### Goal: Preserve Neighborhood Diversity Cultural diversity is an important part of McKinley Park's identity. Recommendations to preserve neighborhood diversity will revolve around

building and sustaining community, bolstering local business, and cultivating and celebrating neighborhood identity. What do you think of the following strategies to achieve this goal? Place a green dot next to the strategies that you think should be prioritize. What other strategies do you recommend and why?



### Rec #1: Maintain Housing Affordability, Choices, and Quality

Preserving and creating opportunities for housing affordability, choices, and quality will help attract new residents and protect existing residents against market pressures that could burden or displace them.

#### Strategies:

- Increase McKinley Park Development Council (MPDC)'s capacity to increase engagement with the community, help support and market small businesses, and lead the community to better respond to development proposals
- Identify owner-occupied repair programs to assist with deferred maintenance
- Identify purchase assistance programs for owner-occupant homebuyers
- Collaborate with the community to identify resources for long-term affordable rental units and facilitate coordination with the Community Land Trust
- Work with key partners like the City and the Illinois Housing Development Authority (IHDA) to identify opportunities to implement inclusive and supportive housing initiatives



## Rec #2: Celebrate McKinley Park's Diversity

McKinley Park can raise its profile throughout Chicago and the region by celebrating this diversity through arts and culture planning that is creative, smart, and resourceful.

#### Strategies:

- Celebrate the neighborhood's diversity through cultural programming
- Strengthen the neighborhood's sense of heritage and identity by pursuing targeted arts and cultural endeavors
- Develop an alliance for arts and culture stakeholders to leverage resources through coordination and collaboration
- Engaged McKinley Park residents in creating a comprehensive marketing and branding strategic plan

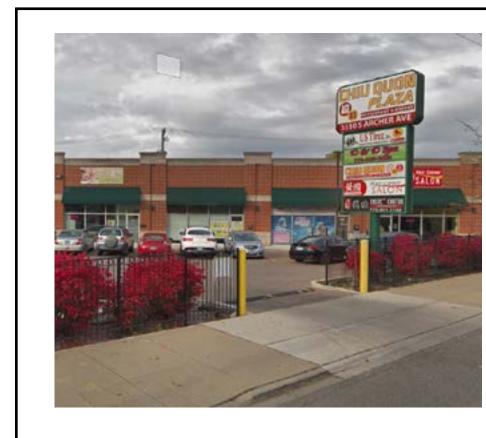


## Rec #3: Engage the Diverse Population of McKinley Park

The diversity of McKinley Park's residents is a major asset to the community. A commitment should be made to actively engage all stakeholders and residents in plan implementation activities.

#### Strategies:

- Continue to develop relationships with organizations serving local immigrants and refugees
- Continue to build relationships with local schools to reach parents
- Make public engagement accessible
- Address communication barriers
- Continue efforts to improve language access

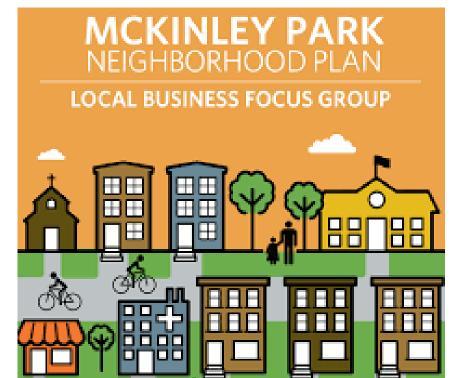


## Rec #4: Market the Neighborhood's Diversity through Small Businesses

Embarking on joint promotional campaigns and better equipping local businesses to work together will help McKinley Park better capitalize upon and attract business from residents and visitors.

#### Strategies:

- Continue efforts to attract, retain, and expand businesses through engagement and collaboration
- Conduct cross-cultural outreach in collaboration with trusted partners
- Identify an individual that's bilingual to coordinate local economic development partners
- Partner with a marketing program at a local university to develop a marketing campaign

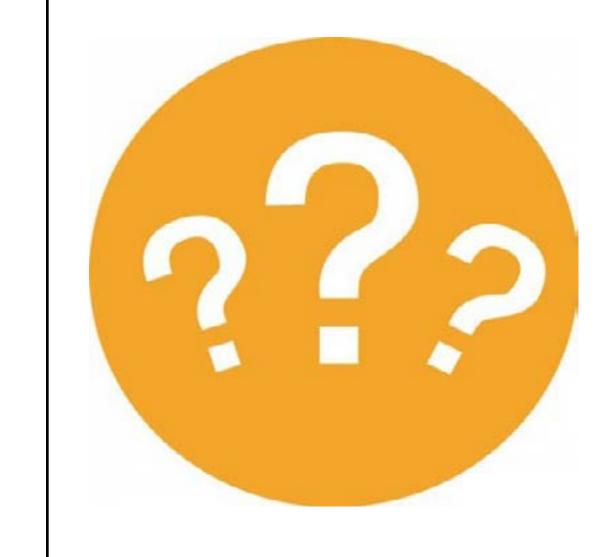


## Rec #5: Support and Grow Local Businesses

Strategies to help bolster business success includes establishing a coordinated network to help navigate common challenges, and identify assistance programs and tools to empower entrepreneurs and existing businesses.

#### Strategies:

- Create a neighborhood business support network to help streamline communication among business stakeholders
- Continue to expand technical assistance for local business development, including incubator resources for startups and accelerators for growing businesses
- Establish specialized efforts for growing small businesses
- Attract and support businesses that appeal to dispersed immigrant populations



#### Goal: Promote Equitable Transit-Oriented Development Focus equitable mixed-used development in areas with access to transit and amenities.

What do you think of the following strategies to achieve this goal? Place a green dot next to the strategies that you think should be prioritize. What other strategies do you recommend and why?

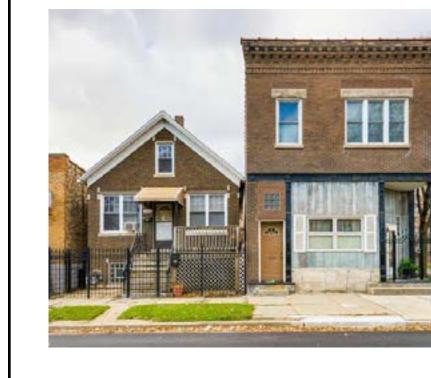


## Rec #1: Engage Stakeholders to Define Community Priorities for Future Development within TOD Areas

MPDC should continue its efforts to facilitate discussions for future development with developers while ensuring adequate outreach and engagement is provided to residents.

#### Strategies:

- Continue to build MPDC's technical capacity and look to existing community development organizations for ideas, support, and resources
- Utilize public engagement tools, such as visual preference surveys, to educate residents, and establish community goals for the form and design of new development projects
- Build strong working relationships with local property owners through continued outreach



## Rec#2: Implement Land Uses that Aligned with Community Vision and Priorities

Future development within TOD areas should add to the neighborhood's supply of affordable units, and encourage the maintenance and modernization of existing housing stock surrounding transit areas.

#### Strategies:

- Preserve affordable housing by limiting the conversion of 2-4 flats into single-family homes
- Pursue strategic partnerships to require the construction of affordable units on site
- Target active uses for ground-floor spaces that increase access to goods and services for current and future residents (potential sites include NE lot at Archer and Leavitt, SW lots of Archer and Leavitt, as well as the SW lot at 35th and Leavitt)

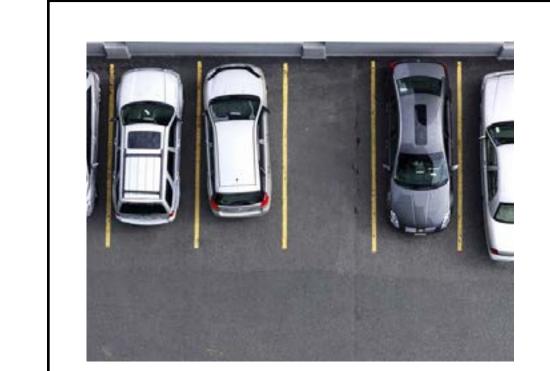


#### Rec #3: Improve Commuter Experience

Improving access for pedestrians and other modes will make it easier and more comfortable for people to access the neighborhood's transit resources.

#### Strategies:

- Implement bus priority treatments on streets that have CTA bus routes, including bus lanes, bus boarding bulbs or boarding islands, queue jumps, and transit signal priority
- Create clear pedestrian connections between the neighborhood and transit areas
- Facilitate safer, more comfortable transfers between bus routes and between buses and trains, including real-time transit information delivery
- Consider ways to help soften the look around the 35th/Archer CTA roundabout with visual improvements (e.g. landscape buffers, public art, and placemaking)
- Increase street safety and comfort for all users through policy changes, design upgrades, and technology investments



## Rec #4: Proactively Address Parking Implications

Developers and community organizations should be proactive about potential parking concerns, drawing on best practices from other TOD projects in Chicago and elsewhere.

#### Strategies:

- Conduct outreach to identify resident and business concerns
- Partner with new TOD property managers to mitigate new parking demands
- Apply parking management best practices



#### Rec #5: Advocate to Include 35th/ Archer Orange Line Station as a Future Elevated Chicago E-HUB

Elevated Chicago is a collaboration of 17 public, private and nonprofit organizations, including CMAP, that have come together to build equity into transit-oriented development in Chicago.



#### Goal: Revitalize Commercial Corridors Identify missing connections and infrastructure improvements so that pedestrians, bicyclists, commuters, and drivers can move around with ease.

What do you think of the following strategies to achieve this goal? Place a green dot next to the strategies that you think should be prioritize. What other strategies do you recommend and why?



#### Rec #1: Enhance the Built Environment

Revitalization of McKinley Park's commercial corridors will require modifications to the built environment through zoning and redevelopment. Archer Avenue, Ashland Avenue, and 35th Street have some similar challenges, but with unique contexts.

#### Strategies:

- Identify and prioritize gateway entrances and signage along prominent corridors to draw visitors to McKinley Park
- Prioritize infill development and redevelopment of vacant and underutilized properties
- Encourage compact developments that promote convenient, safe, and efficient travel
- Target mixed-use developments at key nodes and gateway entrances (rather than single-uses such as Motor-Related Commercial)
- Request additional setbacks along Archer Avenue when properties are redeveloped
- Explore parcel reconfiguration along Ashland Avenue to allow for larger developments
- Work with the 12th Ward Alderman and the IL EPA to remediate the lot at the SW corner of 35th and Leavitt



## Rec #2: Improve Safety and Comfort for Walking and Biking

The plan will recommend that significant streetscape improvements be made in McKinley Park to encourage the safety and mobility of all modes.

#### Strategies:

- Implement the City's Complete Streets Policy to improve access, safety, and mobility
- Evaluate and recommend streetscape improvements and costs at key intersections
- Make public investments to improve the pedestrian environment at strategic locations
- Improve the experience of taking transit to, from, and within McKinley Park
- Coordinate informative, attractive wayfinding signage for all modes
- Improve the safety of streets and public spaces through innovative placemaking efforts



## Rec #3: Develop a "Main Street" experience along 35th Street

Through physical improvements, and coordinated placemaking and programming, the community could develop a main street destination along 35th street that showcases the neighborhood's character and diversity.

#### Strategies:

- Pursue Pedestrian (P) Street Designation along 35th Street from Hoyne Avenue east to Ashland Avenue
- Implement bus priority treatments, including bus lanes, bus boarding bulbs or boarding islands, queue jumps, and transit signal priority
- Identify traffic-calming measures appropriate for 35th Street that could improve the pedestrian experience
- Target mixed-use developments at key nodes along 35th Street to attract diverse retail and restaurant options
- Work with CDOT to activate gathering spaces and add sidewalk seating
- Compile a list of vacant storefronts and encourage pop-up shops and art window programs
- Work with local aldermen to utilize Tax Increment Financing (TIF) for improvements

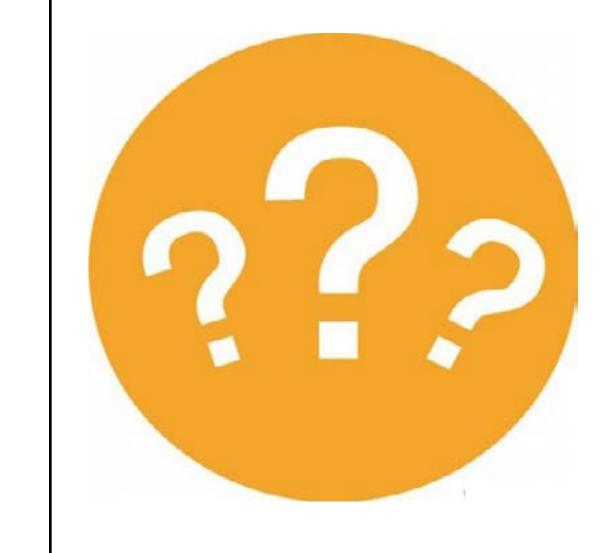


# Rec #4: Create a Beautification Committee to indentify and coordinate community driven enhancements

The committee should explore funding sources and project ideas to enhance the aesthetic quality of public and private spaces in McKinley Park.

#### Strategies:

- Work with the community to define the image, identity, and character of the neighborhood
- Create a guide on best practices for signage and window displays
- Pursue grants, local fundraising, and partnership opportunities to implement streetscape and beautification efforts
- Work with the 12th Ward Alderman, CDOT, IDOT, and the railroads to improve the appearance of viaduct underpasses and other roadways



#### Goal: Modernize the Central Manufacturing District Target new sustainable development and adaptive reuse projects to help maintain jobs locally and ensure the health and well-being of residents.

What do you think of the following strategies to achieve this goal? Place a green dot next to the strategies that you think should be prioritize. What other strategies do you recommend and why?



#### Rec #1: Prioritize the Health and Wellbeing of Residents

Efforts should prioritize the health and wellbeing of residents by considering the environmental impacts of potential development, and prioritizing access and mobility improvements to create a safer environment for all travelers—especially vulnerable populations.

#### Strategies:

- Continue to demonstrate leadership in improving environmental quality
- Improve transparency in the development process
- Target light industrial uses and modernized the CMD as a green manufacturing
- Use zoning to inform future development decisions
- Engage with ongoing efforts to complete the Southwest Chicago Truck Routing Study
- Ensure new development or property improvements that are within 100' of Chicago waterfront are consistent with the 2019 Chicago River Design Guidelines
- Prioritize pedestrians and bicyclists in modernization efforts
- Create ecologically functioning and aesthetically pleasing landscapes to buffer freight activity from nearby residential uses



#### Rec #2: Maintain a Supportive **Business Environment**

Connecting existing and potential businesses to assistance programs and resources would foster the business community within the CMD; connecting potential employees to workforce training programsis also important.

#### Strategies:

- Work with the Back of the Yards Neighborhood Council to advocate for the neighborhood's industrial businesses
- Create networking opportunities for resource sharing and business support
- Develop a workforce training program with local operators
- Identify opportunities to locate space for start-ups and other ventures



#### Rec #3: Encourage Preservation and Reuse of Historic Buildings

Encouraging preservation and reuse of historic buildings for modern uses would help activate the once bustling CMD, and ensure that it remains a strong economic

#### Strategies:

- Consider applying for Chicago Landmark designation
- Seek resources and financial incentives that preserve and restore historic buildings
- Identify educational opportunities to promote the CMD



#### Rec#4 Encourage Environmentally Sustainable Practices

Integrating green infrastructure practices can reduce the amount of urban flooding and provide pockets of green

#### Strategies:

- Consider design and policy guidelines for stormwater management treatments, for example, bio-swales, rain gardens, permeable pavers, etc.
- Incorporate sustainable design features in the restoration and construction of buildings
- Consider recommendations from previous city industrial planning efforts
- Prioritize rehabilitating and improving structures over tear-downs



### Goal: Enhance and Expand Parks and Recreational Opportunities Preserve and expand the natural assets of the neighborhood, and ensure that residents have

access to natural amenities and community programming in the future. What do you think of the following strategies to achieve this goal? Place a green dot next to the strategies that you think should be prioritize. What other strategies do you recommend and why?

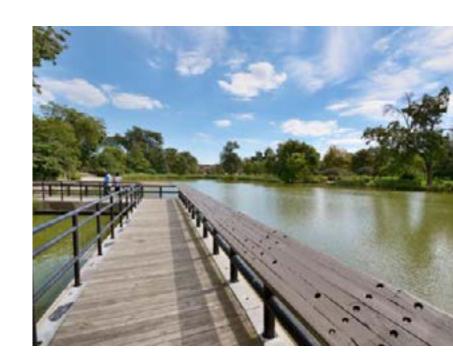


## Rec #1: Encourage the Use of Active Transportation and Healthy Living through Programs and Activities

Strategies to encourage the use of bicycles for transportation and active use would rely heavily on public infrastructure investments and community education.

#### Strategies:

- Identify opportunities for new neighborhood bikeways
- Advocate for the implementation of the Archer spoke route as a direct route in and out of the Loop
- Continue to enhance overall bicycle safety and experience with infrastructure
- Work to build community through bicycling activities such as neighborhood rides and bicycle-themed events



## Rec #2: Enhance Parks and Recreational Opportunities

Promoting the neighborhood's natural resources and recreational opportunities has the potential to attract new residents, and visitors that can support local businesses.

#### Strategies:

- Preserve and enhance McKinley Park's natural resources
- Activate the Western Boulevard and celebrate its historical significance as an extension of the Chicago Boulevard system
- Maintain and improve the facilities at Hoyne Park and other public park spaces in the neighborhood
- Engage the stakeholders of McKinley Park in the maintenance of their community parks

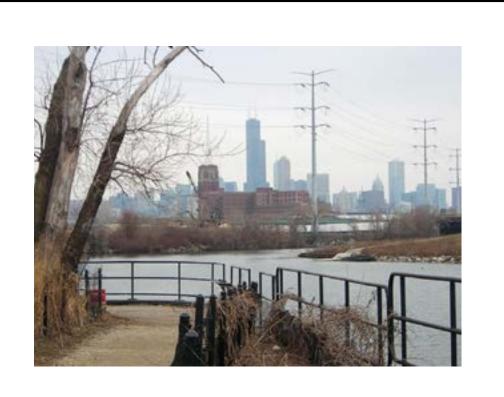


## Rec #3: Support Community Programming Activities

The plan will identify opportunities to enhance community programming for residents and visitors of all ages and identify resources to support volunteer driven activities.

#### Strategies:

- Encourage active transportation and healthy living through programs and activities
- Support community programming volunteers
- Continue to develop community programming for all ages
- Strengthen year-round activities for youth
- Utilize public spaces for community building activities



## Rec #4: Activate the South Branch of the Chicago River

The plan will reinforce already initiated efforts, in order to ensure that the river is an ecologically healthy, well-utilized neighborhood asset.

#### Strategies:

- Support Bubbly Creek restoration efforts
- Implement recommendations from the Our Great Rivers vision
- Prioritize opportunities for open space amenities along the river
- Enhance connections between the river and the neighborhood
- Encourage pride and stewardship of the river through education



## Rec #5: Evaluate Potential Areas to Expand Community Green Spaces

Strategies in the neighborhood plan will focus on identifying areas to expand community green spaces and create access points to existing amenities.

#### Strategies:

- Continue to activate vacant lots and open spaces throughout the community by transforming them into community gardens and parks to benefit underserved areas of the community
- Identify priorities for increased community green space as part of future redevelopment projects.
- Prioritize the conservation of open space along the river
- Capitalize on the Western Boulevard to increase connections between neighborhoods and other key destinations
- Study off-street connections between educational and recreational facilities along Western Avenue



## Goal: Create a Resilient Community Achieve resilience by making natural systems, economic and social structures more durable for years to come. What do you think of the following strategies to achieve this goal? Place a green dot next to the strategies that you think should be prioritize.

What other strategies do you recommend and why?



## Rec #1: Pursue Existing City-Wide Green Infrastructure Programs

Strategies in the neighborhood plan will build off existing city-wide programs to mitigate stormwater effects.

#### Strategies:

- Work with City and local organizations to identify vacant land that is appropriate for green infrastructure projects in public or community managed open spaces
- Identify strategic locations along designated bike routes and on City-owned land to develop storm water landscapes as part of the Department of Water Management's Green Infrastructure Plan
- Apply for CDOT's Green Alleys Program
- Partner with the Illinois Green Alliance's Youth and Green Schools program to implement carbon drawdown strategies



## Rec #2: Encourage Green Infrastructure Practices

Encouraging green infrastructure practices will help reduce the heat island effect, mitigate storm water, block traffic noise, and improve air quality.

#### Strategies:

- Engage the community in flood mitigation solutions
- Advocate for the targeted expansion of green stormwater infrastructure to reduce urban flooding
- Empower residents and organizations to create artistic, beautiful landscapes, and clean environmentally diverse streetscapes
- Create a youth-led neighborhood litter and recycling campaign
- Ensure clean energy and water efficiencies by connecting landlords to incentives and resources
- Implement sustainable practices in industrial areas
- Identify opportunities for urban agriculture

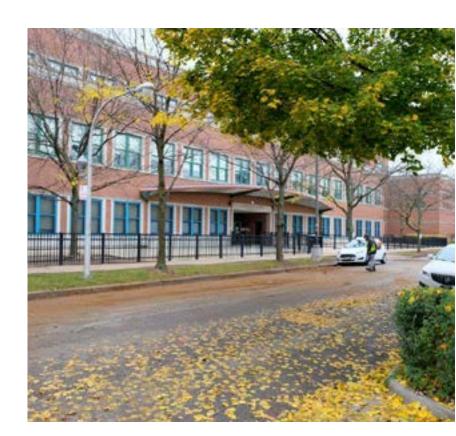


## Rec #3: Market and Strengthen McKinley Park as a Business Hub

A formal business entity should be formed to serve as a resource, advocate, and convener for existing local businesses, while simultaneously working to attract new diverse businesses to the vacant storefronts along its major commercial corridors.

#### Strategies:

- Increase the capacity of MPDC to support local economic development initiatives
- Get expert advice on economic development
- Promote McKinley Park assets to the business community through promotional videos and an online and social media presence
- Set-up neighborhood tours to promote assets to prospective developers and businesses
- Preserve and grow local employment opportunities in the industrial and advanced manufacturing sector
- Improve technology infrastructure, from basic computer proficiency to broadband Wi-Fi and fiber optic capacity, to support residents and new businesses



### Rec #4: Increase the Wealth and Buying Power of Residents

Local service providers should work together to ensure that all of McKinley Park's residents have equitable access to education and career development opportunities.

#### Strategies:

- Expand access to City of Chicago services for McKinley Park's residents with limited English proficiency
- Expand resources to help parents and students navigate the education system
- Continue to support and coordinate English as a Second Language (ESL) training and new occupational programs
- Establish the role of a workforce development coordinator to identify resources and connect workforce training providers and educational institutions with employers
- Encourage businesses to hire local residents and identify and address the barriers to doing so
- Prepare residents for employment in growing sectors that offer middle-skill, middle-wage job opportunities
- Increase the impact of existing local wealth building programs to help residents



## Rec #5: Explore Innovative Public Engagement Methods to Implement the Neighborhood Plan

The plan seeks to get more people invested, engaged and involved with the many commercial, cultural and recreational opportunities within McKinley Park.

#### Strategies:

- Create a framework for sustained, inclusive community involvement in planning decisions
- Re-engage existing resident groups and facilitate the creation of new community groups
- Hold educational forums
- Dedicate website pages to the neighborhood plan and use social media outreach



## Rec #6: Strengthen Community Capacity

The plan seeks to get more people invested, engaged and involved with the many commercial, cultural and recreational opportunities within McKinley Park.

#### Strategies:

- Build trust and collaboration with residents
- Foster leadership among the various constituents
- Promote civic engagement
- Organize community building activities

