



## VISION CLARK STREET MASTER PLAN - ACTION ITEM PRIORITIES and UPDATES

### PROMOTION CREW

#### Brand & Identity

Recommendation	Partner	News/Update (as of 8/15/2018)	9/18/2018	News/Update (as of 10/16/2018)	News/Update (as of 2/13/19)
Create a brand guide	RPBA - The Lakota Group	Hired a design firm, The Lakota Group, to create brand guide, scheduled to be finalized at the end of September, 2018.	Brand guide is complete! RPBA has all the files in their possession. Crew will discuss unveiling of logo to the community at next meeting.	New logo was posted on Vision Clark Street Facebook page. Stickers of logo have been printed and distributed at Taste of Clark Street 2018.	Business and property owners provided with brand guide to use in promotions.
Employ short-term placemaking strategies	RPBA - local business owners	Crew developing a placemaking event/activity on Greenleaf between Ravenswood and Clark.	Ongoing	Crew went on a short walking tour to pick a place for a placemaking event.	Crew selected Greenleaf between Clark and Ravenswood for event. Subcommittee comprised of business owners, crew members, residents and RPBA staff has formed. Event planning is underway.
Ensure that Rogers Park/Clark Street is regarded as a safe place to live and shop	RPBA - community - 24th District Police	Pending	Pending	Pending	Crew requesting crime data from CPD. Data received will be reviewed and strategies to understand and communicate data will be developed.
Design and implement a wayfinding and signage plan	RPBA - CDOT - Union Pacific	Crew created a list of destinations to highlight on Clark Street. RPBA submitted a \$10,000 funding request to Union Pacific to cover the cost of this project.	RPBA received a grant of \$2500 from Union Pacific which is not enough to cover a wayfinding project. The grant funding is being diverted to another strategy and will be used to paint a mural near Metra station.	Ongoing	Ongoing
Implement historical signature plaques	RPBA	Researching funding options	Ongoing	RPBA and Rogers Park West Ridge Historical Society (RPWRHS) agree to collaborate.	Ongoing
Extend the brand into the public realm	RPBA	RPBA received grant of \$2,500 from LISC/Groupon to paint a brand reflecting mural in Clark Street commercial core.	RPBA received additional funding from Union Pacific for mural installation.	Site identified for mural installation.	Mural RFP is out, deadline for submissions is Feb. 28, 2019. Site selected is sidewalk on Lunt Ave. at 6978 N. Lunt.

**DESIGN I CREW**

**Private Sector Improvements**

<b>Recommendation</b>	<b>Partner</b>	<b>News/Update (as of 8/15/2018)</b>	<b>News/Update (as of 9/18/2018)</b>	<b>News/Update (as of 10/16/2018)</b>	<b>News/Update (as of 2/13/19)</b>
Stay in touch with property owners	RPBA - 49th Ward staff - property owners	Initially focusing on the boundaries between Morse and Estes, every property owner/PIN owner will be presented with pertinent details from the Vision Clark Street Master Plan via RPBA and Alderman's office.	All property and PIN owners located in the Clark commercial corridor between Pratt and Touhy invited to a presentation of the Vision Clark Street Plan.	Ongoing	Presentation to Clark Street property owners to share the Vision Clark Street Master Plan complete. Ten property owners attended.
Promote SSA #24's programs	RPBA - local business owners	The Business Improvement Program promoted by SSA manager. Three reimbursements awarded.	Ongoing	Ongoing	Ongoing
Improve vacant storefronts	RPBA - local artists - property owners	RPBA identifying vacant storefronts for improvement. Researching options for artistic elements to post in vacant storefront windows; may include collaboration with RPWRHS.	RPBA and RPWRHS considering a possible partnership to install historical stories on decals over vacant storefront windows. May partner with S & C Electric as well.	Ongoing	Ongoing
Write storefront design guidelines	RPBA - NU KICC Program	RPBA selected by Northwestern University's Kellogg Impact Consulting Club Team which will create storefront improvement design guidelines. The project is scheduled to be completed by the end of 2018.	Project begins at the end of September, 2018	Project in process, results will be unveiled in December, 2018	Project results will provide content for a storefront improvement design guidelines booklet to be published in 2019.
Introduce "People Spots"	RPBA	RPBA submitted unsuccessful grant application to AARP.	Funding and installation research ongoing.	Funding and installation research ongoing.	Project re-assigned to Design II Crew.
Implement an adaptive use program	RPBA	Pending	Pending	Pending	Pending

**DESIGN II CREW**

**Public Sector Improvements**

<b>Recommendation</b>	<b>Partner</b>	<b>News/Update (as of 8/15/2018)</b>	<b>News/Update (as of 9/18/2018)</b>	<b>News/Update (as of 10/16/2018)</b>	<b>News/Update (as of 2/13/19)</b>
Install bump-outs	RPBA - CDOT - 49th Ward Office	Proposed project on ballot in 49th Ward Participatory Budgeting, not selected for funding. CDOT states it cannot approve since Clark Street is a snow route.	Research re: bump-out installation on snow routes continues.	Research re: installation of temporary bump-outs.	RPBA conferred with Lincoln Park Chamber of Commerce which successfully installed temporary bump-outs re: best practices and costs. Project costs will be at least \$120,000.00.
Improve pedestrian crossings near CMSA via speed table installation	RPBA - CTA - CDOT - 49th Ward Office	Proposed project on ballot in 49th Ward Participatory Budgeting, not selected funding. CDOT states it cannot approve since Clark Street is a snow route.	Research re: pedestrian crossing interventions on snow routes continues	Engage with CDOT to explore options make intersection safer for pedestrian crossings	CDOT will propose an come up with an alternative intervention including costs.
Design temporary crosswalks	RPBA - CDOT - 49th Ward Office	Proposed project be in 49th Ward participatory budgeting but was not selected to be on ballot.	CDOT recommended RPBA apply to Make Way For People Program for funding.	RPBA developing proposal and budget.	Ongoing
Replace dead/dying trees	RPBA - 49th Ward Office	Submitted list of current dead, dying and empty tree pits to 49th Ward Office.	Ongoing	Ongoing	Trees scheduled to be replaced in Spring 2019.
Engage Metra/Union Pacific	RPBA - Metra, Union Pacific	Pending	RPBA met with rep from UP.	Pending	Pending
Engage CDOT	RPBA - CDOT	RPBA and Design II Crew members have met with CDOT various times to discuss Vision Clark Street Master Plan's recommendations which require CDOT's input.	RPBA continues to communicate with CDOT re: the Plan.	Ongoing	Ongoing
Enhance transit plaza: Improve the operations and usage of transit plaza at Arthur and Clark.	RPBA - CTA - CDOT - 40, 48 & 49th Ward Aldermen	Requested changes to CTA bus turnaround at Clark and Arthur including modernization of the terminal are pending.	A meeting between CTA, CDOT and RPBA will take place for CTA and CDOT to consider project.	RPBA and 49th Ward staff met with CTA liaison	CTA states bus reversal may not be feasible. CDOT proposing Clark/Devon gateway and bus terminal improvements for TIF funding.

**ECONOMIC VITALITY I CREW**

**Zoning and Land Use**

<b>Recommendation</b>	<b>Partner</b>	<b>News/Update (as of 8/15/2018)</b>	<b>News/Update (as of 9/18/2018)</b>	<b>News/Update (as of 10/16/2018)</b>	<b>News/Update (as of 2/13/19)</b>
Promote development of key opportunity sites	RPBA - ZALUAC	Presented and approved at 49th Ward Alderman's Zoning and Land Use Advisory Committee (ZALUAC) in May of 2018.	Ongoing	Ongoing	Ongoing
Consider ground-floor residential for the North and South Gateway of Clark Street	RPBA - ZALUAC	Presented and approved at 49th Ward Alderman's ZALUAC meeting in May of 2018.	Ongoing	Ongoing	Ongoing
Establish P-Street designation	RPBA - CTA - CDOT - 40, 48 & 49th Ward Aldermen	Presented and approved at 49th Ward Alderman's ZALUAC meeting in May of 2018. Alderman held a community meeting. Alderman's decision pending.	49th Ward Alderman has presented P-Street designation proposal to City Council.	P-Street designation approved by City Council.	Complete
Assist with redevelopment of key opportunity sites	DPD - property owners - RPBG - ZALUAC - Alderman's office	Added to work plan 2/12/19.	Added to work plan 2/12/19.	Added to work plan 2/12/19.	Added to list of 2019 projects on 2.12.19. Crew will begin with Byline Bank properties.

**ECONOMIC VITALITY II CREW**

**Economic and Business Development**

Recommendation	Partner	News/Update	News/Update (as of 9/18/2018)	News/Update (as of 10/16/2018)	News/Update (as of 2/13/19)
Increase sales distribution channels	RPBA	Pending	Plan to create an info sheet to hand out to all businesses describing the do's and don'ts when utilizing home delivery services like GrubHub and UberEats.	Pending	Pending
Establish benchmarks to measure progress	RPBA	Pending	Continue to use RPBA's annual survey with Clark Street's surveys identified.	Ongoing	Ongoing
Define Clark Street's trade area	RPBA	Pending	Crew will collect data from specific businesses to map out trade area and collect zip codes from customers.	Ongoing	Ongoing
Provide one-on-one technical assistance to businesses	RPBA	Ongoing	Business owners being surveyed to identify top three topics that will help them develop their business.	Ongoing	Ongoing. Results will inform next steps for technical assistance.

