

# DEMPSTER CORRIDOR PLAN

WHERE COMMUNITY MEETS COMMERCE

Steering Committee Meeting #2  
August 28, 2025



# Agenda

- Welcome & Introductions
- Engagement Updates
- Survey Results Summary
- Existing Conditions Report Highlights
- Draft Planning Goals & Discussion
- Next Steps



# Introductions

Please introduce (or reintroduce) yourself for the group!

# Planning Team

This project is a partnership between the **Village of Morton Grove** and the **Regional Transportation Authority** (RTA).

The RTA Community Planning program provides funding and technical assistance to local governments to help foster the growth of sustainable, equitable, walkable, and transit-friendly communities.



## RTA

**Alex Waltz**, Principal Planner

## Village of Morton Grove

**Brandon Nolin**, Community Development Administrator

**Anne Ryder Kirchner**, Planner/Zoning Administrator



# Planning Team

## Consultant Team:

**Teska Associates:** Project Management, Engagement, Planning, & Urban Design

- Scott Goldstein
- Francie Lawrence
- Yuchen Ding

**TYLin:** Transportation Planning & Analysis

- Mark Bennett
- Alex Hanson
- Mary Buchanan

**Egret & Ox:** Engagement, Land Use & Zoning

- Todd Vanadilok

# Planning Process





# Engagement Updates

# Website & Online Ideas

## PlanDempster.org

- 4,100+ site views
- 2,300+ unique visitors
- 410 site subscribers
- 173 Comment Map contributions
- 42 Ideas Wall contributions

### Implement Walkable City Principles

Posted by Anonymous | 3 months ago

If I had to imagine what I'd like Dempster to look like, it would be a place that implements the philosophy and design principles of the modern walkable city trend. While my expertise on the matter only goes so far as the YouTube videos I've watched on the matter, below are just a few of those principles: 1. Move parking behind buildings with greenery and outdoor seating at the front. 2. Have protected bicycle lanes. 3. Create a town-square (or several small squares) along the road. 4...

♥ 22 Likes

### Community and Accessibility

Posted by Anonymous | 3 months ago

I would like Dempster Ave to feel more like a suburban downtown similar to Skokie's Oakton St/Lincoln Ave intersections, and Park Ridge's Uptown area. Those locations have a variety of unique spaces, and people walking during warmer weather. Morton Grove is a fantastic place to live, and I think the people who live in this area deserve to feel like they can take pride in their own suburban downtown area. Ideally, there would be several small independent businesses located on Dempster,...

♥ 15 Likes



### Feature the River

Posted by Anonymous | 2 months ago

At the railroad crossing, improve the appearance on the bridge, cut away foliage on either side, and add a walking path next to the river. Ideally, removal of the unsightly strip mall at that intersection, and something like a cafe with seating on...

♥ 7 Likes

### A cute downtown where people can gather

Posted by Anonymous | 2 months ago

We need a cute little downtown area with restaurants, outdoor seating or balconies that look out to the street, little shops, and possibly even a garden where there are benches and shade. Why not put housing on top of the restaurants and shops? We are Urban-Suburban Morton Grove and we should look the part. Thank you for asking our opinion on this matter. Morton Grove has such a rich history and superb transportation options. It deserves to look and feel fabulous. Morton Grove resident...

♥ 22 Likes







# Community Workshop #1

- Over 100 attendees on June 25<sup>th</sup> at the Civic Center
- Key input themes:
  - **Desired Uses:** More restaurants, groceries, and entertainment on Dempster
  - **Development types:** Pedestrian-oriented, outdoor seating, small-scale multi-family, and varied architecture mixed-use
  - **Transportation:** People want to walk or bike more on a corridor that feels safer to cross and more friendly to pedestrians and bicyclists
- Full summary of findings on the website Document page





# Pop-Ups

- Project team engaged with residents at two community wide events (7/3 Morton Grove Days and 8/5 National Night Out)
- Passed out project cards, introduced the plan, promoted the survey, and collected ideas
- Pop-up #3: Sustainability Expo 9/13



# Survey Results Summary



# Community Survey

- Launched at the first community workshop and remained open for approx. six weeks (June 25 to August 3, 2025)
- **348 responses**



*"I would like to see ways to make Dempster a more inviting place to visit, rather than just driving through." - Survey Comment*



## LONGTIME RESIDENTS

2 in 5 have lived in the Village for 20+ years



## NEWER RESIDENTS

1 in 5 have lived in the Village less than 5 years



## 35-54 YEARS OF AGE

Majority are in the family age bracket

# Key Themes & Findings



## More points of interest that invite people to stop and stay on Dempster

Increase variety of shopping, dining, and entertainment destinations, particularly those that are family-friendly and cater to all ages. Overall, respondents want attractive and community-oriented spaces with convenient parking.

## Safe, walkable, and attractive streets that are pedestrian-oriented

Create a sidewalk environment that encourages people to walk along Dempster and feel safe doing it. Consider how accessible infrastructure, streetscape improvements, and signage/wayfinding can enhance street and sidewalk activity.



## Fill in the gaps to create a bustling, vibrant corridor

Underutilized or vacant space/storefronts on Dempster have the potential to be mixed-use development that targets housing for people who work in Morton Grove and young professionals.



## Better connections and less traffic congestion for all modes of transportation

Whether traveling by car, bike, bus, or walking, respondents want to see reduced and slower traffic on Dempster. Dedicated bike lanes, traffic calming, speed reduction, signage, and more convenient public transit were all mentioned as ideas to reduce congestion.





Q2

What are three words you would use to describe the Dempster Corridor you desire to see in the future?

*Note: Only the top 15 most frequent words are listed below.*

Survey respondents imagine a Dempster corridor that is vibrant, walkable, and modern. Other commonly shared words not included below are: cohesive, charming, affordable, and accessible.



**Q5**

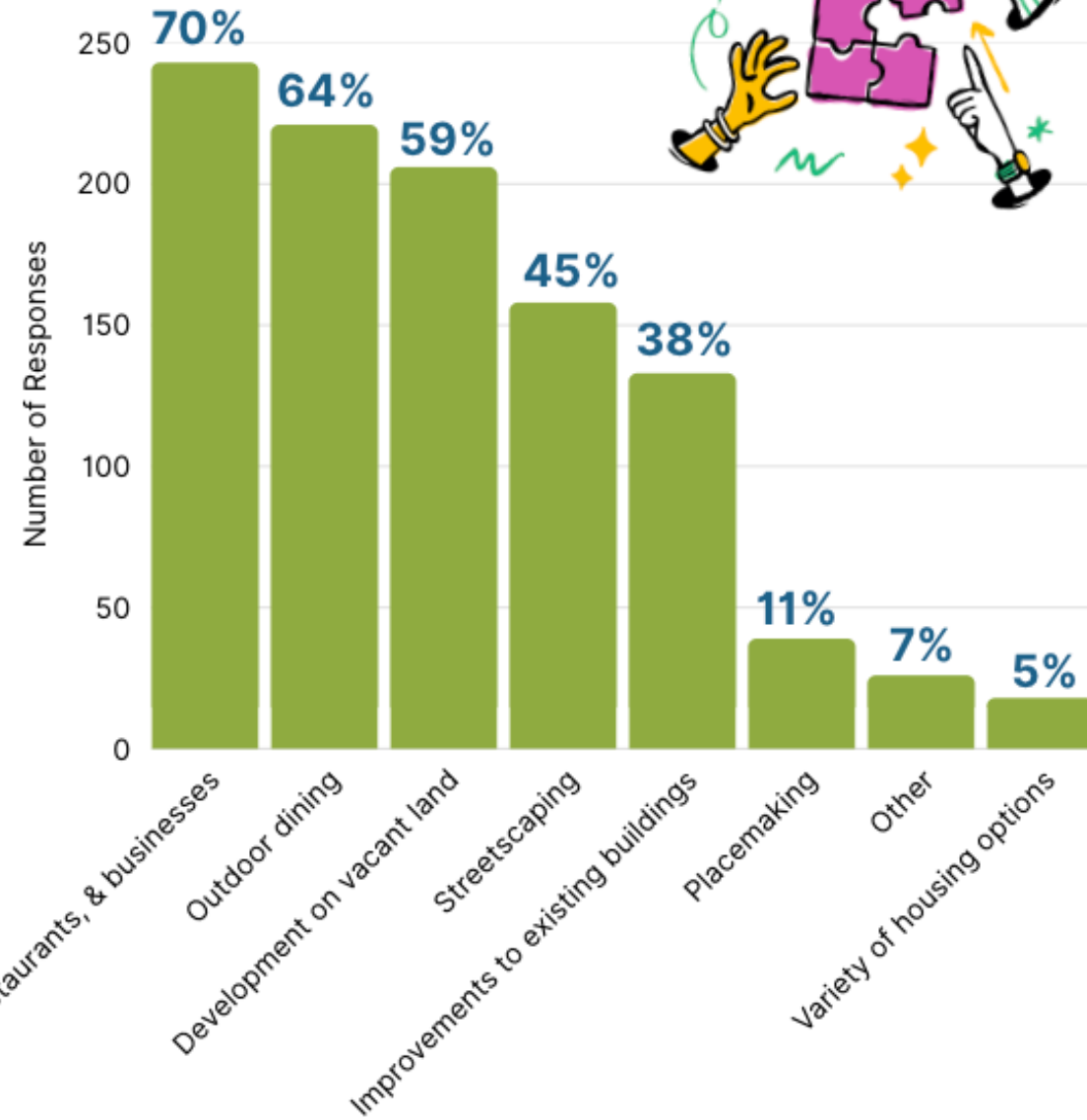
## What elements do you feel are most important for Dempster to thrive in the future?

*Note: Participants were given the option to select up to three priorities, which is why total percentages reported below add up to more than 100%. Percentages represent the percent of all surveys that selected that response.*

### Top 3 Responses:

**1****70%****Variety of shops, restaurants, and businesses****2****64%****Places to dine and gather outdoors****3****59%****New development/redevelopment on vacant land or underutilized sites**

The top three responses align with input collected at the community workshop, in which residents expressed a strong desire to see more dining options and lively businesses.





**Q7**

## If new housing were to be developed in the non-residential areas of Dempster, what types would fit best into the Dempster Corridor context?

*Note: Participants were given the option to select up to three priorities, which is why total percentages reported below add up to more than 100%. Percentages represent the percent of all surveys that selected that response.*

The majority of responses (68%) voted for mixed-use development with commercial on the ground floor and residential units above. Smaller scale multi-unit housing options received the second highest number of votes (44%). Note: the below images were not included in the survey.



**68%** Mixed-use (commercial & residential)



**44%** Small-scale multi-family (apartments or condos)



**32%** Townhomes/duplexes



**23%** Mid-size multi-family

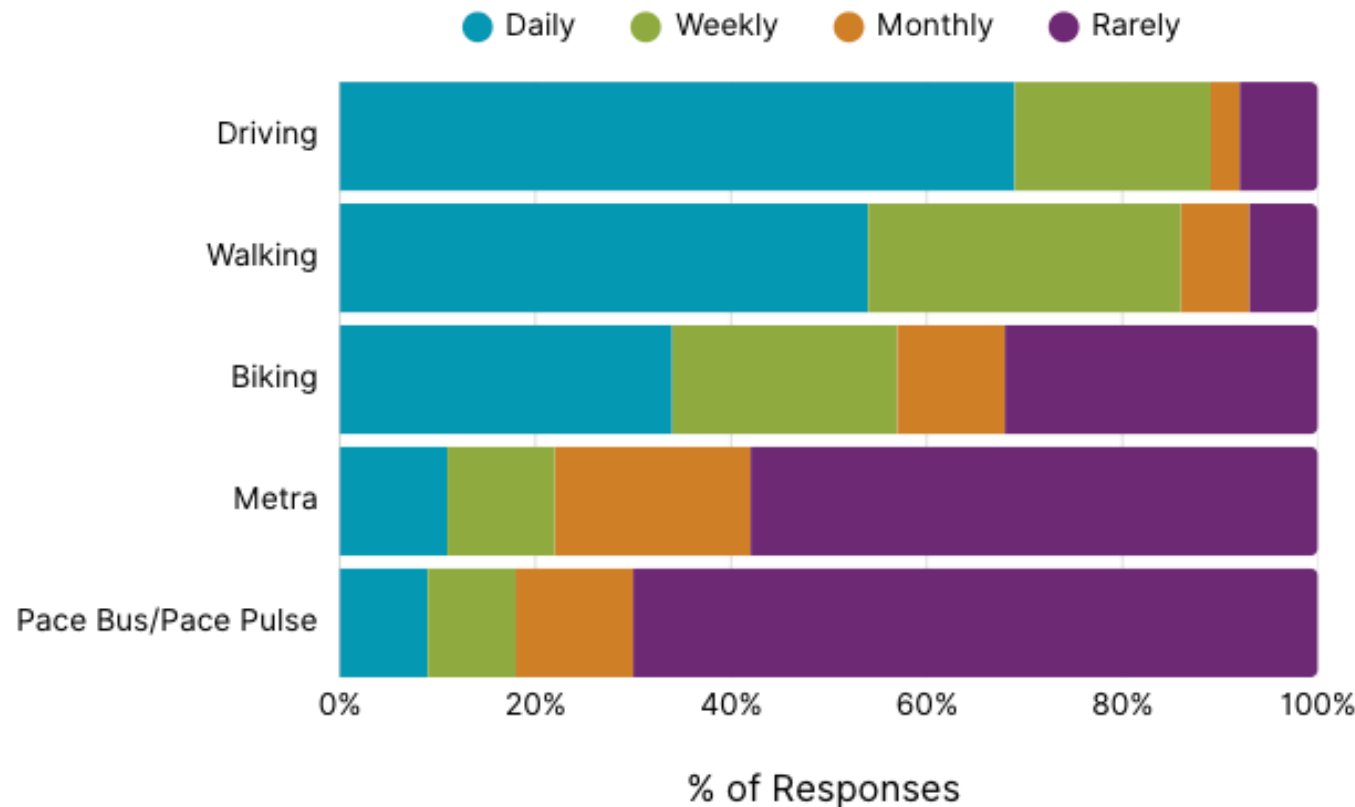


**20%** Senior housing

# Q10

## How do you wish you could travel to places along the Dempster Corridor in the future?

In the previous question, the majority of respondents drive daily to Dempster, but in the future they hope to drive less and walk or bike more. Respondents also hope to take the Pace Bus/Pulse Dempster Line or Metra more often during the week or month.



72% more people want to walk on Dempster daily



11% of people do not want to visit Dempster via driving on a daily basis



88% more people want to bike on Dempster daily



94% more people want to ride Pace Bus/Pulse Dempster Line daily



**Q11**

How do you feel as a pedestrian when trying to cross Dempster?

Safe

Uncomfortable

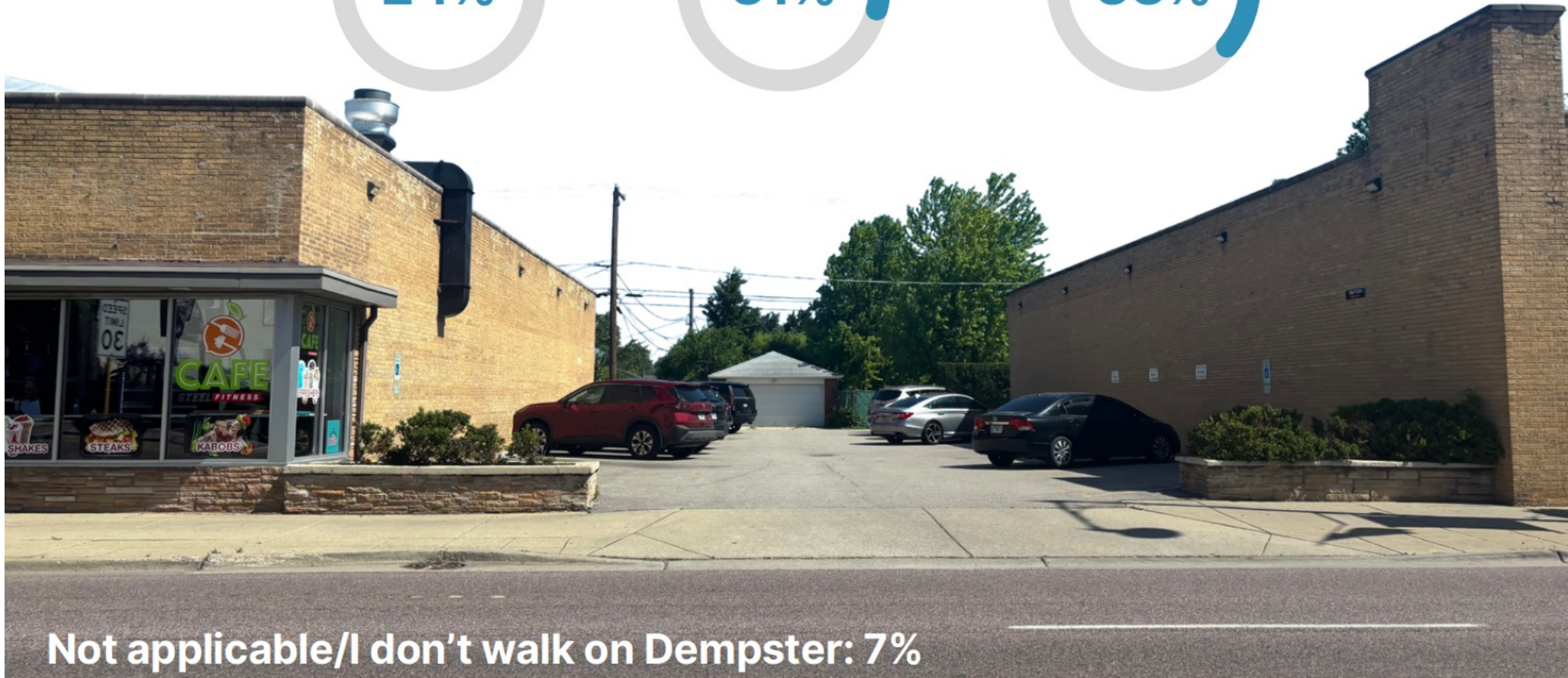
Unsafe

24%

31%

38%

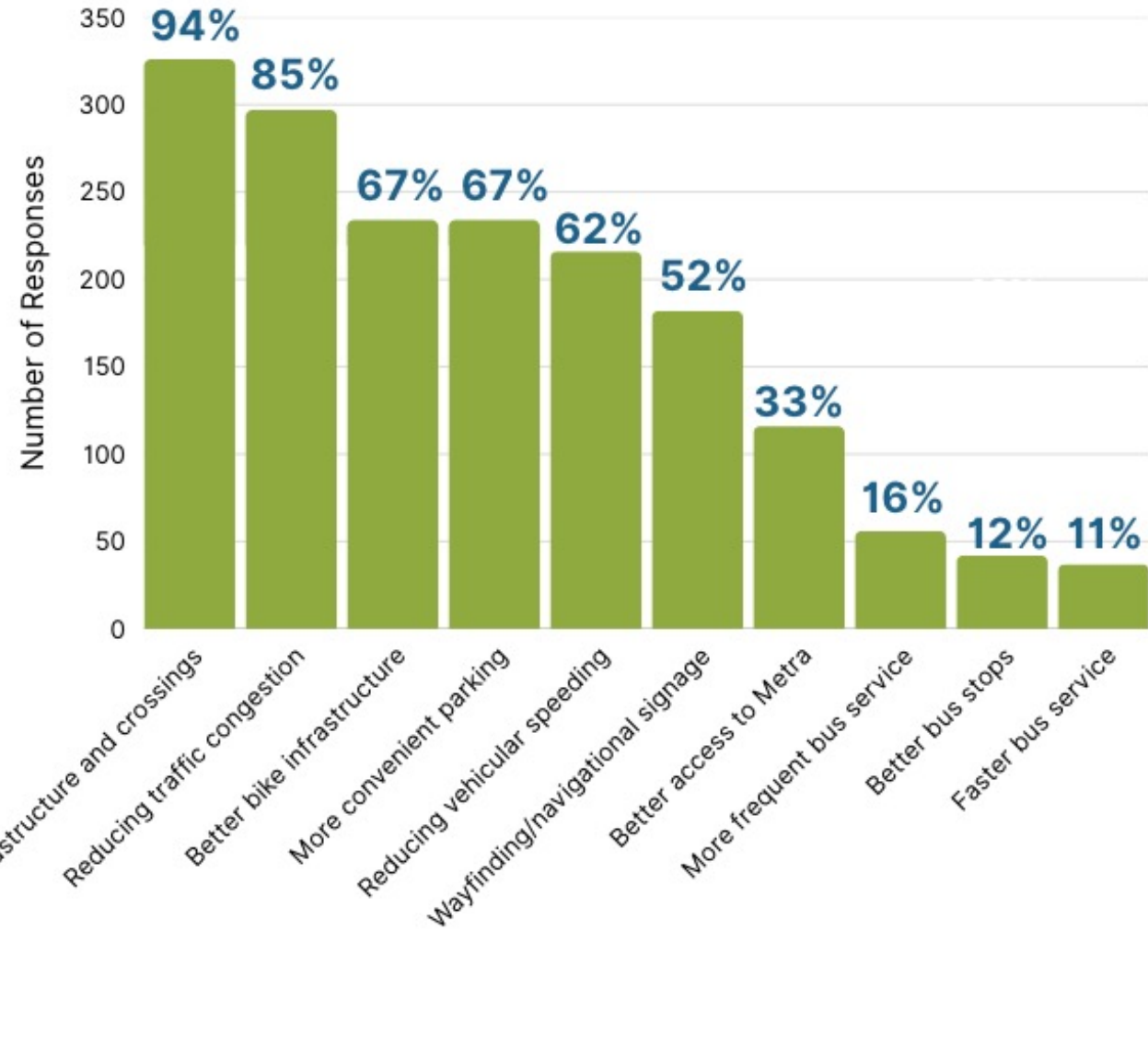
Not applicable/I don't walk on Dempster: 7%



**Q15**

## What transportation improvements are most needed for Dempster's future?

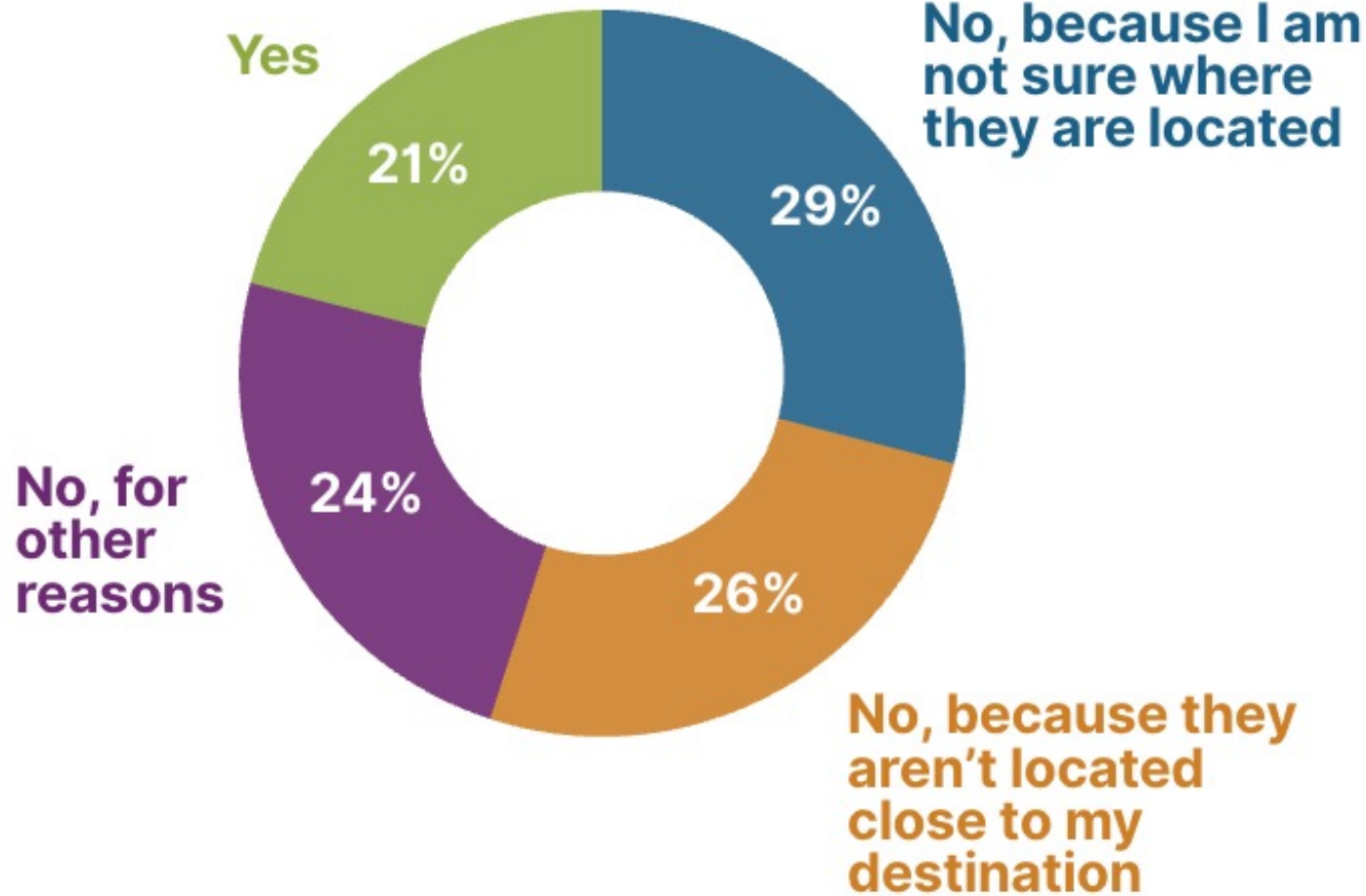
*Note: Participants were given the option to select up to three priorities, which is why total percentages reported below add up to more than 100%. Percentages represent the percent of all surveys that selected that response.*





**Q16**

**Do you use the municipal parking lots along Dempster?**



**79% of survey respondents do not use the existing municipal parking lots**



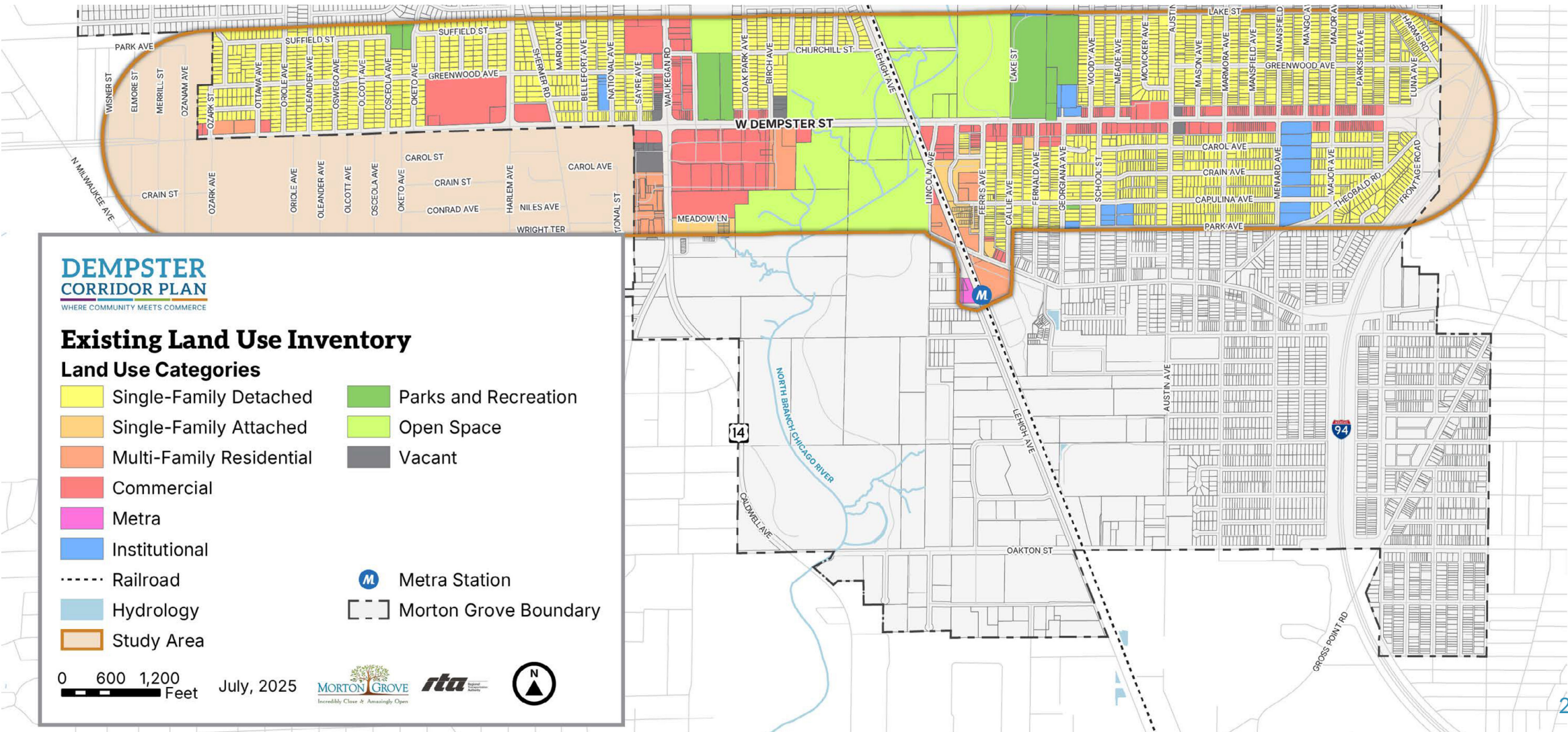
# Existing Conditions Report Highlights

## **Land Use**

Transportation

Economic Development

# Land Use Inventory





# Land Use Inventory

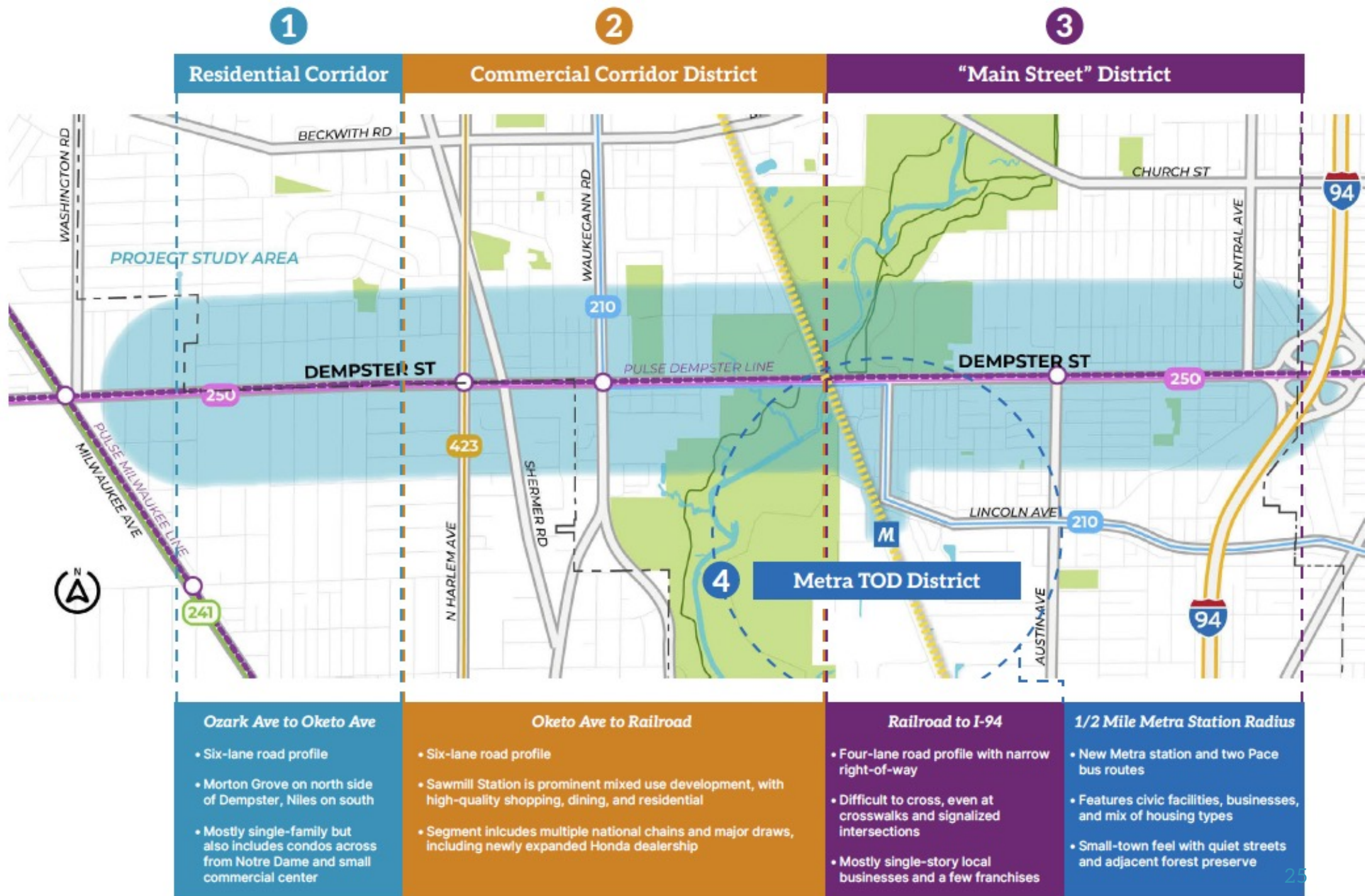
- Residential uses make up 43.8% of the study area's land use mix
- Parks and open space comprise 40%
- Commercial is the predominant use fronting Dempster Street and the third largest percentage of land in the study area (11.6%)

Figure 1.1 Existing Land Use Composition

Land Use	Acres	Percent of Total
Single-family Detached Residential	304.8	36.9%
Single-family Attached Residential	14.3	1.7%
Multi Family Residential	42.6	5.2%
Commercial	95.3	11.6%
Public/Institutional	26.6	3.2%
Metra	2.4	0.3%
Parks and Recreation	33.0	4.0%
Open Space	297.2	36.0%
Vacant Land	8.6	1.0%
Total	824.9	100.0%

Source: Consultant Team Analysis

# Corridor Sub-Districts





# Corridor Sub-Districts

## Sub-District 1: Residential Corridor District

- Six lane road profile
- Western-most segment of the study area
- Mostly single-family residential
- Pair of three-story apartment buildings
- Safe pedestrian and bicycle mobility is hindered by high daily traffic counts, wide crossing profile across Dempster, and construction to the west





# Corridor Sub-Districts

## Sub-District 2: Commercial Corridor District

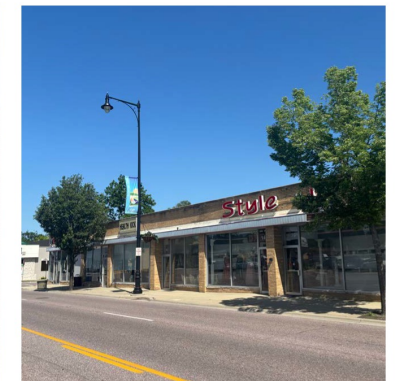
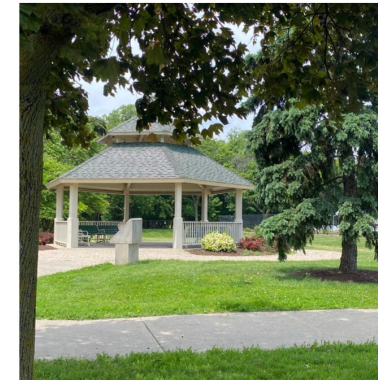
- Six lane road profile
- Multiple national chains and major draws, including newly expanded Napleton Honda dealership and businesses in Village Plaza
- Sawmill Station is corridor's most prominent mixed use development, with luxury apartments, Amazon Fresh, Raising Cane's, and other popular stores and restaurants
- A few pockets of single-family neighborhoods
- Safe pedestrian and bicycle mobility is hindered by high daily traffic counts and wide crossing profile across Dempster



# Corridor Sub-Districts

## Sub-District 3: Main Street District

- Four lane road profile
- Mostly single-story commercial
- Access to Harrer Park and forest preserve
- Primarily local businesses and a few franchises
- Strong international variety of businesses
- Parking generally on side or rear
- Greater potential for walkability
- Right of way not very wide
- Difficult to cross, even at crosswalks and signaled intersections

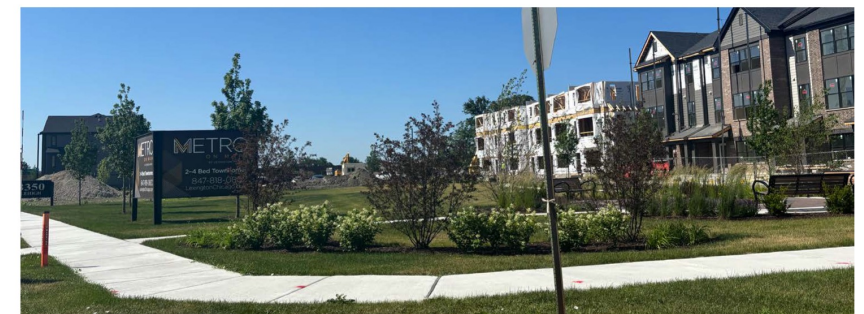




# Corridor Sub-Districts

## Sub-District 4: Metra TOD District

- New Metra station
- Includes two Pace bus routes
- Informal civic area, including Village Hall (current and future sites), library, and multiple schools and houses of worship
- Mix of housing types, including new townhomes, "missing middle" housing (under construction), senior housing, and traditional single family homes
- Low traffic counts
- Home of Pequod's and Burt's Place
- Encompasses forest preserve
- Small town feel





# Residential

- Walkable, small lot single family neighborhoods north and south of Dempster
- Townhomes, condos, apartments, and housing for older adults near Metra station and along Waukegan Road, including Sawmill Station
- Residential uses in the study area provide:
  - Customer base for businesses
  - Ridership base for Pace and Metra
  - Household base for schools, houses of worship, and other civic services





# Commercial

- Most commercial uses are located on single blocks fronting Dempster as either standalone buildings or within multi-tenant buildings
- Corridor Sub-Districts represent distinct commercial areas:
  - **Commercial Corridor District:** Larger sites like Village Plaza, Napleton Honda, and Sawmill Station, which includes national chains and other major draws
  - **Main Street District:** Smaller sites with single-story businesses and limited franchises
  - **Metra TOD District:** Limited number of small businesses in a walkable, small town environment





# Other Uses

- Limited **mixed-use** development given the age and shallow low depth of most sites, with Sawmill Station serving as a recent example for corridors like Dempster
- **Parks and open space** attract visitors who can patronize businesses and bring more vitality to the corridor
- **Public/institutional uses** like schools, houses of worship, civic uses, and municipal buildings add to a sense of community and contribute to Dempster's daytime population and customer base





# Vacancy

- Vacant land in the study area is low at 1% but there are key opportunities for redevelopment of larger sites
- Large vacant properties along Dempster:
  - Former Advocate/Dominick's site (Menard Ave)
  - Former Giordano's site (Austin Ave)
  - Former CVS site (Austin Ave)
  - Vacant lot north of Sawmill Station (Birch Ave)
  - Vacant lot west of Sawmill Station (Waukegan Rd)
- Relatively low commercial vacancy rate (6%) (per CoStar)

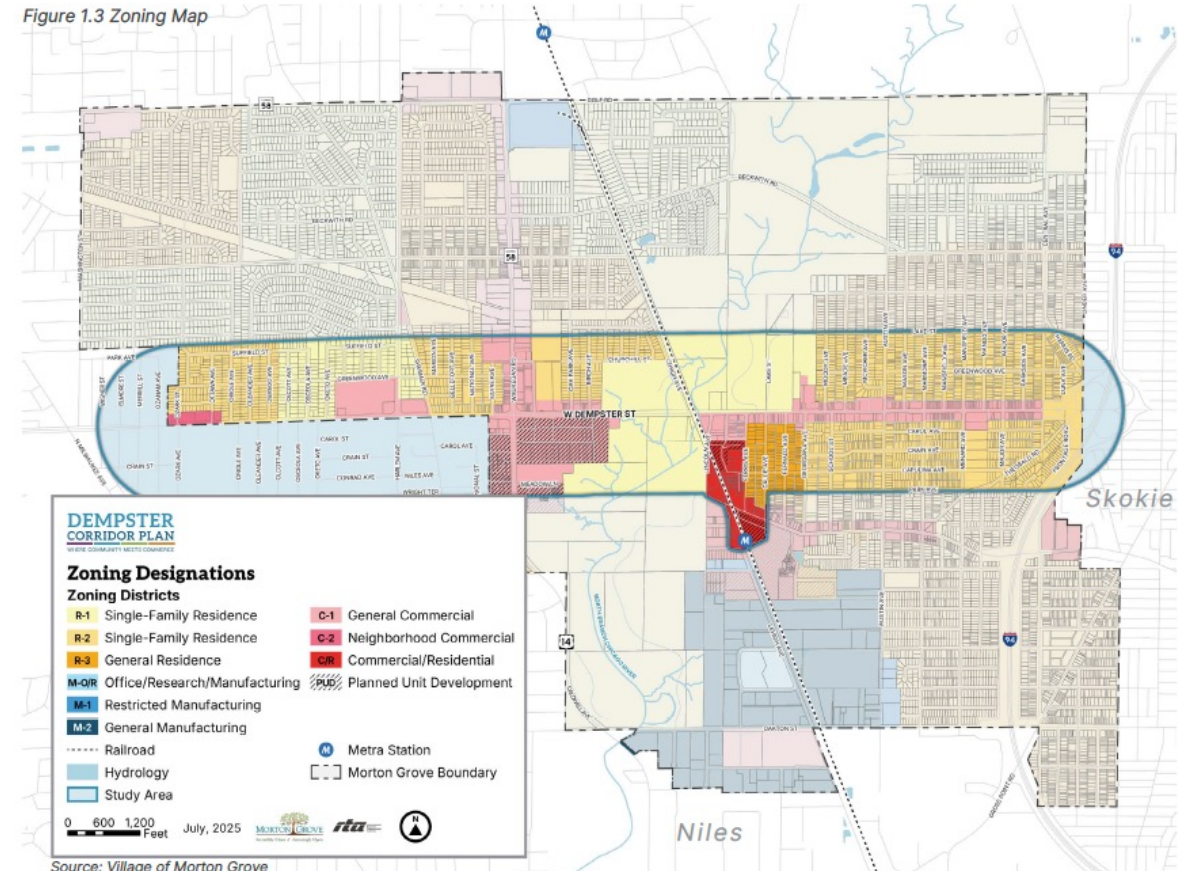


# Zoning

Most future uses will be covered by the Village's current zoning standards; however, zoning amendments will be considered to support future land use and development such as:

- Add new uses that are not currently covered by local zoning but should be
- Switch the designation of currently listed uses from permitted use to special use (or vice versa)
- Add or refine zoning definitions to more accurately reflect new and modern land uses
- Evaluate and amend height standards to support acceptable development densities
- Assess potential amendments to other zoning standards to help remove potential barriers to development or corridor improvements

Figure 1.3 Zoning Map





# Existing Conditions Report Highlights

Land Use

**Transportation**

Economic Development

# Pedestrian Barriers

- Long gaps between signalized pedestrian crossings make it difficult for people to safely and conveniently cross Dempster between major intersections
- Long crossing distances increase exposure time to vehicle traffic
- High volume and speed of vehicular traffic furthers safety concerns, especially for vulnerable users
- Sidewalks are often narrow, with little-to-no buffer from the street which may deter walking even where destinations (e.g. bus stops, businesses, schools, parks, Metra) are nearby





# Bicycle Barriers

- Aside from the North Branch Trail and bike lanes on Lehigh Avenue (north of Dempster), the only bicycle facilities in the study area are paths within parks
- No bicycle facilities on Dempster Street and very limited facilities on nearby roads
- Cyclists must either share high-speed, multi-lane roads with heavy traffic, bike on a narrow sidewalk, or divert to calmer local streets
- There is no safe, direct connection across Dempster to points east or west (other than trail crossing near Lehigh Ave.)





# Transit Barriers

- Inconsistencies with bus stop signage and stops without seating or shelters can discourage transit ridership
- Some confusion between local stops vs. Pulse Dempster Line stations
- Pulse Dempster Line provides service every 15 minutes, but longer headways on other routes can decrease utility of transit service
- Lack of direct connection between Pace bus routes and Metra likely discourages transfers between Pace & Metra
- Most transit trips start and end as walking trips (or cycling trips), so any pedestrian and bicycle barriers are also transit barriers





# Sidewalk Widths & Buffers

- Sidewalks on Dempster typically measure between 5-8' wide
- Widest sidewalk measures 13', between Lehigh and Narragansett as a connection for the North Branch Trail
- Approximately 45% of sidewalk segments in the study area feature some type of buffer space between the sidewalk and vehicle lanes (grass and/or street trees)
- These buffers are typically narrow, at 2-4'
- A wide buffer space can make walking feel more comfortable and inviting





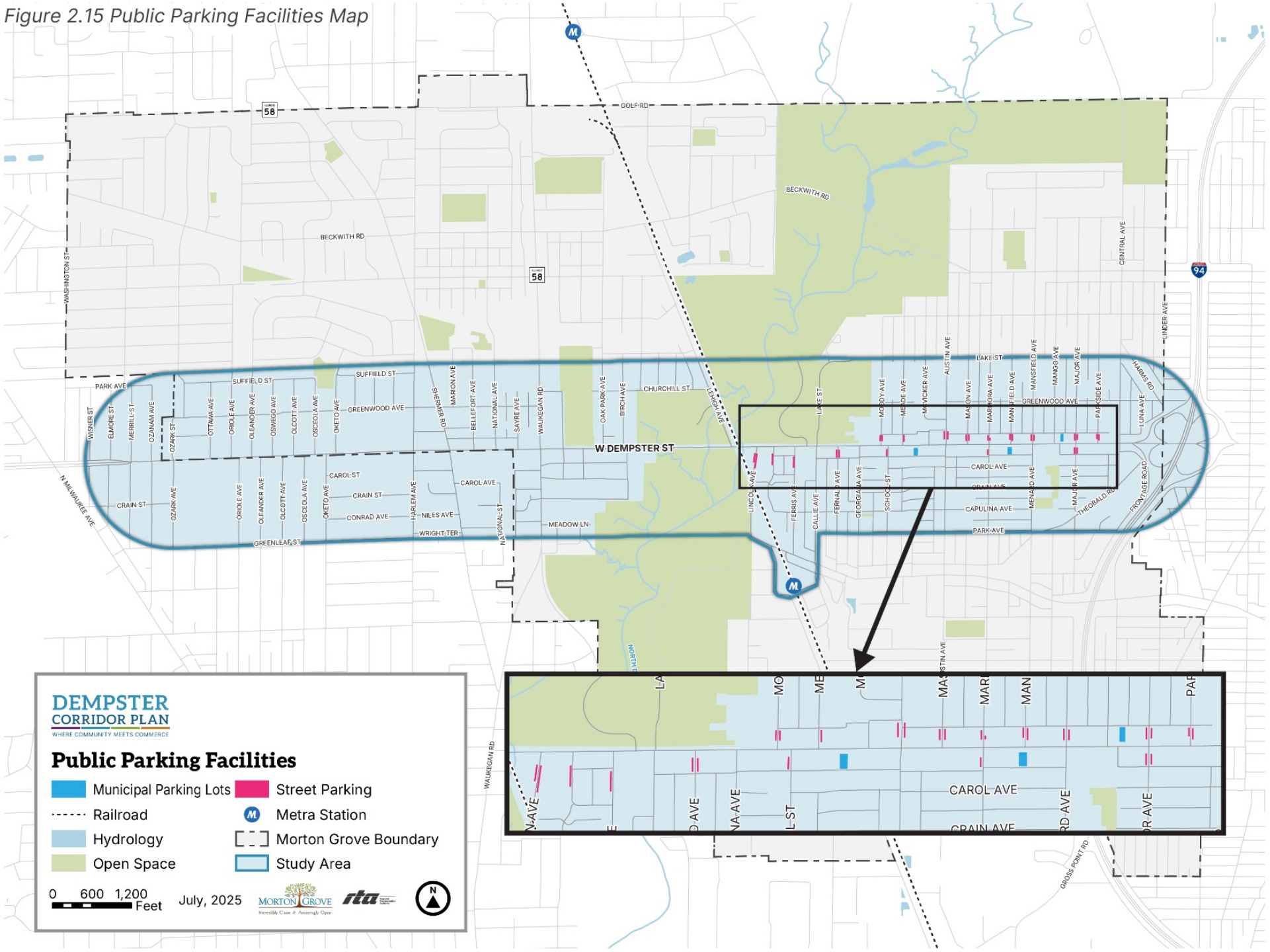
# Main Street District Parking

- **Municipal lot parking:** Three free lots with total of 55 spaces have highest utilization on Saturday midday, lower on weekdays
- **Side Street Parking:** Between Parkside Avenue and Lincoln Avenue, there are 173 free public on-street parking spaces on intersecting side streets
- **Collective Public Parking:** Utilization for the total 228 public parking spaces was:
  - Tuesday Late Morning: 25.9%
  - Monday Late Afternoon: 25.0%
  - Saturday Midday: 41.7%
- Substantial parking capacity available along the corridor between Lincoln and Central





Figure 2.15 Public Parking Facilities Map



**DEMPSTER  
CORRIDOR PLAN**  
WHERE COMMUNITY MEETS COMMERCE

**Public Parking Facilities**

- Municipal Parking Lots
- Street Parking
- M Metra Station
- Railroad
- Hydrology
- Open Space
- Morton Grove Boundary
- Study Area

0 600 1,200 Feet

July, 2025



# Streetscape Characteristics

- Tree canopy varies across the corridor
  - **Main Street District:** consistent tree pits with smaller trees/limited room for growth
  - **Forest Preserve District:** large old growth trees create a substantial tree canopy
  - **Residential District:** sporadic trees offering limited tree canopy
- Other Main Street District streetscape characteristics
  - Decorative streetlights and banners
  - Concrete planters provide color and greenery
  - Stamped pattern on sidewalk provides 4-foot buffer between pedestrians and vehicles
  - Periodic benches and trash cans



# Crash Analysis

- Between 2019 and 2023, there were 1,152 crashes in the study area - 13 involving cyclists and 19 involving pedestrians
- A total of 26 people were severely injured and three people died (dataset does not include the July 2024 incident when a cyclist was killed)
- Leading Dempster Street crash cause was speeding (37%), a significantly higher rate than crashes in Morton Grove overall
- Failure to yield the right of way accounted for 20% of crashes on Dempster Street, highlighting potential concerns with turning moves

Figure 2.10 Dempster Street Traffic Crashes, 2019-2023

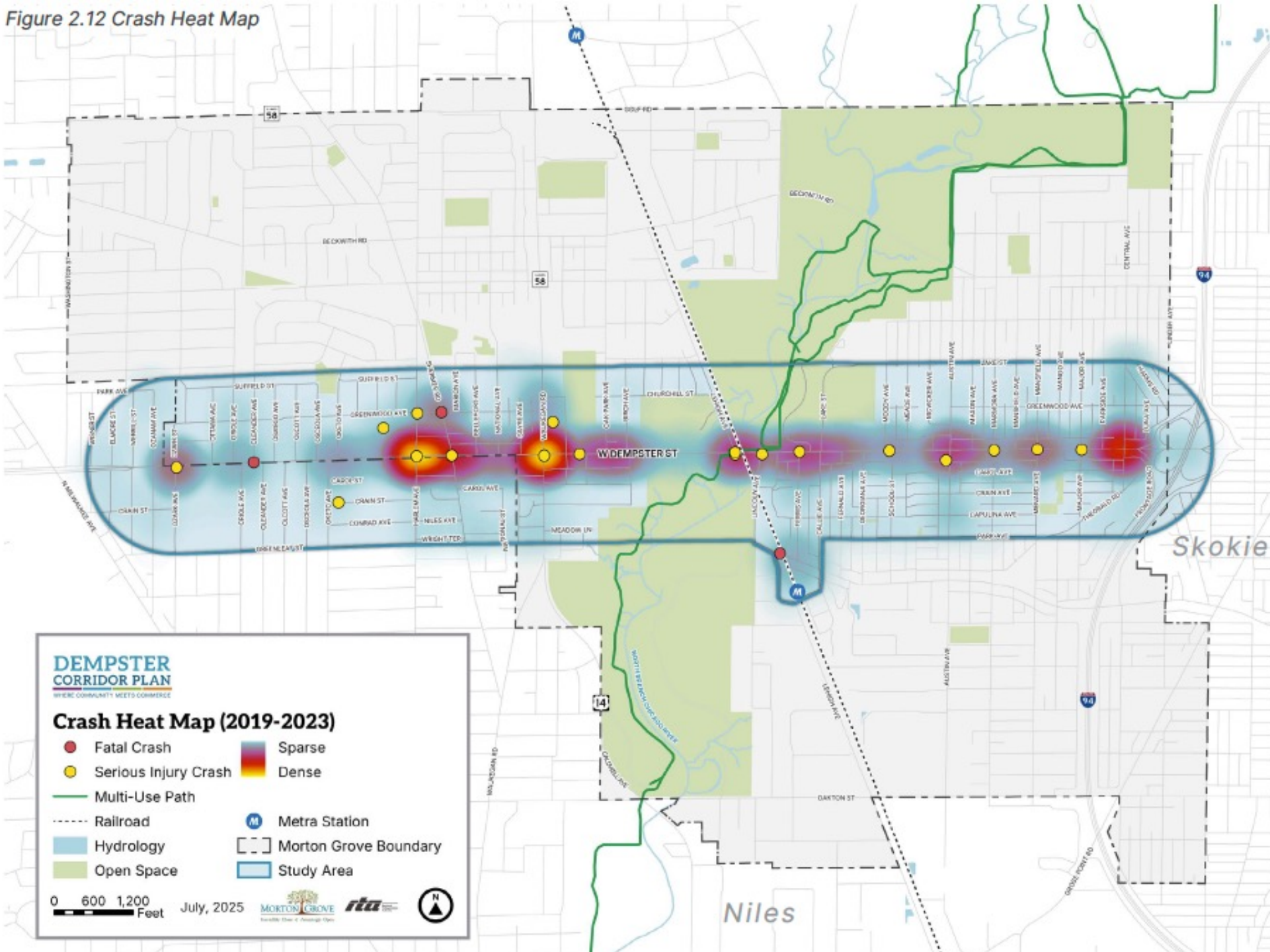
Mode	Serious Injury Crashes	Fatal Crashes	Total Crashes
Motor Vehicle	13	1	801
Bicyclist	1	0	12
Pedestrian	2	0	12
Total	16	1	825

Figure 2.11 Top Dempster Street Crash Causes, 2019-2023

Crash Cause	Share Dempster Street Crashes	Share all Morton Grove Crashes
Failing to Reduce Speed to Avoid Crash	37%	30%
Failing to Yield Right of Way	20%	21%
Improper Lane Usage	12%	13%
Disregard Traffic Signs, Signals or Markings	6%	7%
Improper Turning/No Signal	4%	6%



Figure 2.12 Crash Heat Map





# Transit Ridership

- Five Pace Bus routes and one Metra station (MD-N) in study area
- Local Pace 250 Route and Pulse Dempster Line run entire length of the Dempster Street Corridor
- Pace 210 and 410 Routes briefly utilize Dempster, and the Pace 423 Route intersects Dempster as it runs on Harlem Avenue
- When Pulse Dempster Line launched, Pace reduced service frequency on Route 250
- Combined ridership on Pulse Dempster Line and Route 250 in March 2025 was 11% higher than ridership on Route 250 in March 2023
- Average of 273 riders get on or off a bus in the study area on weekdays, 181 average riders on Saturdays, and 208 average riders on Sundays



# Transit Operations

- Metra has three at-grade crossings in the study area at Dempster and Lehigh, on Lincoln Ave south of Dempster, and at Lincoln Ave and Lehigh Ave
- Current safety gate operations at these crossings are necessary to ensure safety
- Pulse Dempster Line buses have transit signal priority and near-level boarding
- Study area segment is one of the fastest sections of the Pulse Dempster Line service, speeds between 12.5 mph and 31 mph
- Generally speeds are slower heading westbound and during the PM Peak (3PM-6PM) on weekdays

Figure 2.25 Study Area Bus Speeds

Direction and Time	Slowest (mph)	Highest (mph)
Eastbound	14.3	26.8
Westbound	12.6	30.9
Weekday	12.6	24.6
Saturday	14.2	26.4
Sunday	16.6	30.9
Night/Early Morning (9PM-6AM)	20.1	30.9
AM Peak (6AM-9AM)	16.2	26.0
Midday (9AM-3PM)	15.7	24.6
PM Peak (3PM-6PM)	12.6	20.2
Evening (6PM-9PM)	15.9	24.6



# Existing Conditions Report Highlights

Land Use

Transportation

**Economic Development**

# Demographics

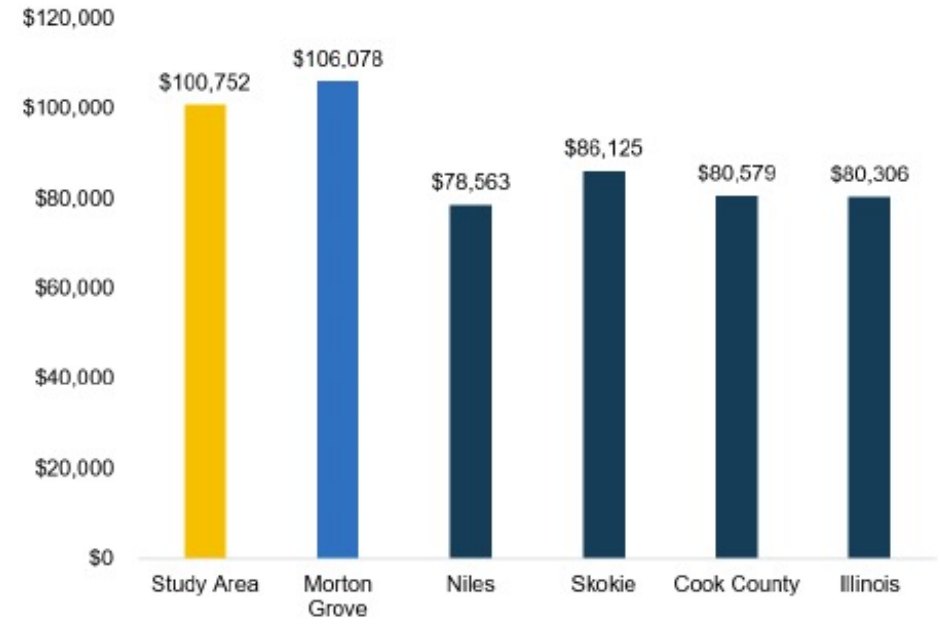
- Morton Grove has seen steady population growth, rising 10% since 1990 and outpacing neighboring communities
- Growth picked up during the 2010s but has slowed since 2020
- Median income is higher than neighbors, County, and State

Figure 3.3 Population Growth Comparison (1990-2023)

	Morton Grove	Niles	Skokie
Population (2023 est.)	24,687	30,262	64,939
Growth (%)	10.2	7.0	9.3

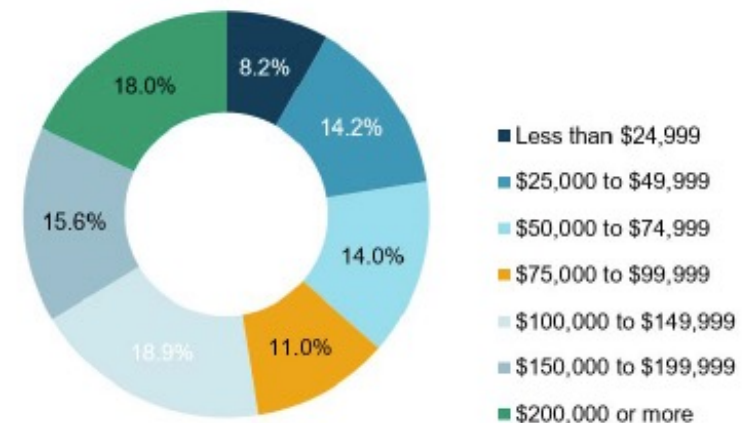
Source: 1990, 2000, 2010, 2020 US Census, 2023 American Community Survey 5-Year Estimates, Esri Business Analyst

Figure 3.6 Median Household Income (2023)



Source: 2023 American Community Survey 5-Year Estimates, Esri Business Analyst

Figure 3.7 Morton Grove Household Income Distribution (2023)



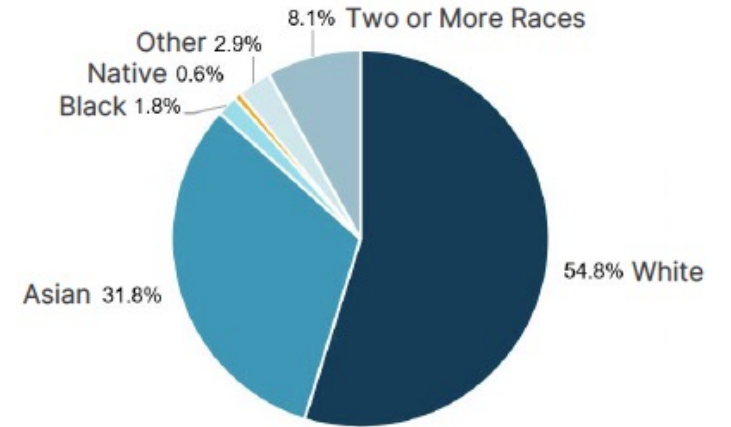
Source: 2023 American Community Survey 5-Year Estimates, Esri Business Analyst 48



# Race & Ethnicity

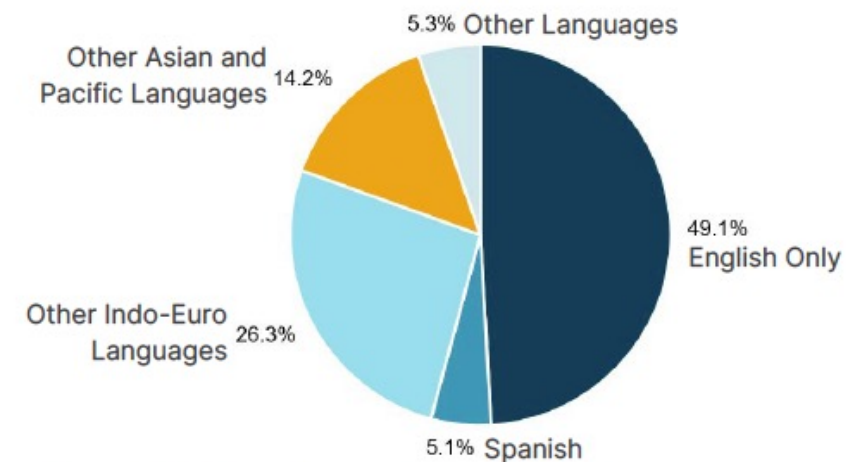
- Morton Grove is home to a wide diversity of cultures and ethnicities
- Asian residents are the second-largest racial group after White
- Over half of households speak a language other than English at home.
- Study area retail environment reflects the international flavor of the area both in terms of offerings and consumer base, drawing in visitors from surrounding communities

Figure 3.4 Village of Morton Grove Racial Composition (2023)



Source: 2023 American Community Survey 5-Year Estimates

Figure 3.5 Language Spoken at Home (2023)



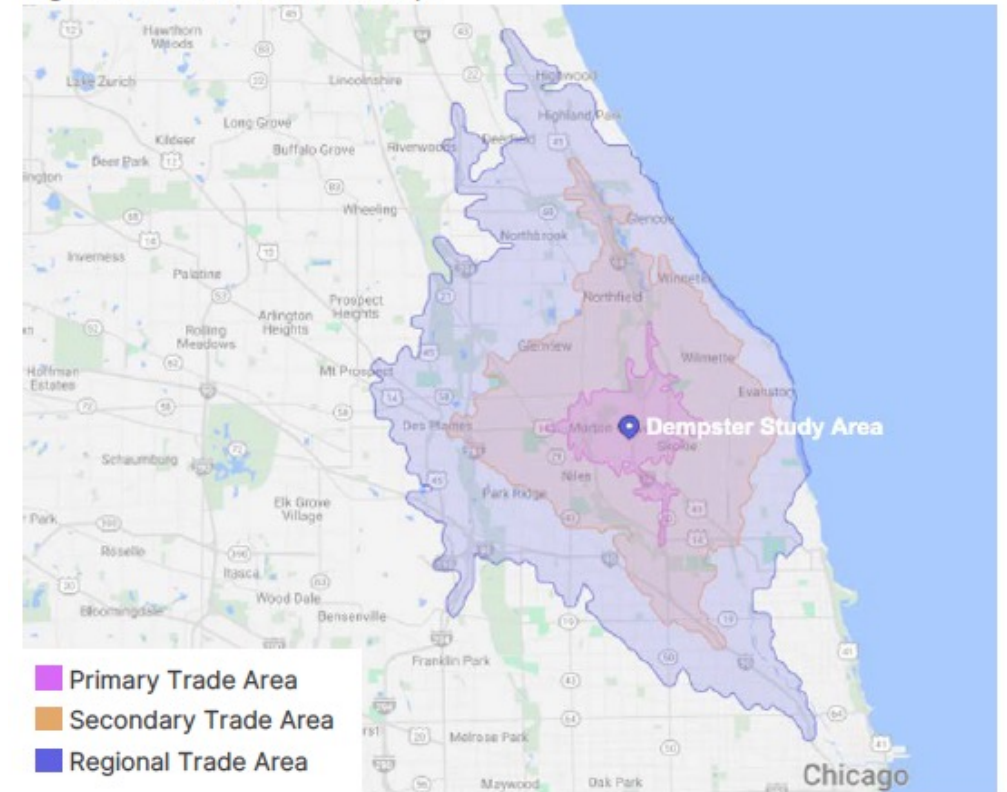
Source: 2023 American Community Survey 5-Year Estimates

# Retail Trade Areas

Three Trade Areas were defined for the retail analysis:

- **Primary Trade Area:** local shoppers and residents in Morton Grove and the immediate vicinity of the Dempster Corridor, up to a 5- to 10-minute drive time; attracts convenience and local consumers for groceries, restaurants, etc.
- **Secondary Trade Area:** surrounding areas up to a 10- to 15-minute drive time. Includes areas from Northbrook to the north, Park Ridge on the west, Niles to the south and Skokie to the east. Represents residents who may frequent Dempster for specialized food, goods, or businesses.
- **Regional Trade Area:** based on a 15- to 20-minute drive time and includes areas from Highland Park on the north, Des Plaines on the west, the Northwest Side of Chicago to the south, and Evanston to the east. Destination businesses or restaurants may be able to attract consumers from this larger area

Figure 3.11 Trade Areas Map



Source: Placer.ai (2025)



# Projected Retail Growth

- Spending power of the Primary Trade area is \$1.6 billion. Data from Placer.ai shows a retail surplus of \$200 million, meaning customers are coming into the Trade Area to shop and eat.
- Retail growth of \$278 million is projected by Esri Business Analyst.
- With a capture rate of 20%-25% of projected growth, the demand that can be captured in the study area is between \$55.6 and \$69.5 million.
- With an average retail sales per sq. ft. of \$350, total projected retail growth is between 159,000 and 198,000 sq. ft.





# Retail Demand Prospects

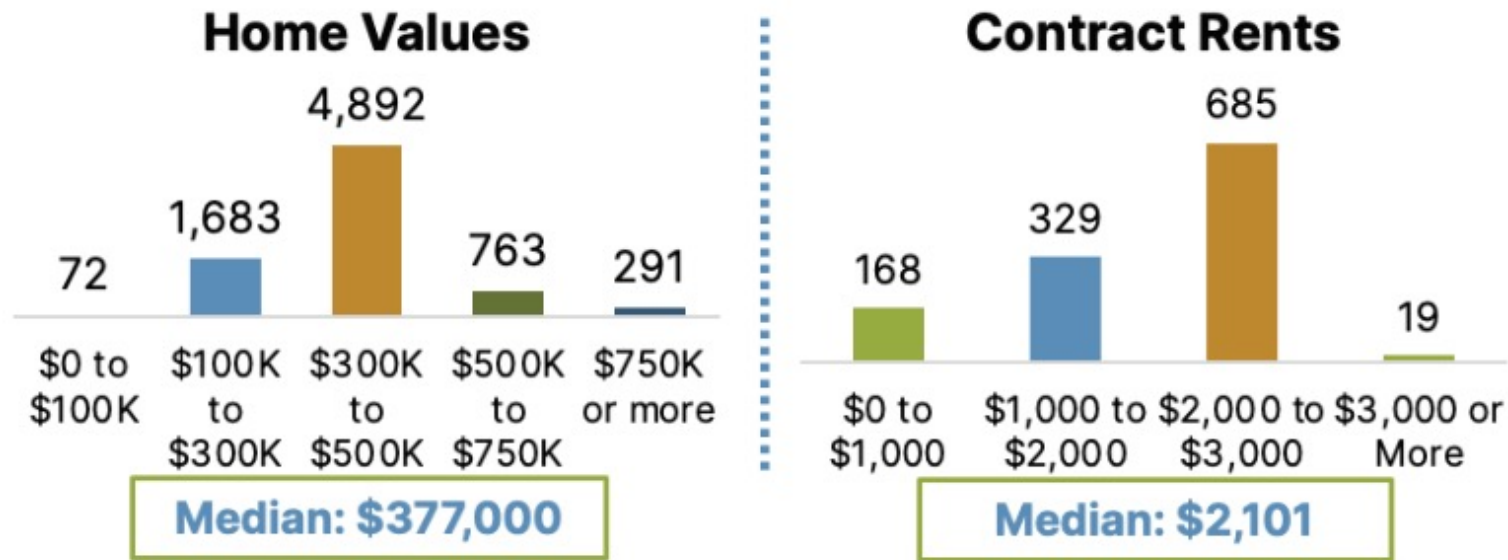
- Groceries, dining out, and entertainment hold the most promise as top retail growth sectors that can be part of a retail attraction strategy
- Specific retailers identified through a Placer.ai void analysis include coffee, veterinary, recreation, grocery, international grocery and restaurants
  - Recent expansion of Aldi on Golf attests to the strength of the grocery market
  - Smaller international groceries along Dempster are serving local residents and shoppers from the larger trade areas where these options are less available





# Morton Grove Housing Value

- Morton Grove's median home value is \$377,000 and median rent is \$2,101, both of which are higher than the Chicago region (\$288,400 and \$1,300, respectively)



Source: 2023 American Community Survey 5-Year Estimates

# Submarket Housing Trends

- **Strong and steady rent growth.** Asking rents in the submarket have nearly doubled since 2010 (up 92%), averaging 4.6% annual growth.
- **Competitive outlook with stable fundamentals.** The submarket remains strong and competitive, with continued inventory growth and rent increases projected at 3.7% annually over the next five years. Vacancy is expected to remain stable around 6%.
- Recently completed projects such as the Residences at Sawmill Station (multifamily rentals) and Metro on Main (for-sale townhomes) have both been very strong in the marketplace.

Figure 3.22 Multifamily Rent and Vacancy Trends



Source: Moody's Commercial Real Estate (2025)



# Draft Goals & Discussion

# Land Use Goals

1. Existing retail spaces will be filled with active businesses and restaurants that draw residents and visitors to Dempster.
2. Dempster will provide a range of spaces for entrepreneurs and small businesses to get established and branch out as they grow.
3. Vacant and underutilized land will be redeveloped with active, tax generating uses.





# Land Use Goals

4. Residential options along the corridor will contribute to Morton Grove's overall housing stock to meet different needs, incomes, and life stages and support Dempster businesses.
5. Compact mixed-use developments along Dempster and near the Metra station will contribute to an active corridor with residents who can walk, bike, or take transit.





# Land Use Goals

6. Dempster Street will be the heart of Morton Grove as a central hub for community and civic uses, public spaces, and activity.







# Discussion: Land Use Goals

Do these goals reflect the desired policy direction for the Dempster Corridor? Why or why not?

Is anything missing or not clear?

# Transportation Goals

1. People of all ages will feel safe and comfortable crossing Dempster Street on foot.
2. Dempster Street will be a pleasant place to stroll and linger, and people will regularly walk to and between businesses.





# Transportation Goals

3. Residents and visitors alike will find it easy to understand where they can park near Dempster Street.





# Transportation Goals

4. People of all ages and abilities will feel safe and comfortable cycling to the Dempster Street corridor and crossing Dempster Street on bicycle.





# Transportation Goals

5. Using transit to get to and along the Dempster Street corridor will be fast, safe, and comfortable.
6. Driving on Dempster Street will be an efficient and safe way to travel across the village.





# Discussion: Transportation Goals

Do these goals reflect the desired policy direction for the Dempster Corridor? Why or why not?

Is anything missing or not clear?



# Economic Development Goals

1. A vibrant mix of businesses will populate the Dempster corridor.
2. New commercial and mixed-use development will attract investment and new tenants in the study area.



# Economic Development Goals

3. The corridor's assets (including open space, recreation, transportation options and cultural diversity) will attract visitors and economic investment.
4. Events and marketing efforts will attract visitors and customers to the corridor

## DINE ON DEMPSTER IN MORTON GROVE!

Morton Grove's Dempster Street is home to an eclectic mix of dozens of restaurants. Hop on Route 250 or the Pulse Dempster Line to enjoy falafel and sushi, steaks and gyros, Korean BBQ and fine Italian, and much more!







# Discussion: Economic Development Goals

Do these goals reflect the desired policy direction for the Dempster Corridor? Why or why not?

Is anything missing or not clear?

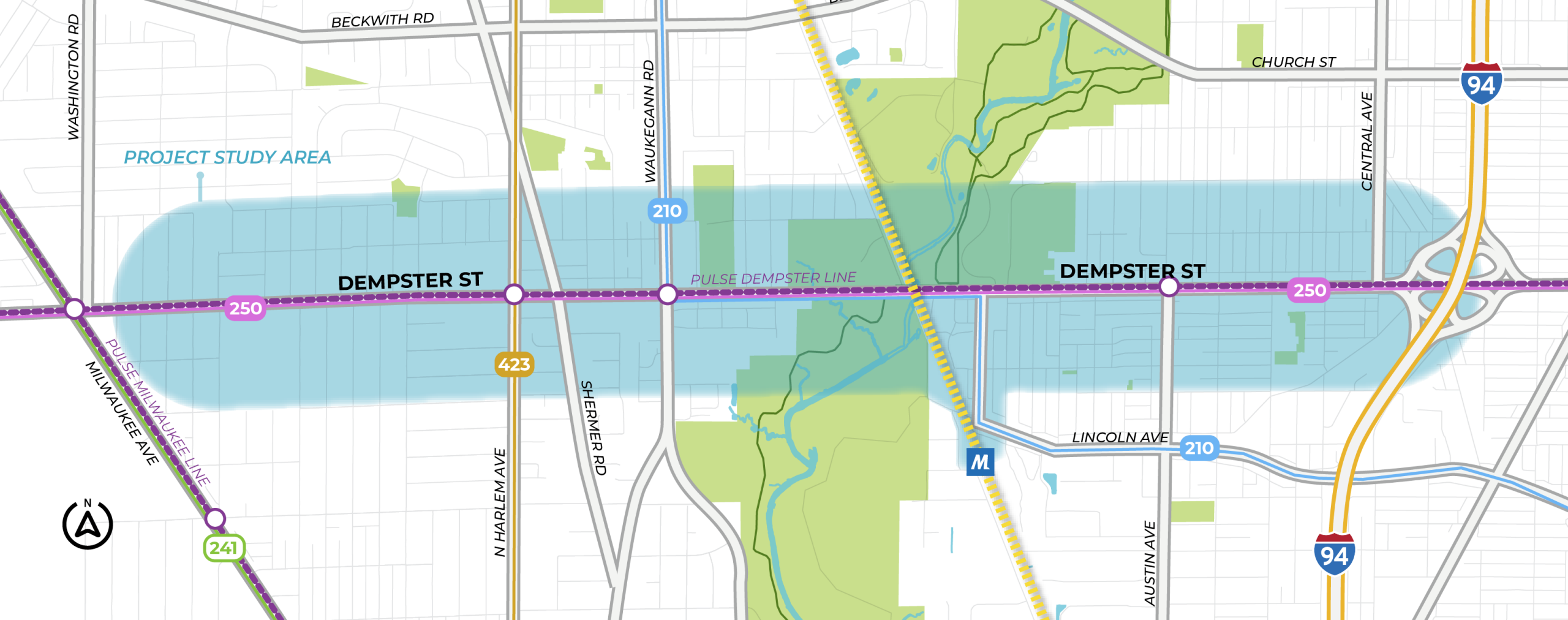
# Next Steps





# Next Steps

- Share feedback on Draft Goals before Friday 9/12
- Draft Recommendations Memo (November)
- Steering Committee Meeting #3: December (Date TBD)



# DEMPSTER CORRIDOR PLAN

WHERE COMMUNITY MEETS COMMERCE

Thank you!