



JASCULCA TERMAN
STRATEGIC COMMUNICATIONS

River Forest Community Dialogues – 10.24.24 – 100 Block of Ashland
Notes from Resident Comments

Who was in attendance?

- 11 residents
- Matt Walsh (Village Administrator)
- James Chase & Nell DeCoursey Brennan (Jasculca Terman Strategic Communications)

River Forest General

- What do people like?
 - RF is close to the city and transit
 - Feels suburban, but still urban
 - Quiet and peaceful, walkable communities
 - Safe community
 - Beauty of RF, great outdoor space
 - School system
 - Progressive community, culturally diverse
- What is missing in RF?
 - Vibrant downtown, like Forest Park and Oak Park
 - How can we stimulate what already exists?
 - Public Park facilities – have to travel to other villages for that, for example a swimming pool
 - Sports spots for kids
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Concerns and Wants Re: Madison & Ashland

- Community Benefit – put something in that helps community, rather than only an economic boost
 - Recreation Center—current Community Center is outdated and lacks many modern amenities
 - Pool
 - Community garden / green space
- Mixed-Used Condos with commercial on the bottom was supported by some voices
 - Some feel that expensive condos on that corner would not be purchased – there is nothing to look at or spend money on around there
- Townhouses
 - Some feel that they don't generate enough taxes, but there was support for this over condos/apartments
 - Helps control the traffic a little bit

- Could bring families in who will commit to the Village, potentially buy a home down the line
- Housing, General
 - Fear about space in schools and growing population, though many participants understand limited housing available for those interested in moving here
 - Opportunity for more affordable options (not Govt. definition affordable but compared to the area)
 - Concern about the impact it would have on the plots right next to it
- Restaurants / Commercial
 - There have been lots of turnover in the area – concern about putting something in and demand not being present
 - Questions about data that would push towards an understanding of why certain businesses succeed and prosper, while others fail
- Already existing stores around Madison feel random – area should be developed more strategically and stimulate what already exists
- Parking/Traffic
 - Parking and controlling the traffic is one of the biggest concerns when thinking about what gets developed there
 - Must do something to limit congestion/worsening of this problem
 - People are not following the rules it seems when driving around here
 - One voice mentioned opportunity for parking structure to be developed
- Aesthetics
 - Whatever gets built needs to align with the aesthetics of the community – i.e. big, tall high-rises don't fit in with the feeling of River Forest

Other

- Lake & Lathrop
 - This space makes more sense for a condo development, the problem with it was the current developer
 - Higher-end condos
- Communication moving forward
 - Important for more meetings like these moving forward
 - Transparency from interest/what is going on the developer's end
 - Feeling they can talk all they want, but what a developer wants is what matters – community wants to see developer plans and input
- Traffic/Speeding Around the Village
 - Major area of concern from all community members
 - Lots of accidents and speeding recently
 - South RF have to cross two big, busy streets for school, and it has only become worse over time
- Empty homes around RF
 - Fallen into disarray, not being repaired

- There should be an opportunity to turn these over/make them something affordable