McCullough Avenue Consortium
comment on document online:
https://docs.google.com/document/d/1eME-LYlYyri5AEuMnGFxKig4SAEywfIu2AQtKi5avqM/edit?usp=sharing

Guiding Principles (and supporting objectives)

1) **Gateway** to the area's vibrant culture and a gathering place for the community

   a) <u>Front Door</u> – the grand entrance for the northern Urban Core, River North and Museum Reach, as well as new living communities, art, churches, and businesses

   b) <u>Engagement</u> – events and activities introducing and connecting people; offering ways to engage with the larger community and organizations that help people

2) **Inviting and Accessible** for visitors and residents

   a) <u>Traffic & Accessibility</u> – ingress/egress and traffic improvements, streamlining access to the properties on this street and the immediate area

   b) <u>Usability</u> – multimodal: coordinating sidewalks, streets, bike lanes, lighting, parks

   c) <u>Aesthetics</u> – landscape, hardscape, signage, art, building repairs or additions

   d) <u>Sustainability</u> – environmentally responsible development and stewardship

   e) <u>Homeless</u> – considerately addressing challenges of homeless and bringing solutions

3) **Showcase** of the neighborhood's cultural and spiritual history and future

   a) <u>Brand</u> that stands for something – name, identity, style, collective culture

   b) <u>Identity</u> – blending the richness of the area: center city vibe, arts/culture, faith community, health, commerce

   c) <u>Public Art</u> – coordinated effort to place art with purpose

   d) <u>Giving</u> to the Community – economic development, beauty, neighborhood improvement, health and human support; feeding wellbeing "body, mind and soul"

Individual goals (intended results)

1) Churches & Faith-based organizations
   a) Bring together people from the neighborhood and across the entire region to the center of the city to worship, volunteer, donate, belong
   b) Reach people beyond downtown
   c) Engage a younger demographic
   d) Be "seven days a week" churches
   e) Support the neighborhood and the people within the neighborhood
   f) Improve traffic and access
   g) Leverage and "piggy back" neighborhood work to also improve their properties
2) Business and Cultural entities
   a) Alleviate concerns about traffic and access to properties—particularly from I-35
   b) Build relationships with people in the neighborhood
   c) Create a sense of neighborhood identity and pride for those working here
   d) Increase overall patronage, growing healthcare, entertainment, hospitality, retail