



**Steering Committee #2**  
**2:30 – 4:00 PM**  
February 17, 2022 (virtual)

**Steering Committee**

Jennifer Clark, Loyola University Chicago, Rogers Park resident  
Adam Glueckert, 48<sup>th</sup> Ward  
William Huchting, Architect and Edgewater resident  
Riley Kelly, Student Ambassador to Elevate Devon, Loyola University Chicago  
Kyle Ryan, 49<sup>th</sup> Ward  
Jack Swenson, RPBA and Rogers Park resident  
Rick Thompson, Anytime Fitness; Edgewater resident  
Ken Walchak, Clark Devon Hardware

**Project Partners**

*Edgewater Chamber of Commerce (ECC), Loyola University Chicago (LUC), Rogers Park Business Alliance (RPBA)*

Frank Kryzak – Economic Development Manager, ECC  
Christina Pfitzinger, Executive Director, ECC  
Cindy Plante, Economic Development Manager, RPBA  
Sandi Price, Executive Director, RPBA  
Cecilia Rodriguez, Director of Community Engagement, Loyola University Chicago;  
Board Member, ECC; Board Member, RPBA

**Teska Associates, Inc.**

Ali Begazo, Community Planner  
Erin Cigliano, Principal  
Scott Goldstein, Principal

## Welcome & Introductions

After introductions, Scott Goldstein reviewed the role of the Steering Committee. The overview document, shared previously with the committee, highlights the importance of committee's perspectives, expertise, and relationships. The Committee's role is to guide, engage, build awareness and provide inspiration as a bridge between the project and larger community.

## Outreach & Engagement

Erin Cigliano walked the committee through recent engagement activities including online tools, promotion materials, and a kick-off meeting with Student Ambassadors (and fellow Steering Committee members) Riley Kelly and Mia Roman at Loyola University Chicago.



Say hello to Riley and Mia! Our Loyola University Chicago:

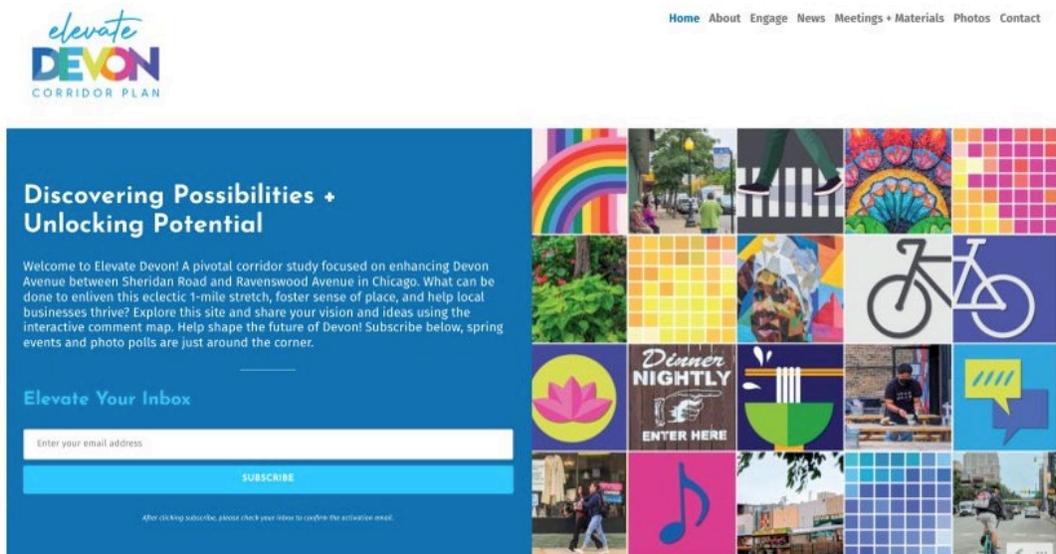
# student ambassadors

Kick-Off Zoom Session on Feb 10th, 2022 at 12 pm

### Student Outreach and Engagement pegged for March + April 2022

- Project Booth at Student Center / Other Locations
- Marketing Materials with Placemaking Poll + QR Code
- Assistance with Corridor Pop-Ups
- Newsletter articles, emails to faculty/staff
- Social Media (TikTok, Insta Reels - "Nobody uses FB anymore...")

The project website was presented, [ElevateDevon.org](https://ElevateDevon.org), which shares a vibrant aesthetic and intuitive, mobile-friendly platform. It was noted that many new insights had been added to the interactive Comment Map and Steering Committee members were encouraged to continue to post corridor insights and ideas.



An overview of marketing materials, including newsletter graphics, project narrative, and social media content, was provided, which will be sent to the committee by Frank Kryzak. Once the three project sponsors (ECC, LUC and RPBA) make initial posts on social media, Steering Committee members are encouraged to like and reshare posts as well as make new posts using the marketing kit.

Recent interviews were conducted with Devon Market and Third Coast Comics, attesting to the wide variety of types of businesses along Devon.

### **Future Community Events + Placemaking Poll**

Scott Goldstein shared upcoming events which will include a virtual open house accompanied by outdoor pop-ups in late March or early April. Erin provided a sneak peak of imagery for the project Placemaking Poll that will be an interactive element of the virtual open house and corridor pop-ups. Poll categories included:

- Crossings and paving: walkability, corner treatments, biking
- Streetscape elements: landscaping, seating, outdoor furnishings
- Corridor identity and sense of arrival: public art, lighting and wayfinding
- Flexible gathering spaces: alleyways, parklets, parking lots
- Business details: signage and facades

Comments included:

- William Hutching encouraged the team to think about design elements that are synergistic (ex: landscaping paired with seating) and tailored to Devon noting that many efforts in other areas don't work well / add to local vitality.
- Ken Walchak commented on the associated cost and city fees of signage that protrudes into the public way
- Sandi Price clarified there are on-going permitting expenses
- Jennifer Clark added that the City charges fees for anything that goes into the right-of-way such as lighting or anything affixed to the side of the building
- Jack Swenson commented that creative directional kiosks could be a solution here relative to costs being discussed of blade signage
- Frank Kryzak noted that (festoon) lighting that goes over the street must be attached to buildings not light poles

Scott asked the Committee for ideas on locations of pop ups, noting that Devon Market is interested and supportive of allowing such. Sandi suggested the post office, Frank suggested Uncommon Ground's garden. Other locations noted at prior meetings included the patio of Nori Sushi, the Loyola Campus, and somewhere near TBar at 1223 Devon.

## Project Goals

The next section of the meeting focused on goals and ideas for the plan. The following ideas were generated by the Committee:

# corridor identity

*Goal: Celebrate the diversity and character of Devon*

## Projects and Places: (the hardware)

Gateways – but maybe not that literal

Pride of place

Devon has an identity – but that's Devon and Western

Businesses want to come to buy into an identity

How to express "Elevate"

The lotus, the peacock – repeat imagery

V in the center of each work

Play off of "Devon"

## Programs and Policies: (the software)

Events – put a place on the map

Perception of an event in an area, e.g. where you celebrate Spring

# placemaking

*Goal: Design people-friendly spaces and places*

## Projects and Places:

- People spots – use of the planters could be used as seating, etc. not just planter, elevate the platforms
- Bike racks – local designers, signage
- Needs to be unique, organic, not something you've seen in other neighborhoods
- Dialogue of opposites – positive vs. negative space – volume in architecture
- Need engagement, design to activate spaces
- Seasons

## Programs and Policies:

- Holidays – Trick or Treat gets people out, low risk, high reward, Valentine's candy crawl
- What is the identity of the businesses
- Eat your way through the world
- Devon Days – street performers, bike fixing – 10 businesses

# Getting around

*Goal: Enhance safety & connectivity for all users*

## Projects and Places:

- Crosswalks
- Bike routes
- Glenwood intersection, city greenway, feels positive
- Devon narrows by the funeral home
- The way the street maneuvers
- Bus stops – Cozy Corner
- Greenview intersection

# Local business support

*Goal: provide support, technical assistance and marketing for local businesses*

## Projects and Places:

- Available, affordable space
- Informing property owners what is required to renovate space
- Guide for what is required for occupancy permit; punch list

## Programs and Policies:

- How to fill the available spaces and not pushing out existing businesses?
- Businesses need money and information
- Sign permit regulations navigation
- Pedestrian Street Ordinance, "P" Street, Bryn Mawr is only example nearby
- Connect businesses to professionals – [e.g.](#) contractors or architects

## Next Steps

- Assistance with marketing project, website, virtual open house, and pop-ups; Frank to send out marketing materials by the end of the week.
- Upload / share additional imagery for use in Visual Placemaking Poll
- Set dates for pop-ups in late March / early April
- Steering Committee #3 will focus on Placemaking – to be set after virtual open house and pop-ups.