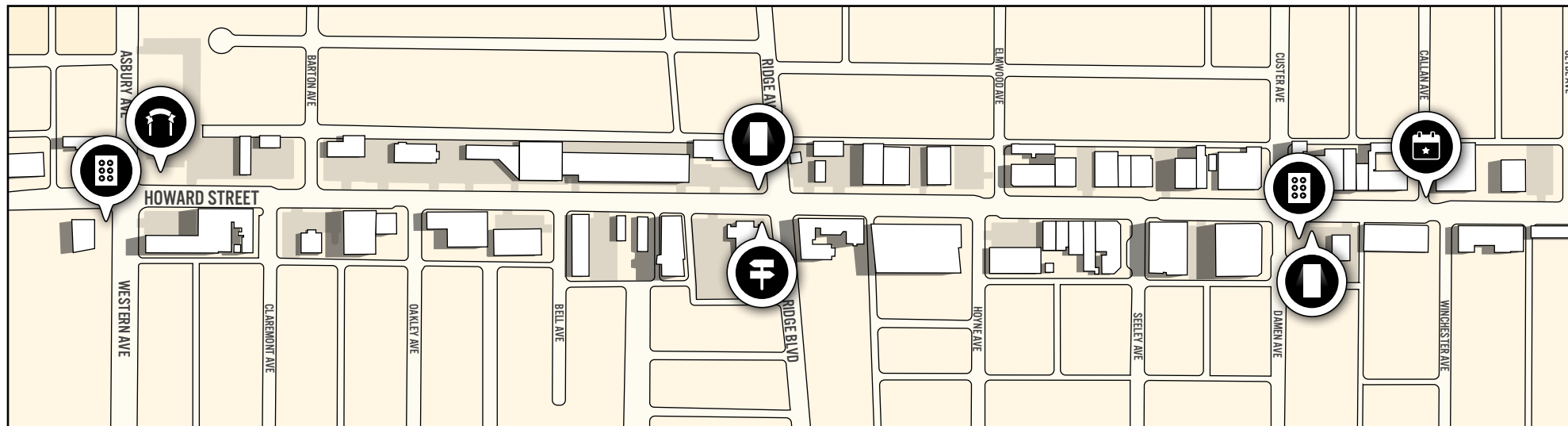
Implementing a wayfinding system helps visitors get oriented and reflects community pride. Building on the existing One Howard Street branding, the proposed wayfinding system provides a comprehensive approach to unifying the corridor.

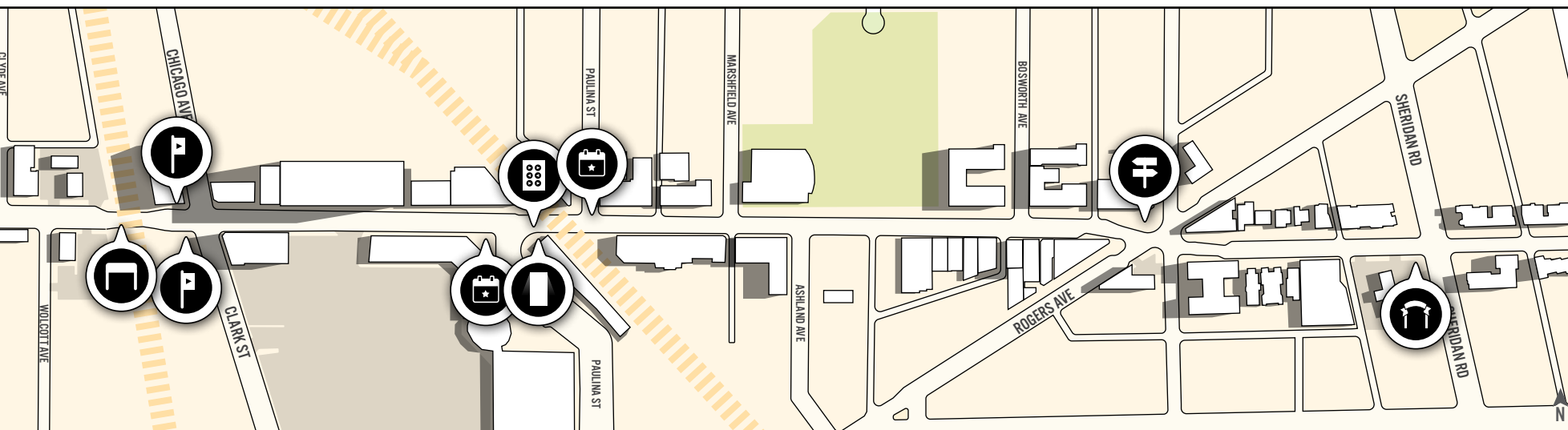
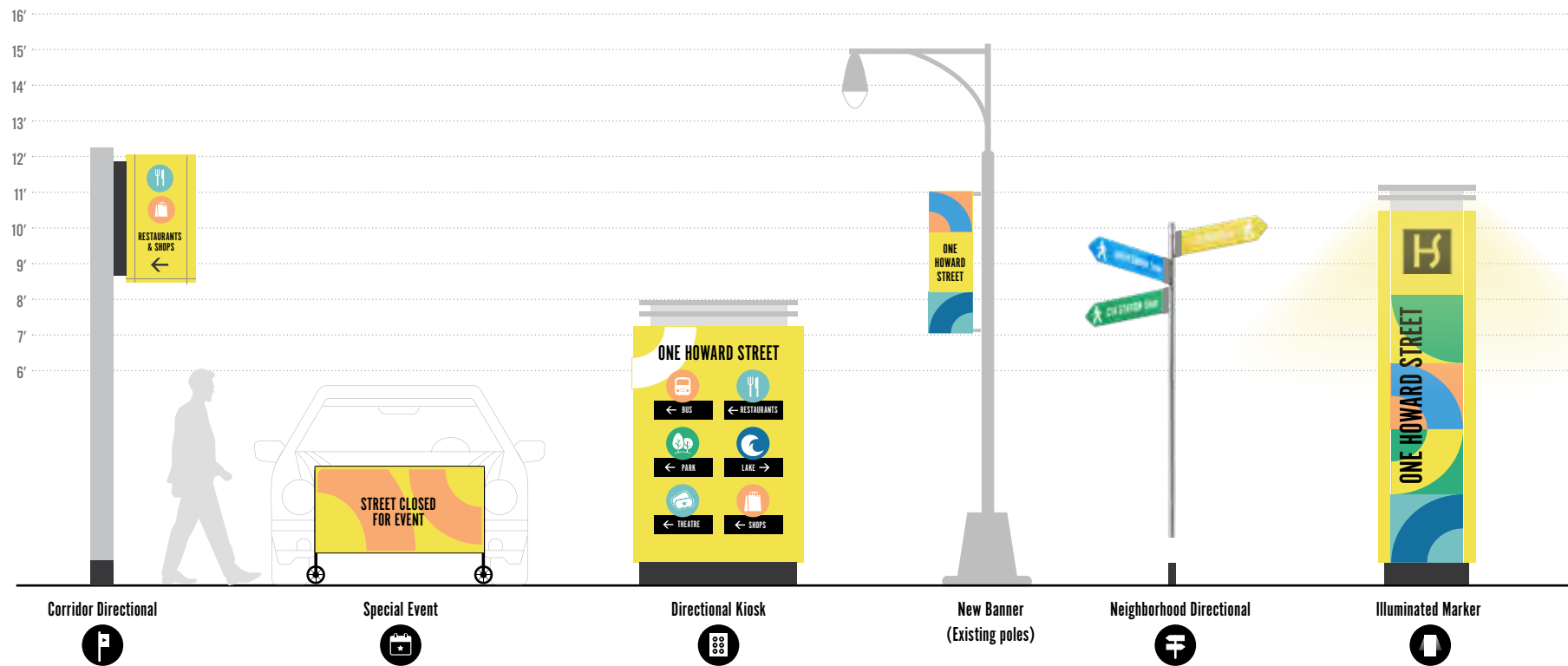


Gateway Renovation



Gateway Opportunity







Callan Plaza enhances the emerging dining and entertainment district along this stretch of Howard Street.

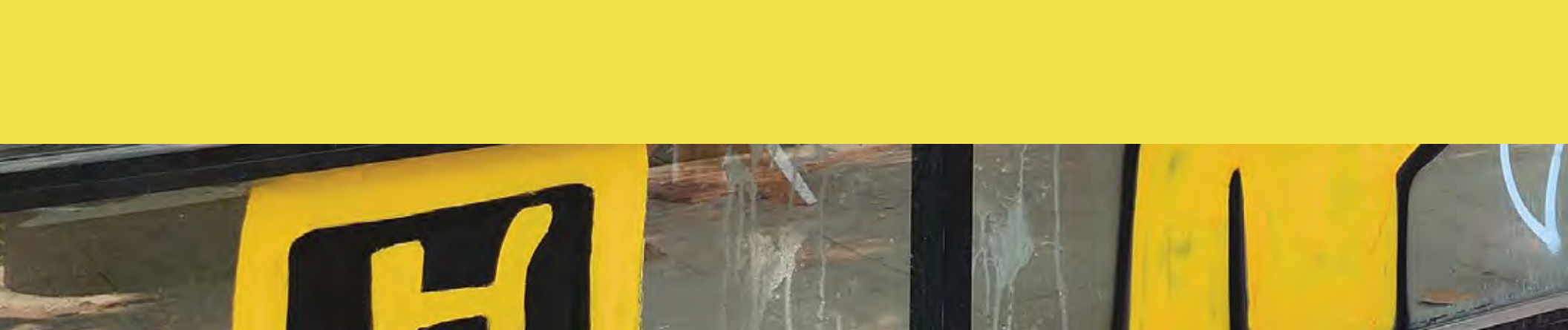
# BIG MOVES

## Howard Street is ready for big and bold actions.

**CONNECTION IS AT** the heart of each Big Move recommendation. Whether reclaiming the street to establish welcoming public spaces or improving multimodal travel along Howard, these recommendations knit the corridor and its people together in meaningful ways. Neighbors naturally gather outside to socialize on Howard Street; Big Moves create comfortable and inspiring spaces to welcome more people into the fold.

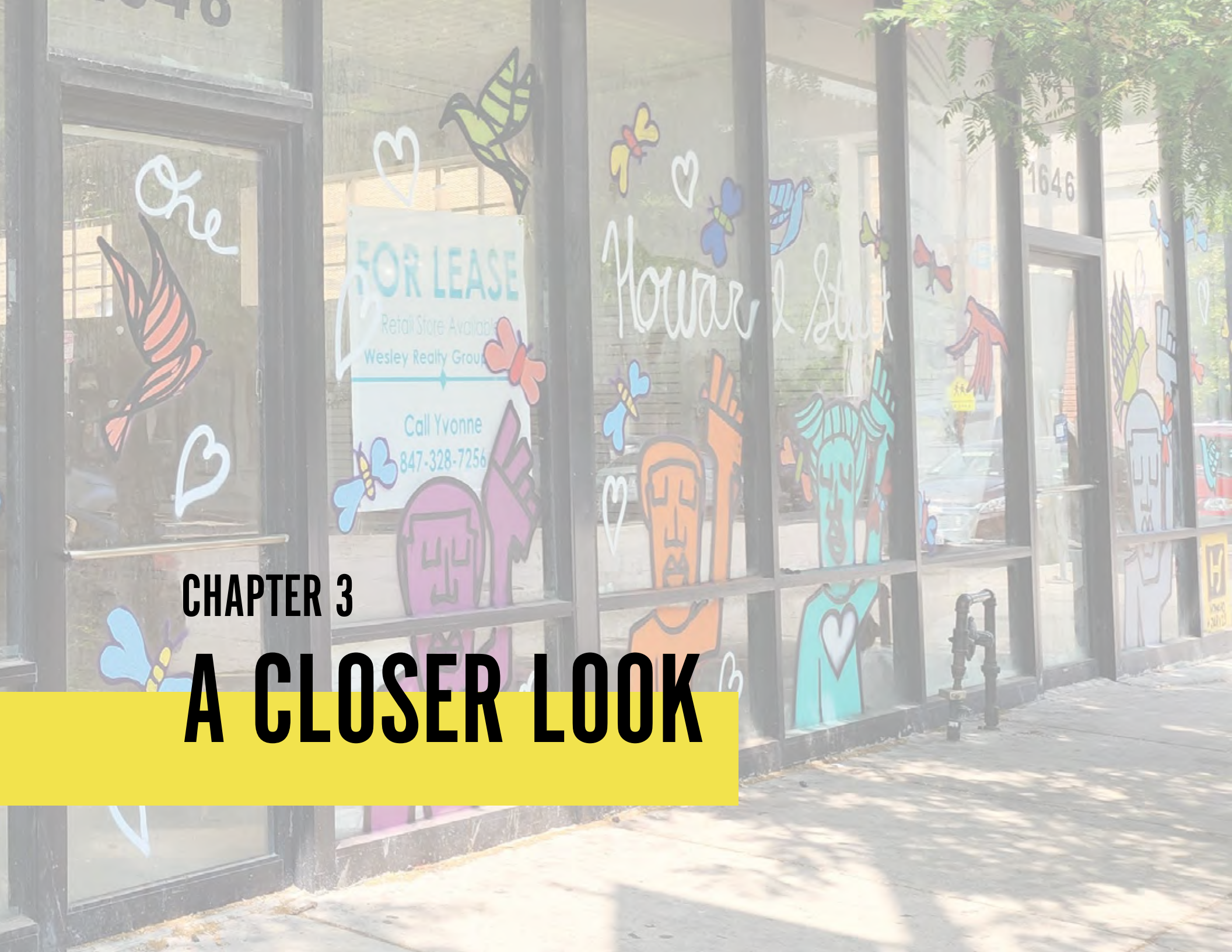
Big Moves recommendations right-size the built environment in each subarea, reflecting community desires and needs by leaning into emerging and future-forward trends in urban planning and development. These recommendations integrate key elements from Quality of Life, Corridor Identity, and Rethinking Retail themes, for the greatest possible impact in each subarea.

Recommendations that fall under Big Moves are longer term initiatives that will have a substantial impact on the corridor. These recommendations are the boldest in the One Howard Street plan and will require the most coordination among public and private partners and implementation will likely happen in phases rather than one-and-done actions.



**CHAPTER 3**

**A CLOSER LOOK**



## HOWARD STREET SUBAREAS

The majority of recommendations in One Howard Street are identified according to four distinct subareas. The subareas are informed by fieldwork and community engagement assessing the built environment, the mix of business types, and

reasons people came to or moved through the areas. Subarea names are not branding identities; they are a way to easily note what is remarkable about a particular subarea without deferring to street names.



**WEST END**  
WESTERN/ASBURY TO RIDGE



**RESTAURANT ROW**  
RIDGE TO CHICAGO/CLARK



**HOWARD STATION**  
CHICAGO/CLARK TO BOSWORTH

**LAKESIDE**  
BOSWORTH TO SHERIDAN



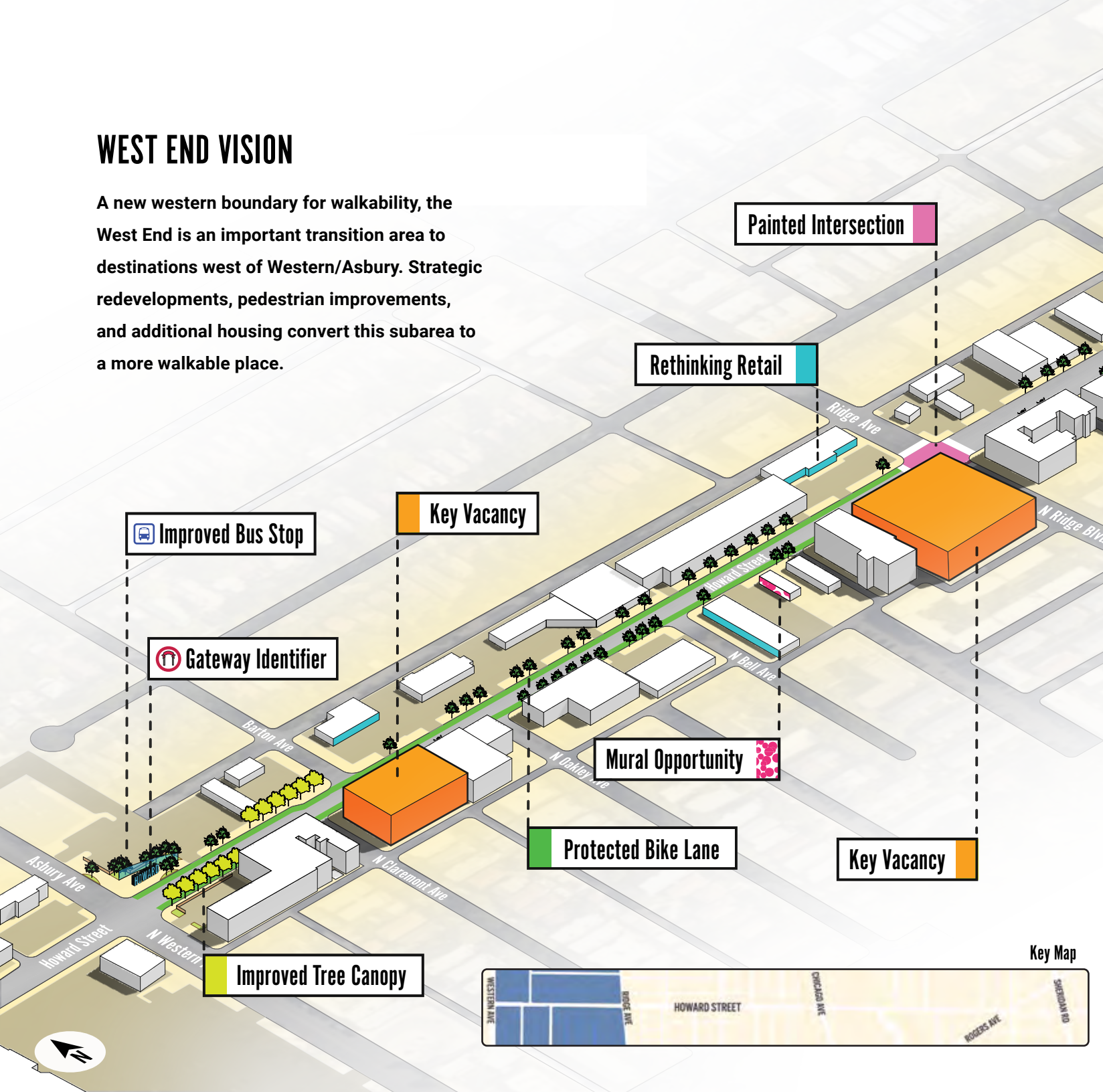


# West End

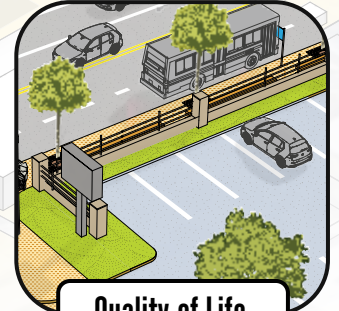
WESTERN/ASBURY TO RIDGE

# WEST END VISION

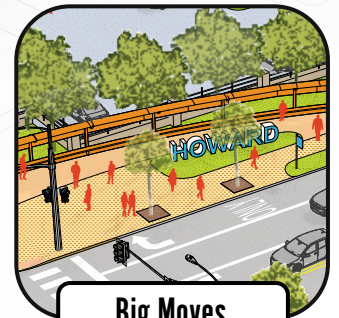
A new western boundary for walkability, the West End is an important transition area to destinations west of Western/Asbury. Strategic redevelopments, pedestrian improvements, and additional housing convert this subarea to a more walkable place.



Rethinking Retail



Quality of Life

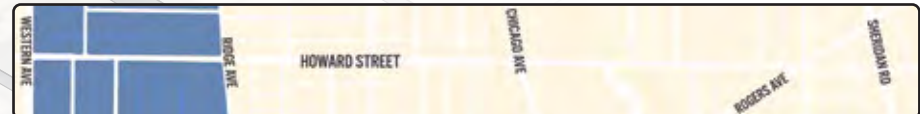


Big Moves



Corridor Identity

Key Map



# WEST END

**WHILE HOWARD AND** Western/Asbury are arterials meant to move auto traffic, the building setbacks and public realm leave room for significant improvements for those biking and walking east from this intersection. With more than one-third of developable land in West End used for private parking (more than twice all other subareas), reconsideration of sites' highest and best uses can help decision-makers work with property owners to identify sites most susceptible to change and work

together to plan for their future.

“

*The rhythm of building faces along an urban corridor is known as the street wall. Continuity of the street wall helps to define the public realm, while large openings in the street wall caused by vacant parcels, deep site setbacks, or single story buildings can detract from neighborhood character.*

*Neighborhood Design Guidelines, Chicago DPD, 2020*

”

The majority of businesses in West End are services, including auto shops and medical uses, resulting in a high percentage of driveways breaking up the pedestrian experience. As changes in property ownership and uses occur, future buildings should maintain the street wall. West End is primed for additional housing, with the recent development of the Ann Rainey Apartments serving as a model for equitable new development.



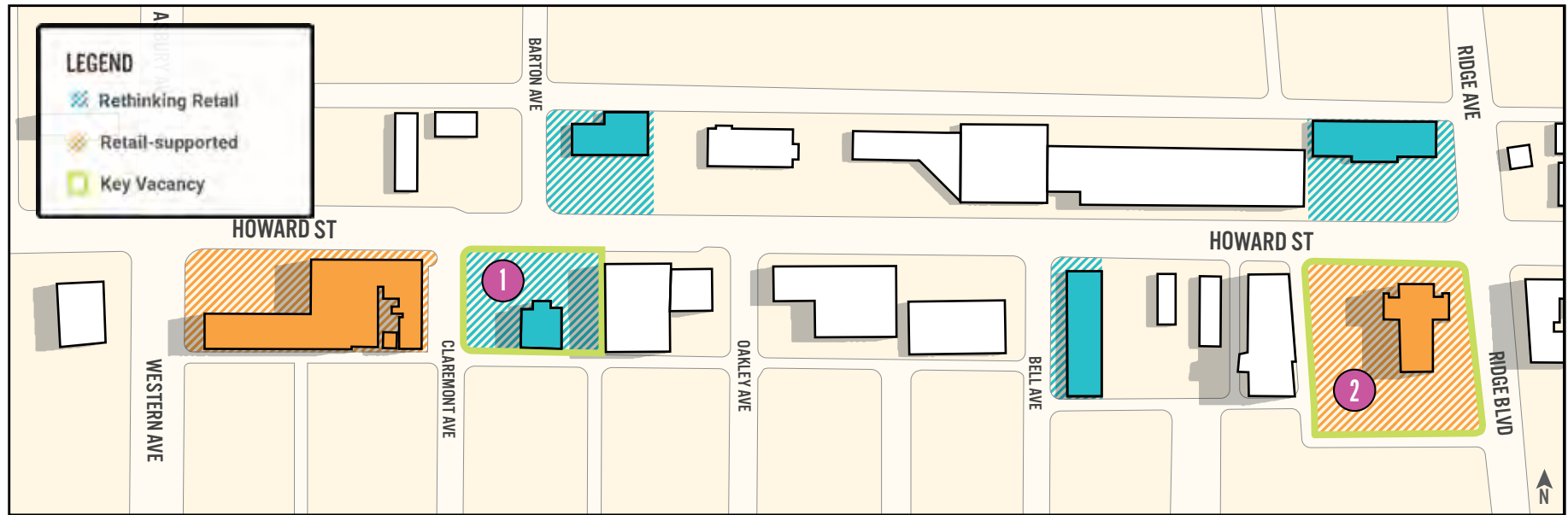
## WELCOME HOME

The Ann Rainey apartments at 1001 W. Howard in Evanston welcomed its first residents in spring of 2022. This new development by CJE SeniorLife and Evergreen Realty includes 40 income-restricted rental units for seniors. Named after Evanston Councilmember Ann Rainey who served the 8th Ward for 34 years, this development embodies the potential for West End.

A nearby vacant site at the southwest corner of Howard and Ridge could support a similarly dense and transformative use that could support retail with the new population — residents, staff, and visitors of the Ann Rainey apartments — in mind.

Likewise, with the support of CJE, there are opportunities for intergenerational and interfaith community programs that can contribute to the shared values of all who spend time on Howard Street: ice cream socials in a repurposed parking lot, holiday concerts at CJE, and community art projects hosted by RPBA and the future Evanston SSA.

# WEST END RETHINKING RETAIL



**TWO VACANT DRIVE-THROUGH** sites on the south side of the street offer impactful opportunities for redevelopment. Thoughtful redevelopment at these sites could reduce the number of driveway curb cuts, better connect a disjointed street wall, and bring needed housing to the West End.

**1** The site of a former drive-through restaurant at 2321 W. Howard is currently vacant and the Special Use permits for the drive-through have expired. A redevelopment that takes full advantage of the site footprint can bring residential density and connect the street wall. Ground-floor activation at this site could be programmed as a retail or other use.

**2** Anchoring the southeast corner of the West End, a former Byline Bank location has seen regular interest from businesses and developers alike. This site has two driveway curb cuts; future development plans should include the removal of the curb cut on Howard Street. A dynamic mixed-use development with a retail anchor that serves nearby residents and workers could bring additional pedestrian activity to this corner.

# WEST END QUALITY OF LIFE

**QUALITY OF LIFE** recommendations position Western/Asbury as the new western boundary between a pedestrian-oriented corridor and one that caters to automobiles. A streetscape completed by City of Evanston in 2021 included several pedestrian-friendly elements, and One Howard Street proposes additional elements.

With a concentrated population of seniors in this subarea, recommendations prioritize pedestrian comfort and traffic calming. Properties on both sides of the street back up to an alley, which could offer alternate vehicular access, reducing the number of driveway curb cuts. Though coordination with property owners, and in many cases redevelopment, is needed to close curb cuts, stakeholders can begin socializing the idea now.

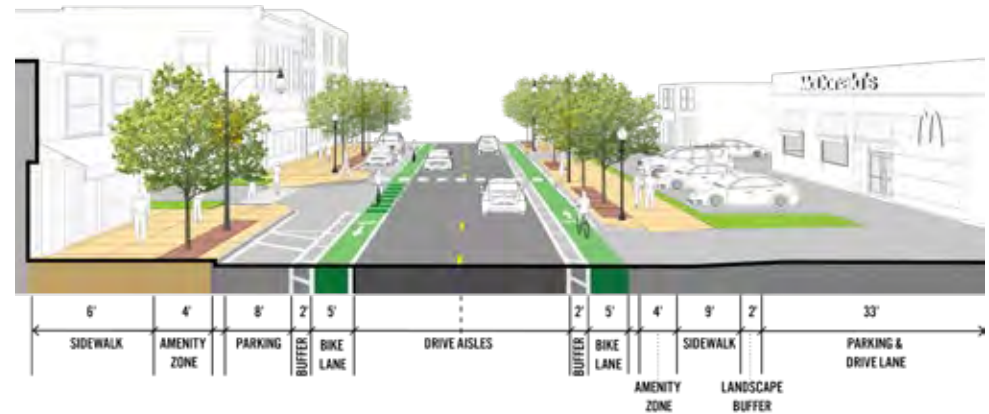
Finally, the West End has a noticeably sparse tree canopy. Trees are especially important in urban spaces, offering shade, cleaner air, and a more inviting environment. Understanding it will be years before the canopy matures, Chicago and Evanston can invest now in planting additional trees to fill in the canopy, beautifying the corridor and benefiting future generations.

## RECOMMENDATIONS

- Add protection to existing bike lanes
- Install painted intersection at Howard and Ridge
- Relocate bus stops and improve shelters where possible
- Add gateway art and improved bus shelter to northeast corner of Asbury and Howard
- Reduce driveway curb cuts on both sides of the street
- Plant trees on both sides of the street between Western/Asbury and Claremont/Baron to fill in tree canopy

## EXISTING

WESTERN AVENUE TO RIDGE AVENUE - LOOKING WEST



## PROPOSED

WESTERN AVENUE TO RIDGE AVENUE - LOOKING WEST



# WEST END CORRIDOR IDENTITY

AS EVANSTON MOVES toward the establishment of a new SSA district, One Howard Street’s recommendations include elements that can connect this subarea’s visual identity with the rest of the corridor. Installing branded lightpole banners, adding landscaped planters, and investing in additional public art can help to add color and interest in an otherwise neutral subarea.

The intersection of Western and Howard is critical to establishing corridor identity and a sense of place. The Big Moves recommendation for West End (page 40) includes the incorporation of gateway identifier art along with improved bus stop conditions at the intersection of Howard

and Western/Asbury. Adding wayfinding signage that is pedestrian-oriented, rather than driver-oriented, can highlight connections to attractions and amenities within the corridor and support the assertion that Western heading east is where Howard becomes walkable.

## RECOMMENDATIONS

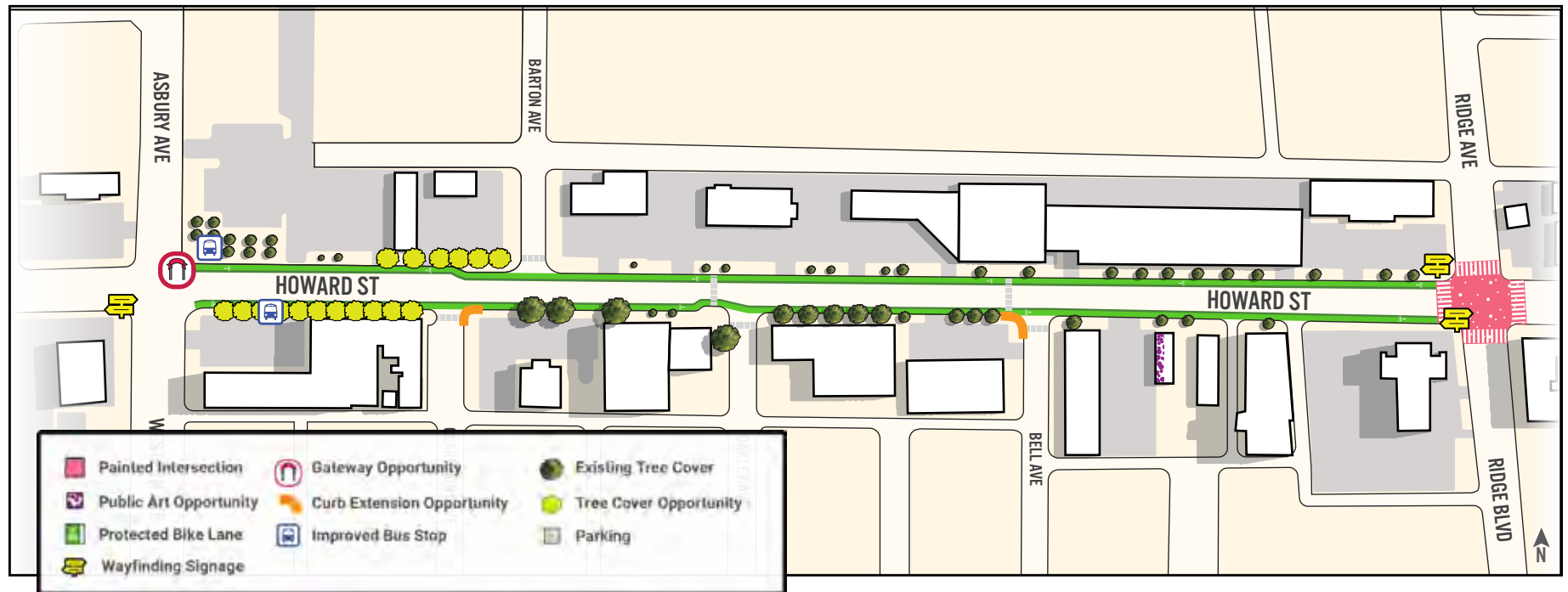
- Install branded streetpole banners
- Install gateway identifier at Howard and Western/Asbury
- Install pedestrian-oriented wayfinding at Howard and Western/Asbury
- Add mural to west-facing wall of Fish Keg

“

*Curbside landscaping throughout this corridor is inconsistent at best. More trees are absolutely needed within our community.*

*Survey respondent*

”





Improved Bus Stop

Gateway Identifier

Improved Tree Canopy

Improved Bus Stop

# WEST END

## BIG MOVES

This is a concept diagram. Elements in blue are shown for placement only, and final designs will be developed as part of future community engagement efforts



**THE BUS STOPS** on both the north and south sides of Howard Street at Western /Asbury are critical connection points to commerce, recreation, and employment opportunities in Chicago, Skokie, and Evanston. The Big Move for West End is a redesign of the bus shelter and landscaping at the northeast corner to incorporate greater shade and seating, along with a more dense tree canopy. Across the street at the southeast corner, bus commuters currently wait unsheltered from weather and traffic, often sitting on the metal guard rail that is part of the Dollar General plaza parking lot. The Big Move calls for more bench seating for bus riders and a new physical barrier between the parking lot and right-of-way at Dollar General.

**This recommendation is not only a bold placemaking effort, but an investment in dignity infrastructure.**

Providing comfortable and accessible space to wait for a Pace or CTA bus lets residents and visitors know that Howard Street prioritizes people's well-being. For motorists traveling through or past the corridor, an eye-catching sculpture and modern bus shelter tells a new story about what lies east of Western/Asbury.



*Existing conditions - southeast corner of Howard and Western*



*Large and interactive placemaking sculpture*



*Taking inspiration from a park seating area*

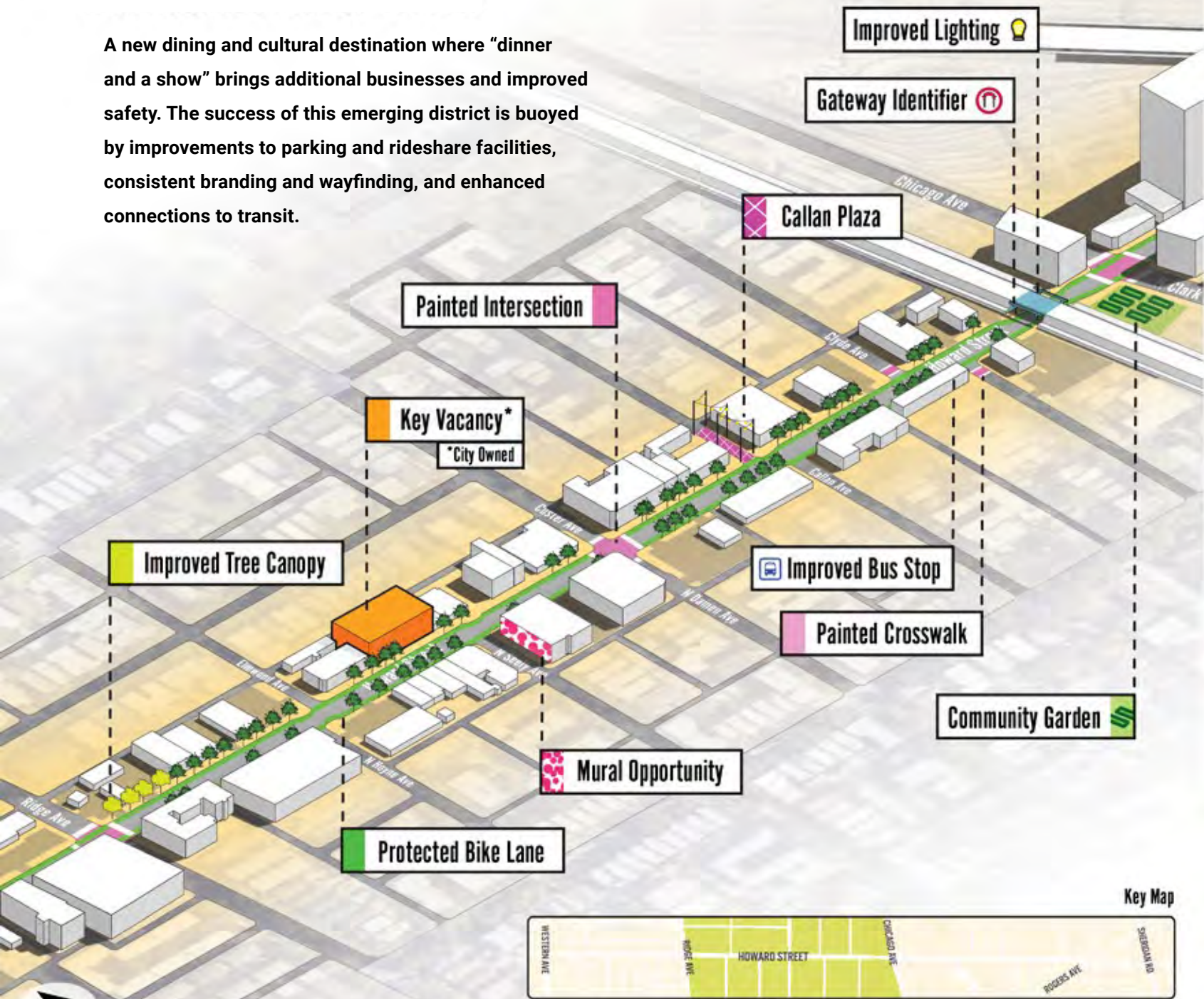


# Restaurant Row

RIDGE TO CHICAGO/CLARK

# RESTAURANT ROW VISION

A new dining and cultural destination where “dinner and a show” brings additional businesses and improved safety. The success of this emerging district is buoyed by improvements to parking and rideshare facilities, consistent branding and wayfinding, and enhanced connections to transit.



# RESTAURANT ROW

WITH A LUSH tree canopy and grassy parkways, public art, and distinct architecture, Restaurant Row has many elements that contribute to a charming retail district. Boasting a dozen restaurants representing five different global cuisines, a live theater, and an events space, this six-block subarea is a destination for locals and people from other neighborhoods alike.

Increased residential density is on the menu for Restaurant Row. At the northwest corner of Chicago Avenue and Howard Street, the Gateway development is currently leasing market rate and income-restricted units with a bakery and cannabis dispensary expected to open on the ground-floor in early 2024. Further west, the City of Evanston is moving to purchase a building, along with their parking lot, that is adjacent to a City-owned building, and plans to issue an RFP for an affordable housing development at this combined site.

A key opportunity for this subarea is to improve pedestrian connectivity to and from the CTA transit hub to its east. Narrow sidewalks, expanses of asphalt, and insufficient street lighting contribute to an uncomfortable walk between Restaurant Row and the Howard station. Even with a collection of well-established businesses, Restaurant Row's vibrancy can feel spotty. Where one side of the street boasts a stretch of active storefronts, the other side may be under-activated.

Recommendations in Restaurant Row improve accessibility to businesses across all modes of travel. Parking availability is a pressure felt by businesses and residents, despite the proximity to transit. When it comes to rideshare, inconsistent addresses on either side of the street cause headaches for would-be patrons, and cyclists have safety concerns about Lyft and Uber vehicles standing in the bike lane.

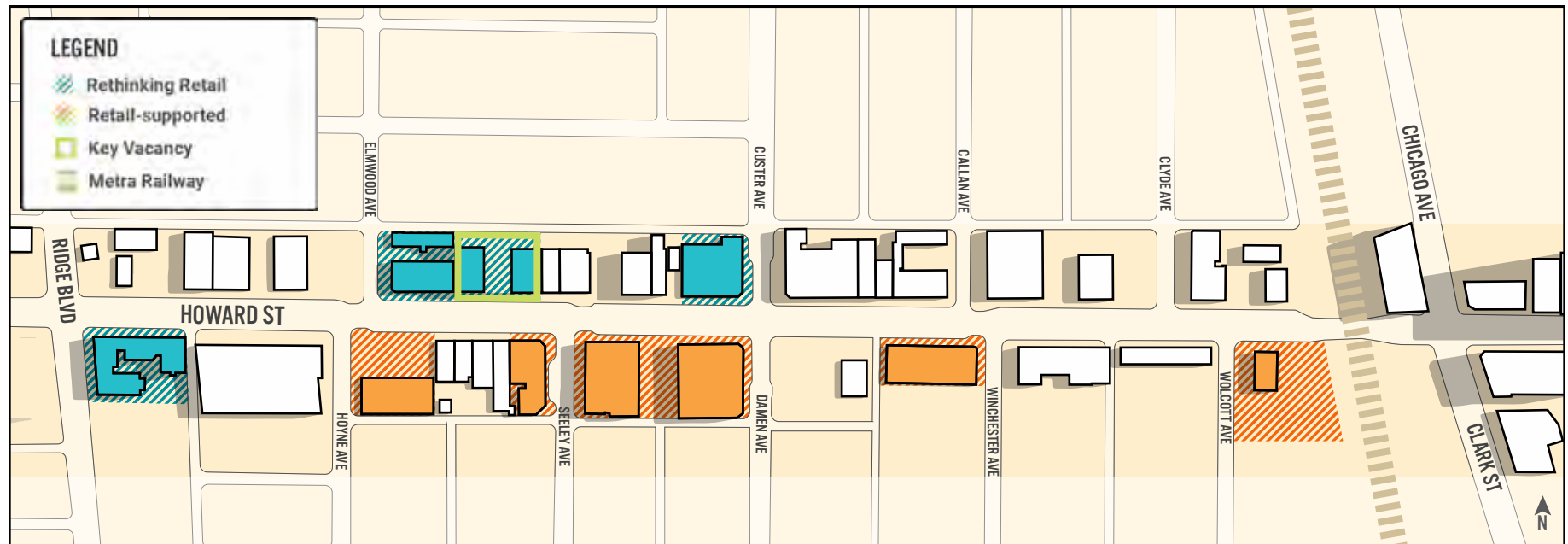


## LOOKING BACK...

**At the end of prohibition and during the persistence of temperance in the city of Evanston, Howard Street was known as a place for North Shore residents to let loose and find entertainment. Boasting four theaters at the height of its boom, Howard Street was the place to be in the early- and mid-20th century.**

**Restaurant Row represents the modern evolution of Howard's history. With Theo Ubique Theatre Company recently moving into a new state-of-the-art space and Palmhouse event space for weddings, birthdays, and ticketed live entertainment, this subarea keeps the spirit of "dinner and a show" alive for the Howard corridor!**

# RESTAURANT ROW RETHINKING RETAIL



WITH A THRIVING restaurant scene and options for entertainment and events, Restaurant Row’s retail recommendations center on partnerships between businesses and strategic activation of vacancies, reinforcing what is working in this subarea. The establishment of a SSA on the north side of the street will provide funding to coordinate marketing and beautification efforts with the south side of the street, located in Chicago SSA #19.

“  
I’d love to see a home  
and garden store  
open up on  
Howard Street.

*One Howard Street Public  
Workshop attendee*

”

## RECOMMENDATIONS

- Create programming at restaurants that encourages non-car travel. Ex: Transit-Orienting Dining nights - restaurants and bars can offer a discount equal to the cost of transit fare
- Encourage active ground-floor uses to keep the street feeling safe and occupied
- Align municipal incentives and policies between Chicago and Evanston for a unified business attraction approach

# RESTAURANT ROW QUALITY OF LIFE

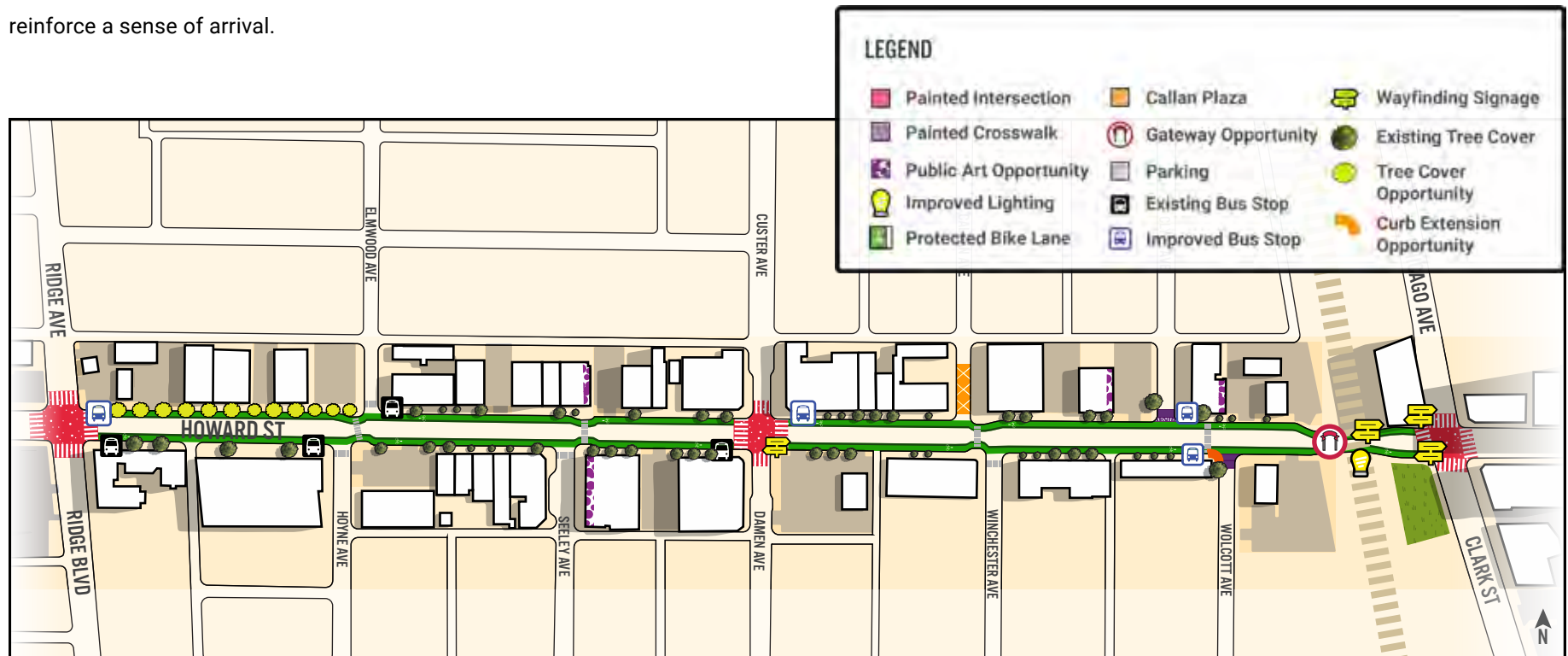
**RESTAURANT ROW IS** a walkable commercial district with charming buildings and new opportunities. Small changes in the built environment can further enhance the pedestrian experience, making it accessible and inviting to all.

To promote and protect its character, Restaurant Row will benefit from relocated and upgraded bus shelters. Likewise, realigning the bike lanes against the sidewalk and moving the parking lane to protect the bike lane will increase safety and comfort for cyclists.

The City of Evanston is planning bikeway network improvements that will connect to Howard at Custer/Damen, improving circulation throughout the area. Adding a painted intersection here will further serve to calm traffic and reinforce a sense of arrival.

## RECOMMENDATIONS

- Add protection to existing bike lanes
- Relocate bus stops and improve shelters where possible
- Plant trees on north side of the street between Ridge and Elmwood to fill in tree canopy
- Install painted crosswalk across Wolcott
- Install painted crosswalk across Clyde
- Install painted intersection at Howard and Damen/Custer
- Install painted intersection at Howard and Clark/Chicago



# RESTAURANT ROW CORRIDOR IDENTITY

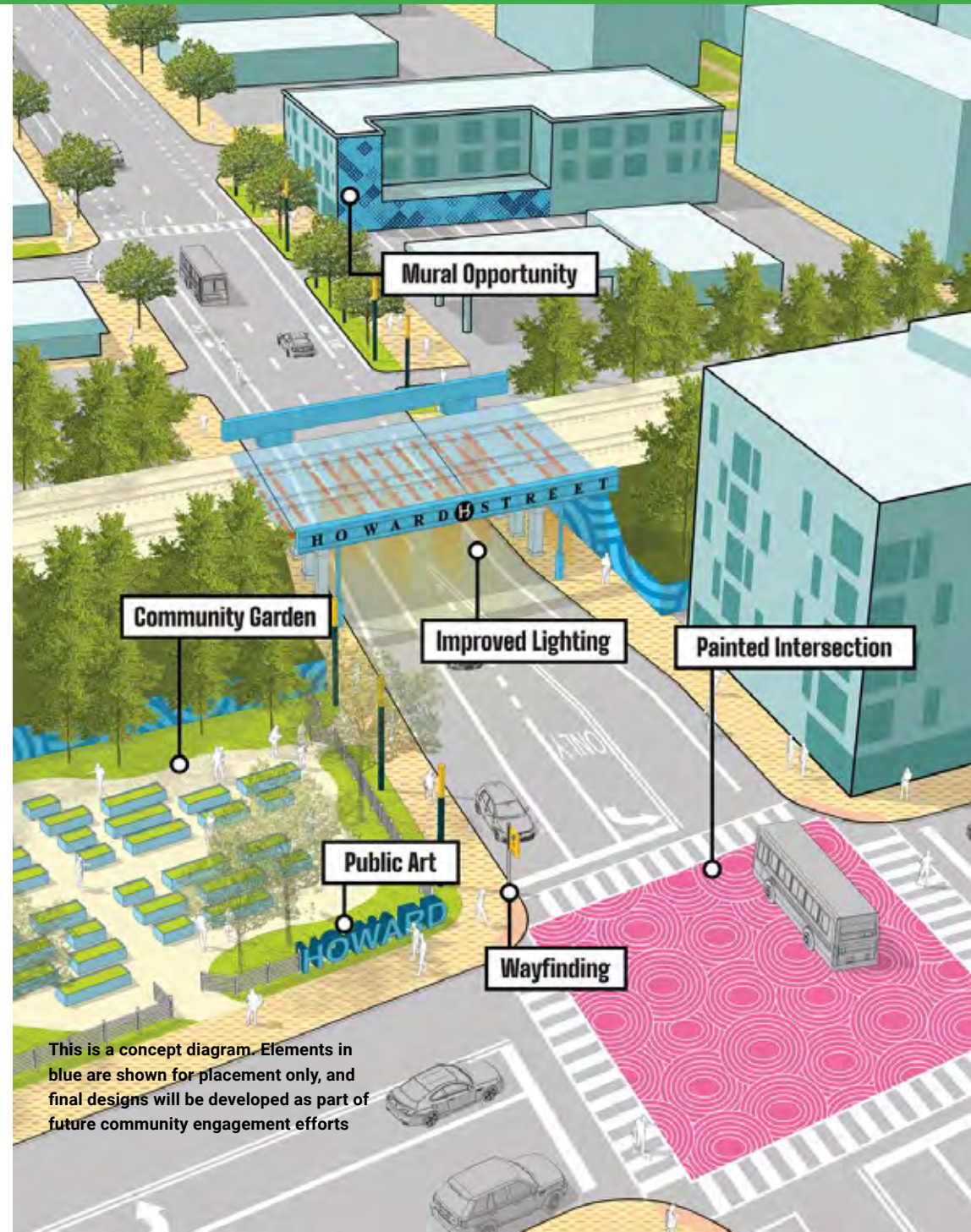
**THE BUSTLING INTERSECTION** of Damen/Custer and Howard Street is only an eight-minute walk from the CTA Red, Purple, and Yellow line station, but the pedestrian experience along the route is uncomfortable, causing many Restaurant Row patrons to drive or use rideshare to reach their destinations. Thoughtful interventions, like wayfinding, colorful public art, and enhanced lighting can help welcome and encourage pedestrian movement throughout the corridor.

Refreshing the illuminated gateway signs on either side of the Metra tracks west of Clark/Chicago is a cost-efficient option to bring a fresh sense of place to the corridor. In line with a recommendation from the Evanston Thrives plan, updating the look to match existing Howard Street branding will reinforce the cohesion of the district.

Wayfinding signage that emphasizes walk times to attractions and amenities east and west can help orient visitors to other areas of Howard to explore. These cues foster a sense of pride and serve as a reminder of the many assets within walking distance from home.

## RECOMMENDATIONS

- Install branded streetpole banners
- Update gateway identifiers at Metra viaduct
- Install pedestrian-oriented wayfinding at Ridge, Custer/Damen, and Clark/Chicago
- Add murals to buildings at Clyde and Seeley
- Install gateway sculpture and community garden at southwest corner of Howard and Clark





# RESTAURANT ROW

BIG MOVES



# RESTAURANT ROW BIG MOVES

**COMMUNITY AND STAKEHOLDER** engagement uncovered a strong desire for more opportunities to gather and celebrate the diversity of cultures and Howard Street's vibrancy. Taking inspiration from nearby successes in tactical urbanism like Evanston's Custer Oasis and Rogers Park's Jarvis Square Alfresco, Callan Plaza is a Big Move that serves many purposes. Closing traffic and parking between Howard Street and the alley north will allow for a flexible space where local businesses and community groups can gather.

Anchored by Peckish Pig on the west and Palmhouse on the east, this strip of street can be activated with business offerings and events or programmed independently by community groups. Whether it is home to a craft fair, outdoor kids' concert, or Jamaican Independence Day celebration, Callan Plaza offers community members a place to come together and create memories.



*Jarvis Square Alfresco - Rogers Park, Chicago*

“

*Invest in community and look to Jarvis Square for inspiration. Creating more outside spaces to eat might help safety on the corridor.*

*Survey Respondent*

”



*Custer Oasis - Evanston*

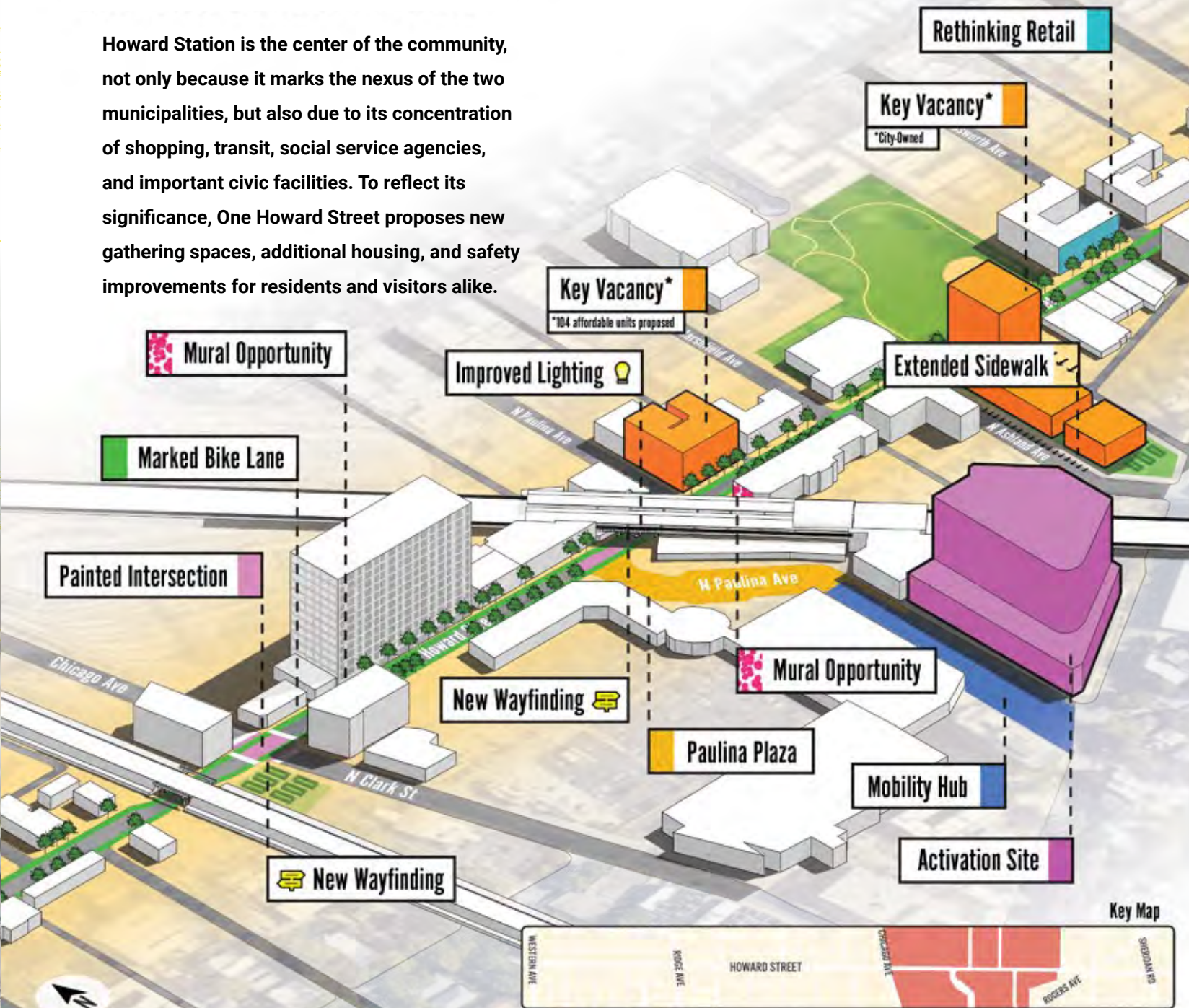
# Howard Station

CHICAGO/CLARK TO BOSWORTH



# HOWARD STATION VISION

Howard Station is the center of the community, not only because it marks the nexus of the two municipalities, but also due to its concentration of shopping, transit, social service agencies, and important civic facilities. To reflect its significance, One Howard Street proposes new gathering spaces, additional housing, and safety improvements for residents and visitors alike.



# HOWARD STATION

**THE NEXUS OF** the municipal boundaries, Howard Station has a rich history anchored by access to transit and reflected in the iconic architecture of the Howard Theater, Werner Bros. Storage, and the Broadmoor buildings. A concentration of community assets are located in this subarea, including Willye B. White Park, Gale Academy elementary and middle school, Hello Howard community garden, and more than a half-dozen community-based organizations.

“

*People like to hang out here. Let's formalize space for them.*

*Survey Respondent*

”

Embracing equitable transit-oriented development principles will serve this subarea well. Households in the Census tracts adjacent to Howard Station and Lakeside own vehicles at a rate of 60%, compared to nearly 90% in tracts adjacent to western subareas. Building fewer parking spaces and unbundling parking from rent can increase affordability of new residential and mixed-use developments.

Howard Station is the subarea where loitering is most frequently observed, and where there are the highest incidences of reported violence. While these activities are not necessarily linked, community stakeholders, business owners, and residents frequently cite both as concerns that impact a sense of safety in the corridor and perpetrate a perception that Howard Street should be avoided. Recommendations for Howard Station offer interventions in the public realm that encourage exploration and enjoyment of the community's assets.

The Howard CTA station serves as a mobility hub, a termination point for the Red and Yellow lines, and a major transfer point for the Purple line. Eight bus routes have stops at the station, which also features a Divvy station and covered bike racks. Positioned beside the auto-oriented Gateway Centre shopping complex, the Big Moves recommendation for Howard Station reimagines how Paulina Avenue south of Howard can lend itself to community-building and invite people to linger instead of hurry through.



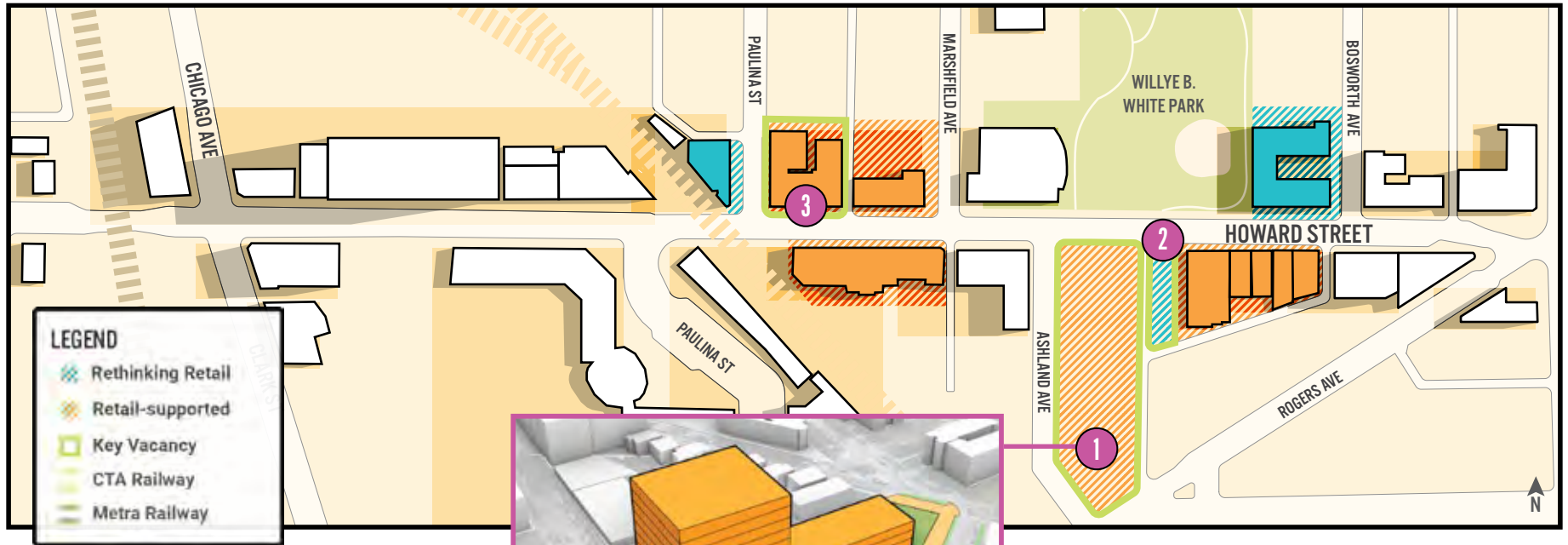
## COMMUNITY CARE

The area around Howard and Paulina has long been home to supportive organizations that offer food access, health care, and social opportunities to nearby residents. In 2021 a “supergroup” of organizations formed North of Howard Together (NOH Together), a collective that meets monthly to communicate about issues and opportunities, pursue funding for justice-focused initiatives, and to identify other ways to collaborate and build community.

When RPBA was recently awarded a grant from Chicago DPD to fund a Howard Ambassadors program, they partnered with Black-led NOH Together organization A Just Harvest to support hiring, training, and management of the ambassador corps. Residents from the Howard area are employed as community stewards, in a program that seeks to address quality of life concerns on the corridor.

Another project initiated by NOH Together includes the Rogers Park Holistic Community Needs Survey, led by Family Matters and Tapestry 360 Health. This effort invited the entire Rogers Park community, particularly neighbors holding marginalized identities, to identify gaps in equitable health care access.

# HOWARD STATION RETHINKING RETAIL



## KEY VACANCIES

### 1 HOWARD AND ASHLAND

The Metropolitan Planning Council (MPC) published a Corridor Development Initiative report about this City-owned site in 2021, including mixed-use development scenarios informed by community engagement. The goals and preferences of that process are still being considered as further feasibility analysis for the development project is ongoing. Since the report was published, conditions have changed on Howard Street, including business closures and increased rent burden for residents. Redevelopment at this site should happen with a sensitivity to these economic pressures.

The City of Chicago should seek proposals for a mixed-income and mixed-use development that retains a portion of existing community garden space. Local leaders have expressed interest in a low-equity cooperative ownership element to this project, with local businesses and/or community organizations to be considered as partners for the ground-floor space.

### 2

#### 1561-63 W. HOWARD

Local community organization C24/7 Father's Arms Ministries owns this site and is currently raising capital to develop a community center.

### 3

#### HOWARD AND PAULINA

A proposed development at this site includes 104 affordable housing rental units. This project proposes retaining the façade of the historically significant Werner Bros. Storage Building, as well as popular retail tenants Currency Exchange and Redz Belizean Restaurant.

# HOWARD STATION QUALITY OF LIFE

**HOWARD STATION SEES** the highest volume of foot and vehicular traffic in the corridor. That, along with a busy bus terminal, makes streetscape infrastructure a critical concern. To ensure safety for pedestrians and ease of use for drivers and transit riders, improved lighting, clear street markings, and expanded sidewalks are recommended throughout this subarea.

CTA is leading significant planning effort that will likely include an overhaul of the Howard Station – Red Purple Modernization Next Phases – and One Howard Street offers interim solutions to improve pedestrian conditions. An upgrade of the lights under the CTA viaduct allows for better visibility and an increased sense of safety at night. The inclusion of murals that serve the dual purpose of wayfinding on the existing support structure can brighten an otherwise dark space and greet riders as they exit the station.

“  
**Public safety starts with healing and education.**

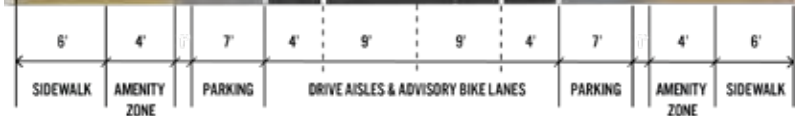
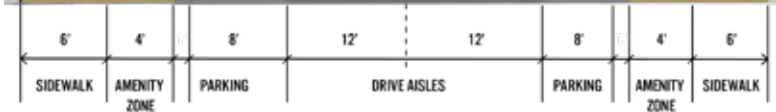
*One Howard Street Public Workshop Attendee*

”

Willye B. White Park is a community hub that has potential to expand its impact. White Park has comparable programming to other Chicago parks, and can leverage local community partnerships to increase engagement through cooking classes, expanded teen programming, and a splash pad to complement the existing playground. With trees only around the perimeter, the park resembles an open field which can feel overwhelming for visitors. Adding strategic landscaping elements to create “rooms” within the park may invite more use from community members, offering spaces that feel less exposed.

## RECOMMENDATIONS

- Add marked advisory bike lanes
- Install additional pedestrian lighting under CTA viaduct
- Install painted intersection at Paulina
- Extend sidewalk to narrow Ashland
- Install painted crosswalk across Ashland
- Improve bus stop at northeast corner of Howard and Chicago
- Expand programming and install splash pad at Willye B. White Park
- Develop a new Framework Plan for Willye B. White Park



# HOWARD STATION CORRIDOR IDENTITY

**THE AREA SURROUNDING** the CTA station offers abundant opportunities to establish the corridor identity, from adding public art that is visible from the CTA platform, to using painted intersections and crosswalks, to installing pedestrian-focused wayfinding that points to nearby amenities.

Whether a resident returning home from their commute or a visitor coming for dinner and a show,

the Howard CTA station serves as a welcome mat to the neighborhood. As of June 2023, an average of 4,500 riders transfer at Howard each weekday without exiting the station. There is a tremendous opportunity through public art, programming, and branding to invite more people to explore Howard Street. This will establish a first impression that is welcoming, multicultural, and vibrant.

“

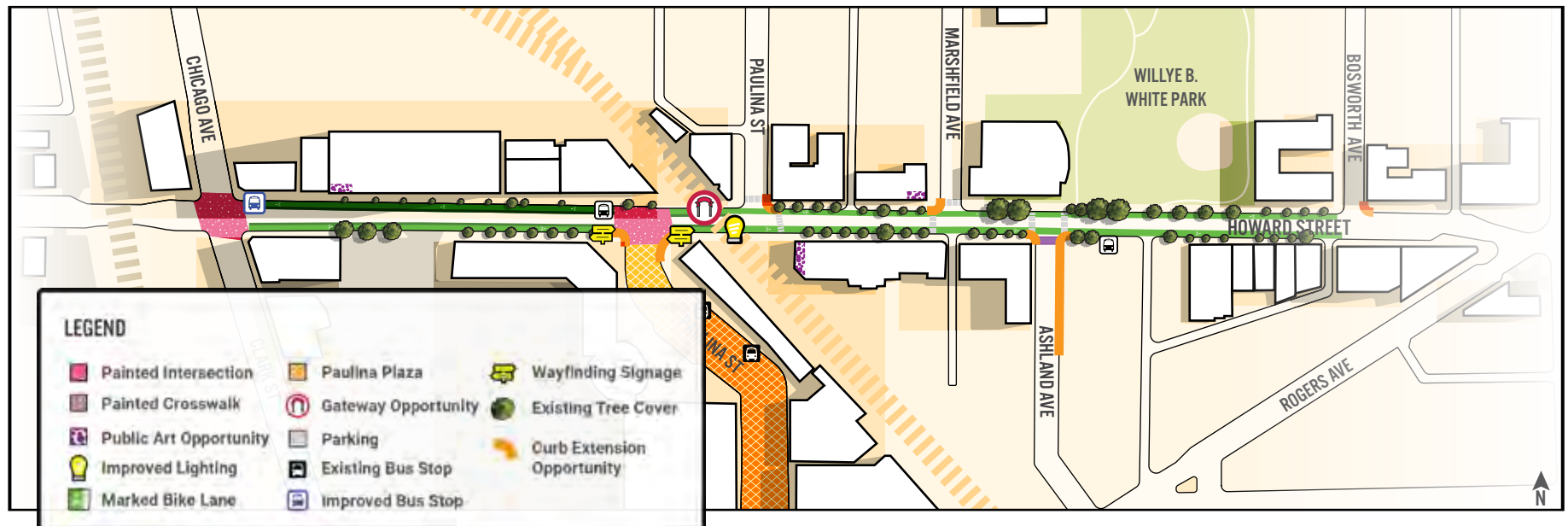
*Adding more murals of life, color, and community will make our Howard Street look and feel more inviting.*

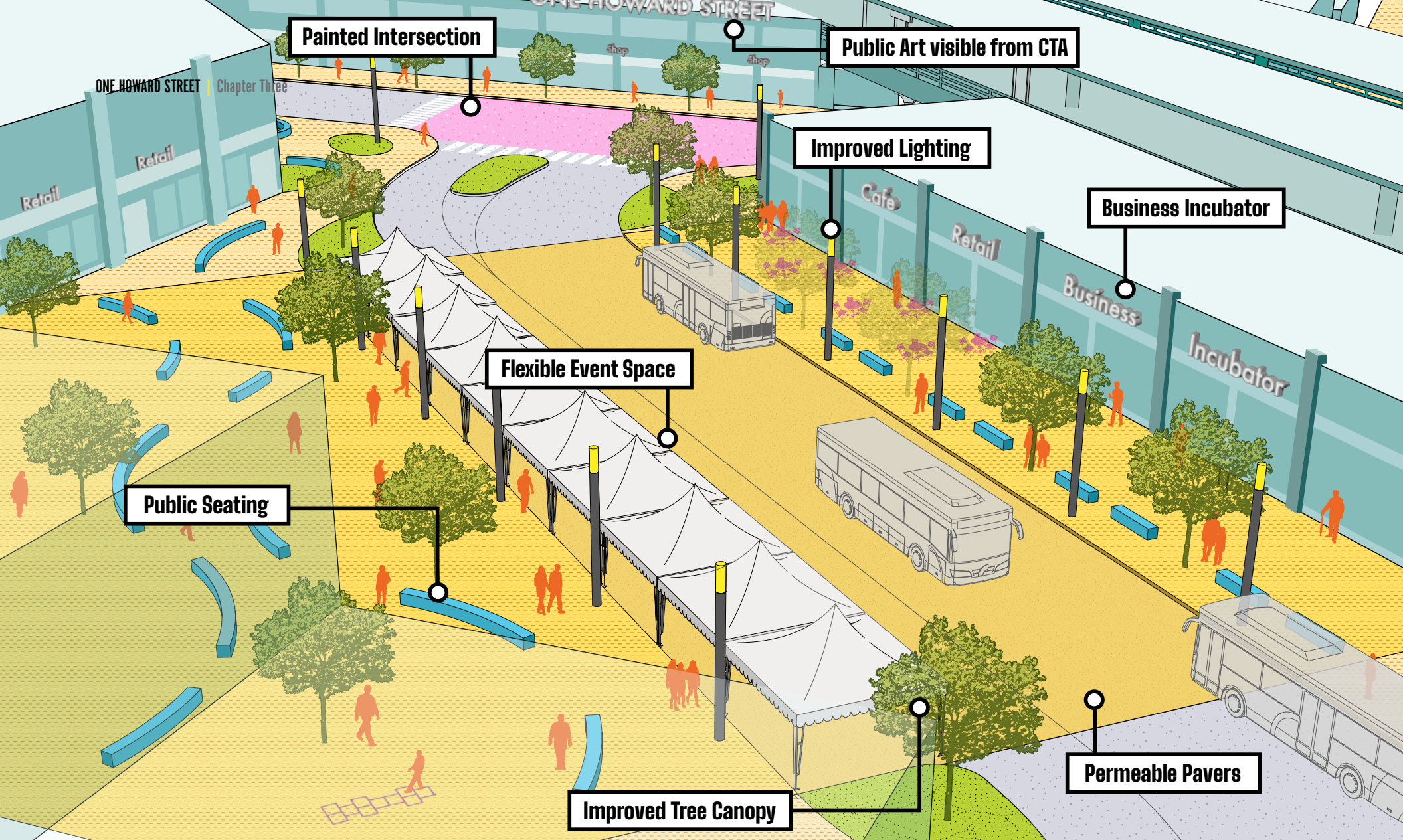
*Survey Respondent*

”

## RECOMMENDATIONS

- Install branded streetpole banners
- Add wayfinding murals to CTA viaduct
- Add a mural to the west-facing wall of the Howard Theatre building
- Install pedestrian-oriented wayfinding at Paulina and Howard





Painted Intersection

Public Art visible from CTA

Improved Lighting

Business Incubator

Flexible Event Space

Public Seating

Improved Tree Canopy

Permeable Pavers

# HOWARD STATION

## BIG MOVES

This is a concept diagram. Elements in blue are shown for placement only, and final designs will be developed as part of future community engagement efforts



**PAULINA PLAZA CONVERTS** space dedicated to auto traffic into a central gathering spot for the community. Underutilized commercial space that faces the plaza can be activated as business incubation space supported by RPBA and City of Evanston programming. This Big Move takes advantage of the high-profile location adjacent to the CTA station and bus terminal, creating a transit-oriented hub for diverse economic opportunities, community cohesion, and celebration of Howard's many cultures.

Physical improvements like expanded sidewalks, improved lighting, and traffic calming will contribute to a safer pedestrian experience for commuters. Pedestrian-oriented wayfinding at Paulina Plaza and throughout the corridor will help visitors navigate to walkable businesses and amenities.

Public investment can make way for private interest in redeveloping an under-maintained and underutilized parking structure at Paulina and Rogers. A dense transit-oriented development can serve as needed housing and better serve as a link between Howard Street and Rogers Avenue for pedestrians.

**Inspired by the success of Uptown's Argyle Night Market, Paulina Plaza celebrates local cultures and offers opportunities for neighbors to have fun, connect, and grow their small businesses.** In its 10th year, Argyle Night Market welcomes an average of 4,000 people every Thursday night in the summer for a free food and culture festival that celebrates the district's pan-Asian community. The event has spurred additional programming on Argyle and has attracted locally owned businesses to fill long-vacant storefronts.

*Concept for redevelopment at parking garage*



*Argyle Night Market - Uptown, Chicago*

“

*We see a need for cultural inclusion.*

*Steering Committee Member*

”

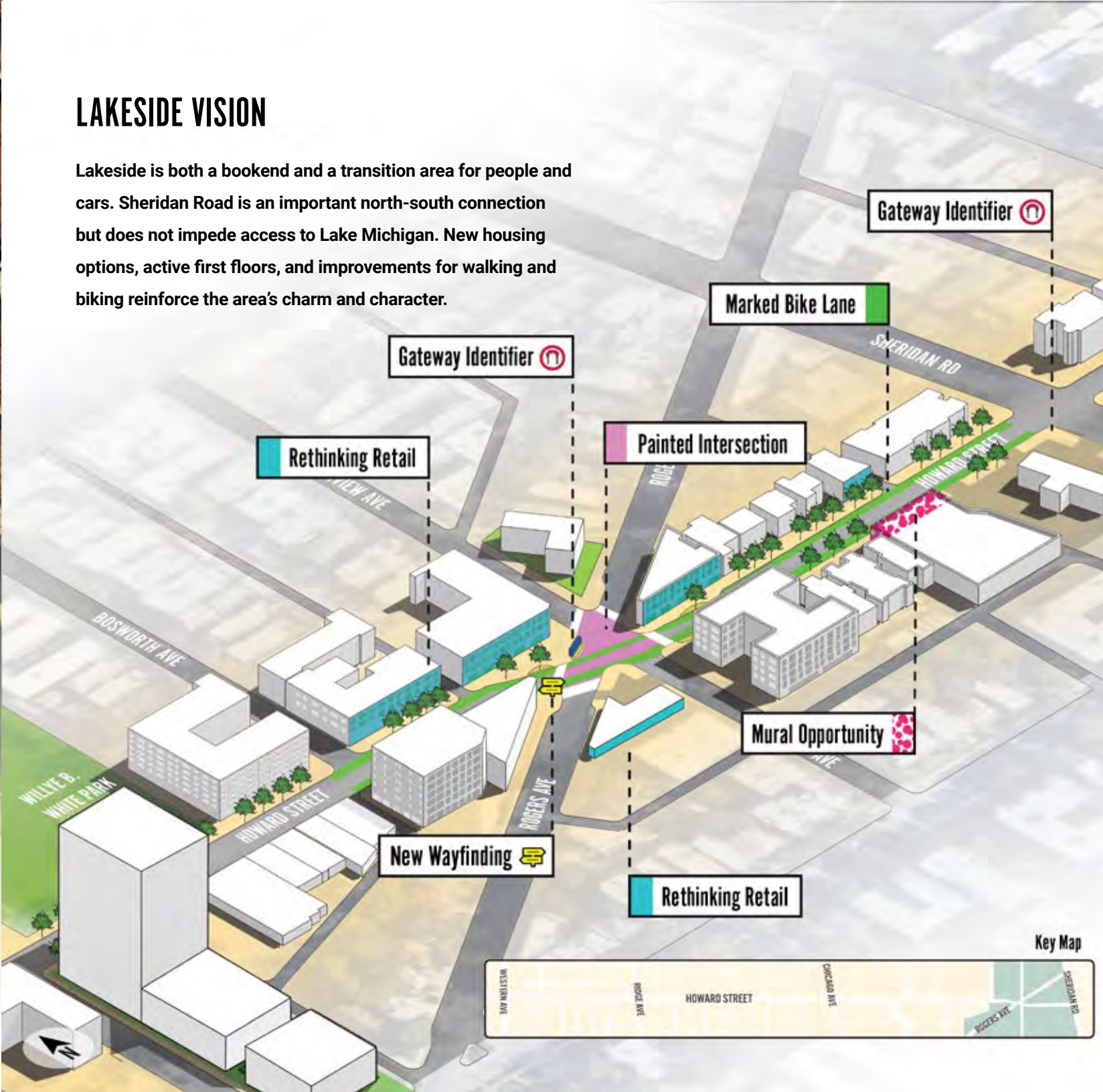


# Lakeside

BOSWORTH TO SHERIDAN

# LAKESIDE VISION

Lakeside is both a bookend and a transition area for people and cars. Sheridan Road is an important north-south connection but does not impede access to Lake Michigan. New housing options, active first floors, and improvements for walking and biking reinforce the area's charm and character.



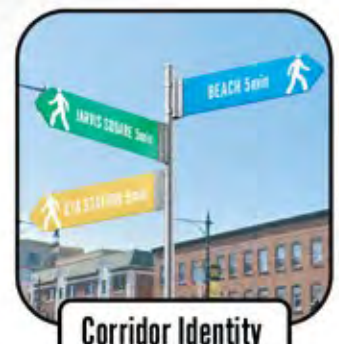
Rethinking Retail



Quality of Life



Big Moves



Corridor Identity



Key Map

# LAKESIDE

**HOWARD STREET BETWEEN** Bosworth and Sheridan marks the transition from a commercial to residential corridor. The majority of building stock in this subarea was developed in the early 1900s, with charming mixed-use buildings contributing to the community character of the corridor. The Lakeside subarea is walkable and features existing infrastructure that naturally supports placemaking.

Lakeside can lean into its role as a transitional space. With creative and relevant wayfinding at the three-way intersection, visitors and neighbors can be directed toward the many proximate community assets: the beach, Jarvis Square, CTA and Pace, and restaurants and commerce. Encouraging flexible ground-floor use where retail vacancies have persisted can add to the corridor's naturally occurring affordable housing stock and bring more people to the street.

“

*What other neighborhood has a main street that leads to the glorious lake?*

*Survey Respondent*

”

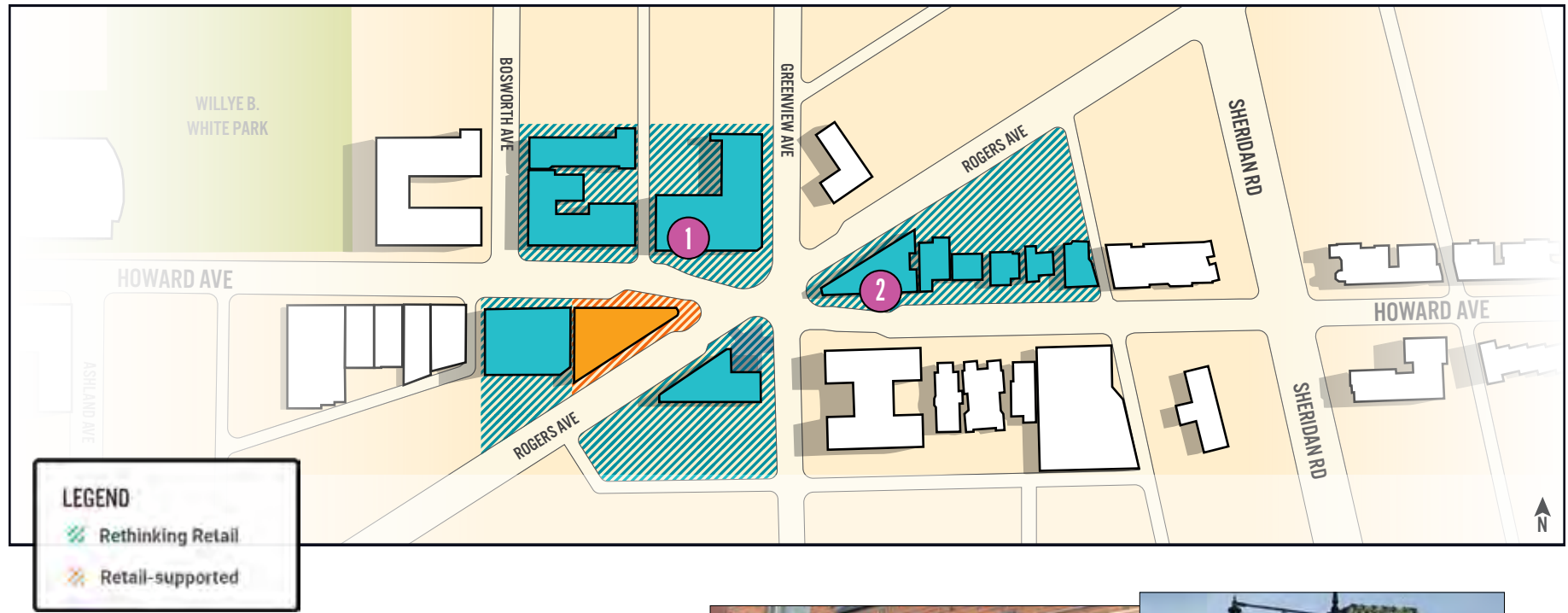


## LOOKING BACK...

In the early 20th Century when Howard Street was developing, it was common for shop owners to live in the same space where they worked. For example, a tailor or seamstress would live in the back half of their storefront, and a general store proprietor might live upstairs from their shop. Over time, a separation between residential and commercial uses took hold and this practice faded away.

Recommendations throughout the plan strategically consider more flexible ground-floor uses, including opportunities to add residential units throughout the corridor. Rogers Park and Evanston alike are known as communities that value the arts. Reimagining vacant storefronts as artist live-work spaces and other creative uses can bring new energy to Howard Street.

# LAKESIDE RETHINKING RETAIL



**ABOUT HALF OF** the storefronts in this subarea have been vacant since at least March 2020. Acknowledging that the state of commercial real estate is in a transitional phase, property owners can reimagine what happens on their ground floor. Rezoning buildings to allow for greater flexibility can bring more activity and people to the street.

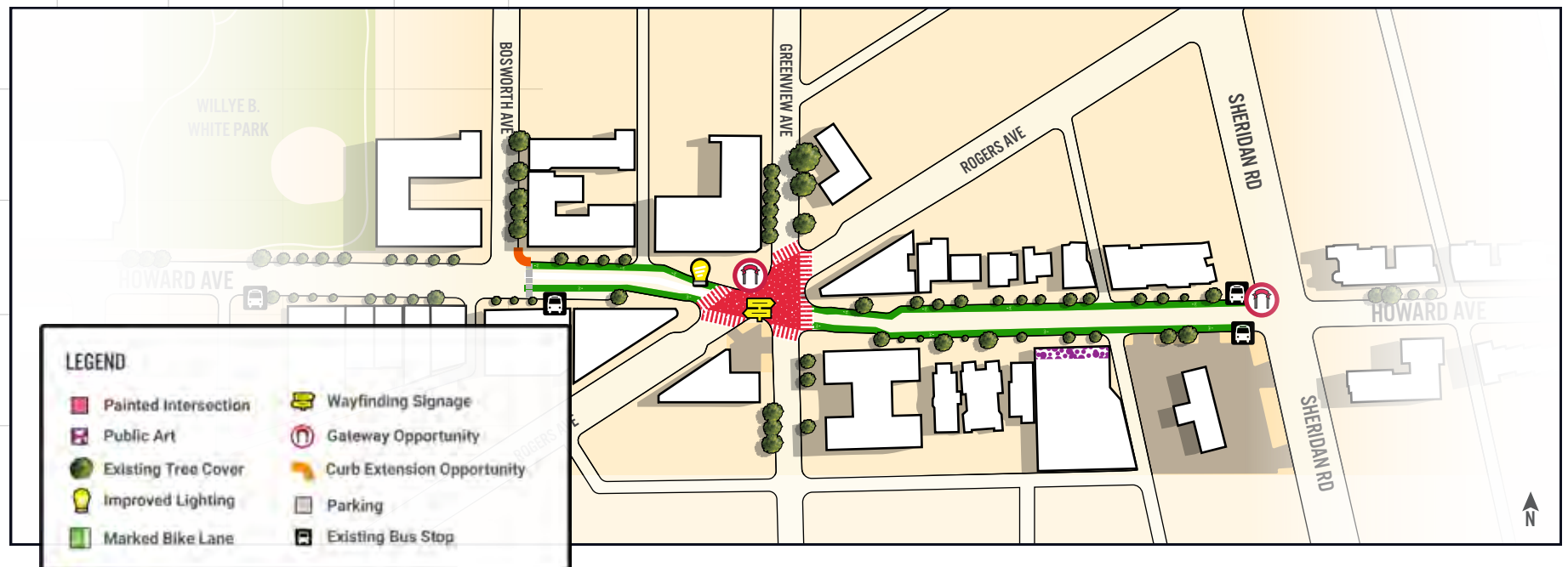


# LAKESIDE QUALITY OF LIFE

**LAKESIDE BOASTS** a charming streetscape and public realm. The three-way intersection where Rogers and Greenview cross Howard features an expanded sidewalk space with a clock and lush planters. Enhancing connectivity throughout the corridor and to nearby amenities and attractions will better anchor the corridor to its surroundings.

## RECOMMENDATIONS

- Add marked advisory bike lanes
- Install painted intersection at Rogers, Greenview, and Howard
- Install bench seating and additional lighting at northwest corner of Howard and Greenview



# LAKESIDE CORRIDOR IDENTITY

**THE SIX-CORNER INTERSECTION** at the heart of Lakeside creates a charming plaza on the north side of Howard. Wayfinding, public art, and landscaping can enhance the space and welcome neighbors to gather or explore. Neighborhood directional signage connects Howard Street to Jarvis Square in both directions. A gateway identifier and wayfinding signage at Sheridan and Howard help establish the corridor for those on foot, bike or in a car.

## RECOMMENDATIONS

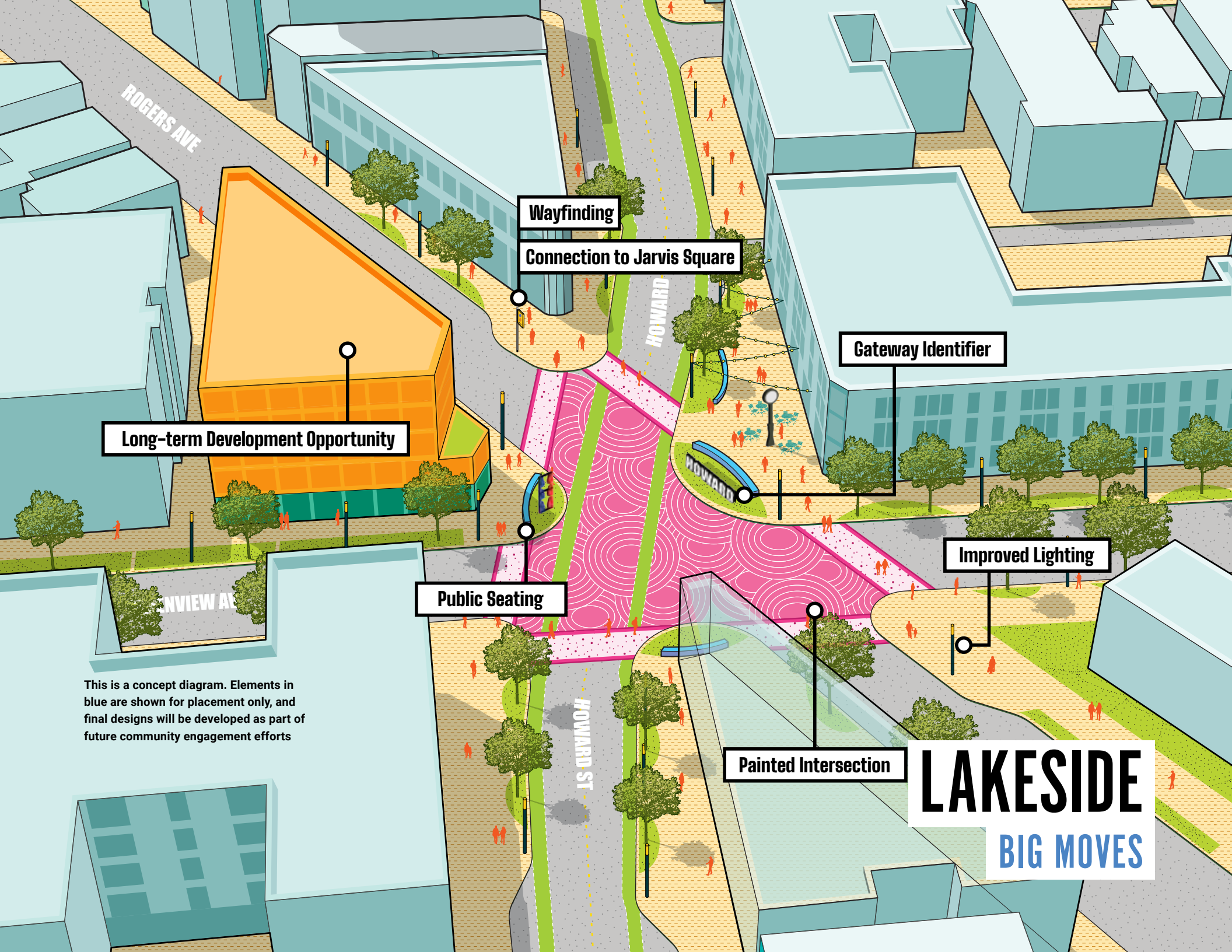
- Install branded streetpole banners
- Add mural to north-facing wall of 1419 W. Howard
- Install wayfinding at Howard and Rogers, Howard and Sheridan
- Add sculpture to six-corner plaza on north side of the street



Tuesdays at the Triangle - Wicker Park, Chicago



Sculpture at Racine Plaza - Uptown, Chicago



**Long-term Development Opportunity**

**Wayfinding**

**Connection to Jarvis Square**

**Gateway Identifier**

**Improved Lighting**

**Public Seating**

**Painted Intersection**

**LAKESIDE**  
**BIG MOVES**

This is a concept diagram. Elements in blue are shown for placement only, and final designs will be developed as part of future community engagement efforts



# LAKESIDE BIG MOVES

**REDEVELOPMENT AT 7575 N. ROGERS** could radically transform this intersection, matching the scale of nearby buildings and eliminating driveway curb cuts. While this site has an active business use currently, public investment in the infrastructure can lead to private interest at the corner of Greenview, Rogers, and Howard.

**A building that matches surrounding properties in scale and character can add more foot traffic to the street, provide housing diversity, and repair some gaps in the street wall.**

The ground floor could support a convenience store or market as it does currently, or simply serve as an additional residential site. Townhouses could suit this site well, offering multi-bedroom units. The addition of residential units at this location can support Gale Community Academy and other local schools and bring needed activation to the area.

Additional streetscape improvements like a painted intersection and statement sculpture position the three-way intersection as a welcoming gateway to the commercial district.



# ACKNOWLEDGMENTS

## CONSULTANT TEAM



## MKSK



## PROJECT TEAM

**Sandi Price**, Rogers Park Business Alliance

**Cindy Plante**, Rogers Park Business Alliance

**Paul Zalmezak**, City of Evanston

**Katie Boden**, City of Evanston

**Kyle Ryan**, 49th Ward Alderwoman Maria Hadden's Office

## ELECTED LEADERS

**Maria Hadden**, Chicago 49th Ward Alderwoman

**Devon Reid**, Evanston 8th Ward Councilmember

## STEERING COMMITTEE

**Sal Becovic**, Becovic Properties

**David Block**, Evergreen/CJE SeniorLife

**David Brown**, Harrington Brown

**Ann Hinterman**, Family Matters

**Lenice Levy**, Good to Go

**Susan Lloyd**, Evanston 8th Ward Resident

**India Mussell-McKay**, Palmhouse

**Elizabeth Nachtwey**, 49th Ward Neighbor

**Juan Rivera**, Legacy Barber College

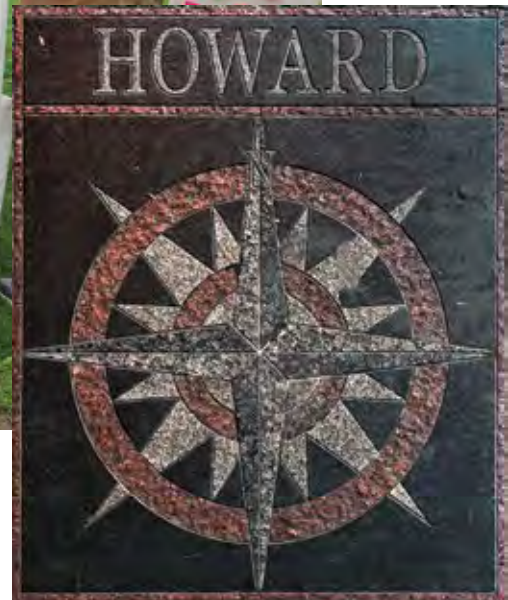
**Kyle Ryan**, Office of Chicago 49th Ward Alderwoman Maria Hadden

**Bud Sanders**, Chicago 49th Ward Resident

**Sheila Williams**, Gale Elementary School

**Jack Swenson**, RPBA Planning Committee

Chicago Department of Planning and Development - North Region







**CHAPTER 4**

**IMPLEMENTATION**

## IMPLEMENTATION APPROACH

One Howard Street is a bold vision with clear steps to bring about economic recovery for the corridor. The Implementation Matrix offers a clear delineation of recommendations, processes, and responsible partners for seeing recommendations through.

Collaboration and communication remain at the heart of a successful implementation process and outcome. Project team members and other local stakeholders should continue to meet regularly and stay accountable to the matrix. Community members who are interested in supporting implementation efforts can stay connected to RPBA, 49th Ward Aldermanic office, and City of Evanston Economic Development office to learn about opportunities to support these initiatives.

The Implementation Matrix is organized according to subareas and sorted by expected implementation timeframes. For this project's purposes:

- short-term recommendations are expected to be accomplished within five years,
- mid-term recommendations are expected to be accomplished within 10 years, and
- long-term recommendations are expected to be accomplished within 15 years.

# IMPLEMENTATION MATRIX

## WEST END

### SHORT

### MID

### LONG

RECOMMENDATION	RECOMMENDATION TYPE	PROCESS	IMPLEMENTERS		THEME quality of life corridor identity rethinking retail big moves
			LEAD	PARTNER	
West End Bus Stop: Build stakeholder consensus	Programming	Meet with Pace, CTA, CDOT, Evanston DPW, Evanston Planning, Private owners (CVS and Dollar General)	RPBA, Evanston Howard Street SSA		
Establish Evanston SSA; coordinate operations with RPBA SSA #19	Policy/Regulation	Coordination between City of Evanston and RPBA	City of Evanston Economic Development, RPBA, SSA #19		
Improve conditions at Barton Ave and Howard WB bus stop	Capital Improvement	Work with CTA and City of Evanston to relocate stop, may require closing a curb cut on either side of intersection	CTA	Evanston DPW, Pace, Private Owners	
Relocate WB bus stop at Ridge and Howard to far side of intersection; new shelter	Capital Improvement	Work with CTA and City of Evanston to relocate stop	CTA	Evanston DPW, Pace	
Add painted buffer and plastic bollards to protect bike lane; move parking to curb side on south side of street	Capital Improvement	Meet with CDOT and Evanston DPW to initiate engineering phase	CDOT, Evanston DPW	49th Ward	
Install Evanston Howard Street SSA branded street pole banners on north side of Howard Street between Paulina and Asbury	Capital Improvement	Seek permitting from Evanston DPW; Design and produce banners	Evanston Howard Street SSA	Evanston DPW	
West End Bus Stop: Install CTA bus shelter at southeast corner of Howard and Western	Capital Improvement	Engage with CTA about process for siting and installing new shelters	CTA, CDOT	49th Ward	
Install painted intersection at Ridge and Howard	Capital Improvement	Meet with CDOT and Evanston DPW to initiate engineering phase	CDOT, Evanston DPW	49th Ward	
West End Bus Stop: Initiate design and engineering phase - north side of street	Capital Improvement	City of Evanston issue RFP, engage with engineering and design team	Evanston DPW, Evanston Howard Street SSA	Pace, CTA	

# IMPLEMENTATION MATRIX

WEST END

LONG

RESTAURANT ROW

SHORT

RECOMMENDATION	RECOMMENDATION TYPE	PROCESS	IMPLEMENTERS		THEME quality of life corridor identity rethinking retail big moves
			LEAD	PARTNER	
West End Bus Stop: Improve conditions at northeast corner of Howard and Western/Asbury	Capital Improvement	Install new shelter, benches, and gateway identifier	Evanston DPW, Evanston Howard Street SSA		●
West End Bus Stop: Improve conditions at parking lot border at Dollar General plaza	Policy/Regulation	Identify incentives for Dollar General plaza to improve parking lot border; install CTA bus shelter at southeast corner of Howard and Western/Asbury	RPBA, DPD, 49th Ward		●
Callan Plaza: Build stakeholder consensus	Programming	Meet with residential neighbors, businesses, and Evanston DPW	Evanston Howard Street SSA	RPBA, 8th Ward	●
Callan Plaza: Host a pilot event	Programming	Get street closure permit from Evanston DPW, use city-owned street furniture, hire entertainment, partner with local businesses	Evanston Howard Street SSA	RPBA, 8th Ward	●
Callan Plaza: Host weekly events in the summer	Programming	Get street closure permit from Evanston DPW, use city-owned street furniture, hire entertainment, partner with local businesses	Evanston Howard Street SSA	RPBA, 8th Ward	●
Establish community garden at Bank of America pocket park at southwest corner of Howard and Clark	Programming, Capital Improvement	Meet with Bank of America to discuss the property, connect with Hello, Howard gardeners and Neighborspace to determine needs for establishing a community garden	Bank of America, RPBA, 49th Ward	Neighborspace, DPD	●
Establish Evanston SSA; coordinate operations with RPBA SSA #19	Policy/Regulation	Coordinate with City Of Evanston and RPBA	City of Evanston Economic Development, RPBA		●
Relocate WB bus stop at Custer and Howard to far side of intersection	Capital Improvement	Work with CTA and City of Evanston to relocate stop	CTA	Evanston DPW, Pace	●
Improve conditions at WB bus stop at Clyde and Howard; new shelter	Capital Improvement	Work with CTA and City of Evanston to relocate stop	CTA	Evanston DPW, Pace	●
Update branding and design of gateway identifiers installed on both sides of Metra tracks west of Clark/Chicago	Capital Improvement	Request maintenance agreement with CDOT; Initiate design and engineering phase	CDOT, RPBA, City of Evanston		●



# IMPLEMENTATION MATRIX

		RECOMMENDATION	RECOMMENDATION TYPE	PROCESS	IMPLEMENTERS		THEME quality of life corridor identity rethinking retail big moves
					LEAD	PARTNER	
RESTAURANT ROW	SHORT	Install Evanston Howard Street SSA branded street pole banners on north side of Howard Street between Paulina and Asbury	Capital Improvement	Seek permitting from Evanston DPW; Design and produce banners	Evanston Howard Street SSA	Evanston DPW	●
		Add painted buffer and plastic post bollards to protect bike lane; study opportunity for parking protected orientation	Capital Improvement	Meet with CDOT and Evanston DPW to initiate engineering phase	CDOT, Evanston DPW	49th Ward	●
	MID	Install painted intersection at Damen/Custer and Howard	Capital Improvement	Meet with CDOT and Evanston DPW to initiate engineering phase	CDOT, Evanston DPW	49th Ward	●
		Install painted crosswalk at Winchester and Howard	Capital Improvement	Meet with CDOT and Evanston DPW to initiate engineering phase	CDOT, Evanston DPW	49th Ward	●
		Install painted intersection at Clark/Chicago and Howard	Capital Improvement	Meet with CDOT and Evanston DPW to initiate engineering phase	CDOT, Evanston DPW	49th Ward	●
HOWARD STATION		Chicago DPD and DOH issue RFP for development at City-owned site at Howard and Ashland	Programming	Promote opportunity to local developers and host a Howard-area tour for interested parties	DPD, DOH, 49th Ward	RPBA	●
	SHORT	Paulina Plaza: Build stakeholder consensus	Programming	Meet with CTA, CDOT, Gateway Centre, and Pace	RPBA	49th Ward	●
		Paulina Plaza: Host pilot events on the sidewalk	Programming	Collaborate with local businesses, artists, and neighbors	RPBA, SSA #19, 49th Ward		●
		Install painted mural that incorporates wayfinding elements on the bridge structure of CTA tracks	Capital Improvement	Meet with CTA to propose installation; Engage with local artist to execute; Sign maintenance agreement with CTA	RPBA, SSA #19, Evanston Howard St SSA, CTA	49th Ward	●
		Add bikeway markings between Clark/Chicago and Bosworth	Capital Improvement	Meet with CDOT and Evanston DPW to initiate engineering phase	CDOT, Evanston DPW	49th Ward	●
	MID	Improve pedestrian-scale lighting under CTA viaduct	Capital Improvement	Meet with CTA to understand requirements and restrictions; Engage with a vendor to design and install new fixtures	CTA, CDOT, 49th Ward	RPBA	●

# IMPLEMENTATION MATRIX

		RECOMMENDATION	RECOMMENDATION TYPE	PROCESS	IMPLEMENTERS		THEME quality of life corridor identity rethinking retail big moves
					LEAD	PARTNER	
HOWARD STATION	MID	Install painted intersection at Paulina and Howard	Capital Improvement	Meet with CDOT and Evanston DPW to initiate engineering phase	Evanston DPW	CDOT, 49th Ward	●
	LONG	Paulina Plaza: Market parking garage as redevelopment opportunity	Programming	Coordinate with DPD, and property owner	DPD, DOH, RPBA, 49th Ward	CDOT, DPD	●
		Paulina Plaza: Initiate design and engineering phase	Policy/Regulation, Capital Improvement	Engage with CDOT and DPD	RPBA, 49th Ward	CDOT, DPD	●
		Paulina Plaza: Plaza Construction	Capital Improvement	Engage with CDOT and DPD	CDOT, DPD	CDOT, DPD, 49th Ward	●
		Improvements at Willye B. White Park, including improved landscaping, adding a splash pad, and expanding programming	Programming, Capital Improvement	Meet with Willye B. White Park Advisory Council (PAC) to support their efforts advocating for park improvements from Chicago Park District	Willye B. White PAC, RPBA, 49th Ward	Chicago Park District	●
		Add placemaking improvements to plaza at northwest corner of Howard and Greenview, including seating and improved lighting	Capital Improvement	Engage with CDOT and DPD to initiate design and engineering phase	RPBA, 49th Ward	CDOT, DPD	●
		Expand sidewalk on east side of Ashland adjacent to City-owned lot at Howard and Ashland	Capital Improvement	Meet with CDOT to initiate design and engineering phase	CDOT	49th Ward	●
		Request Chicago Park District update the Framework Plan for Willye B. White Park	Capital Improvement	Meet with Willye B. White PAC to support their efforts advocating for an updated Framework Plan	Willye B. White PAC, RPBA, 49th Ward	Chicago Park District	●
LAKESIDE	SHORT	Lakeside Big Move: Build stakeholder consensus	Programming	Meet with private property owners, CDOT, DPD	RPBA	49th Ward	●
		Lakeside Big Move: Initiate design and engineering phase for streetscape enhancements	Capital Improvement	Work with CDOT and DPD	CDOT, CPD	49th Ward, RPBA	●
		Lakeside Big Move: Install streetscape elements	Capital Improvement	Work with CDOT and DPD	CDOT	49th Ward	●
	LONG	Lakeside Big Move: Market redevelopment opportunity at 7575 W. Rogers	Programming	Coordinate with DPD and DOH	RPBA	DPD, DOH, 49th Ward	●






# IMPLEMENTATION MATRIX

**CORRIDOR-WIDE**

**ONGOING**

**SHORT**

**LONG**

RECOMMENDATION	RECOMMENDATION TYPE	PROCESS	IMPLEMENTERS		THEME quality of life corridor identity rethinking retail big moves
			LEAD	PARTNER	
Incentives alignment	Policy/Regulation	See table in appendix			
Add wayfinding elements as indicated on map pages 26-27	Capital Improvement	Obtain public way use standards and permitting information from CDOT and Evanston DPW; Engage with design/fabrication partner to create elements	CDOT, RPBA, City of Evanston	Evanston DPW	
Add public art at opportunity locations indicated on map on pages 24-25	Capital Improvement	Meet with property/business owner attached to opportunity, public input, and commission artist	City of Evanston, RPBA, SSA #19	49th Ward, 8th Ward	
Create programming and marketing campaigns for restaurants that encourage non-car travel	Programming	Collaborate with businesses to identify programs that will work well for them	Evanston Howard Street SSA, RBPA, SSA #19	Evanston Howard Street SSA, RBPA	
Prepare key vacancy sites for business/developer attraction efforts	Policy/Regulation	Explore proactive zoning changes to recruit desired uses and ground-floor activation	DPD, RPBA, 49th Ward		
Increase tree canopy	Capital Improvement	Coordinate with Chicago Dept of Forestry and Evanston DPW to site and plant new trees	49th Ward, Evanston DPW	Bureau of Forestry, RPBA, Evanston Howard Street SSA	