



**VISION CLARK STREET MASTER PLAN  
ACTION ITEM PRIORITIES and UPDATES  
December 2020**

**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)	News/Update (as of 4/23/19)	News/Update (as of 7/3/19)	News/Update (as of 12/31/20)
<b>Create a brand guide</b>	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.	Brand being used for all collateral on Clark Street.	Complete. Brand being used for all collateral on Clark Street.	Complete. Brand being used for all collateral on Clark Street.
<b>Employ short-term placemaking strategies</b>	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.	Greenleaf Festival is being planned for Saturday, August 24, 2019 from 12 to 8 p.m. Details pending.	Greenleaf placemaking event postponed to 2020. Now RPBA is helping organize the placemaking event on National Night Out, August 6, 2019 from 6 - 8. Local businesses are invited to participate. In addition, we have collaborated with RogersEdge and CPD to activate 24th district plaza with two movies in the park during the summer of 2019.	Local businesses have taken it upon themselves to organize events themselves. However, due to Covid-19 nothing has been planned since Taste of Clark Street 2019.
<b>Ensure that Rogers Park/Clark Street is regarded as a safe place to live and shop</b>	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.	Date received from CPD, Crew will analyse and proceed. Crew planning to program CPD plaza as placemaking effort		Pending
<b>Design and implement a wayfinding and signage plan</b>	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	Researching wayfinding pricing, permitting and currently writing grants for funding.	Pending	A pilot program was launched in 2020 where temporary signage was placed along Clark Street directing people to key places along Clark Street.
<b>Implement historical signature plaques</b>	RPBA	Researching funding options	Ongoing	RPBA and Rogers Park West Ridge Historical Society (RPWRHS) agree to collaborate.	Ongoing	Ongoing		Will address in 2021.
<b>Extend the brand into the public realm</b>	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.	Mural artist selected. Mural will begin installation in May of this year. Mural announcement will be released after May first.		Mural was painted on Greenleaf and Clark in the year 2020, brand colors were used as inspiration.

**DESIGN I CREW**

**Private Sector Improvements**

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<b>Stay in touch with property owners</b>	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.	Ongoing	Crew needs volunteers. Pending.	Intern has been hired to work on this project in 2021. Pending.
<b>Promote SSA #24's programs</b>	RPBA - local business owners	The Business Improvement Program promoted by SSA manager. Three reimbursements awarded.	Ongoing	Ongoing	Ongoing	Ongoing	So far 3 BIPs have been awarded with about 4K in reimbursements.	4 BIPs were awarded in 2020 with a total of \$6,505.00 reimbursed.
<b>Improve vacant storefronts</b>	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	Ongoing	Crew needs volunteers. Pending.	See storefront improvement guidelines below.
<b>Write storefront design guidelines</b>	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.	Document is in the production process. Expect it to be published by fall of 2019.	Document is in the production process. Expect it to be published by fall of 2019. Content is complete, including spanish translation. A designer has been retained. A workshop on "Top Ten Tips to Improve Your Storefront" will be organized along with the unveiling of the document.	Document will be printed in 2021. Design 1 will implement a plan for disbursement.
<b>Introduce "People Spots"</b>	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.	Project re-assigned to Design II Crew.	Project re-assigned to Design II Crew.	Project re-assigned to Design II Crew.
<b>Implement an adaptive use program</b>	RPBA	Pending	Pending	Pending	Pending	Pending	Crew needs volunteers. Pending.	Crew needs volunteers. Pending.

**DESIGN II CREW**

**Public Sector Improvements**

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<b>Install bump-outs</b>	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.	Ongoing	Ongoing	Ongoing
<b>Improve pedestrian crossings near CMSA via speed table installation</b>	RPBA - CTA - 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: 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.	Pending	Pending	Pending. CDOT informs that the project is due for construction in Spring of 2021.
<b>Design temporary crosswalks</b>	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	Ongoing	RPBA is in constant communication with CDOT about permission to install decorative crosswalks at Lunt and Greenleaf/ Ravenswood. City is currently running a pilot program with North Halsted, which will dictate what we will be allowed to install in Rogers Park.	At the moment this project is not being prioritized since CDOT is working on Clark and Devon.
<b>Replace dead/dying trees</b>	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.	Trees scheduled to be replaced in Spring 2019.	Trees scheduled to be replaced in Spring 2019.	Trees scheduled were replaced in Spring 2019.
<b>Engage Metra/Union Pacific</b>	RPBA - Metra, Union Pacific	Pending	RPBA met with rep from UP.	Pending	Pending	RPBA actively preparing application for federal funding for a complete renovation of the Rogers Park Metra Station	RPBA actively preparing application for federal funding for a complete renovation of the Rogers Park Metra Station. There are two RPBA staff members and three interns currently working on preparing a case to present to a potential sponsor in order to comply with application requirements. Application for funding is due in 2021.	Metra already has Rogers Park on its list of stations to renovate. Therefore this project is off the table.
<b>Engage CDOT</b>	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	Ongoing	Ongoing	Ongoing
<b>Enhance transit plaza: Improve the operations and usage of transit plaza at Arthur and Clark.</b>	RPBA - CTA - CDOT - 40, 48 & 49th Ward Alderperson	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.	TIF Taskforce has approved \$3.8 Million for the reconstruction of the Clark/Devon Gateway, including new streetscape, new lighting, new bus terminal and a neighborhood identifier. Groundbreaking is expected in 2020.	TIF Taskforce has approved \$3.8 Million for the reconstruction of the Clark/Devon Gateway, including new streetscape, new lighting, new bus terminal and a neighborhood identifier. Groundbreaking is expected in 2020. Design firm will be hired in late summer, after which the planning of community meetings will begin.	TIF Taskforce has approved \$3.8 Million for the reconstruction of the Clark/Devon Gateway, including new streetscape, new lighting, new bus terminal and a neighborhood identifier. Groundbreaking is expected in 2020. Design firm will be hired in late summer, after which the planning of community meetings will begin.

**ECONOMIC VITALITY I CREW**

**Zoning and Land Use**

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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	Ongoing	Ongoing	RPBA's Planning and Development Committee has included this in its workplan for 2021.
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	Ongoing	Ongoing	RPBA's Planning and Development Committee has included this in its workplan for 2021.
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	Complete	Complete	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.	Ongoing	Ongoing	RPBA's Planning and Development Committee has included this in its workplan for 2021.

**ECONOMIC VITALITY II CREW**

**Economic and Business Development**

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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	Pending	Creating an info sheet for businesses to reference when choosing to contract with a food delivery service company.	Crew has not met since 2019 due to Covid, however, RPBA is always assisting businesses with Economic Vitality.
Establish benchmarks to measure progress	RPBA	Pending	Continue to use RPBA's annual survey with Clark Street's surveys identified.	Ongoing	Ongoing	Ongoing	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	Data collection is currently happening at several businesses on Clark Street.	Data collection is currently happening at several businesses on Clark Street.	Crew has not met since 2019 due to Covid-19, however, RPBA is always assisting businesses with Economic Vitality.
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.	Ongoing. Results will inform next steps for technical assistance.	"Use of Technology" is the most popular category that businesses need assistance with. One on One technical assistance pilot program is being planned to begin in July. Businesses will get a 1 hour intake/assessment session with a technology expert to assist them with getting the information they need to better equipped to grow their business.	Crew has not met since 2019 due to Covid, however, RPBA is always assisting businesses with Economic Vitality.

