

North Lawndale Ogden Avenue Corridor Improvements

PULASKI ROAD TO ROOSEVELT ROAD

Community Workshop 1: Corridor Identity

August 28, 2023



Chicago Department of Transportation

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Homan Grown

Community Engagement Support & Landscape Design

- Pastor Reshorna Fitzpatrick
- Annamaria Leon

Quigg Engineering (MBE)

Data Collection & Transportation Engineering

Guarino Historic Resources

Historic Preservation

GSG Consultants (MBE)

Geotechnical Engineering

Gehl

Urban Design

DB Sterlin Consultants (MBE)

Topographic Survey

Lamar Johnson Collaborative

Community Engagement & Urban Design

Singh & Associates (WBE)

Electrical and Traffic Signal Engineering

- 01** Project Overview
- 02** Corridor Identity and Design Process
- 03** What We've Heard
- 04** Ogden Ave Corridor Identity
- 05** Small Group Breakout Sessions

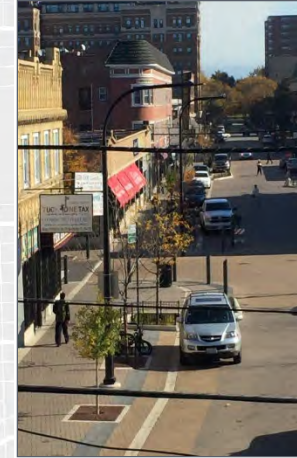
PROJECT OVERVIEW

Re-activate neighborhood cores that have historically served as focal points for pedestrian activity, shopping, services, transportation, public spaces and quality-of-life amenities for residents.

Streetscapes consist of infrastructure, pedestrian safety, and placemaking improvements with the goal of creating unified, safe, walkable, and attractive street. The streetscape projects are comprehensive and include public right-of-way improvements from building face to building face.

The Project Includes:

- Public Outreach
- Placemaking and urban design strategy
- Concept design & engineering
- Detailed design & engineering
- Construction of the corridor

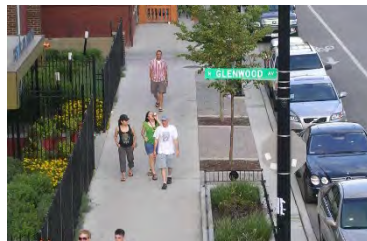




Street Geometry



Drainage Improvements



Sidewalk Improvements



Light Pole Identifier



Road Resurfacing



Lighting



Intersection Improvements



Gateway Identifiers



Landscape/Sustainability



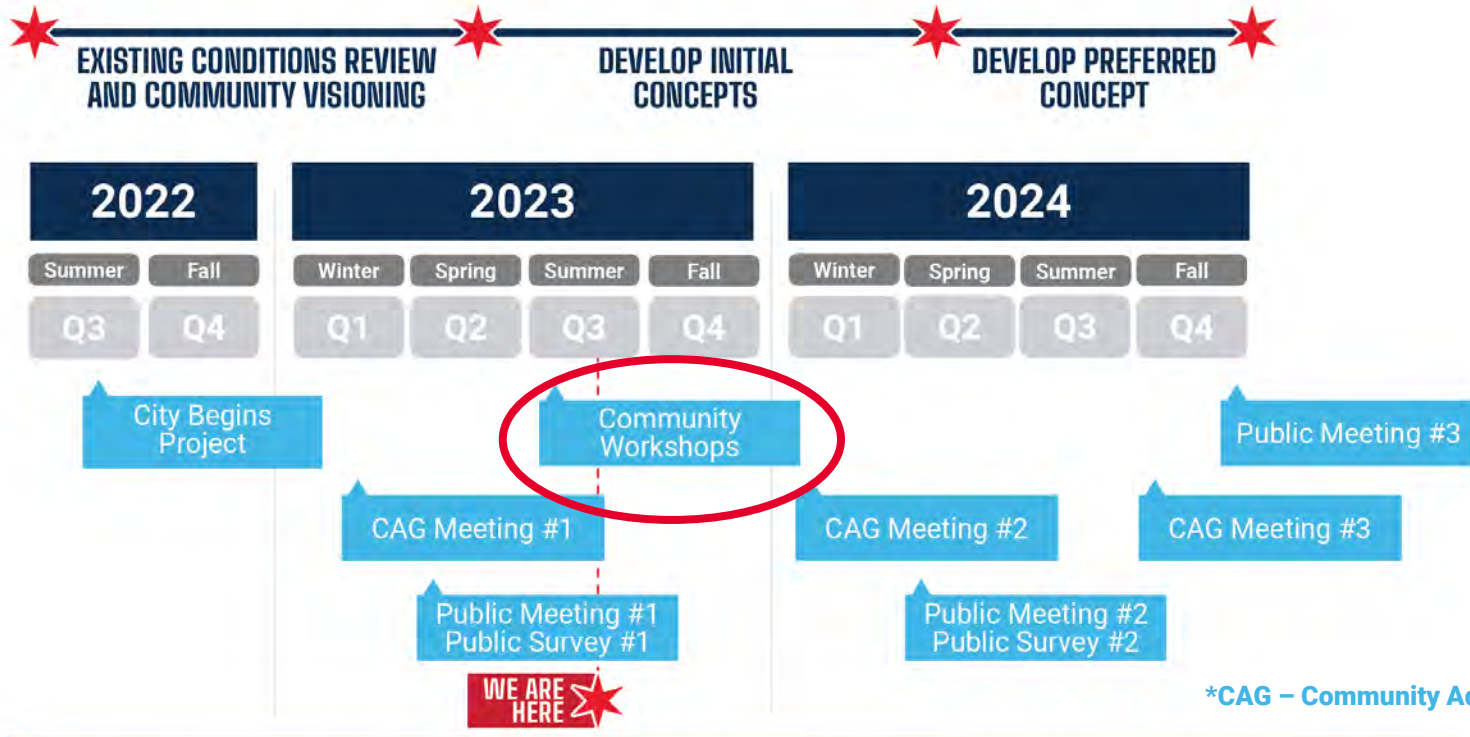
Seating Areas



Curb Extensions / ADA Upgrades



Pavement Marking



*CAG – Community Advisory Group

Community members will be involved during every stage of the project. In addition to these activities, there will be e-newsletters, one-on-one stakeholder meetings, and youth engagement initiatives. Comments and questions are welcome at any point in the project at info@ImproveOgdenAve.org.

3 Community Workshops to gather targeted feedback

Corridor Identity Workshop

August 2023

- Define corridor identity themes
- Generate ideas for corridor identifier designs

Placemaking Workshop

September 2023

- Discuss potential placemaking opportunities and locations
- Discuss locations for corridor identifiers

Street Design Workshop

November 2023

- Receive Feedback on Roadway Considerations.
- Discuss tradeoffs with placemaking opportunities

Today's Corridor Identity Workshop

Presentation

What is Corridor Identity? And what is the design process?

Group Activities

- 01 Define Corridor Theme
- 02 Generate Ideas for the Corridor Identity
- 03 Share Ideas with the Whole Group

Together we will:

- Define corridor identity themes
- Generate ideas for corridor identifier designs

What is Corridor Identity?



“City of Neighborhoods”

Chicago has over 200 neighborhoods

Celebrate the diverse social, cultural and multi-ethnic makeup that is visible in many commercial corridors

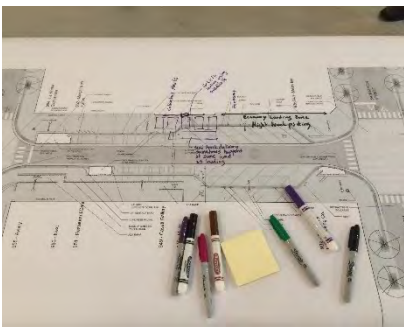
Community identity is a reflection of community history and civic pride

What does the design process look like?



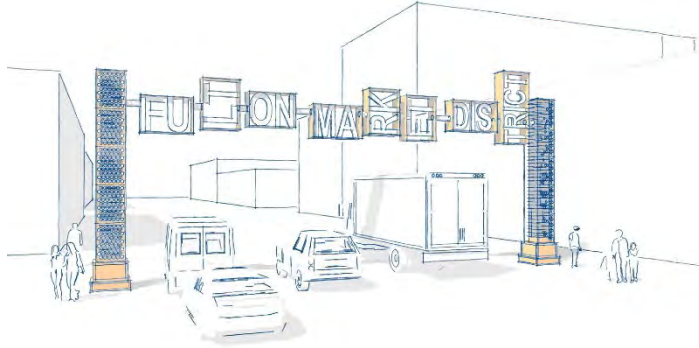
Fulton Market District: History of Food, Distribution and Meat Packing

Images that express identity

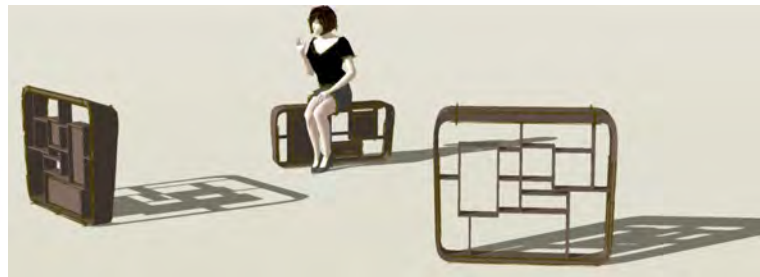


Fulton Market District: History of Food, Distribution and Meat Packing

Identifier forms are developed



FULTON MARKET DISTRICT





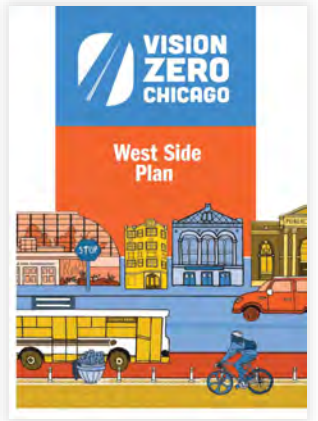
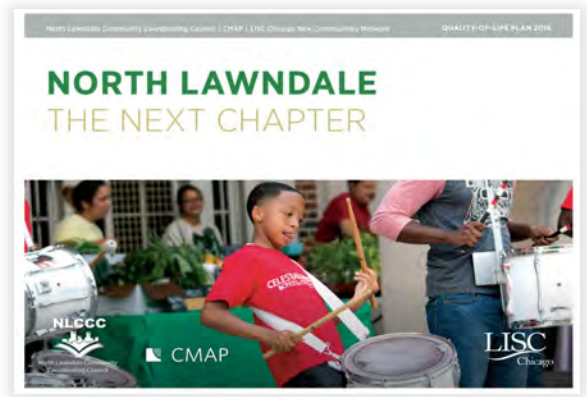
What We've Heard

Key Takeaways

From a review of past and current community planning efforts, the following themes emerged which will be taking into consideration during the Ogden Avenue Corridor Improvement project.

Corridor Identity and Aesthetics

- Create and install community branding and identifiers along Ogden, highlighting historic US Route 66. Install gateway murals. (NLCCC Quality of Life Plan, 2018)
- Create a more pedestrian and business friendly environment and better serves the local community. (NLCCC Quality of Life Plan, 2018; INVEST South/West Kick-Off Meeting, 2020)
- Reclaim space for community features. Examples include wider sidewalks, outdoor seating and dining areas, landscaping, and protected bike lanes. (NLCCC Quality of Life Plan, 2018; INVEST South/West Kick-Off Meeting, 2020)



- Create a cohesive corridor identity and aesthetic for the corridor
- Identifiers such as gateways and light pole banners
- Historic Route 66 has been identified by stakeholders as one potential theme.
- Public Meeting #1 and Public Survey feedback has identified other potential themes.



According to respondents, Ogden Avenue is a unique street, as a space within the neighborhood and a connection to the rest of the city.

When asked about the best features of Ogden Avenue today, respondents highlighted its views of downtown Chicago, quick connection to the rest of the city, its existing community resources, and the large potential of its right-of-way.

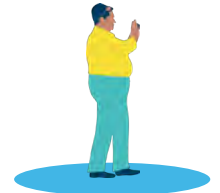
"It is an angle street running counter to the other main angle streets. It could be a profoundly useful transit corridor "

"It's [Ogden's] connection to many neighborhoods."



"You can quickly get to certain areas because it runs diagonally"

"The view to downtown."
translated from Spanish

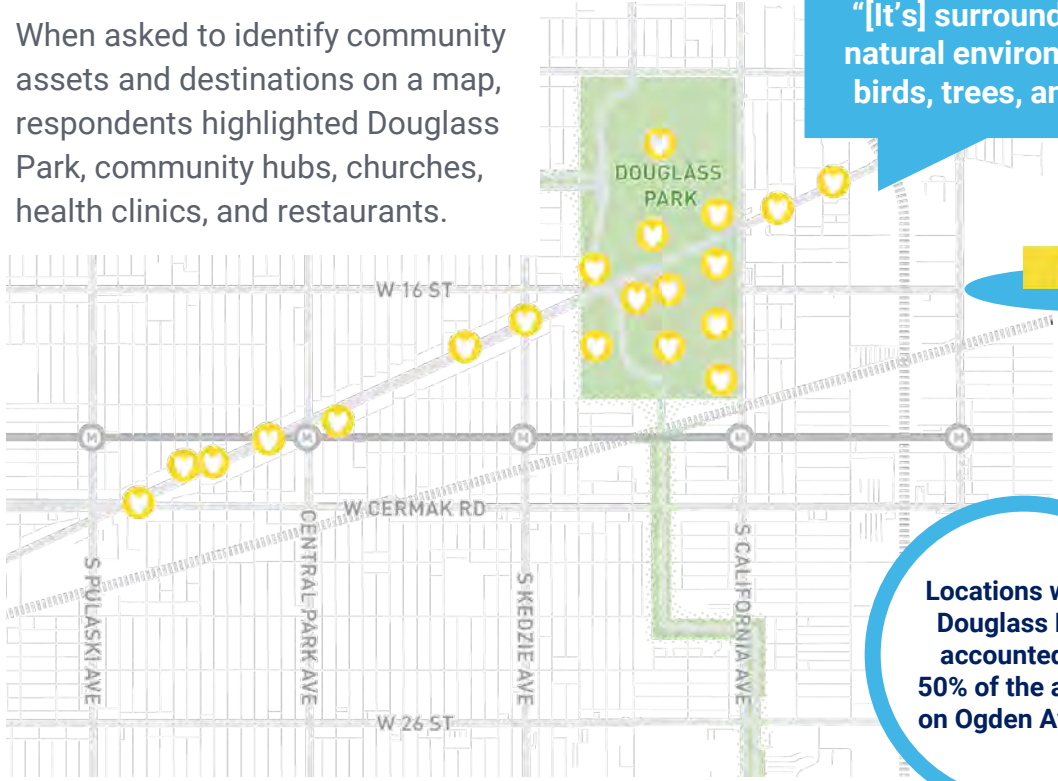


"In certain pockets of Ogden Avenue you can still feel the sense of community."

WHAT WE'VE HEARD

Respondents also identified key community assets that exist along the project corridor today.

When asked to identify community assets and destinations on a map, respondents highlighted Douglass Park, community hubs, churches, health clinics, and restaurants.



"[It's] surrounded by the natural environment with birds, trees, and water!"



Locations within Douglass Park accounted for 50% of the assets on Ogden Avenue

Community Asset

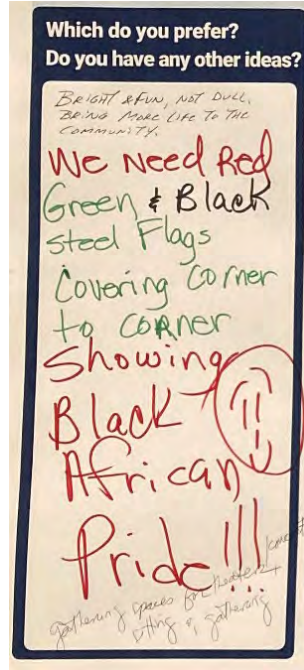
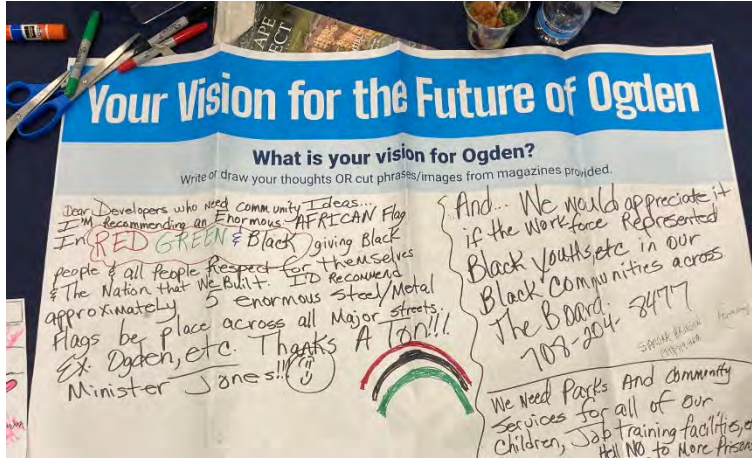
Respondents identified more strongly around ideas of community and history.

Is there a certain corridor character that you would like to see exemplified in the project?



WHAT WE'VE HEARD

Public Meeting #1 April 12, 2023



What we heard:

Route 66

One Lawndale

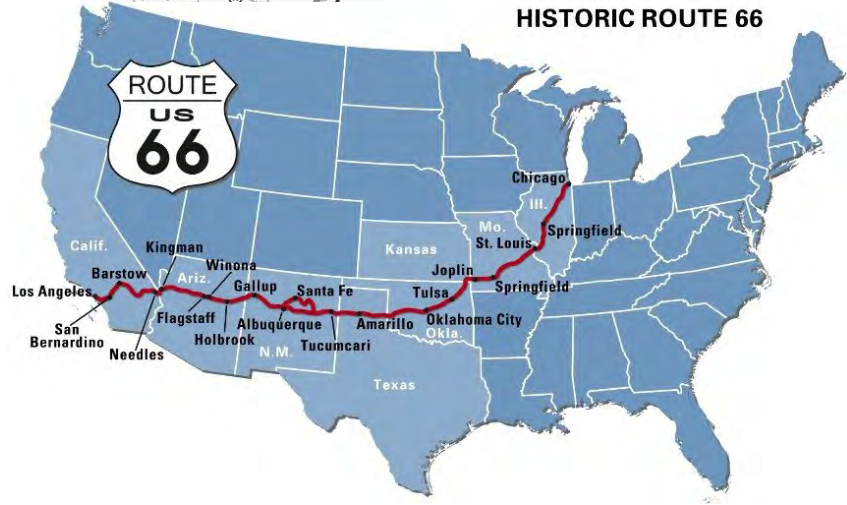
African American History and Colors

Theme 1: Route 66

- Established November 11, 1926, connecting Chicago to Los Angeles
- 2,448 miles long – became an economic conduit for western migration during the 1930's and 1940's.
- Popularized in post-war American culture through books, TV shows, songs and movies as car ownership became more common and Route 66 became a popular vacation route



HISTORIC ROUTE 66



Get your Kicks on Route 66 (1946)

- Lyrics inspired by a road trip to California
- First recorded by Nat King Cole, who grew up in Chicago



As Route 66 traffic increased, roadside stops got creative with signage to attract business from passing motorists.

Signage and architecture took cues from the emerging modern mid-century car designs of the 1940's and 1950s

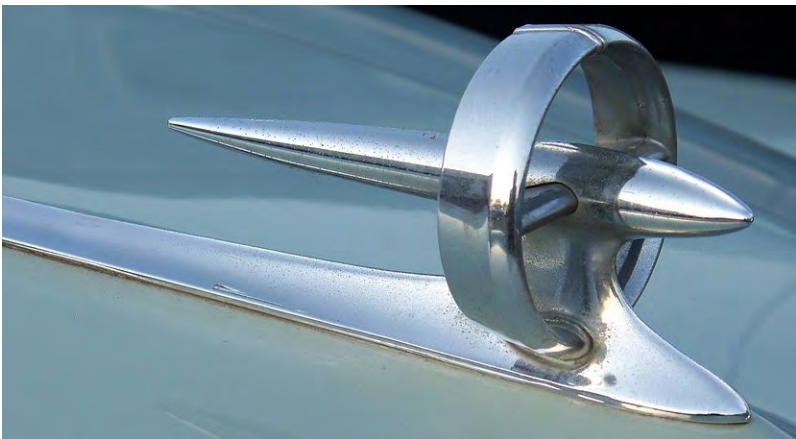


Route 66 is associated with Mid Century Modern and Googie Style architecture and signage



- Futuristic “atomic age” designs of the 1950’s and 1960’s
- Aesthetic was popular with roadside businesses that wanted flashy signs and style





Thunderbird

1950's American car design strongly relates to iconic Route 66 aesthetic



- Upward sloping lines
- Angles, arrows and boomerang shapes
- Mid-century modern fonts
- Bold, bright colors
- Neon

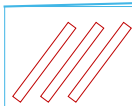


- “Route 66” originates in Chicago and runs through the Lawndale community, providing a potential design inspiration
- Route 66 is associated with a unique architecture and design style
- The shapes, colors and forms all can become inspiration for design themes and forms along the corridor

Vibrant colors



Rhythm repetition



Curves and arches mixed with vertical lines

Combining “Google architecture” spirit with the “atomic age” designs.

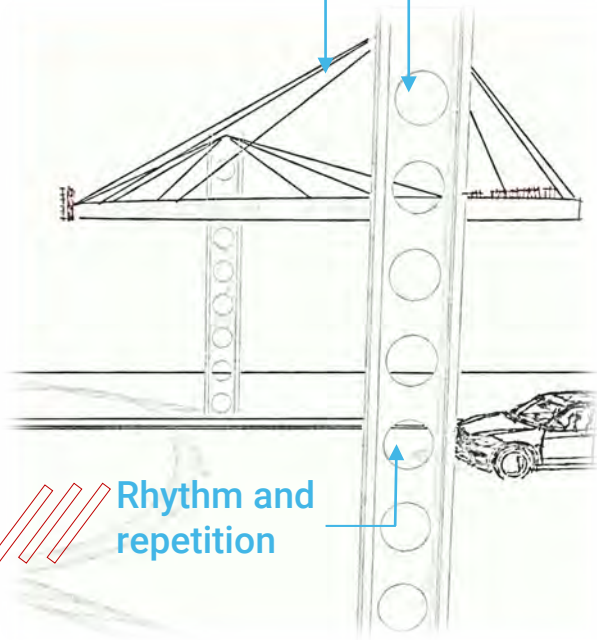


Oversized canopies with playful columns’ designs

Geometric shapes and oblique lines

Initial sketch ideas

Geometric shapes and oblique lines



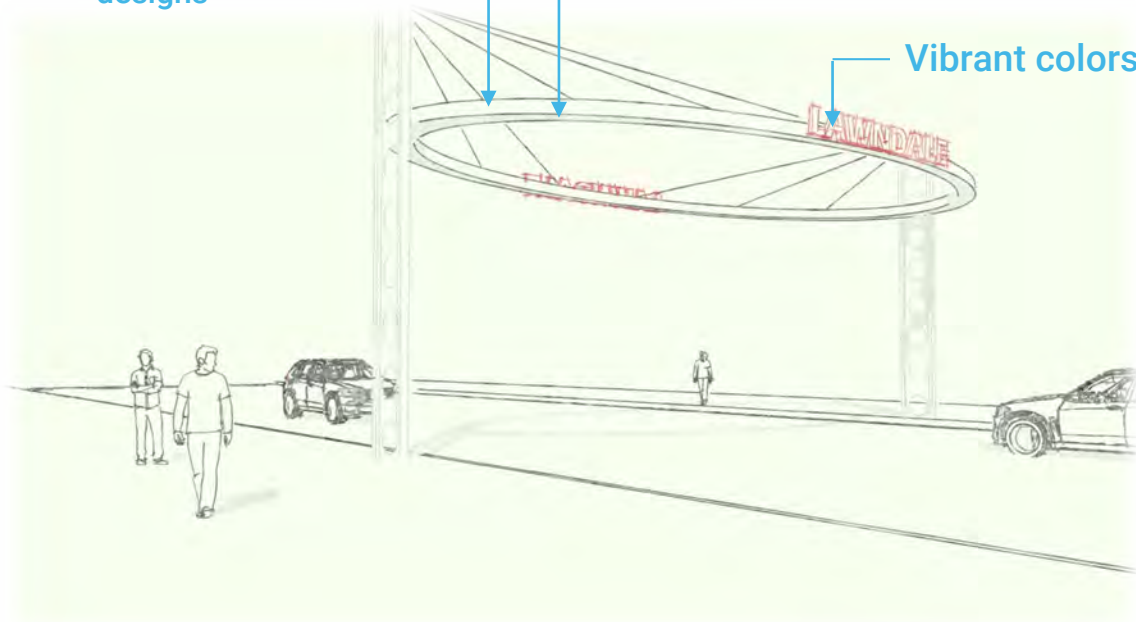
Rhythm and repetition

Oversized canopies with playful columns' designs

Curves and arches mixed with vertical lines



Vibrant colors



Theme 2: One Lawndale

- Art
- Black and Brown unity
- Anti-violence
- Bridging North Lawndale and Little Village (South Lawndale) together

A movement to overcome barriers and borders and mistrust, to bring peace and unity and camaraderie





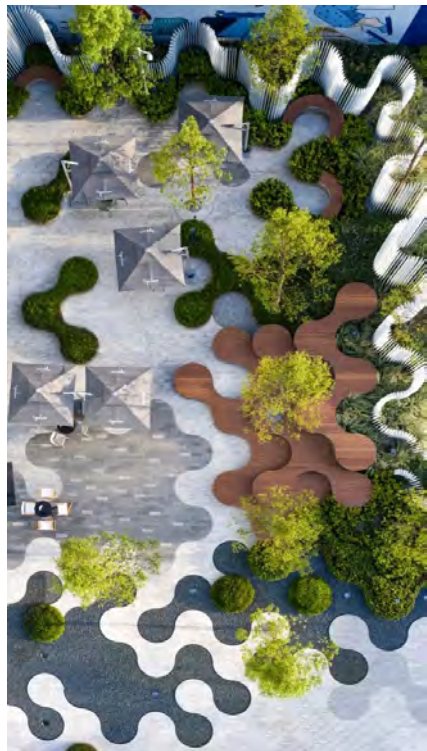
We all live here
Black Love Brown Pride





What does Unity look like?





Unity not uniformity



People are **uniquely different**. We are looking for what **unites** us with our **dissimilarities** to create a beautifully made image represented through the **society**. This can be reflected on the corridor's **streetscape** designs.

ALT text: People are uniquely different, we are looking to celebrate everyone's uniqueness in unity to create a beautifully made image representing Ogden Avenue. This can be reflected on the corridor's streetscape designs.



Both black and brown cultures have similar values that are very uplifting, including the joy of food, dance, music, family and spirituality/religion.



They also share an incredible resilience in the face of difficult circumstances

“Sticks in a bundle are unbreakable”
-Kenyan Proverb

By standing together, black and brown people can create a formidable force for positive change.

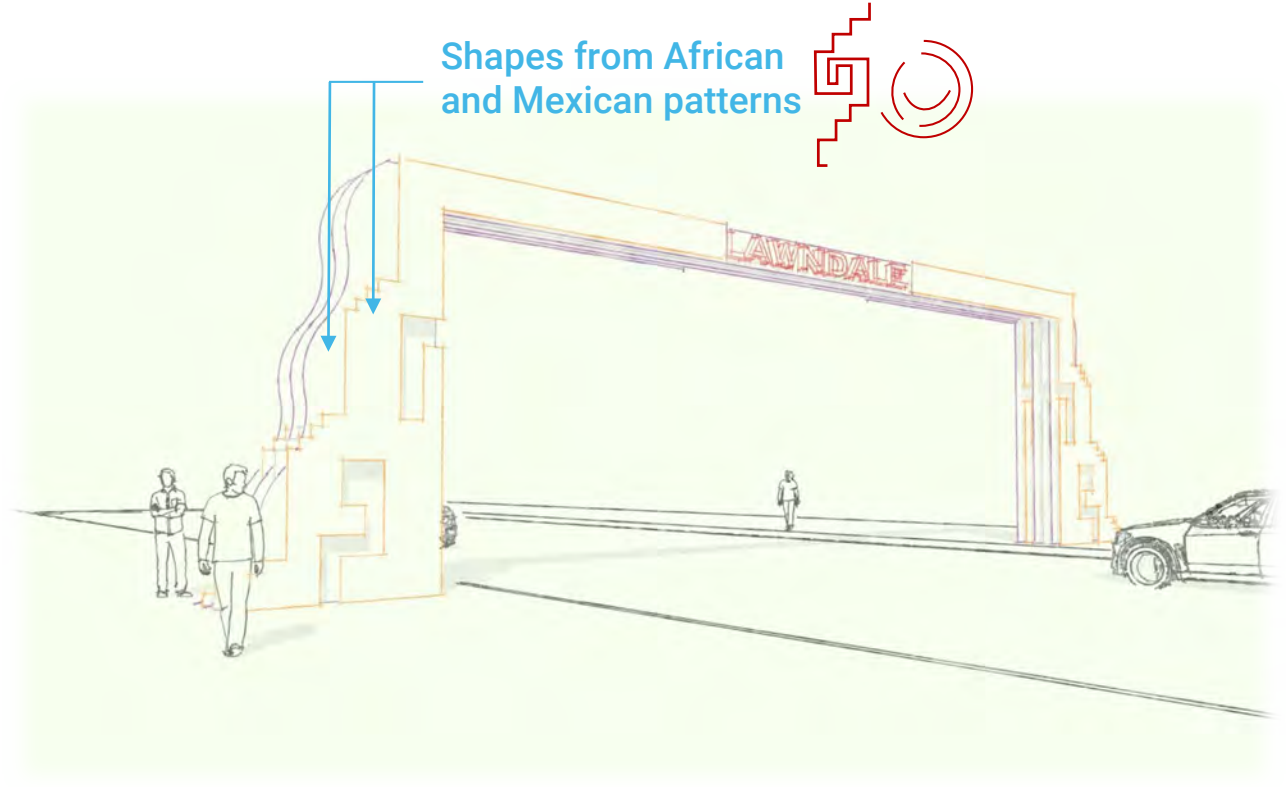
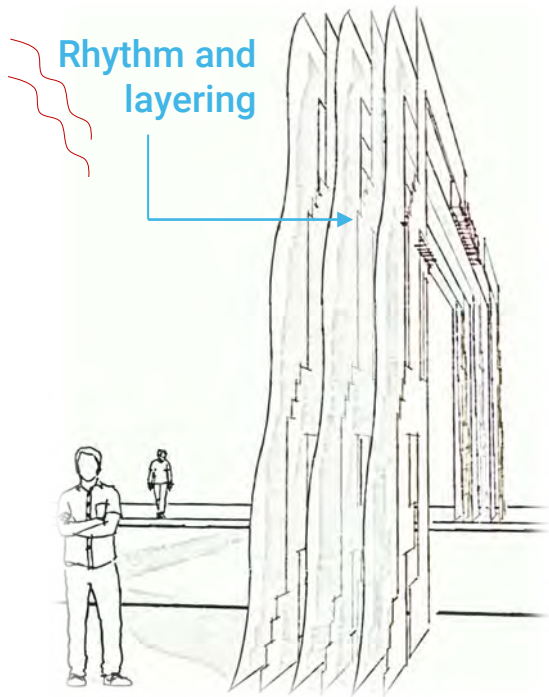


People in Lawndale can gather, hang out and meet in an artistically designed public spaces where they can recreate and bond with each other.

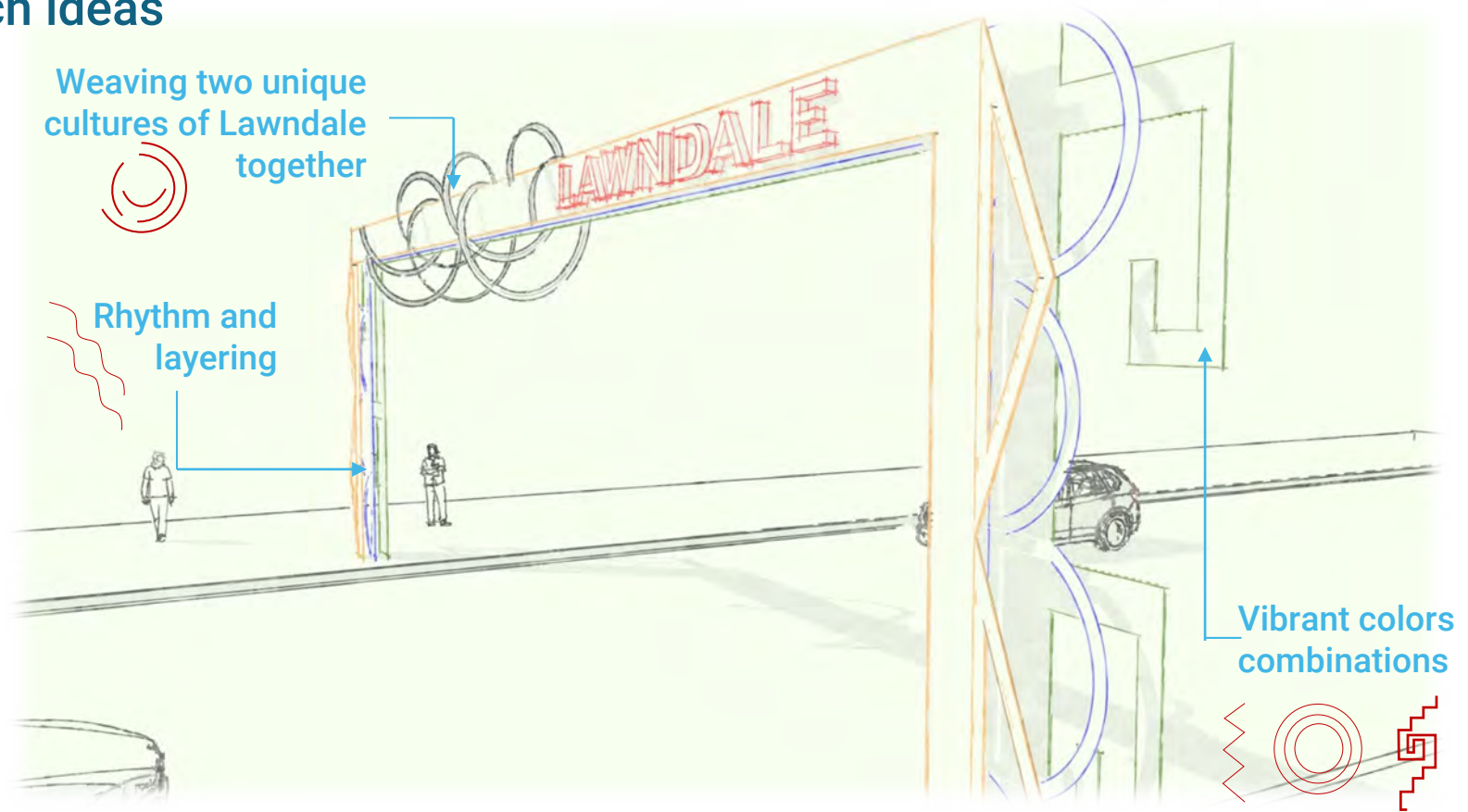
- Weave two unique cultures of Lawnsdale together.
- Create one solid community where people merge together cohesively and manifest an inspiration to others.
- This idea can be visualized in design by combining different layers of metal panels, with each panel having unique qualities, shapes, colors and patterns
- This layer effect will create one solid form. One Lawnsdale.



Initial sketch ideas



Initial sketch ideas



Theme 3: Pan African Colors and Patterns



JUNETEENTH
CELEBRATE FREEDOM

Pan Africa colors and patterns



"Our lives begin to end the day we become silent on things that matter"

-Martin Luther King





Pan African colors have symbolic meaning

Red = blood shed by Africans who died fighting for liberation and the shared blood of the African people

Black = race of native Africans

Green = growth and natural fertility of Africa



- “Pan Africa flag” can become a basis for a design theme and colors. The colors represent unity and resiliency.
- African American greatness and contribution to society are also represented by the themes of the Pan African flag.
- Arches are a component of traditional African patterns, embody and symbolize strength and sense of community they possess.

Red, black and green has a symbolism meaning. The colors represent Africa’s struggle, unity and richness.



Pan Africa flag and the traditional African patterns and architecture

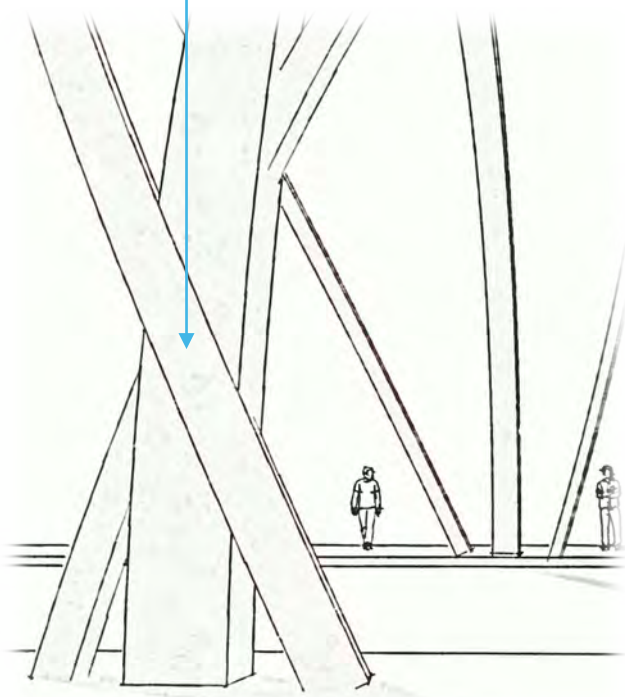


Arches are vital elements in African architecture and patterns

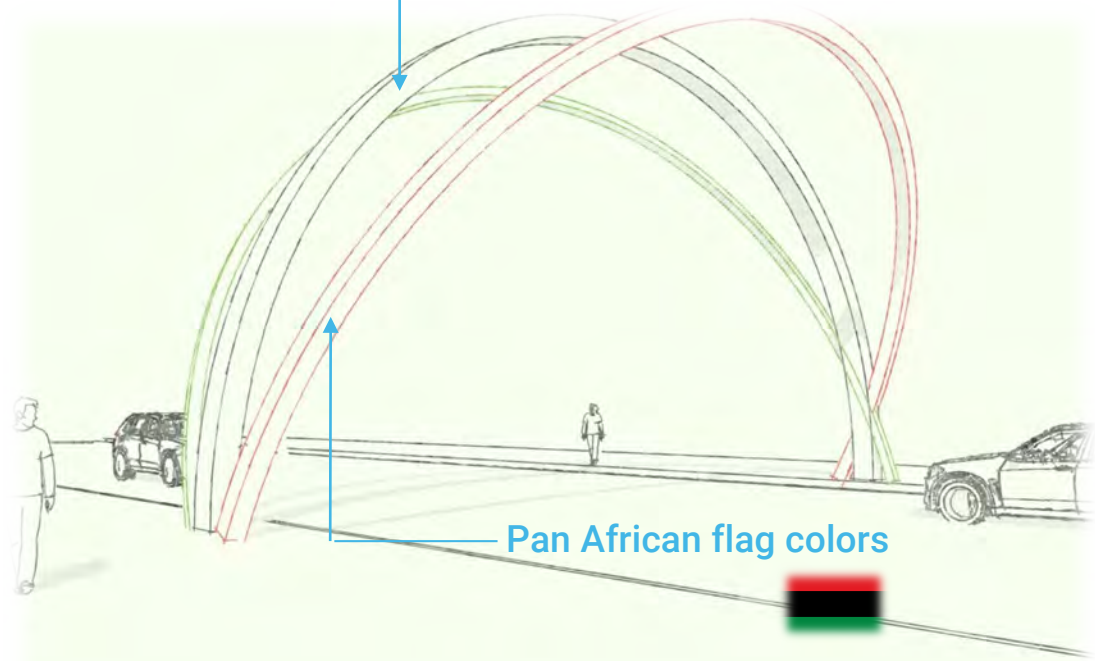


Initial sketch ideas

Forms weave together



Arches as an architectural element



Pan African flag colors

Group Activities

Instructions:

We will have three 20-minute group activities.

Members of the project team will be at each table to answer questions.

Group Activity 1: Define Corridor Theme (20 mins)

Instructions: Fill out the worksheets we've provided you to let us know what you think is Ogden's identity.

What we've heard:

- Route 66 Heritage and History
- One Lawndale
- African American History and Colors

Which of these themes do you prefer?

Are there additional themes we should consider?

What could these themes look like?

Group Activity 2: Generate Ideas for the Corridor Identity (20 mins)

Instructions:

1. Share your ideas for Corridor Theme with your table.
2. Work with the table facilitator to sketch ideas for Ogden's Corridor Identity.

Group Activity 3: Share Ideas with the Whole Group (20 mins)

Instructions:

1. Elect a table representative to provide summary of activity 1 and 2 results.
2. We will go around the room to hear and discuss your ideas for Corridor Themes and Corridor Identity.

Keep an eye out for Community Workshop #2: Placemaking Invitation!



Email comments to the
Project Team:

info@improveogdenave.org



Fill out the Online Comment
Form & Subscribe to the Project
Newsletter on the Project
Website:

ImproveOgdenAve.org

THANK YOU!