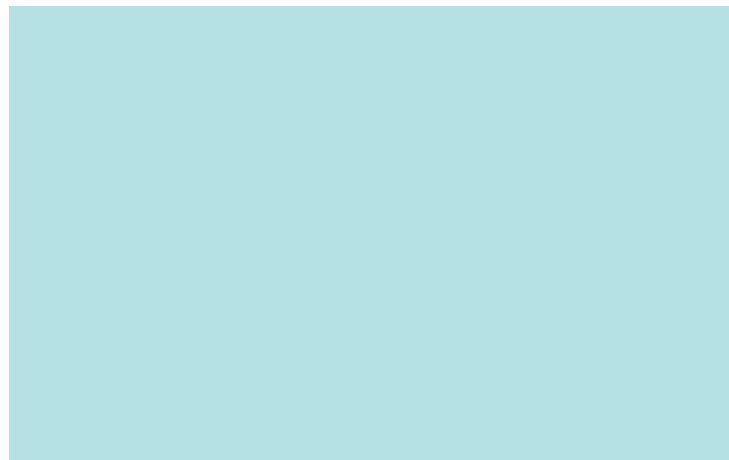


HOWARD STREET + MORSE AVENUE 15 YEARS OF SUCCESS



In 2006, Rogers Park Business Alliance (RPBA), the business, community and economic development organization of Rogers Park, collaboratively developed a commercial district plan for Howard Street and Morse Avenue.

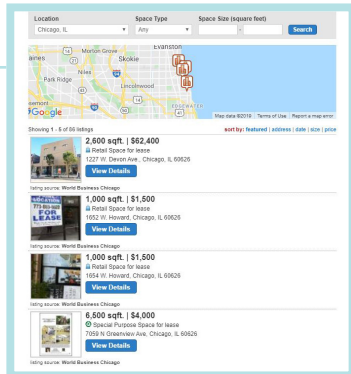
Both streets had suffered from decades of commercial disinvestment and clear strategies were needed to revitalize and renew them. RPBA committed to a course of action that addressed previous plans shortcomings by creating a planning process that was broad and inclusive with specific measurable outcomes and implementable recommendations.

In 2021, the Commercial Corridor Plan for Howard Street and Morse Avenue was updated to reflect the current needs of the commercial districts. This review is a snapshot of many of the implemented recommendations from the original plan created 15 years ago.

2021 REVIEW OF HOWARD STREET + MORSE AVENUE

SHOPPING MIX

- Hosted a minimum of 4 business attraction/ seminars annually
- Updated vacancy list annually and made it available online
- Created a Business Attraction Committee to balance business mix along commercial corridor
- Targeted festivals and promotions towards customers that each district currently attracts and found ways to build area identities
- Collaborated on promotional activities in order to strengthen the positive image of Rogers Park and promoted the commercial districts
- Joined and actively supported campaigns to shop locally, advocated for local spending and demonstrated impact on communities financial health
- Created a shopping rebate program within the SSAs
- Organized and expanded RPBA workshops and trainings for business owners and entrepreneurs
- Coordinated a co-operative marketing campaign for participating retailers in Rogers Park through local media as well as regional news

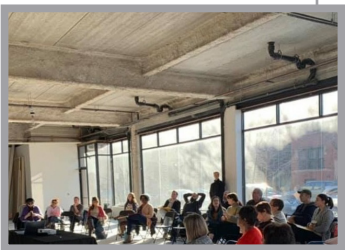


DESIGN AND APPEARANCE

- Improved the appearance of the streets and buildings to cultivate a distinct streetscape that identified and encouraged more pedestrian activity through better signs, greater cleanliness and physical improvements
- Developed and administered a Business Improvement Program which provided funding to local property owners to improve facades, remove metal gates, etc.
- Developed a handbook of recommendations for general design and appearance
- Expanded and maintained existing landscaping efforts with elements such as additional planters and flower boxes that developed a unique and vibrant identity for each commercial area
- Coordinated streetscaping, landscaping, holiday decorations and banners that branded the commercial areas
- Identified opportunities in all districts for local art, such as murals, painted street furniture, and sculptures. Work was done by local artists as much as possible

PUBLIC SAFETY

- Supported efforts to implement evening/after hours events in commercial districts, parks, etc.
- Advocated for deployment of police foot patrols and other resources to address hot spots and safety concerns
- Regularly promoted positive stories about Rogers Park through local and regional publications. Developed relationships with local media
- Pursue security measures such as: cameras, increased police presence, and lighting in the commercial districts



COMMUNITY DEVELOPMENT

- Encouraged existing nonprofit organizations located in the commercial districts to offer classes, work shops, and other opportunities to residents for learning, growth and discovery.
- Hosted affordable housing and transit-oriented development workshops for the community.