

Evanston Thrives Scoring



Paul Zalmezak
Economic Development Manager

September 27, 2023

Evanston Thrives Actions - Prioritized as of September 27, 2023

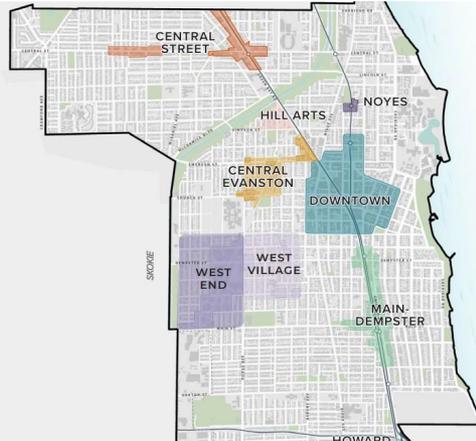
Top 10 Overall Priority Ranking

1. **Placemaking equipment - portable stage, adirondacks, firepits, etc.** (4.25)
2. **Establish clear gateways at the entrance of each district** (4.16)
3. **Downtown Theater Plaza Outdoor Dining Plaza on 909 Davis - lighting, sidewalk, furniture** (4.08)
4. **Refocus Storefront Modernization Program** (4.06)
5. **Central Street East Picnic Edge with Tables and Chairs** (4.0)
6. **Downtown Theater plaza - active intersection** (4.0)
7. **Noyes Street improved seating area** (4.0)
8. **Implement larger, more consistent and visible public parking signage and wayfinding** (4.0)
9. **Pilot community events fund to support local community to initiate more events in public spaces** (3.97)
10. **Prioritize streetscape enhancements along critical pathways** (3.97)

Evanston Thrives Actions - summary of estimated project costs

Top 20 Projects Locations and estimated Costs*		
District	Total	Estimate
Citywide	12	\$710,000
Church & Dodge	3	\$512,000
Central	3	\$513,000
Downtown	6	\$345,000
Main Street	2	\$60,000
Howard Street	2	\$55,000
Dempster	1	\$50,000
Ashland Arts	1	\$50,000
West End	1	\$4,000
Noyes	1	\$100,000
Total	32	\$2,399,000
*Not including TBD costs		

City-wide Priorities



Top 5 priority ranking

1. **Establish clear gateways for each district (4.2)**
2. **Refocus the Storefront Modernization Program (4.1)**
3. **Community events fund to initiate more events in public spaces (4.0)**
4. **Streetscape enhancements along critical pathways (4.0)**
5. **Larger, more consistent signage for public parking and wayfinding (4.0)**

Business District Priorities



Downtown Evanston



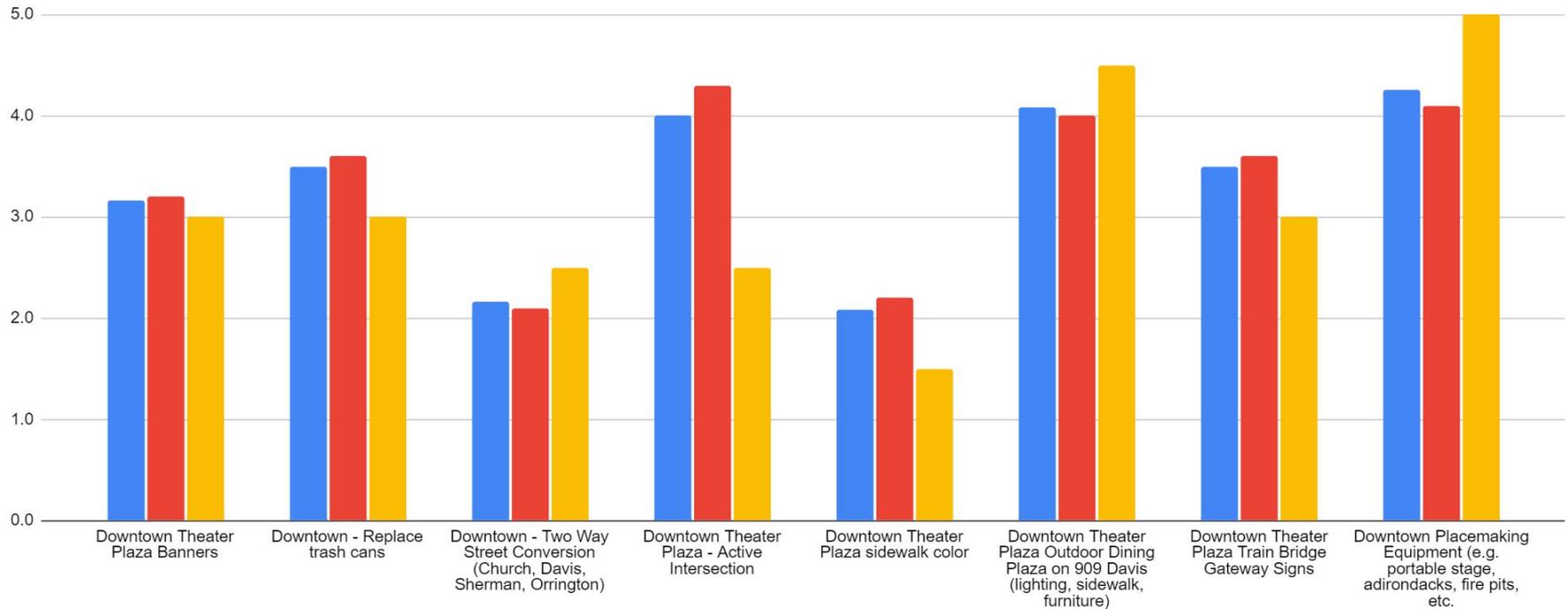
Top 5 priority ranking

1. **Placemaking equipment (portable stage, adirondacks, firepits, etc. (4.3)**
2. **Theater plaza - outdoor dining plaza at 909 Davis St. (4.1)**
3. **Theater plaza - active intersection (4.0)**
4. **Theater plaza - train bridge gateway signs (3.5)**
5. **Replace Trash Cans (3.5)**

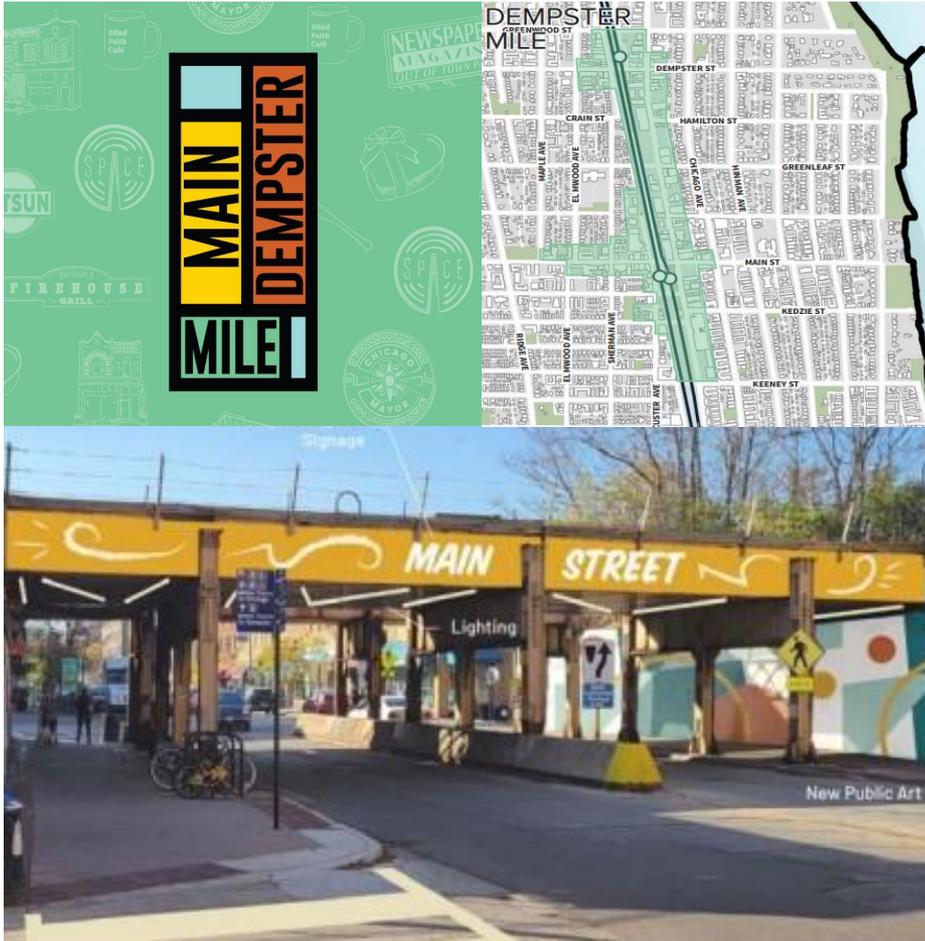
Downtown Evanston

Average, Committee Average and SSA Average

■ Downtown Average ■ Committee Average ■ Merchant Average



Main-Dempster Mile

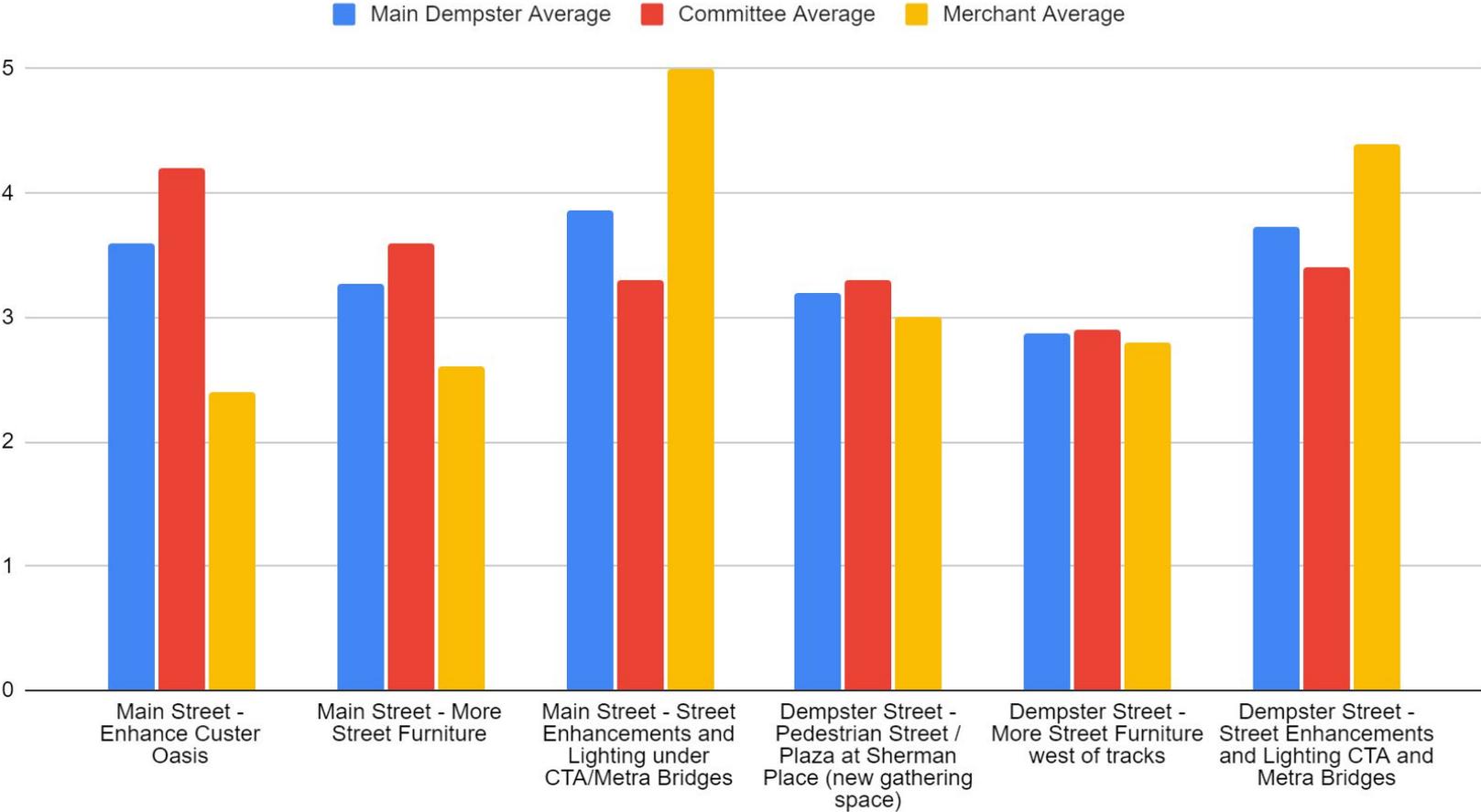


Top 5 priority ranking

1. **Main Street enhancements and lighting under CTA/Metra bridges (3.9)**
2. **Dempster Street enhancements and lighting under CTA/Metra bridges (3.7)**
3. **Enhance Custer Oasis (3.6)**
4. **Main Street - more street furniture (3.3)**
5. **Dempster Street - pedestrian street/plaza at Sherman Place (3.2)**

Main-Dempster Mile

Main Street Average, Committee Member and SSA Members



Central Street

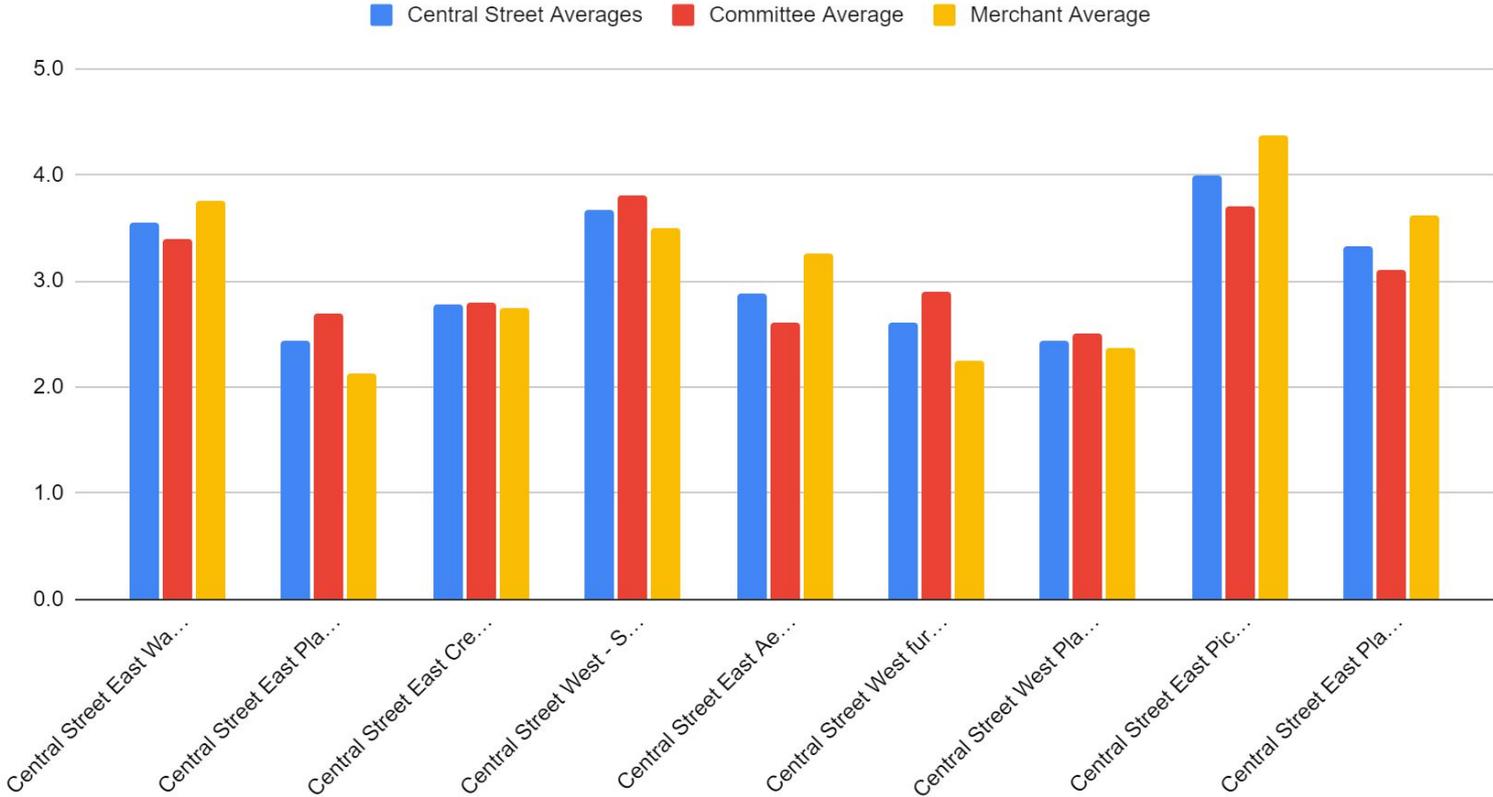


Top 5 priority ranking

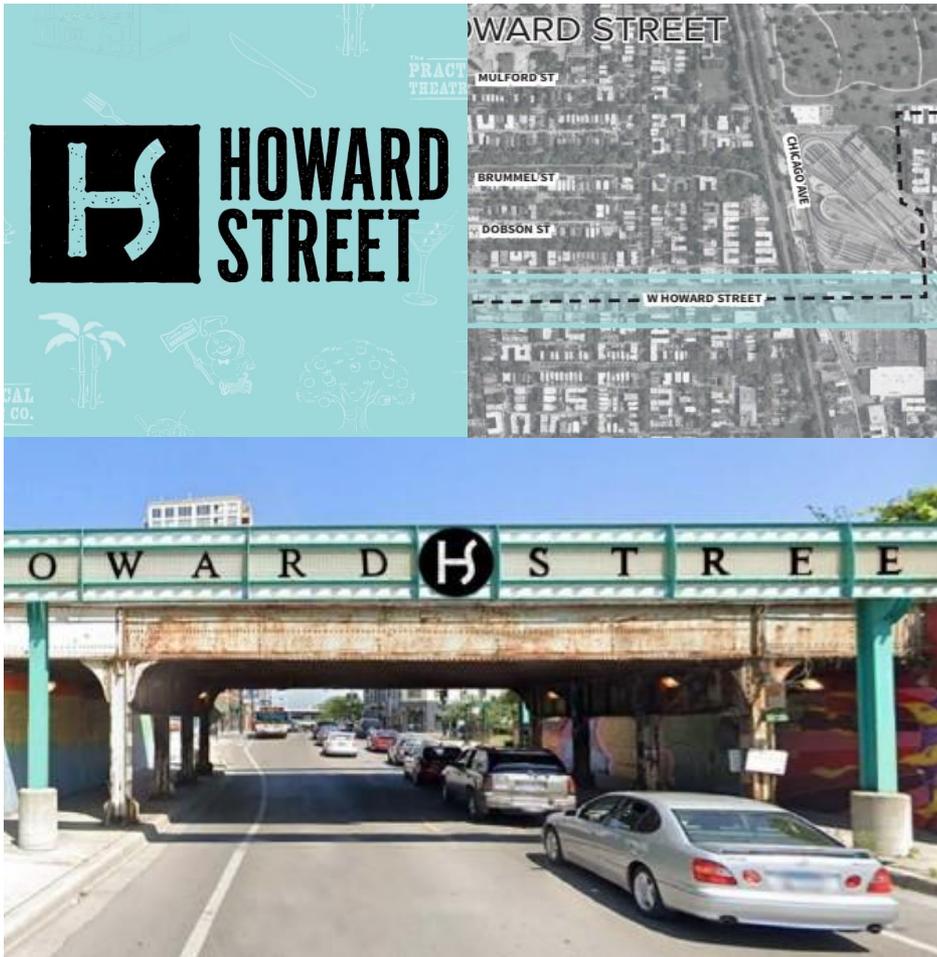
1. **Central St. East - outdoor dining furniture, stage, plaza, etc.** (4.0)
2. **Striped bikeway and bike-focused wayfinding for Central Street West** (3.7)
3. **Wayfinding at Prairie and Central** (3.6)
4. **Plantings/Mural on Metra Station wall** (3.3)
5. **Enhancement at Chase Bank frontage** (2.9)

Central Street

Central Street Averages, Committee Average and Merchant Average



Howard Street

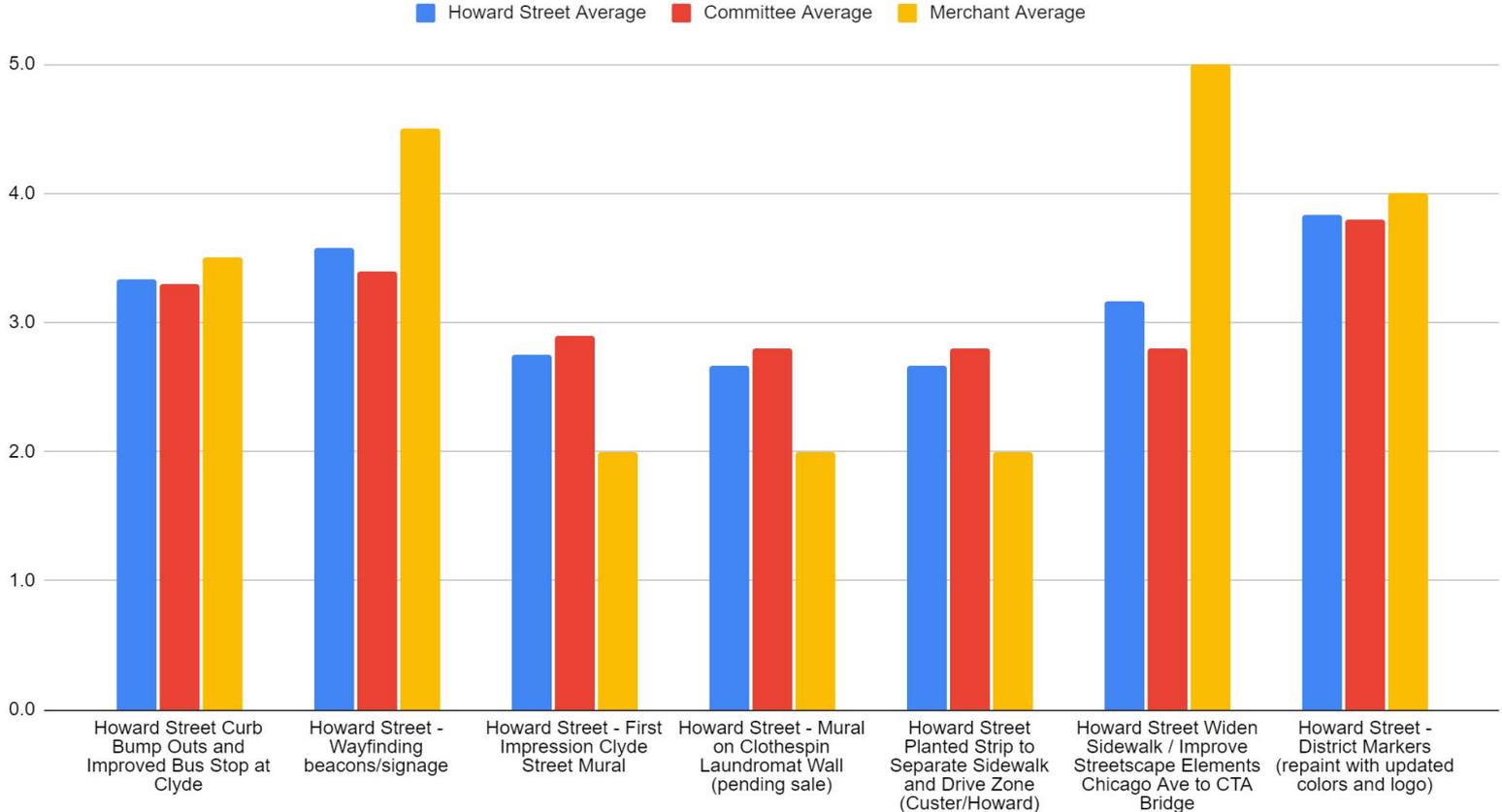


Top 5 priority ranking

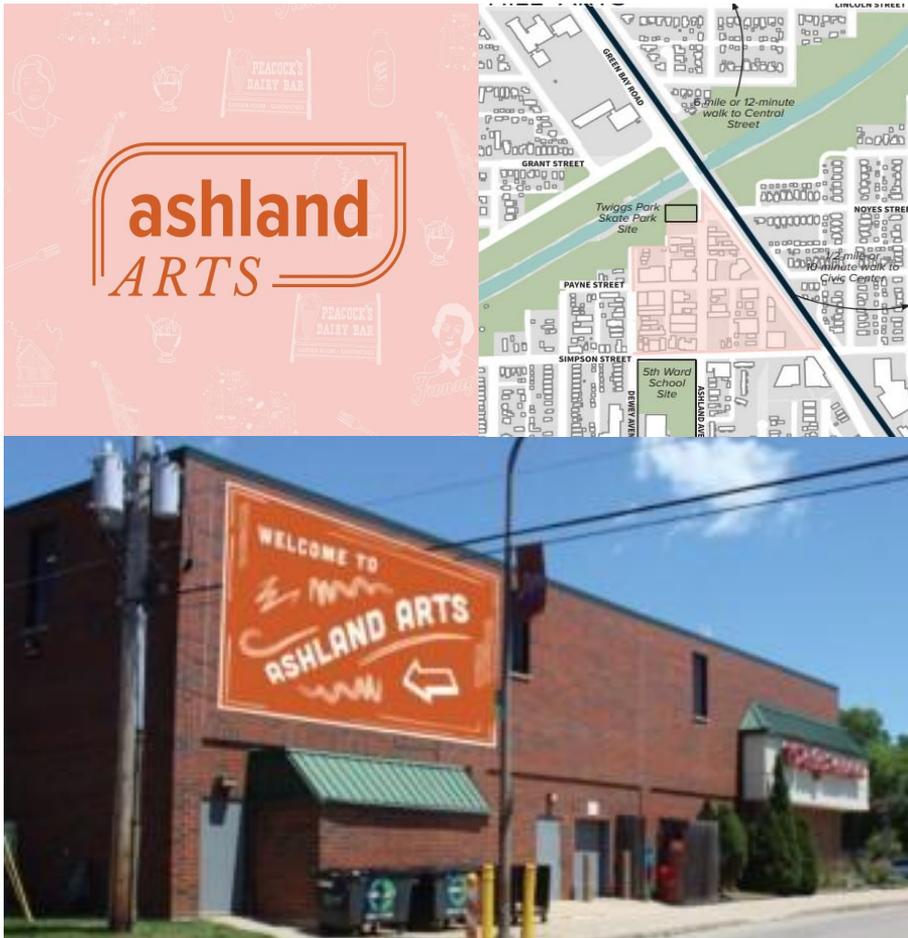
1. **Repaint district markers with updated colors and logo (3.8)**
2. **Wayfinding beacons and signage (3.6)**
3. **Curb bump outs and improved bus stop at Clyde (3.3)**
4. **Widen sidewalk/Improve streetscape Chicago Ave to CTA bridge (3.2)**
5. **Clyde Street mural (2.8)**

Howard Street

Average, Committee Average and SSA Average



Ashland Arts

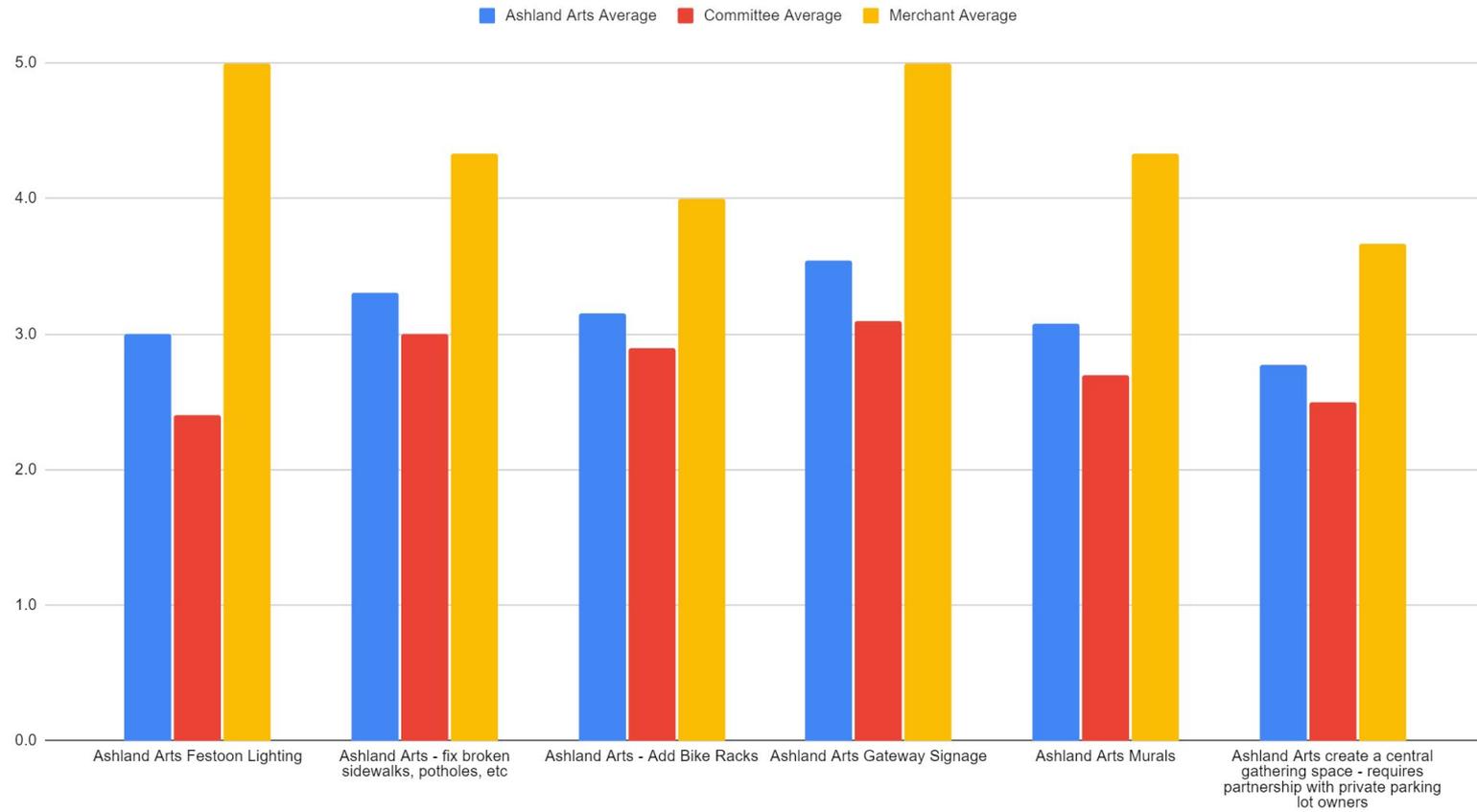


Top 5 priority rankings by average score

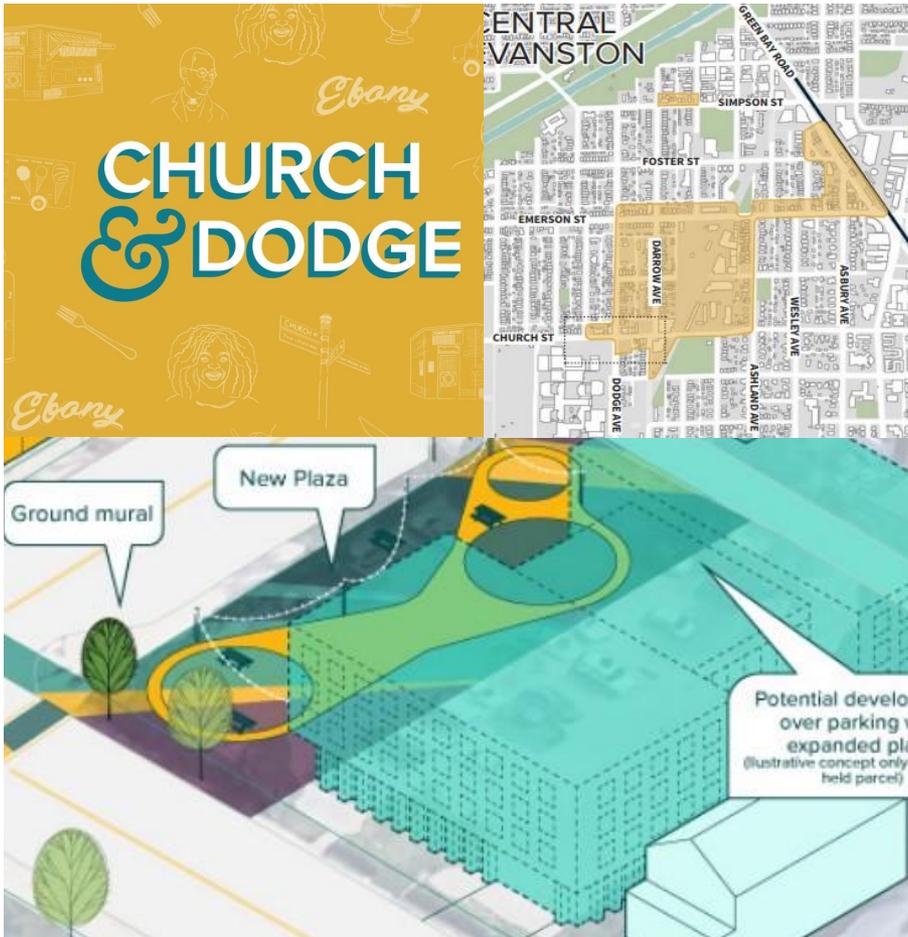
1. **Gateway Signage** (3.5)
2. **Fix broken sidewalks, potholes, etc.** (3.3)
3. **Additional bike racks** (3.2)
4. **Murals** (3.1)
5. **Festoon Lighting** (3.0)

Ashland Arts

Ashland Arts , Committee Average and Merchant Average



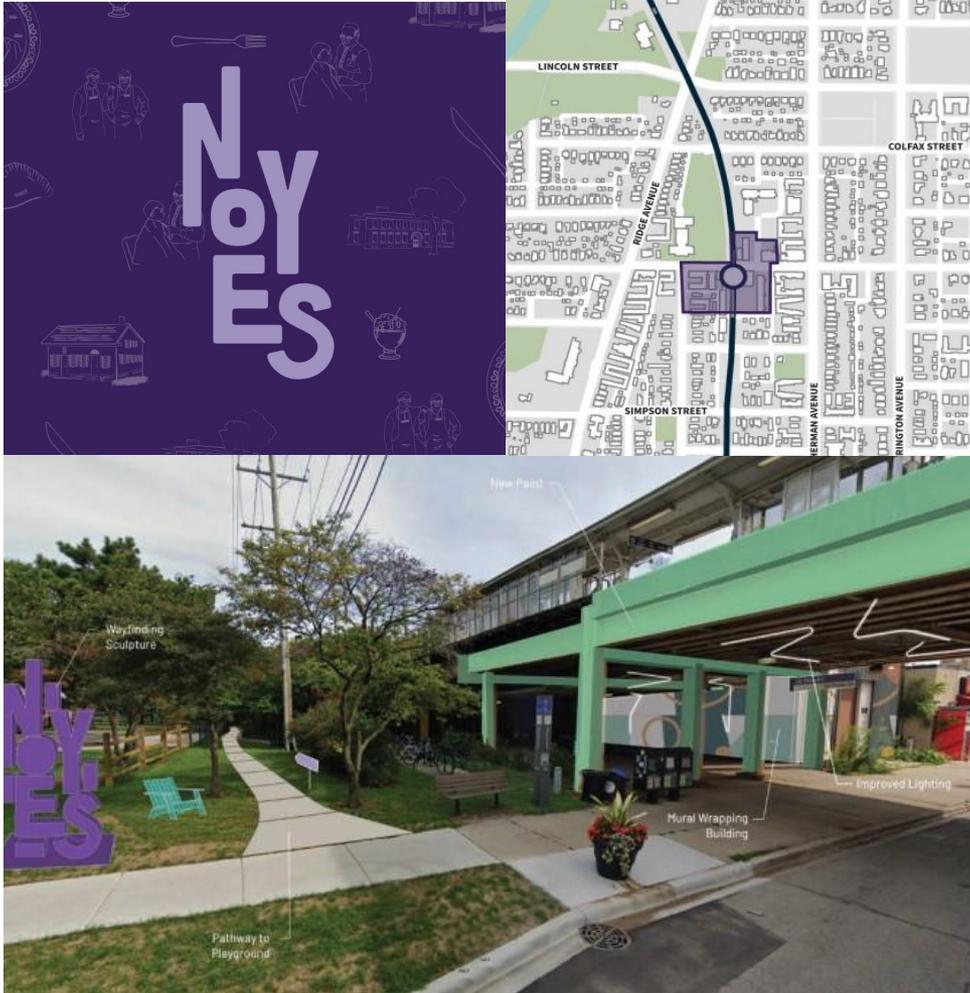
Church & Dodge



Top 5 priority ranking

1. **Pedestrian enhancements with ground mural (3.6)**
2. **Renovate Gibbs-Morrison for indoor/outdoor space (3.5)**
3. **Potential plaza development at Y.O.U. parking lot (3.5)**
4. **Expanded plaza on north side of Gibbs-Morrison (3.4)**
5. **Refresh intersection and parking lane striping (3.0)**

Noyes Street

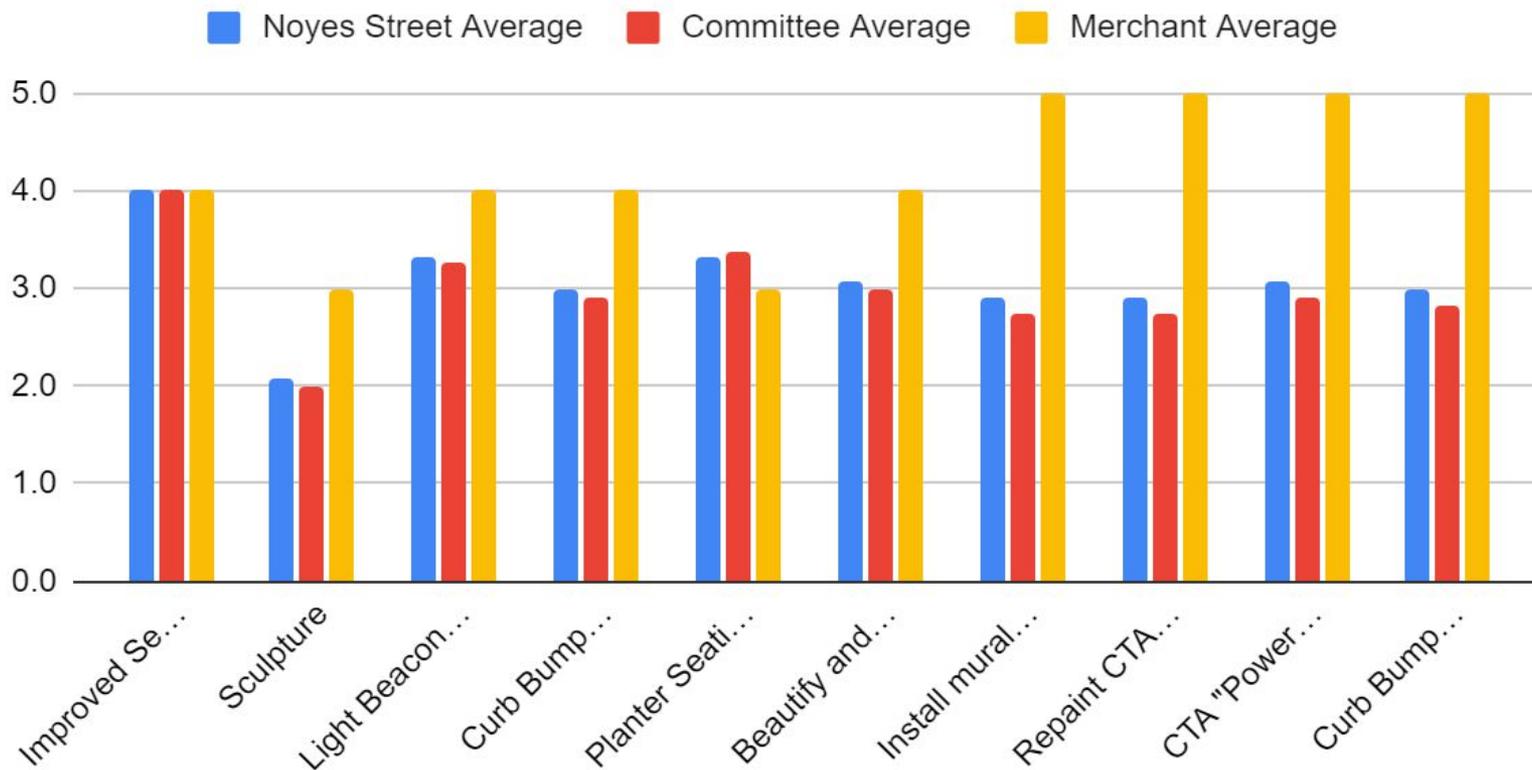


Top 5 priority ranking

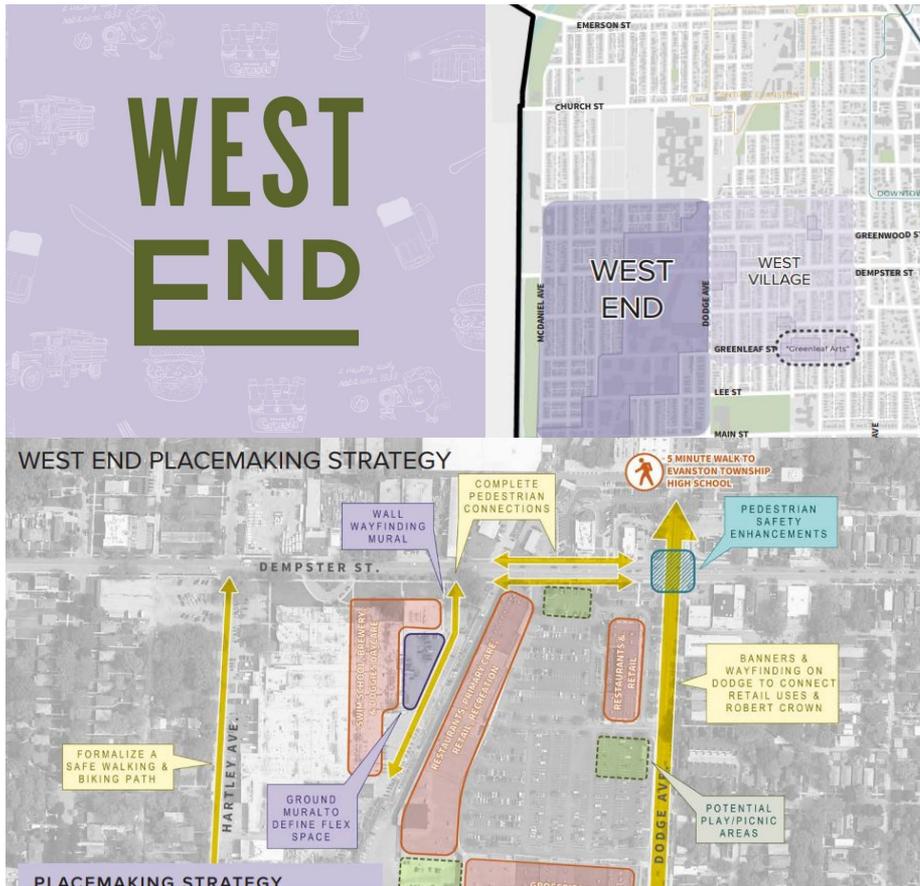
1. **Improved seating area** (4.0)
2. **Noyes light beacon promoting Noyes Cultural Center** (3.3)
3. **Planter seating with larger flower planters** (3.3)
4. **CTA “power building” mural - north side of Noyes** (3.1)
5. **Beautify and light space under rail** (3.1)

Noyes Street

Noyes Street Average, Committee Average and Merchant Average



West End



Ranking (only four actions on West End list)

1. **Wayfinding on Dodge to connect retail uses with Robert Crown and Greenleaf Arts (3.5)**
2. **Replace existing banners (3.3)**
3. **Play/picnic area in Evanston Plaza shopping center parking lot near entrance (3.2)**
4. **Encourage private property owners to create shared driveway entrances to reduce curb cuts (2.8)**