



Renderings of proposed streetscape improvements along Clark Street in Rogers Park, utilizing new branded banners, art-filled crosswalks, wayfinding kiosks, landscaping, creative public seating and upgraded building facades, from the Vision Clark Street Master Plan released by Rogers Park Business Alliance.

Press Contacts: Elizabeth Neukirch/Kessel Cherney | The Silverman Group, Inc.
312.932.9950 | elizabeth@silvermangroupchicago.com

FOR IMMEDIATE RELEASE

[Renderings of proposed Vision Clark Street projects available here >>](#)

Rogers Park Business Alliance unveils first Vision Clark Street Master Plan strategic plan for business corridor

Key plan recommendations include:

- **creating a Clark Street gateway at the Rogers Park Metra stop with new branded walkways, planter boxes, murals and wayfinding signs**
- **adding vibrant public art, such as “People of Rogers Park” portrait displays, to vacant storefronts to increase visibility**
- **transforming the CTA transit plaza at Clark Street and Arthur Avenue by reversing bus flow and adding landscaped medians and parklets**

CHICAGO (April 19, 2018)— **Rogers Park Business Alliance (RPBA)** is proud to announce its first [Vision Clark Street Master Plan](#), a ten-year strategic plan for the Clark Street business corridor spanning Devon Avenue to Howard Street. The plan’s unveiling comes on the heels of RPBA’s 25th anniversary as the nonprofit chamber of the diverse Rogers Park neighborhood, for which it leads community development efforts. RPBA is the sole service provider and administrator for all four Special Service Areas (SSAs) in Rogers Park: [Howard Street SSA #19](#), [Clark/Morse/Glenwood SSA #24](#), [Devon Avenue SSA #43](#) and [Sheridan Road SSA #54](#).

RPBA worked alongside local businesses and residents for more than a year to develop key Vision Clark Street recommendations including: **creating a gateway at the Rogers Park Metra stop** utilizing newly developed Clark Street branding for walkways, planter boxes, murals and wayfinding signs; **adding vibrant public art to vacant storefronts**, such as “People of Rogers Park” portrait displays, to increase visibility for prospective tenants; and **transforming the CTA plaza at Clark Street and Arthur Avenue** by reversing bus flow and adding landscaped medians and parklets. Other projects and initiatives recommended in the plan range from helping businesses buy their buildings/storefronts to designing and implementing a wayfinding and signage plan throughout the corridor.

In addition to Vision Clark Street, RPBA has led numerous Rogers Park strategic planning efforts in its 25-year history, including development guides for commercial corridors along Morse Avenue, Howard Street, Western Avenue and Sheridan Road. A full copy of the Vision Clark Street Master Plan is available for download at rpba.org/planning-for-the-future.

“Clark Street is a critical artery running through the center of our community, home to many entrepreneurs and small businesses who bring energy and talent to Rogers Park,” says RPBA Executive Director **Sandi Price**. “Our Vision Clark Street plan supports development and enhances public spaces while building on Clark Street’s transportation assets. We’re already in conversation with the CTA about transforming the Clark and Arthur plaza, and are preparing to unveil our new Clark Street branding throughout the corridor in the form of walkways, murals, planter boxes, parklets and street signage.”

RPBA incorporated a comprehensive community engagement process to create the Vision Clark Street Master Plan, including a sequence of community open houses, a project website and one-on-one interviews with a diverse group of stakeholders including business and property owners, residents, neighborhood organizations and 49th Ward Alderman Joe Moore. Throughout this process RPBA worked closely with a steering committee of stakeholders from the Clark Street corridor and project consultants from The Lakota Group design and urban planning firm.

About Rogers Park Business Alliance

Celebrating its 25th anniversary in 2018, Rogers Park Business Alliance (RPBA) is the nonprofit chamber of Chicago’s diverse Rogers Park neighborhood. Its mission is to cultivate and sustain a thriving economic environment in Rogers Park, serving businesses and residents with a variety of public events and business initiatives. RPBA programs include the GROW entrepreneurial training program, the Glenwood Sunday Farmers Market and Taste of Clark Street. For more information, visit RPBA.org.

#