

HOWARD STREET

SSA #19 Renewal

March 5, 2020 | Willye B. White Park Field House | Advisory Committee Meeting #1



Meeting Purpose: *The Howard Street Special Service Area #19 has provided a means to organize services that benefit local businesses, CTA riders, and residents and customers since 1997. The largely successful Howard Street SSA is due to expire at the end of 2020 and local businesses have expressed interest in renewing the SSA. Recognizing the benefits of SSAs, businesses surrounding the Jarvis CTA Station have also expressed interest in joining the SSA. Per City of Chicago requirements, the SSA must undergo a Reconstitution, or renewal, process in order to extend the life of the SSA (and reconfigure boundaries) up to a maximum of 15 years.*

This meeting is the first of several public meetings that will be organized throughout the renewal process to provide information generally about SSAs, information about the Howard Street SSA reconstitution process, and gather input from businesses, property owners, and residents about the types of services that are needed and desired to continue to build on the vibrancy and charm of Howard Street.

SSA #19

Vision Statement:

"Howard Street at the Lake: A destination where history, art, and culture come alive."

Attendees

Torrence Gardner, 49th Ward
Lorraine Dostal, Resident, Jarvis Square
Charlotte Watkins, Lost Eras, SSA #19 Commissioner
Carrie J. Sullivan, Factory Theater, SSA #19 Commissioner
Church Patella, Howard Street Brewing
Bob Copeland, Keller Williams Realty
Maxine Bailey, Howard Area Community Center
Jay Johnson, Cornerstone Investment Group, LLC
Mark Roschen, Assistant Commissioner, City of Chicago Dept. of Planning and Development

Karen Forté, Project Manager, Bureau of Economic Development, City of Chicago Dept. of Planning and Development
Cindy Plante, Economic Development Manager, Rogers Park Business Alliance
Sandi Price, Executive Director, Rogers Park Business Alliance
Scott Goldstein, Teska Associates, Inc.
Erin Cigliano, Teska Associates, Inc.
Carol Brobeck, Teska Associates, Inc.

Cindy Plante of Rogers Park Business Alliance (RPBA) welcomed attendees and asked everyone to provide a quick introduction. Then Mark Roschen, Assistant Commissioner of the City of Chicago's Department of Planning and Development, gave a presentation about Special Service Areas (SSAs) within the City of Chicago. '

Key Takeaways:

- 50+ active SSAs in the City of Chicago
- 2020 Budgets total \$28.7 million
- Median Budget is equal to \$496,524
- Popular services include Landscaping, Special Events and Holiday Decorations etc.
- Rebates for security cameras are becoming an increasingly common form of addressing safety concerns
- Once establish, renewals of SSAs can be extended for 15 years
- DPD requires a minimum of two (2) community meetings to discuss the proposed SSA renewal
- Signatures of support from at least 20% of the PINs within the proposed SSA boundaries (taxpayers)
 - Minimum of 10% by June 12th
 - Entire 20% by August 3rd
- Formal public hearing to (re)constitute SSA held during the fall in City Council Chambers

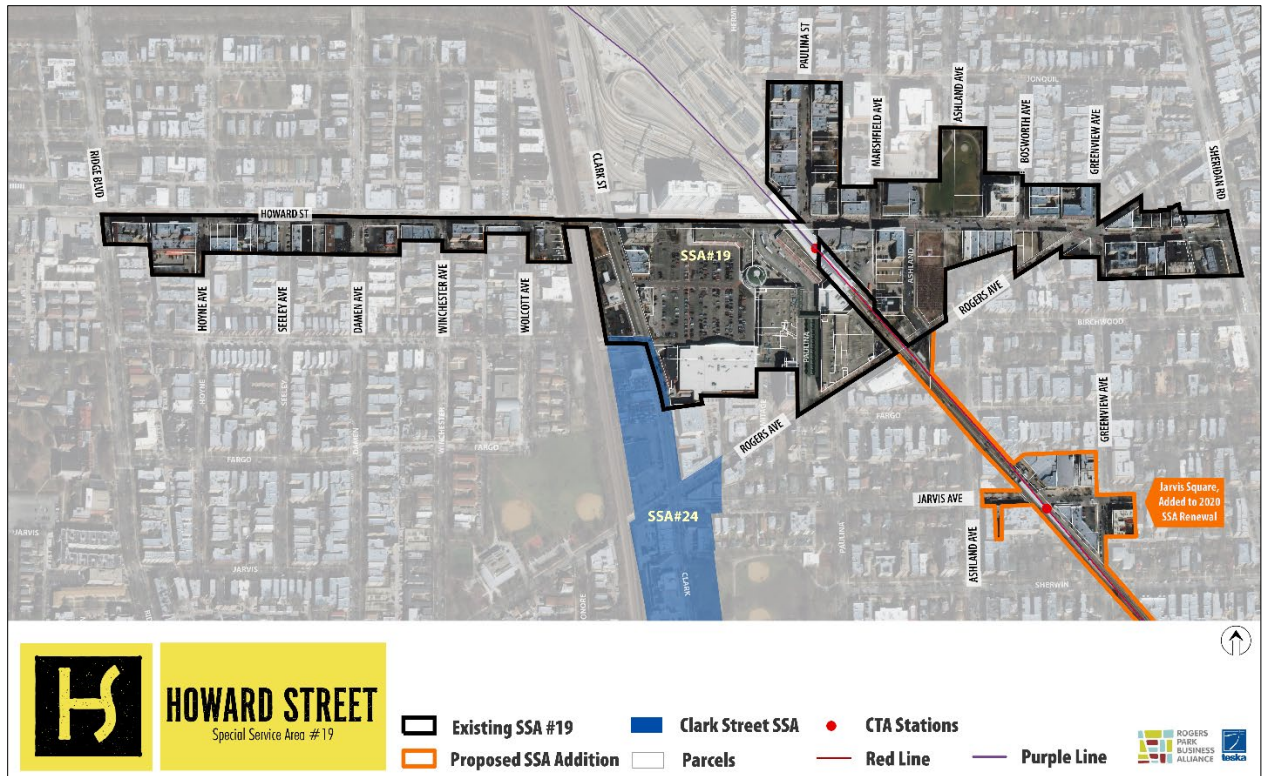
Stay Connected + Learn More about the SSA #19 Renewal Process: <https://rpba.org/ssa-19-renewal/>

Cindy introduced Scott Goldstein and Erin Cigliano of Teska Associates, Inc., the consultant firm retained to guide the Howard Street SSA Renewal process. Erin gave a presentation about the efforts and successes of the Howard Street SSA to date and spoke about the tangible impacts of SSAs—from snow removal to holiday decorations to public art.



Erin then spoke about the outreach and engagement plan for the Howard Street SSA Renewal. The process will include meetings with the advisory committee, informal meetings with local business and property owners, and two community meetings. In addition, there is a project website accessible via RPBA’s Special Service Area landing page (<https://rpba.org/special-service-area/>) where general information about the renewal process, meeting dates / locations, documents, maps and updates will be posted.

One notable change for the Howard Street SSA is the proposed inclusion of Jarvis Square businesses. Business owners approached RPBA about joining the SSA and Erin and Cindy met with business owners on Tuesday, March 3, 2020 to learn more about what they are already doing and what services they would like to see as a part of the SSA. Overall, an extension of services to Jarvis Square would likely be a minimal cost increase and the two areas benefit from each other’s success. The proposed boundaries of the SSA upon renewal, which include Jarvis Square businesses, are illustrated in the following map:



Scott then asked attendees to share what they view to be the successes and challenges of the Howard Street SSA.

Successes:

- Chalk Fest – brought new people to the area
- Beautification – planters, banners
- Holiday decorations – partnered with Evanston to create more cohesion along Howard Street
- Branding
- Public Art/Murals
- Business rebate program for improvements
- Snow removal
- Perception of the area has improved

Ongoing Challenges:

- Persistent storefront vacancies – owners are granted tax benefits for vacancies reducing incentive to fill spaces
- Absentee property owners/landlords
- Perception of danger & crime, including persistent loitering

The benefits of an SSA are the direct result of the collective funding for services that the tax and other sources of revenue provides—just under \$400,000. Scott provided a brief overview of the types of services provided through the Howard Street SSA 2019 budget:

CATEGORY	2018 Levy	Other Sources	Total
1. Customer Attraction	\$96,038	\$78,538	\$174,576
2. Public Way Aesthetics	\$75,267	\$30,057	\$105,324
3. Sustainability & Public Places	\$2,500	-	\$2,500
4. Economic / Business Development	\$13,000	\$4,000	\$17,000

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5. Safety Programs	\$10,500	\$1,000	\$11,500
6. SSA Management	\$29,250	-	\$29,250
7. Personnel	\$55,184	-	\$55,184
Total	\$281,739	\$113,595	\$395,334

The established tax rate cap for the SSA is 0.833%, though the SSA only taxed at a rate of 0.67% in 2019. Scott provided example dollar amounts for typical storefronts at the maximum tax rate.

HOWARD STREET SSA #19

Tax Rate Cap	0.833%
2019 Tax Rate	0.67%

Examples

\$50,000 EAV x 0.00833	\$335 annually
\$100,000 EAV x 0.00833	\$670 annually

Scott spoke to the importance of setting a tax rate cap that is reflective of the funding needed to provide for the unique service needs of SSA #19. The purpose of engagement and outreach as part of the renewal process is to determine what those unique needs are and build a budget that is reflective of those needs. The tax rate is then determined as a direct reflection of the anticipated budget. As part of the reconstitution, the Advisory Committee will recommend a tax rate cap and each year the SSA Board must present a budget and recommended tax rate (at or below the cap) to the City Council for approval.

The meeting was then opened up for general discussion, questions and comments:

"How many PINs are there in the proposed district?"

We do not yet have complete a complete dataset of PINs. We will have the number of PINs and additional information at the second Advisory Committee meeting.

"Do renting business owners have an opportunity to vote for the SSA?"

No, but we find that landlords of commercial spaces tend to pass along costs to their tenants, therefore when their tenants express interest in the establishment or renewal of an SSA, landlords tend to support the SSA.

"Do residential condo owners receive benefits from the SSA as well? Do they understand the services that benefit them that are the result of the SSA such as landscaping and snow removal?"

Yes, residential condo owners in the existing Howard Street SSA understand that they benefit from services provided by the SSA and the Board is required to have a resident to represent the interests of residential property owners.

"How can out-of-state or out-of-country property owners sign in support of the SSA?"

The City of Chicago will accept photocopies of physically signed forms.

"Are materials and the website going to be available in multiple languages? There is likely a need for materials in Korean and French."

The consultant team recognizes that Howard Street is made up of a variety of cultures and languages. The team will work with RPBA to determine the needs for outreach in other languages.

"Jarvis Square businesses already organize and pay for their own events—will they expect those to be paid for and organized by the SSA upon inclusion?"

The SSA Board collectively determines the proposed budget each year for the SSA, which is then approved by the City Council.

"How will funds be allocated to the Jarvis Square area compared to the existing SSA area?"

The SSA Board typically includes representatives from different areas and interests (e.g. residential condo owner) so that the needs and interests throughout the SSA are well represented.

“The characters of Howard Street and Jarvis Square are distinct—how will the SSA function in these two areas? Will each retain separate identities?”

The SSA would not attempt to change the character of each area. Instead, the SSA would be able to ensure that Jarvis Square receives the same services more efficiently given its proximity reducing the need for separate contracts.

Timeline & Next Steps:

- Advisory Committee Meeting #2
 - 8:30 am | March 18th, 2020 | The Factory Theater, 1623 Howard St., Chicago
- Ongoing Data Analysis (Teska)
- Ongoing Outreach & Engagement (Teska)

