




WELCOME TO *Rogers Park*

We're delighted to introduce our Welcome Packet, an invaluable resource designed specifically for small business owners like yourself. This guide is packed with essential information about our programs and guides to best practices. Consider this packet your go-to companion.

Additionally, you'll find insightful details about our organization, our mission, and how we're dedicated to supporting businesses like yours.

We're excited to be part of your success story.



Rogers Park Business Alliance (RPBA) is a 501c3 non-profit organization established in 1993. RPBA works in the areas of business, community and economic development. We employ a professional staff and are governed by a volunteer Board of Directors composed of local business owners, residents and other stakeholders.

Mission

Rogers Park Business Alliance cultivates and sustains a thriving economic environment in Rogers Park, serving businesses and residents.

Vision

An ideal Rogers Park offers diverse businesses, arts, cultural and recreational activities, good schools, safe streets, excellent transportation and sustainable practices for all of its residents and visitors.



Resources

Membership: www.rpba.org/become-a-member

Small Business Assistance: : www.rpba.org/business-assistance

Special Service Areas: www.rpba.org/special-service-area

Shop Local Campaigns: www.rpba.org/shop-local-campaigns

[49th Ward Office](#)

[Department of Buildings](#)

[Department of Business Affairs & Consumer Protection \(BACP\)](#)

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ROGERS PARK BUSINESS ALLIANCE



Strengthening
Business

Building
Community

Rogers Park is one of the most culturally diverse communities in Chicago. As an organization, Rogers Park Business Alliance (RPBA) is proud to represent the business community for more than 25 years.

We continue to develop initiatives that reach businesses regardless of business address or primary language.

Entrepreneurial training programs and neighborhood enriching initiatives are created to sustain a vibrant community that grows and thrives together.

What else do we do? Below is a list of initiatives, programs and projects that are ongoing.

Strengthening Business

- Money management including assistance with grant & loan applications
- GROW/PROGRESANDO entrepreneurial training program
- Business Improvement Program including facade rebates
- Referrals to consultants, lawyers, City departments
- Vacant and available storefronts database
- Licensing and permitting assistance
- Technical assistance
- Bilingual support
- 1:1 consultations



Building Community

- Seasonal landscaping and holiday decorations
- Business retention and attraction initiatives
- Beautification & placemaking efforts
- Commercial corridor vision plans
- District branding and marketing
- Shop local campaigns
- Community events
- Public art projects
- Public relations





STRENGTHENING BUSINESS, BUILDING COMMUNITY.

2022 IMPACT REPORT

BEAUTIFICATION, MAINTENANCE & PUBLIC ART

RPBA expanded its efforts to create and support the vibrancy of the community by piloting decorative streetscapes.

Landscaping

219 Flower pots planted 3 times /year
77 Flower beds planted
294 Street pole banners

Maintenance

10+ Miles of sidewalks cleaned daily
55K Pounds of litter removed
4 Special Service Areas

Public Art

1 Decorative Crosswalk
1 Decorative Intersection
1 Street Mural
1 Mile of Murals
+ Decorative lighting along Devon Ave. & Howard St.



SMALL BUSINESS ASSISTANCE

RPBA's team provides bilingual entrepreneurial support, webinars/trainings and advocacy.

74 Trainings
180 Webinars
Attendees

\$25,213 awarded to businesses for improvements by RPBA

\$33,117 invested in consultants for small businesses

\$473,175 secured in loans and grants for small businesses

provided **2,767** hours of individualized guidance to more than **535** small businesses/entrepreneurs.

EVENTS

155 Hosted
38,500 Attendance

Community **69**

Educational **74**

Networking **12**



OUTREACH

We love Rogers Park and we look for ways to celebrate all the wonderful things this community has to offer.

92 M
 Online impressions

5.7 M
 Print and broadcast impressions

1 M
 Estimated value of media secured

29+ K
 Social media followers

Secured **25** interviews and **24** TV & radio segments for Rogers Park programs/events/initiatives and featured **13** businesses.

SHOP LOCAL CAMPAIGNS

RPBA is committed to raising the voices of creative entrepreneurs by creating campaigns that allows them to shine.

Small Business Saturday

22K Reached via social media
24 Businesses participated

Live Love Shop Rebate Program

\$42,800 Spent at independently owned businesses
\$29,104 Stayed in the local economy



GLENWOOD SUNDAY MARKET

33,720 Shoppers

\$41K Provided in matching grants

\$34,000 Spent locally



PLACEMAKING INITIATIVES COMPLETED:

- Completed the Elevate Devon Corridor Plan
- Launched the Glenwood and Jarvis Alfrescos
- Renewed Clark/Morse/Glenwood Special Service Area #24 for another 15 years.
- Began providing services to Jarvis Square as part of the Howard/Jarvis Square Special Service Area #19.
- Hosted the Howard Street Makers Studio

GET INVOLVED

Donate to make a difference
 Join as a member
 Participate on a committee
 Subscribe to our newsletter
 Volunteer at an event
 Review us on Yelp or Google



WELCOME TO ROGERS PARK

A GUIDE TO
COMMERCIAL DEVELOPMENT



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WELCOME

Welcome to Rogers Park, a historic lakefront community that is home to one of the most diverse populations in the City of Chicago. Rogers Park is characterized by a mix of mid-rise buildings and single family residential homes set on tree-lined streets just blocks from thirteen of the loveliest and most accessible beaches in Chicago.

Rogers Park Business Alliance (RPBA) encourages and supports new commercial development. From pedestrian-oriented storefronts on Howard Street and Jarvis Square, the burgeoning arts and entertainment district on Morse and Glenwood Avenues, the diversity of businesses on Clark Street and the closeness of Loyola University on Sheridan Road, Rogers Park provides a wide variety of

commercial development opportunities.

Businesses in Rogers Park benefit from:

- A young, educated, diverse consumer base,
- A population that is three times as dense as Chicago overall, offering a concentrated pool of customers within easy walking distance of neighborhood businesses,
- Cultural amenities that draw people from outside the neighborhood,
- A convenient location, 10 miles from downtown Chicago,
- Access to mass transit with the Red, Purple and Yellow CTA lines, numerous bus lines, and the Metra,
- Significant unmet consumer demand,
- Available commercial space at competitive prices.



2019 Howard Street Chalk Fest

ABOUT ROGERS PARK BUSINESS ALLIANCE



Rogers Park Business Alliance, is a non-profit charitable organization formed in 1993 to improve the neighborhood through business, community, and economic development. Serving the north side of Chicago from Lake Michigan to Ridge Blvd and from Devon Avenue to Evanston, RPBA engages in numerous activities to enhance business development including marketing, site location, networking, and technical assistance to local businesses and entrepreneurs. Its Board of Directors is composed of local business owners, residents, institutional representatives, and other stakeholders that guide the work of the organization.

Prospective business owners are encouraged to work with RPBA before opening their business in Rogers Park for business plan reviews, access to market information, lender referrals, and assistance with permitting, license and leasing issues. Likewise, prospective developers should

work with RPBA and its Planning and Development Committee when in need of a zoning change to review their proposals before presenting to the Alderperson.

Rogers Park Business Alliance administers four Special Service Areas (SSA) in Rogers Park and the surrounding area – Howard Street (SSA #19), Clark/Morse/Glenwood (SSA #24), Devon Avenue (SSA #43), and Sheridan Road (SSA #54) that offer customer attraction efforts, a business improvement rebate program, technical assistance, safety and street cleaning to their respective commercial districts.

Rogers Park Business Alliance has led planning efforts on Morse Avenue, Howard Street, Sheridan Road and Clark Street. The resulting plans have served as a blueprint for development on those commercial corridors. To access plans and their implementation progress visit rpba.org.



INTRODUCTION

Each commercial corridor in Rogers Park has a unique set of characteristics. The Rogers Park Guide to Commercial Development presents a vision for developing the community's commercial districts in a manner that builds upon and improves existing characteristics. In order to achieve that vision, the Guide addresses appropriate uses and design elements for each corridor.

The Guide will be helpful for those who are:

- Thinking about starting a business.
- Rehabbing or expanding a business.
- Developing or rehabbing commercial property.

The purpose of the Guide is to help prospective business owners and developers:

- Understand the vision for each corridor.
- Determine the best corridor for their business needs and uses.
- Design buildings, facades and signage that are appropriate for their selected site.
- Access existing resources to inform decisions and create a successful business.
- Navigate the city's review and approval processes.



ROGERS PARK AT A GLANCE

42.4%

of the inhabitants have graduated with a bachelors degree or higher

Consumers Spending on

Travel to Work:

Transit: 45.8%
Drive alone: 37.4%
Walk or bike: 9.7%
Car pool: 5.3%
Other: 1.8%

Race and Ethnicity:

White: 43.9%
Black: 26.3%
Latinx (any race): 20.6%
Asian: 5.4%
Other: 3.8%
Total: 100%

Age:

0 - 19: 22.1%
20 - 64: 67.5%
65+: 10.4%
Total: 100%

35

Median Age

\$41,951

Median Household Income

48,464

Population

Source: ESRI 2019 Rogers Park, Chicago, 2013-2017 American Community Survey five-year estimates.

ROGERS PARK MAP



COMMERCIAL CORRIDORS BY TYPE

Within Rogers Park's commercial corridors exist characteristics that define their dominant physical and functional layout. In Rogers Park you can encounter four different commercial corridor types: Pedestrian Retail, Transit-Oriented Development, Residential with Retail Option and Auto-Oriented. These corridor types reflect the interdependent and reciprocal relationship between land uses and adjacent transportation systems. For a detailed description of each commercial corridor see below:

	Pedestrian Retail	Transit-Oriented Development	Residential with Retail Option	Auto-Oriented
Scale (height of buildings)	1-3 stories	2-7 stories	2-4 stories	1-2 stories
Setback	0-5 feet	0-5 feet	0-5 feet	25% of street wall 0-5 feet, remainder no limit
Curb Cuts	No	No	No	Yes
Preferred Uses	Ground floor retail required. Residential and/or office upper story encouraged. No auto-oriented uses.	Ground floor retail required. Residential and/or office upper story encouraged. No auto-oriented uses.	Residential ground level retail permitted. No auto-oriented uses.	Auto-oriented uses.
Building types (See page 17 for definitions)	<ul style="list-style-type: none"> • Shopfront • Commercial block • Civic building 	<ul style="list-style-type: none"> • Commercial block • Stacked flat • Tower • Civic building 	<ul style="list-style-type: none"> • Rowhouse • Stacked flat • Courtyard block 	<ul style="list-style-type: none"> • Auto service strip center • Civic building
Transparency	A minimum of 60% of the street level façade (up to 10' in height) must be composed of clear, non-reflective windows.			Any portion of the building within 0-5 feet of the commercial corridor should have a minimum of 60% of the street level façade (up to 10' in height) be composed of clear, non-reflective windows.

COMMERCIAL CORRIDORS

Pedestrian Retail

Pedestrian Retail Corridors are characterized by first floor retail stores and walkability. Building façades extend to the sidewalk to create a unified street presence. Storefronts should have windows, lighting and signage that draw people into the stores. A wide variety of business uses are encouraged in these corridors including restaurants, small and mid-sized retail stores and services. Auto-oriented uses, curb cuts and strip-mall structures are discouraged.

Two of the Pedestrian Retail Corridors in Rogers Park have special characteristics worth noting:

Morse/Glenwood is home to an arts and entertainment district which includes gallery spaces, a theater company, restaurants, bars and special businesses such as a dance studio, yoga studio, and the Glenwood Sunday Market-RPBA's farmers market. This is a prime corridor for additional arts, entertainment and dining establishments that can add to the district's growing reputation as a destination for both local residents and visitors from surrounding communities.

Jarvis Square (at Jarvis and Greenview) is a neighborhood restaurant district, which also includes a theater, a gym and a gourmet wine and food shop. Conveniently accessed via the Jarvis CTA Red Line stop, the continued development of this corridor with small-scale retail and dining establishments is desirable.



Third Coast Comics



*Glenwood Sunday Market
occurring on Glenwood Avenue*

Transit-Oriented Development (TOD)

Transit-Oriented Development is an additional designation for portions of the Clark, Jarvis, Morse, Howard and Sheridan commercial corridors. TOD should follow the guidelines of the district they are located in and can support greater density due to their proximity to transit.

The two major transportation hubs include the Howard transit station, which is served by three CTA lines (Red, Yellow, Purple) as well as city and suburban buses, and the Loyola CTA Red Line stop, which connects with numerous bus lines on Sheridan, Broadway and Devon. These hubs provide opportunities for higher density (mid-rise) residential development that includes ground-floor retail. Business uses could include restaurants, small and mid-size retail and services. Businesses that serve Loyola University students and faculty are encouraged near the Loyola stop. The CTA Red Line stop at Morse provides access to The Glenwood Avenue Arts District and can also support higher density, mid-rise development that fits in with the scale of the corridor.

Given the proximity of the Jarvis CTA Red Line stop to single-family residential districts, this district is more suited to low-rise (2-4 story) development with small ground-floor commercial.



Loyola Red Line Station on Sheridan Road

Residential With Retail Option/Mixed-Use

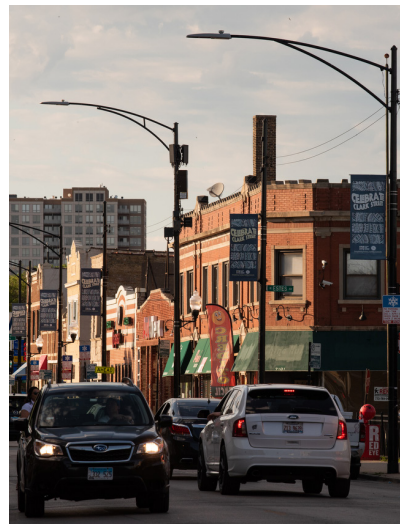
Mixed-Use Corridors are blocks on the edges of commercial centers that provide a transition between residential and retail uses. These are prime corridors for small retail establishments, services and offices, which can fit in well with adjacent residential buildings. These corridors are similar to Pedestrian Retail Corridors, as both commercial and residential buildings should be pedestrian-oriented with facades that extend to the sidewalk. Building height should keep in scale with surrounding buildings and auto-oriented uses, curb cuts and strip-mall structures are not allowed.



Bike Rack by train station

Auto-oriented

Auto-Oriented Corridors are best suited to larger retail stores and auto-oriented services. These corridors tend to have larger available parcels, wider streets and are more suited to retail and services that require parking and easy vehicular access. Even in these corridors it is important that businesses are designed to enhance the streetscape. This includes setting buildings at the sidewalk, where possible, while locating parking on the side or rear. Facades should engage the street, rather than face it with a blank wall. Sites on these corridors must also have adequate landscaping, fencing and screening.



Clark Street

COMMERCIAL CORRIDORS MAP



DESIGN GUIDELINES

Rogers Park's commercial corridors, each have unique characteristics that define them.

In order to improve the different corridors, designs, including enhanced storefront, landscaping, lighting, signage and setback restrictions/recommendations, the design guidelines below are recommended.

Adaptive Reuse

Desirable Features:

- Maintaining existing structure and architecturally significant features,
- Adding modifications to compliment original materials and colors,
- Maximizing ADA accessibility,
- Signage - respecting and highlighting the infrastructure's original features of historic signs and vintage advertising,
- Positioning corner building entrances on the corner with facades that wrap-around the side,
- Encouraging reuse of buildings that possess valuable contribution to the neighborhood fabric,
- Trying to maintain the current structure of buildings by referring to the previous ordinance when the building height greatly exceeds current zoning limits. In granting the height variance, it facilitates the preservation process through regulatory compromise,
- Establishing Green design goals based on cost effectiveness and performance.



Honeybear Cafe



Sol Cafe



Taichi Bubble Tea



Mayne Stage

Auto-Oriented

Desirable Features:

- Minimize curb cuts to decrease impact on pedestrians and maximize building street frontage.
- Reduce the percent of site occupied by automobiles through structured or reduced parking.
- Provide streetscape amenities, including street furniture, trees and landscaping, that buffer pedestrians from auto traffic and parking areas.
- Ensure that zoning discourages auto-oriented buildings along main streets.
- Maximize bicycle and pedestrian flow through sidewalks, traffic signals, etc.
- Increase landscape areas (e.g. street trees/screening trees) to minimize the visual aspect of automobile land use.
- Provide pedestrian friendly infrastructure within parking lots.



Gateway Center

Pedestrian Street Retail

Desirable Features:

- Reduce automobile businesses (e.g. auto garage, drive-in restaurant, etc.).
- Maximize building's street frontage.
- Increase pedestrian and bicycle safety or traffic by strengthening public infrastructure such as crosswalks, traffic signals, etc.
- Reduce automobile land use by installing people spot/parklet, outdoor sitting/terrace, etc.
- Install temporary traffic calming devices with curb extensions to reduce the speed and influx of automobiles.
- Implement speed cushions.
- Reduce the visual impact of on-site parking.



Sheridan Road

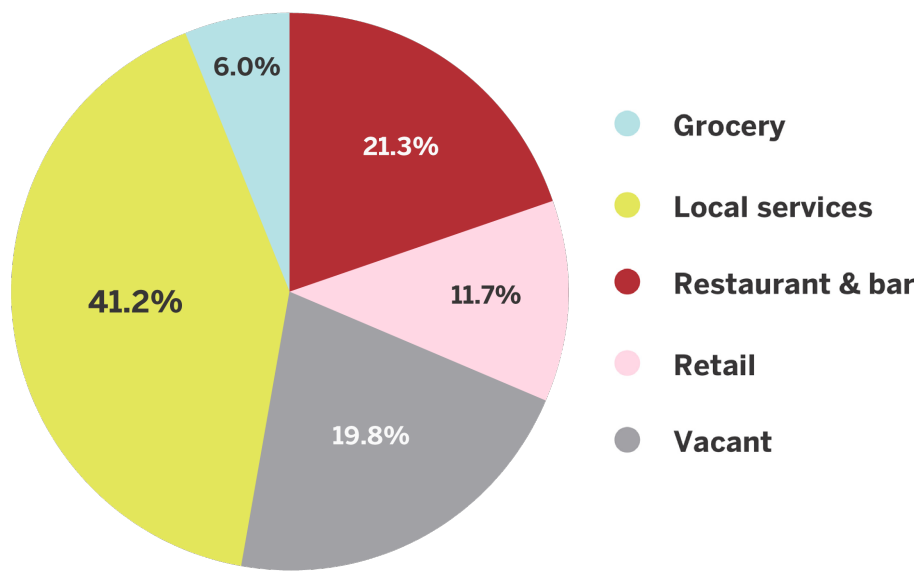
COMMERCIAL CORRIDOR BUSINESS MIX

Each commercial corridor has a unique set of characteristics which is defined by its businesses. A wide variety of businesses is desired to strengthen the corridor and help it thrive.

The chart below shows the business mix rates as of summer 2019. Ideally, each commercial corridor should have 20% in each category. Currently, Rogers Park commercial corridors have high service business percentages. The most common are medical, hair salons, automotive, sport (fitness, yoga, etc.) art (gallery, center, etc.) and churches.

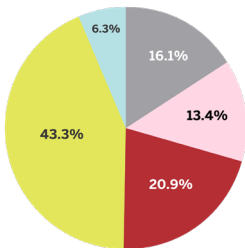
Accordingly, attraction of retail businesses providing specific and authentic goods such as florists, antique stores, resale shops, and record stores would be excellent additions to attract more shoppers.

Overall Summary Business Mix List

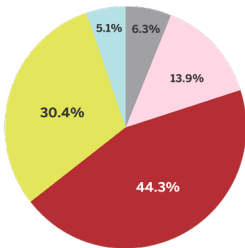


Source: RPBA Surveys
April 2019

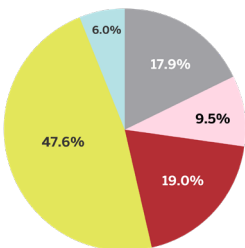
Business Mix by Commercial Corridor



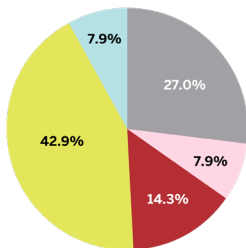
Clark Street



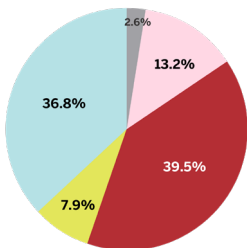
Sheridan Rd



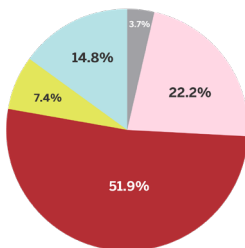
Devon Ave



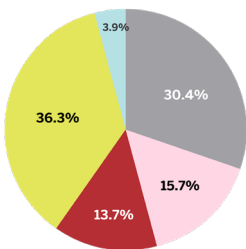
Morse Ave



Glenwood Ave



Jarvis Square



Howard Street

ROGERS PARK BUSINESS ALLIANCE REVIEW PROCESS

For commercial development proposals in Rogers Park, developers should present to Rogers Park Business Alliance's Planning and Development Committee for review. The committee provides a forum for small group discussion, feedback and technical assistance.

The Planning and Development Committee meets monthly. Materials must be submitted the Friday before the next meeting in order to be placed on the agenda. Proposals should be submitted in the form of one electronic copy and five hard copies for distribution to the committee. Visit our website for upcoming dates: rpba.org.

After the developer meets with the committee should they require a letter of support, the chair of the committee presents the project to the RPBA Board of Directors. The Board will develop a stance on the project by taking into consideration the recommendation of the committee and any other relevant information. Once the Board has come to a cohesive agreement on the proposal, the applicant will receive a letter stating the Board's decision. This letter will also be forwarded to the Alderperson and other parties as requested or required.



Required materials are as follows:

- Brief narrative describing the project, use, ownership, historic building information (if applicable), and the nature of the request,
- Small scale context map showing how the project will fit in with the surrounding properties (approximately 100 ft. on each side),
- Pictures of the site and the adjacent properties are encouraged,
- Zoning map (including adjacent properties),
- Site plan with proposed setbacks, landscaping, fences, garages, parking, curb cuts, and sidewalk, etc.
- Floor plans,
- Elevations,
- List of project team members and their experience.

The Committee considers these issues when reviewing a proposal as applicable:

- Density,
- Scale of project relative to neighborhood,
- Type of retail or service use on the first floor and its impact on commercial corridor,
- Impacts on adjacent property owners, existing businesses, traffic patterns, etc.,
- Height,
- Design including building materials, colors, orientation, signage, and pedestrian circulation,
- Historic preservation: the committee strongly encourages the use of existing buildings as a means of retaining the character of Rogers Park,
- Sustainability including materials.

Each developer requesting a major zoning change will need to follow the Alderperson's review process. For the 49th Ward Alderperson's zoning change review process, visit www.49thward.org. You can find the original plans on the Business & Development web page tab.

BUILDING TYPES

Civic Building

Buildings used for public purposes whose forms are intended to stand separate from their contexts, typically configured according to design traditions open to interpretation. They typically occupy prominent sites and can be a complex of related structures. Examples include schools, museums, government office buildings, post offices, churches, exhibition halls, and theaters. As a result, civic centers vary in size, scope and overall appearance.

Commercial Block

A mixed-used building designed for retail or office occupancy on the ground floor (may be an entire ground floor or partial depending on context) with upper floors also configured for those uses and/or residential or hospitality uses. Lot occupancy is very high, where building heights and footprints vary depending on placement within the urban context, and parking is sometimes accommodated to the side, rear, or underground, but not in the first story or in the front. It is always zero lot line at principal frontages with ample ground floor fenestration.

Courtyard Block

A stacked unit or commercial block building with a courtyard formed by recessing the principal frontage significantly inward at the center, creating a building form shaped like a “L” or “U” modules.

Greystone

Greystones are a style of residential buildings in Chicago. As the name suggests, the buildings are typically grey in

color. They have a wide variety of sizes to accommodate different residential needs with most being two to three floors in size, many commonly containing two to three flats but some up to six. Regardless of their size, the limestone facade faces the main (major) street to take advantage of the limited size of standard Chicago lots (25' x 125').

Rowhouse

A group of low-rise residential buildings that share one or both side walls and a roofline with the structures next door. A rowhouse is typically two to five stories in height and width per unit rarely exceeds 25'. Parking exists in the rear, if at all; and may contain ground floor non-residential.

Shopfront

A one-story retail or office structure, always zero-lot line with ample fenestration and a front door, ground floor elevation is rarely less than 15' in height.

Stacked Flat/Townhouse

A multistory structure consisting of residential, office or hospitality uses. Lot occupancy is high to 100%. Building heights and footprints vary depending on placement within the urban context. Parking is sometimes accommodated to the side, rear, or underground, but not in the first story or in the front. Sometimes contains retail or services within an enclosed lobby.

Tower

A tall commercial block or stacked unit structure (7 or more stories), often containing a pronounced central lobby.

ADDITIONAL RESOURCES:



Alderwoman Maria Hadden
of the 49th Ward.
www.49thward.org



Search for sign and landscape
ordinances and zoning codes.
tinyurl.com/ordinance-zones



Clark/Ridge TIF designated in
2004; expires 2027.
tinyurl.com/clark-ridge-tif



Adding Green to Urban
Design, A City for us and
Future Generations.
This plan presents a
vision and a detailed
implementation strategy
for economically sound and
environmentally sustainable
urban design in the City of
Chicago.
tinyurl.com/adding-green



A Rogers Park group of
property owners, developers,
brokers, bankers and business
owners.
www.rpbg.org



Look up zoning classification
for any area of the City.
Search by specific address,
intersection or ward.
tinyurl.com/gisapps-chi



Devon/Sheridan TIF
designated in 2004, expires
2028.
tinyurl.com/devon-sheridan-tif



The Small Business
Improvement Fund (SBIF) is
a rebate program for small
businesses in TIF districts.
SomerCor 504 administers
the SBIF program for the City
of Chicago. Properties in the
Clark/Ridge TIF are eligible
for SBIF funding.
www.somercor.com/sbif

A Guide to Commercial Development was created by Rogers Park Business Alliance's Planning and Development Committee as a resource for developers.

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STOREFRONT GUIDELINES





STRENGTHENING BUSINESS,
BUILDING COMMUNITY.



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INTRODUCTION

An ideal Rogers Park offers diverse businesses, arts, cultural and recreational activities, good schools, safe streets, excellent transportation and sustainable practices for all of its residents and visitors. As a business and/or property owner, you play a significant role in making this vision a reality for Rogers Park. These Storefront Design Guidelines are one step on the path toward achieving our shared goal.

Rogers Park Business Alliance developed these guidelines as a resource and inspiration for business and/or property owners to ensure that good design is part of retail storefront plans. It includes City of Chicago requirements for signage, awnings, windows, façade, exterior, lighting, permitting and zoning along with information about how we can assist you in financing your storefront design upgrades. By following the guidelines presented here and adding unique elements that emphasize what is special about the business behind the storefront, you will draw attention to your business while creating an environment that attracts customers and encourages people to linger in the area.

Data shows that commercial streets that have a distinctive character appeal to shoppers and diners and are more successful. Even a small investment in the exterior of a property has measurable impacts on business sales as well as on the ability of a business to attract new customers. Recent reports show that 80% of businesses that invested in external property improvements saw an increase in the number of first-time customers, with an average of 10% more new customers. 90% of businesses that invested in external property improvements report increased overall sales, with an average increase of 20%.

Rogers Park Business Alliance invites you to use these Storefront Design Guidelines and to work with us to cultivate and sustain a thriving economic environment in Rogers Park. Through proactive planning and targeted investment, we are confident that your storefront improvement project will strengthen and invigorate our community. We are pleased to partner with you to provide you with the technical and financial assistance you need to improve your storefront. Thank you for being a business and property owner in Rogers Park. Together we will strengthen business and build community!

10 STOREFRONT DESIGN TIPS

1 AVOID CLUTTER

Simple design conveys a strong brand - avoid overwhelming customers with too much text / clutter. It is recommended to leave clear lines of sight between the business and the sidewalk to enhance attractiveness of the storefront and improve safety for the business, customers and pedestrians.

2 QUALITY NOT QUANTITY

Materials used should be high-quality and durable. Low-cost materials tend to break down quickly which require frequent replacement or a shoddy look, deterring potential customers.

Traditional materials such as wood, metal, glass, canvas, stone, brick, etc. are encouraged.

3 GATES = UNSAFE IMAGE

Clear windows allow pedestrians to window shop, during the day and night and discourages graffiti. It is recommended that businesses avoid the use of security gates that make the corridor seem unsafe. If necessary, open-mesh security gates on the interior provide greater visual access and will not be subject to graffiti.

4 KNOW WHO YOU ARE HIRING

All storefront improvements must be performed by contractors licensed by the City of Chicago. Choosing a reputable contractor and ensuring that they are aware of City of Chicago regulations will help you avoid unnecessary fines and delays.

5 MAINTAIN & GAIN

Keep your windows clean and your signs and awnings in good repair. A fresh coat of paint is a good investment. Proper maintenance goes a long way and in the end will help your bottom line.

6 REPAIR RATHER THAN REPLACE

To the extent possible, improvements should be designed to reveal the building's original architectural style, form and materials. Sometimes simply stripping the covering away reveals beautiful detailing that will draw attention to your store.

7 HONOR THE NEIGHBORHOOD CHARACTER

Think about what makes your location unique. Complement the distinctive character of your commercial district to create a sense of place that draws more people to the neighborhood.

9 ADHERE TO THE RULES

All improvements must comply with applicable regulations, permit requirements and City of Chicago zoning codes.

8 ENLIVEN, INVITE AND LIGHT

It is encouraged to use interior lighting after business hours to enliven the corridor and boost security on the street. Ample lighting draws attention and brings in more customers. Avoid neon or bright track lighting, for they distract from your store's brand, they do not make the storefront more enticing and neighbors find it unappealing.

10 REMEMBER!

Follow the City's regulations, maintain the integrity of the fabric of Rogers Park and keep it simple!

DESIGN GUIDELINES

signs

Signs are typically one of the first things your customer will notice about your storefront. Good signs provide customers with basic information about your business and showcase its quality and personality. Effective signs compliment the building and neighborhood. Typically, simple signs are more effective than cluttered ones – if it is too cluttered, customers won't read it.

REGULATIONS

- Total maximum sign area is 3x street frontage or up to 600 sq. ft.
- Signs must not flare higher than the second floor.
- Video display and flashing signs are prohibited.



RECOMMENDATIONS

- Signs are advertisements meant to showcase your business - not to describe all services that your business offers.
- Avoid flashing signs or signs with excessive lighting
- Simple neon signs can be effective.
- Remove old or non-functioning signs and frames.
- Where possible, reuse or restore historic signs.
- Keep text and visuals to a minimum.

PERMITS

A permit is required from the City of Chicago's Department of Buildings for the installation of all signs, EXCEPT for signs made entirely of paper, film, sticker, or vinyl that will be displayed for less than 60 days in a window and take up less than 25% of the window space, including painted signs. Incidental signs stating address, hours of operation or open/close do NOT need a permit - UNLESS the sign also contains a business name, slogan or logo.

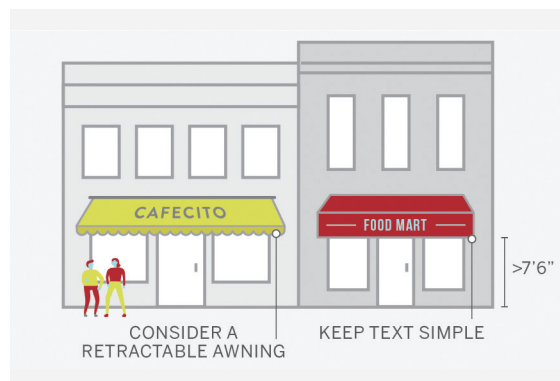


awnings

Awnings offer your storefront protection from the elements and shade to your customers and they also provide so much more! Tidy awnings signal professionalism and cleanliness to potential customers. In general, it is best to have awnings with limited text – impactful awnings typically feature the store’s name, phone number, and one or two other key pieces of information.

REGULATIONS

- Awnings must be at least 7 feet, 6 inches above the sidewalk.
- Awnings shall not extend into the public way a greater distance than within 18 inches (457 mm) of the curb line.
- Awnings cannot be internally lit.



RECOMMENDATIONS

- Keep text to a minimum and keep color schemes simple and on-brand – just like signage, concise branding helps your business stand out.
- Where possible, important architectural features should not be blocked by awnings.
- Remove old or weathered awnings.
- Consider a retractable awning, which has a longer lifespan than a fixed awning.

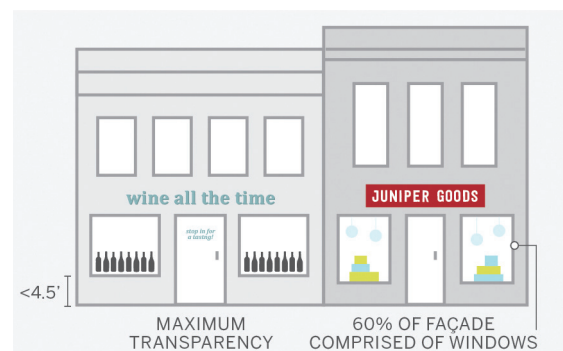


windows

Clean windows attract customers to any type of business, either by allowing them to preview goods and services or by conveying the brand. Customers respond favorably to clean windows with simple signage – it is important not to clutter windows with excessive advertising or decorations.

REGULATIONS

- A minimum of 60% of the street-facing building façade between 4 feet and 10 feet in height must be comprised of clear, non-reflective windows that allow views of indoor commercial space or product display areas.
- The bottom of any window or product display window used to satisfy this requirement may not be more than 4.5 feet above the adjacent sidewalk. Product display windows used to satisfy these requirements must have a minimum height of 4 feet and be internally lit.



RECOMMENDATIONS

- Windows should not be covered with posters, advertisements or decorations.
- Accentuate windows with signage of appropriate size.
- Subtle signs attract customers better than loud signs.
- Maximum transparency allows customers to preview goods and services.
- Signage can be painted directly on window surface.
- Maintain overall historic pattern of windows and columns.

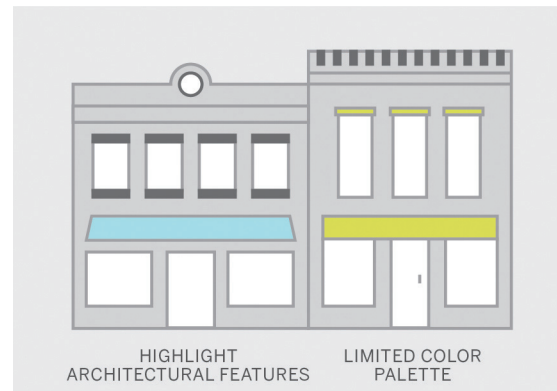


façade & exterior

Appealing exteriors can be built in buildings of any age. In fact, many buildings feature interesting architectural features that are not being leveraged. By working with existing architecture, business owners can create simple yet elegant exteriors that attract customers and project an elegant brand.

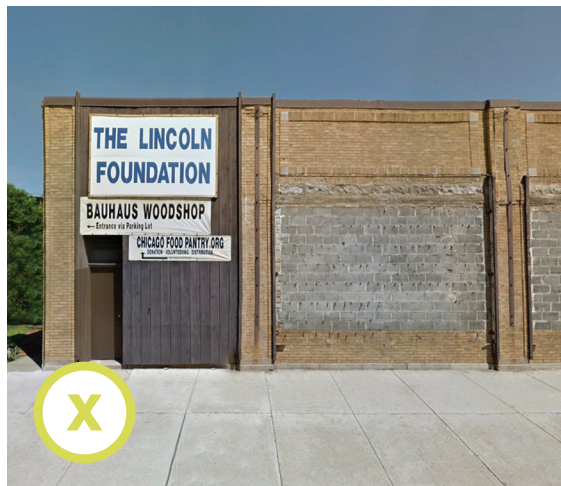
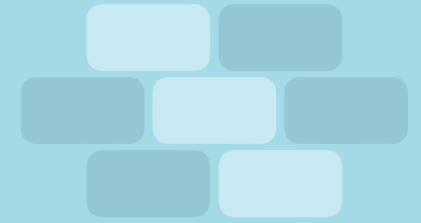
REGULATIONS

- A minimum of 60% of the street-facing building façade between 4 feet and 10 feet in height must be comprised of clear, non-reflective windows that allow views of indoor commercial space or product display areas. This standard applies to building façades that face pedestrian streets.



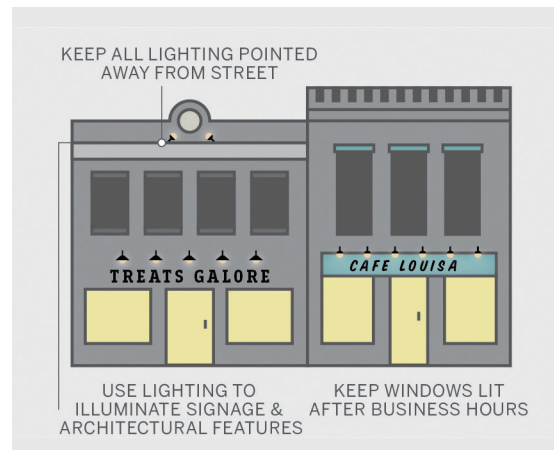
RECOMMENDATIONS

- Work with existing architectural features – note that they may be covered up or underutilized!
- Use color sparingly to make the building façade stand out.
- Even in eye-catching paint schemes, refrain from using more than two or three colors.
- Use masonry, terra cotta and quality tuck-pointing, and match mortar color with brick.
- Do not sandblast masonry; use other, gentler cleaning methods.
- Keep it simple!



lighting

Lighting attracts customers and helps protect stores from crime. However, lighting is most effective when it is subtle and understated. Although flashing, neon, or other bright lights can attract attention when used in moderation, excessive use of this lighting is unlikely to result in increased foot traffic.



RECOMMENDATIONS

- Use energy efficient LED lighting instead of sodium and mercury vapor lights or fluorescent strip lights.
- Light signage and the sidewalk in front of the storefront to attract attention and deter crime.
- Use neon sparingly, it is as effective as small window signage, not as a main focus of the storefront – historic neon can also be effective.
- "Goose-neck" lighting or other fixture lighting (examples on the next page) are recommended.
- Ensure intensity is level across all lighting.
- Use internal lighting in windows where possible.



PERMITS & ZONING

Business and property owners are strongly advised to consult the City of Chicago's Zoning Ordinance Code and obtain a permit PRIOR to ordering or purchase of any storefront façade equipment.

WWW.CITYOFCHICAGO.ORG

- Sign Regulations: Ch. 17-12
- Awning Regulations: Ch. 17-12
- Storefront Window Displays: Ch. 17-3
- Lighting and Landscaping: Ch. 17-11/12

BUILDING AND ELECTRICAL PERMITS

The City of Chicago requires Building Permits for most repair work and additions or alterations to a building. An electrical permit from the Chicago Department of Buildings is required for electrical works such as exterior light fixtures or neon signs.

City of Chicago Department of Buildings

City Hall, Room 900
121 N. LaSalle Street
Chicago, IL 60602
312.744.3449

www.cityofchicago.org/city/en/depts/bldgs.html

SIGNS AND AWNINGS

A Public Way Use Permit application from the Department of Business Affairs and Consumer Protection must be completed, if the proposed sign or awning will extend from the property line over the public right of way.

All signage must be installed by a sign erector company that is registered and bonded with the City of Chicago Department of Buildings. Permits need to be signed by the local Alderperson.

Department of Business Affairs and Consumer Protection – Public Way Use Unit

City Hall, Room 800
121 N. LaSalle Street
312.744.6060
Chicago, IL 60602

www.chicago.gov/city/en/depts/bacp/provdrs/public_way.html



CORRIDOR BRAND STANDARDS

Corridor brand standards are a set of guidelines for the colors, photography and graphic elements, logo specs, fonts and general messaging that together help to promote the corridor. They are the glue that holds a brand together and help to create and protect a specific corridor's brand identity.

We encourage business and/or property owners to reference their corridor's brand standards whenever possible to ensure consistency in messaging. Any collateral or design materials created foster a community connection to the brand and the corridor itself, and tell the corridor's story through words, text, images and other visual content.

Although your business brand standards are always a priority to maintain your business' identity, the inclusion of the corridor brand standards will help the community acquire a "sense of place" and continue to make Rogers Park a destination.

CLARK STREET

CLARK



the flavor of Rogers Park

The Clark Street boundaries extend from Devon to Touhy.

Access the Clark Street Brand Guide here:

tinyurl.com/ClarkBrand

HOWARD STREET



The Howard Street (SSA #19) boundaries include Howard from Ridge to Sheridan, Paulina from Rogers to Jonquil, Rogers from Greenview to Ashland and the Gateway Centre.

Access the Howard Street Brand Guide here:

tinyurl.com/HowardBrand

ROGERSEDGE

ROGERS EDGE

The RogersEdge boundaries include Sheridan from Farwell to Devon, Broadway from Devon to Granville, Granville from Broadway to Kenmore, and Devon from Sheridan/Broadway to Glenwood.

Access the RogersEdge Brand Guide here:
tinyurl.com/RogersEdgeBrand

ON DEVON



The On Devon boundaries include Devon from Damen to Kedzie and Western from Arthur to Granville.

Access the On Devon Brand Guide here:
tinyurl.com/OnDevonBrand



\$ FINANCING

SPECIAL SERVICE AREA (SSA) BUSINESS IMPROVEMENT PROGRAM (BIP)

The Special Service Area (SSA) Business Improvement Program (BIP) provides incentives in the form of a rebate for physical improvements to storefronts and facades along the public way, within the boundaries of each respective SSA. The goal of the BIP is to beautify and revitalize commercial retail buildings, attract and retain businesses, enhance the streetscape and the character and qualities of the districts. The BIP is subject to the approval of, and administered locally by, Rogers Park Business Alliance, the SSA Sole Service Provider for Howard Street SSA #19, Clark/Morse/Glenwood SSA #24, Devon Avenue SSA #43 and Sheridan Road SSA #54. To receive a rebate business or property must be located within an SSA. Eligible applicants who plan to make storefront improvements are eligible for a rebate of up to 50% of the associated costs with a maximum rebate not to exceed \$5,000. Funding is limited – applications will be considered in the order in which they are received.

- For detailed information on the boundaries of the Special Service Areas in Rogers Park and West Ridge, visit: www.rpba.org/special-service-area
- Applications must be approved prior to beginning the project. If construction or other work on a project has begun, prior to application submission and approval, the project will not be eligible for a rebate.
- Projects must follow the guidelines presented in this document and are subject to review by the SSA Commissions.
- For BIP application and a list of eligible and ineligible improvements, visit: tinyurl.com/BIPENGLISH



SMALL BUSINESS IMPROVEMENT FUND (SBIF)

The City of Chicago's Small Business Improvement Fund (SBIF) provides small businesses with financial assistance for building-improvement costs. SBIF grants use local Tax Increment Financing (TIF) revenue to reimburse the pre-approved repair or rehab of business facilities or adjacent land acquisition. Businesses or properties must be located within a SBIF eligible TIF district. The maximum grant assistance for an industrial property is \$150K; for a single-tenant commercial property the maximum is \$100K; and for multi-tenant commercial property the maximum is \$50K. Grant funds are provided after an approved project is complete and all expenses are paid.

For more information and TIF boundaries, visit:
www.somercor.com/sbif

RPBA IS A SMALL BUSINESS OPPORTUNITY CENTER

Rogers Park Business Alliance (RPBA) is a Small Business Opportunity Center designated by the City of Chicago. We can assist with expert advice on small business loans from \$500 to \$500K, how to qualify for these loans and referrals to community banks and alternative lenders for entrepreneurs and existing business owners. RPBA will discuss with each client their particular funding needs and small business loan requirements in order to provide a referral to a lender.

For more information, visit: www.rpba.org/access-to-capital

ADDITIONAL RESOURCES:

Rogers Park Business Alliance provides resources, technical assistance, training and other individualized support. For more information and to make an appointment call 773.508.5885 or email us at info@rpba.org.


NOTES





@ROGERSPARKBA

1448 W. MORSE AVE. | CHICAGO, IL 60626
INFO@RPBA.ORG | 773.508.5885 | WWW.RPBA.ORG



GUÍA PARA EL MEJORAMIENTO DE FACHADAS COMERCIALES



FORTALECIENDO NEGOCIOS,
CONSTRUYENDO COMUNIDAD



ÍNDICE

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INTRODUCCIÓN

Un Rogers Park ideal ofrece diversos negocios, actividades artísticas, culturales y recreativas; buenas escuelas, calles seguras, excelente transporte público y prácticas sostenibles para todos sus residentes y visitantes. En Rogers Park Business Alliance (RPBA) sabemos que los dueños de negocios y propietarios de inmuebles juegan un papel importante para hacer de esta visión una realidad. Es por eso, que hemos creado esta Guía para el Mejoramiento de Fachadas de Comerciales en Rogers Park. Esta guía es un primer paso hacia el logro de nuestro objetivo en conjunto con la comunidad de dueños de negocios en esta zona de Chicago

Rogers Park Business Alliance desarrollo ésta guía para los dueños de negocios y propietarios de inmuebles como un recurso de inspiración para el diseño de una buena imagen en escaparates y fachadas; y como parte integral del plan de ventas de un comercio.

Datos muestran que las calles comerciales son más exitosas cuando tienen un carácter distintivo que atraen a compradores y comensales. Incluso, una pequeña inversión en el exterior de una propiedad comercial tiene impactos medibles en las ventas al atraer nueva clientela. Estudios recientes muestran que el 80% de los negocios que invirtieron en mejoras en el exterior del edificio, observaron un promedio del 10% en aumento de nuevos clientes. Aparte, el 90%

de estos mismos negocios, con mejoras en el exterior, reportaron un promedio del 20% en el aumento de las ventas totales.

Para embellecer su fachada y atraer la atención de su negocio, solo tiene que seguir esta guía y agregar elementos únicos que se relacionan con su negocio. Esto, enfatizará su escaparate y fachada creando un ambiente atractivo para su clientela, alentando que las personas vengan, se queden, y compren el área.

Esta guía incluye los requerimientos de la Ciudad de Chicago para: letreros, toldos, escaparates, fachadas y exteriores, iluminación, permisos y zonificación. Además, incluye información sobre cómo podemos guiarle en programas de financiamiento para mejoramientos de su escaparate y fachada.

Rogers Park Business Alliance le invita a utilizar esta Guía para el Mejoramiento de Fachadas de Comerciales en Rogers Park y así trabajar en conjunto para cultivar y mantener un ambiente económico floreciente en Rogers Park. A través de una planificación proactiva e inversión enfocada, confiamos en que su proyecto de mejora de fachada comercial le traerá beneficios económicos, así mismo, fortalecerá y vigorizará nuestra comunidad.

Nos complace trabajar con usted para brindarle la asistencia técnica y financiera que necesita para mejorar su fachada comercial. Gracias por ser dueño de negocio y dueño de inmueble en Rogers Park. Juntos podemos fortalecer negocios y construir comunidad.

10 CONSEJOS DE DISEÑO PARA FACHADAS COMERCIALES

1 EVITE EL CAOS O CONFUSIÓN

El diseño simple transmite una marca fuerte: evite inundar a sus clientes con demasiado texto y/o imágenes. Se recomienda dejar áreas libres con visibilidad clara, entre el negocio y la acera, para resaltar el atractivo de la tienda y proveer seguridad al negocio, clientes y peatones.

2 CALIDAD, NO CANTIDAD

Los materiales utilizados deben ser de alta calidad y duraderos. Los materiales de bajo costo tienden a desgastarse rápidamente lo que implica un reemplazo frecuente, de lo contrario, estos materiales deteriorados le darán mal aspecto a su fachada comercial desanimando a clientes potenciales. Se recomiendan materiales tradicionales como: madera, metal, vidrio, lienzo, piedra, ladrillo, etc.

3 REJAS REFLEJAN INSEGURIDAD

Las ventanas o escaparates sin obstrucciones permiten a los peatones “comprar” visualmente durante el día y la noche. Aparte, desalienta la producción de graffiti. Se recomienda que los negocios eviten el uso de rejas de seguridad, las cuales dan el aspecto de un barrio peligroso. Si es necesario, utilice las rejas de seguridad de malla retráctil por el interior del comercio, brindando mayor visibilidad al interior que a la vez desaliente la producción de graffiti.

4 SABER A QUIÉN CONTRATA

Todas las mejoras de fachadas de negocios deben ser realizadas por contratistas con licencia de la Ciudad de Chicago y seguro. Elegir un contratista de buena reputación, le asegura que conoce las regulaciones de la Ciudad de Chicago, le ayudará a evitar multas innecesarias y retrasos. Aparte, un contratista con licencia le garantiza el trabajo.

5 EL MANTENIMIENTO ES GANANCIA

Mantenga sus ventanas limpias, sus letreros y toldos en buen estado. Una nueva capa de pintura es una buena inversión. El mantenimiento adecuado es preventivo que, a la larga, le dará mejores resultados.

6 REPARAR EN LUGAR DE REEMPLAZAR

En la medida de lo posible, las mejoras a la fachada comercial deben estar pensadas en revelar el estilo original arquitectónico, tanto de su forma como sus materiales originales. A veces, simplemente quitar el revestimiento viejo, revela detalles originales y hermosos del edificio que atraerán la atención de su negocio.

7 HONRAR EL CARÁCTER DEL BARRIO

Piense qué hace única a su locación. Las mejoras de su fachada, que son complementarias al carácter distintivo de su distrito comercial para crear un sentido de lugar con carácter propio y que atraiga a más personas al vecindario.

9 CUMPLIR CON LAS NORMAS

Todas las mejoras de su fachada comercial, deben cumplir con las regulaciones que apliquen: los requisitos de permisos y los códigos de zonificación de la Ciudad de Chicago, como se describen en este documento.

8 ANIMAR, INVITAR E ILUMINAR.

Por las noches, suficiente iluminación interior llamará la atención atrayendo clientes a entrar a su negocio. Se recomienda dejar algo de iluminación interior después del horario de atención al público para mantener atractivo el corredor comercial y aumentar la seguridad en la calle. Evite las luces de neón o LED en los escaparates ya que distraen la imagen y marca de su negocio. En realidad, estas luces, no atraen más clientes y deterioran el diseño de su fachada comercial.

10 ¡RECUERDE!

Siga las regulaciones de la Ciudad de Chicago, mantenga íntegra la imagen urbana de Rogers Park, y sobre todo, ¡no se complique!

GUÍA DE DISEÑO señalización

Normalmente, los letreros son de las primeras cosas que un cliente ve de su negocio. Buenos letreros proporcionan información básica a sus clientes acerca de su negocio, demostrando su calidad y personalidad. Más aún, letreros con diseños efectivos, complementan el edificio y el barrio. Por lo general, los letreros con diseños simples son más efectivos que los que son desordenados y abrumadores, por ejemplo: si el letrero está demasiado abarrotado, los clientes no lo leerán.

PERMISOS

Se requiere un permiso del “Department of Buildings” de la Ciudad de Chicago para la instalación de todo tipo de letreros, EXCEPTO letreros hechos completamente de papel, película acrílica, adhesivo, vinilo o pintura, y que será exhibido en una ventana ocupando menos del 25% del espacio y una permanencia máxima de 60 días. Los letreros incidentales como los que indican la dirección y el horario de operación, NO necesitan un permiso, A MENOS QUE el letrero también contenga el nombre del negocio, un eslogan o un logotipo.

REGULACIONES

- El área máxima total para señalización es de 3x veces la fachada o hasta 600 pies cuadrados.
- Los letreros no deben resaltar por encima del segundo piso.
- Se prohíben las pantallas de video y las señales intermitentes.



RECOMENDACIONES

- Los letreros son anuncios destinados a mostrar su negocio, no a describir todos los productos o servicios que ofrece su negocio.
- Evite los letreros intermitentes u otros letreros con iluminación excesiva. Los letreros simples de neón pueden ser efectivos.
- Retire letreros y marcos viejos o los que ya no funcionan.
- Donde sea posible, reutilizar o restaurar letreros históricos.
- Mantenga el texto y las imágenes a un mínimo.

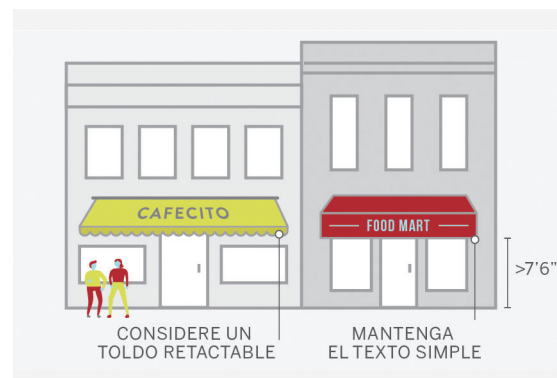


toldos

Los toldos protegen a sus clientes de la lluvia y el sol. También ofrecen otras ventajas, como reforzar la imagen y seriedad de su negocio, incluso, se puede usar como anuncio. Recuerde que los toldos con información ordenada y sencilla son señal de profesionalidad y limpieza para los clientes potenciales. En general, si usa texto, es mejor que sea limitado, por ejemplo: los toldos memorables, generalmente incluyen el nombre del negocio, el número de teléfono y una o dos piezas claves de información.

REGULACIONES

- Los toldos deben estar por lo menos a 7 pies y 6 pulgadas sobre la acera.
- Los toldos no deben extenderse hacia la vía pública a una distancia no mayor a 18 pulgadas (457 mm) de la orilla de la fachada.
- Los toldos no tienen permitido ser iluminados por la parte interior.



RECOMENDACIONES

- Mantenga el texto y esquemas de color simples y al mínimo, creando una marca. Al igual que la señalización, si la marca es concisa, ayuda a que su negocio se destaque.
- Donde sea posible, no bloquee con los toldos las características arquitectónicas importantes.
- Retire los toldos viejos o desgastados.
- Considere un toldo retráctil que tiene una vida útil más larga que un toldo fijo.



ventanas y escaparates

Los escaparates limpios en cualquier tipo de negocio atraen clientela, ya sea permitiéndoles tener una vista previa de los bienes y servicios reforzando la marca del negocio. Los clientes responden favorablemente a las ventanas limpias con una señalización simple. Es importante no saturar las ventanas con excesiva publicidad o decoraciones.

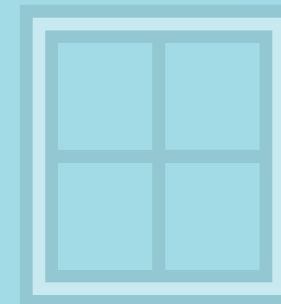


REGULACIONES

- Un mínimo del 60% de la fachada del edificio que da a la calle, entre 4 pies y 10 pies de altura, deben ser vidrios transparentes y no reflejantes, para permitir la visibilidad hacia el interior del espacio comercial o al área de exhibición de productos dentro del escaparate.
- Esta norma aplica a las fachadas de edificios comerciales que dan a las calles peatonales.
- La parte inferior de la ventana de un escaparate debe empezar máximo a 4.5 pies de altura desde la acera, con una altura mínima de 4 pies; así como iluminación interior. Esto es para garantizar adecuada visibilidad al interior del escaparate.

RECOMENDACIONES

- Las ventanas no deben cubrirse con carteles, anuncios o decoraciones.
- Acentuar las ventanas con señalización de tamaño adecuado.
- Los letreros sutiles atraen a los clientes, mejor que los letreros muy llamativos.
- La máxima transparencia permite a los clientes obtener una vista previa de los productos y servicios.
- Los letreros pueden ser pintados directamente en el vidrio de la ventana.
- Mantenga el diseño histórico general de ventanas y columnas.

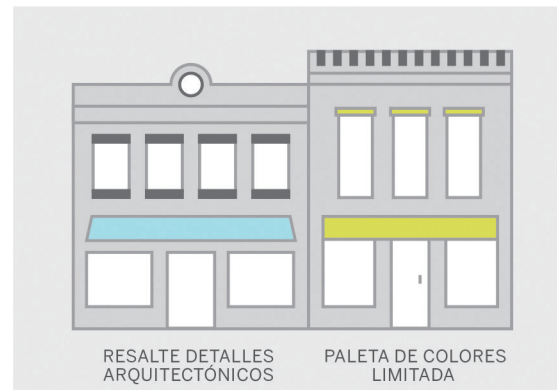


fachadas y exteriores

Se pueden hacer fachadas atractivas en edificios de cualquier edad y época. De hecho, muchos edificios presentan características arquitectónicas interesantes que no son aprovechadas. Al aprovechar la arquitectura existente, los dueños de negocio pueden crear fachadas y exteriores simples pero elegantes, que atraerán clientela y a su vez proyectarán una marca elegante.

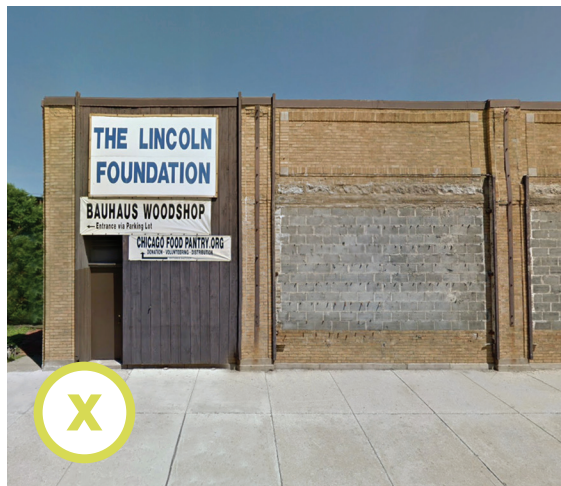
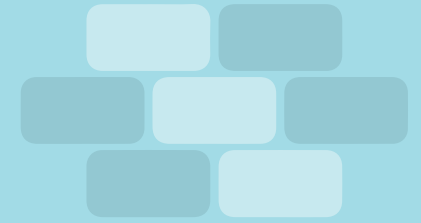
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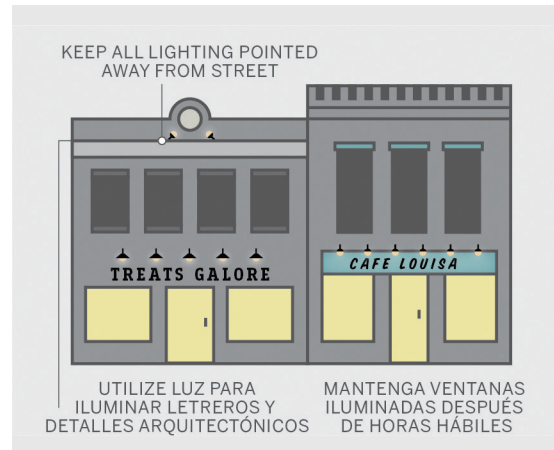
RECOMENDACIONES

- Trabaje con las características arquitectónicas existentes y tenga en cuenta que, si no han sido utilizadas y/o pueden estar tapadas con otro material!
- Use el color con moderación para resaltar la fachada del edificio.
- Incluso, haga patrones de color, pero evite usar más de dos o tres colores.
- Haga el junteo de calidad. Combine el color del mortero con el ladrillo, la mampostería o la terracota. No chorrear con arena la mampostería y utilice métodos suaves de limpieza.
- ¡Haga las cosas más sencillas posibles!



iluminación

La iluminación atrae a los clientes y ayuda a proteger los negocios del crimen. Sin embargo, la iluminación es más efectiva cuando es sutil y discreta. Cuando se usa en moderación las luces de neón u otras luces brillantes pueden llamar la atención. Es poco probable que el uso excesivo de esta iluminación provoque un aumento de tráfico peatonal.



RECOMENDACIONES

- Utilice iluminación eficiente de energía como LEDs o algunas lámparas fluorescentes, en vez de lámparas incandescentes y halógenas.
- Ilumine los letreros y la acera frente a la tienda para atraer la atención y disuadir el crimen.
- Use la luz de neón con moderación, son efectivas como letreros de ventanas pequeñas, pero no como elemento principal de la tienda. Las luces de neón históricas, también puede ser efectivas sobre todo si van de acuerdo al estilo de la fachada o la marca de su negocio.
- Se recomienda las luminarias de “cuello de ganso” u otro equipo de iluminación, para acentuar la fachada o algún elemento destacable (Ejemplos en la próxima página).
- Asegúrese de que la intensidad de la luz esté nivelada o pareja en todas las luminarias.
- Use la iluminación interior en las ventanas o escaparates cuando sea posible.



PERMISOS Y ZONIFICACIÓN

Se recomienda urgentemente a los dueños de negocios y edificios comerciales que consulten el “City of Chicago Zoning Ordinance Code” de la Ciudad de Chicago y obtengan un permiso ANTES de ordenar o comprar cualquier equipo para su fachada.

WWW.CITYOFCHICAGO.ORG

- Regulaciones para Letreros: Cap. 17-12
- Regulaciones para Toldos: Cap. 17-12
- Escaparates y Exhibidores: Cap. 17-3
- Iluminación y Paisajismo: Cap. 17-11/12

PERMISOS DE CONSTRUCCIÓN Y ELECTRICIDAD

La ciudad de Chicago requiere permisos de construcción para la mayoría de los trabajos de reparación, adiciones y modificaciones a un edificio. También, se requiere un permiso de electricidad del “Department of Buildings” de Chicago para trabajos eléctricos, como iluminaciones exteriores o letreros de neón. Contratistas Electricos deben tener licencia y seguro.

“Department of Buildings” de la Ciudad de Chicago

City Hall, Sala 900
121 N. LaSalle Street
Chicago, IL 60602
312.744.3449

www.cityofchicago.org/city/en/depts/bldgs.html

SEÑALES Y TOLDOS

Se debe completar una solicitud llamada “Public Way Use Permit” del “Department of Business Affairs and Consumer Protection” si el letrero o toldo propuesto se extiende desde la línea de la propiedad hacia la vía pública.

Toda la señalización debe ser instalada por una empresa de especialista en letreros que esté registrada, tenga licencia y con seguro ante el “Department of Buildings” de la Ciudad de Chicago. Aparte, los permisos deben ser firmados por el concejal local.

Department of Business Affairs and Consumer Protection – Public Way Use Unit

City Hall, Sala 800
121 N. LaSalle Street
312.744.6060
Chicago, IL 60602

www.chicago.gov/city/en/depts/bacp/provdrs/public_way.html



ESTÁNDARES PARA CORREDORES COMERCIALES

Los Estándares para Corredores Comerciales son un conjunto de normas que determinan y especifican los colores, formas, imágenes, elementos gráficos, logotipos, tipografías, mensajes y contenidos. Estos esfuerzos, ayudan a promover la zona, creará una marca única y distintiva y atraerá visitantes y, sobre todo, compradores.

Las calles comerciales normalmente cuentan con gran número y variedad de negocios, tantos que pueden dar un aspecto abrumador, confuso, dudoso, o simplemente poco atractivo para atraer clientela. Por eso, es importante tener estándares de diseño y así crear una imagen urbana distintiva, ordenada, clara, limpia y segura, tanto de día como de noche, proporcionando un ambiente vibrante.

Alentamos a los dueños de negocios y dueños de propiedades a que hagan referencia de los estándares de la marca de su corredor comercial siempre que sea posible. Esto es, para garantizar la coherencia en el mensaje físico y visual de cualquier material impreso, diseñado para fomentar una conexión en común con la marca y el corredor mismo.

Aunque los estándares de la marca comercial de su negocio siempre son una prioridad para mantener su identidad comercial, la inclusión de los estándares de la marca del corredor comercial ayudará a la comunidad de comerciantes verse como una unidad con entidad propia, distinta de otros corredores comerciales, que reforzará y promoverá a Rogers Park como un destino para clientes.

CLARK STREET

CLARK



the flavor of Rogers Park

Los límites de la calle Clark extienden de Devon hasta Touhy.

Acceda la Guía de Estándares de la calle Clark aquí:

tinyurl.com/ClarkBrand

HOWARD STREET



Los límites de la calle Howard (SSA #19) incluyen Howard de Ridge hasta Sheridan, Paulina de Rogers hasta Jonquil y Rogers de Greenview hasta Ashland y el Gateway Centre.

Acceda la Guía de Estándares de la calle Howard aquí:

tinyurl.com/HowardBrand

ROGERSEGE

ROGERS EDGE

Los límites de RogersEdge incluyen Sheridan de Farwell hasta Devon, Broadway de Devon hasta Granville, Granville de Broadway hasta Kenmore y Devon de Sheridan/Broadway hasta Glenwood.

Acceda la Guía de Estándares de la RogersEdge aquí:
tinyurl.com/RogersEdgeBrand

ON DEVON



Los límites de la On Devon (SSA #43) incluyen Devon de Damen hasta Kedzie y Western de Arthur hasta Granville.

Acceda la Guía de Estándares de On Devon aquí:
tinyurl.com/OnDevonBrand



FINANCIAMIENTO

PROGRAMA DE MEJORAMIENTO DE NEGOCIOS (BIP) EN ÁREAS DE SERVICIOS ESPECIALES (SSA)

El Programa de Mejoramiento de Negocios (BIP) en Áreas de Servicios Especiales (SSA) ofrece incentivos en forma de reembolso por mejoras físicas en escaparates y fachadas a lo largo de la vía pública, dentro de los límites de cada respectivo SSA. El objetivo del BIP es embellecer y revitalizar los edificios de comercios minoristas, atraer y retener negocios, mejorar el paisaje urbano, el carácter y calidad de los distritos. El BIP está sujeto a la aprobación de Rogers Park Business Alliance, quien es a su vez administra y provee servicios locales a Howard Street SSA # 19, Clark / Morse / Glenwood SSA # 24, Devon Avenue SSA # 43 y Sheridan Road SSA # 54.

Para recibir el reembolso, su negocio debe estar ubicado dentro de una SSA. Los solicitantes que planean hacer mejoras en escaparates y fachadas son elegibles para un reembolso de hasta el 50% de los gastos asociados con las mejoras, sin exceder de \$ 5,000 de reembolso. El financiamiento es limitado: se considerarán las solicitudes en el orden en que se reciben.

Para obtener información detallada sobre los límites de las Áreas de Servicios Especiales en Rogers Park y West Ridge, visite:

www.rpba.org/special-service-area

- Las solicitudes deben ser aprobadas antes de comenzar el proyecto. Si el proyecto de construcción u otro trabajo ha comenzado antes de ser aprobado, el proyecto no será elegible para un reembolso.
- Los proyectos deben seguir los estándares presentados en este documento y están sujetos a revisión por parte de las Comisiones de la SSA.
- Para obtener una solicitud de BIP y una lista de mejoras elegibles y no elegibles, visite: tinyurl.com/BIPENGLISH



FONDO PARA MEJORAMIENTOS DE PEQUEÑAS EMPRESAS

El Fondo para Mejoramiento de Pequeñas Empresas (SBIF) de la Ciudad de Chicago, proporciona a los pequeños negocios asistencia financiera para los gastos de construcción por mejoras del negocio. Los subsidios de SBIF utilizan los impuestos sobre ingresos locales de Financiamiento de Incremento de Impuestos (TIF) para reembolsarle la reparación o rehabilitación pre-aprobada de sus instalaciones comerciales o la adquisición de terrenos adyacentes. Debe estar ubicado dentro de un distrito TIF elegible para SBIF. La asistencia máxima para una propiedad industrial es de \$ 150K; para una propiedad comercial de un solo inquilino, el máximo es de \$ 100K; y para propiedades comerciales con varios inquilinos, el máximo es de \$ 50K. Los fondos de la subvención se proporcionan una vez que se completa un proyecto aprobado y todos los gastos pagados.

Para obtener más información y los límites de TIF, visite: www.somercor.com/sbif

RPBA ES UN CENTRO DE OPORTUNIDADES PARA PEQUEÑAS EMPRESAS

La Alianza de Negocios de Rogers Park (RPBA) esta designada por la Ciudad de Chicago como un Centro de Oportunidades para Pequeñas Empresas (SBOC). Podemos brindar asesoría experta en préstamos para pequeñas empresas que van de \$500 a \$500K. Le asesoramos en cómo calificar para adquirir estos préstamos y les referimos con bancos comunitarios y/o prestamistas alternativos para emprendedores y dueños de negocios ya existentes. RPBA discutirá las necesidades particulares de cada solicitante sobre financiamiento o préstamo para pequeños negocios, para así poder referirles con el prestamista adecuado.

Para obtener más información, visite: www.rpba.org/access-to-capital

RECURSOS ADICIONALES:

Rogers Park Business Alliance proporciona recursos, asistencia técnica, entrenamiento y otros apoyos individualizados. Para más información y para hacer una cita llame al 773.508.5885 o mandenos un email a info@rpba.org.

NOTAS





@ROGERSPARKBA

1448 W. MORSE AVE. | CHICAGO, IL 60626
INFO@RPBA.ORG | 773.508.5885 | WWW.RPBA.ORG



Rogers Park Food & Entertainment Guide





Rogers Park Business Alliance cultivates and sustains a thriving economic environment in Rogers Park, serving businesses and residents.

For more information:

773-508-5885 | info@rpba.org | rpba.org

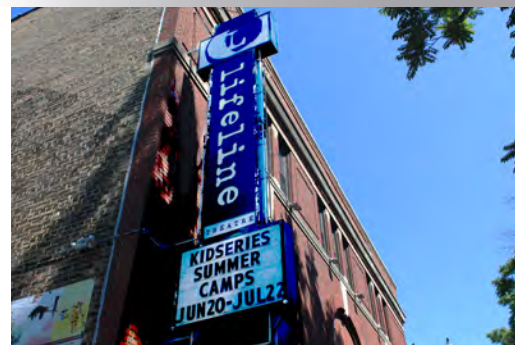


GALLERIES & MUSEUMS

- 1 Burrows Art Galleries** (847) 274-5500
6902 N. Glenwood Ave.
burrowsartgalleries.com
- 2 Greenleaf Art Center** (773) 465-4652
1806 W. Greenleaf Ave.
greenleafartcenter.com
- 3 P.O Box Collective** (773) 216-5556
6900 N. Glenwood Ave. | poboxcollective.us
- 4 Ralph Arnold Fine Arts Annex** (773) 508-7510
1131 W. Sheridan Rd.
luc.edu/ralpharnoldgallery
- 5 Rogers Park West Ridge Historical Society** (773) 764-4078
7363 N. Greenview Ave. | rpwrhs.org
- 6 Roman Susan Gallery** (773) 270-1224
1224 W. Loyola Ave. | romansusan.org
- 7 The Leather Archives & Museum** (773) 761-9200
6418 N. Greenview Ave. | leatherarchives.org
- 8 Wedge Projects** (847) 826-4531
1448 W. Howard St. | wedgeprojects.net

PERFORMING ARTS

- 9 Glenwood Dance Studio** (773) 769-7715
7017 N. Glenwood Ave.
glenwooddancestudio.com
- 10 Le Piano** (773) 209-7631
6970 N. Glenwood Ave.
lepianochicago.com
- 11 Lifeline Theatre** (773) 761-4477
6912 N. Glenwood Ave. | lifelinetheatre.com
- 12 Loyola University Chicago Dept. of Fine & Performing Arts** (773) 508-7515
1131 W. Sheridan Rd. | luc.edu/dfpa
- 13 Rhapsody Theater**
1328 W. Morse Ave. | rhapsodytheater.com
- 14 Synapse Arts**
1230 W. Greenleaf Ave. | synapsearts.com
- 15 The Factory Theater** (312) 275-5757
1623 W. Howard St. | thefactorytheater.com
- 16 The New 400 Theater** (773) 856-5980
6746 N. Sheridan Rd. | thenew400.com
- 17 Theatre Above the Law** (773) 655-7197
1439 W. Jarvis Ave. | theatreatl.org



BARS & PUBS

- 18 Bruno's Lounge** (773) 764-7900
6562 N. Sheridan Rd.
- 19 Cuneen's** (773) 274-9317
1424 W. Devon Ave.
facebook.com/cunneens
- 20 Dino's Bar** (773) 743-8282
6400 N. Clark St.
- 21 Howard Street Brewing**
1617 W. Howard St. | howardstreetbrewing.com
- 22 Jackhammer** (773) 743-5772
6406 N. Clark St. | jackhammerchicago.com
- 23 Jarvis Square Tavern** (773) 654-3972
1502 W. Jarvis Ave.
jarvissquaretavern.com
- 24 Jimmy's On Clark** (630) 202-6306
6973 N. Clark St.
facebook.com/jimmysonclark
- 25 Mission Control Arcade**
1408 W. Morse Ave.
missioncontrolarcadearbar.business.site

- 26 Picnic Wine & Provisions** (773) 856-0000
7301 N. Sheridan Rd.
picnicwineandprovisions.com
- 27 Rogers Park Oasis** (773) 973-7788
6809 N. Sheridan Rd.
rogersparkoasis.com
- 28 Rogers Park Social** (773) 791-1419
6920 N. Glenwood Ave.
rogersparksocial.com
- 29 Tally Ho Pub** (773) 508-6789
1951 W. Howard St.
- 30 The Glenwood Bar** (773) 764-7363
6962 N. Glenwood Ave.
theglenwoodbar.com
- 31 The Lighthouse** (773) 764-9414
7301 N. Sheridan Rd.
lighthouserogerspark.com
- 32 Touche** (773) 465-7400
6412 N. Clark St. | touchechicago.com



RESTAURANTS

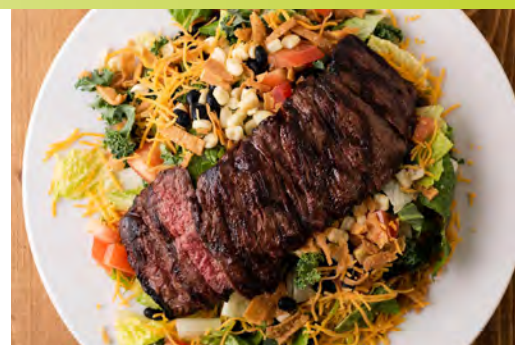
AFRICAN

- 33 Badou Senegalese** (872) 235-5216
2049 W. Howard St.
badousenegalesecuisine.com
- 34 Denden Restaurant** (773) 973-4752
6635 N. Clark St.
facebook.com/DenDenRestaurant
- 35 K I African Restaurant** (773) 856-0044
7137 N. Clark St. | kiafricanrestaurant.com
- 36 Qaato Halal Restaurant** (773) 465-6255
7118 N. Clark St.
- 37 Safari Lounge & Ethiopian Cuisine** (773) 856-0803
7124 N. Clark St.

AMERICAN

- 38 Another Bite** (773) 856-0472
6632 N. Clark St. | another-bite.business.site
- 39 Bulldog Ale House** (773) 274-9331
6606 N. Sheridan Rd. | BulldogAleHouse.com

- 40 Buffalo Joes** (773) 764-7300
1841 W. Howard St.
- 41 Capt'n Nemo's** (773) 973-0570
7367 N. Clark St. | capnemos.com
- 42 Honeybear Cafe** (773) 754-7450
7036 N. Clark St. | honeybearrrp.com
- 43 Hotspot Grill** (773) 465-8600
1632 W. Howard St.
- 44 Jarvis Grill** (773) 274-4117
1517 W. Jarvis Ave.
- 45 Pete's Grill** (773) 508-1752
7557 N. Paulina St. | petesgrills.com
- 46 R Public House** (872) 208-7916
1508 W. Jarvis Ave. | rpublichouse.com
- 47 Ropa Cabana**
1230 W. Greenleaf Ave.
- 48 Sub Brothers** (773) 381-4533
1417 W. Morse Ave.



RESTAURANTS

AMERICAN (CONT.)

- 49 Tasty Sub** (773) 381-4600
2001 W. Howard St.
- 50 Zip'Z Express Fast Food** (773) 465-8868
1635 W. Howard St.

ASIAN

- 51 Asahi Sushi & Noodles** (773) 654-3649
6803 N. Sheridan Rd. | [asahirollssushi.com](#)
- 52 Asian Station** (773) 942-7196
1343 W. Morse Ave. | [asianstationchicago.com](#)
- 53 China Gourmet** (773) 381-3838
7100 N. Clark St. | [chinagourmetiltogo.com](#)
- 54 China Spring** (773) 262-8880
7005 N. Clark St.
- 55 Great Wall Chinese** (773) 465-5815
6740 N. Sheridan Rd.
[greatwallrogerspark.com](#)
- 56 Noon Hour Grill** (773) 338-9494
6930 N. Glenwood Ave.
- 57 Rice Thai Cafe and Sushi** (773) 338-1717
6744 N. Sheridan Rd. | [ricethaicafe.com](#)

BAKERY, COFFEE HOUSE AND DESSERT

- 58 Archie's Cafe** (773) 856-0899
1228 W. Loyola Ave.
- 59 Athena Board Game & Cafe** (872) 208-3172
1418 W. Howard St. | [athenabgc.com](#)
- 60 Caribbean American Baking Co.** (773) 761-0700
1539 W. Howard St.
[caribbeanamericanbakery.com](#)
- 61 Charmers Cafe** (773) 743-2233
1500 W. Jarvis Ave. | [charmescafe.com](#)
- 62 La Michoacana Don Chuy** (773) 744-2789
7057 N. Clark St.
- 63 Life's Sweet Inc.** (773) 761-4477
6621 N. Clark St. | [lifessweetinc.com](#)
- 64 Paleteria La Monarca** (773) 274-6394
6955 N. Clark St.
- 65 Paleteria Las Delicias de Michoacán**
6649 N. Clark St. (773) 381-2842
- 66 Panaderia Ayutla** (773) 764-9077
6963 N. Clark St.
- 67 Panaderia Evita** (773) 508-9557
6975 N. Clark St.
- 68 Smack Dab** (872) 241-9111
6730 N. Clark St. | [smackdabchicago.com](#)
- 69 Sol Cafe** (773) 961-8289
1615 W. Howard St. | [solcafechi.com](#)
- 70 Thai Chi Bubble Tea** (773) 654-3318
6800 N. Sheridan Rd. | [taichibubbletea.com](#)
- 71 The Common Cup** (773) 961-7019
1501 W. Morse Ave. | [commoncupchicago.com](#)
- 72 Tropical Smoothie Cafe** (773) 961-8591
6448 N. Sheridan Rd.
[tropicalsmoothiecafe.com](#)

CARIBBEAN

- 73 Kizin Creole** (773) 961-7275
2311 W. Howard St. | [kizincreole.com](#)
- 74 Redz Belizean** (773) 973-3919
7605 N. Paulina St. | [redzbze.com](#)

FUSION

- 75 bopNgrill** (773) 654-3224
6604 N. Sheridan Rd. | [bngrill.com](#)
- 76 Urban Tables** (773) 807-1366
6958 N. Clark St. | [urbantableschicago.com](#)
*pick up only

FUSION (CONT.)

- 77 Twilight Kitchen** (773) 844-7335
7135 N. Clark St. | [twilightkitchen.com](#)

INDIAN

- 78 Luzzat** (773) 764-1065
1505 W. Jarvis Ave.

ITALIAN & PIZZA

- 79 Anto Pizza & Pasta** (773) 942-7427
1547 W. Jarvis Ave. | [antopizza.com](#)
- 80 Giordano's Pizza** (773) 262-1313
6836 N. Sheridan Rd. | [giordanos.com](#)
- 81 Impastable**
1408 W. Morse Ave. | [qrco.de/bch6ij](#)
- 82 J.B. Alberto's Pizza** (773) 973-1700
1324 W. Morse Ave. | [jbalbertos.com](#)
- 83 Nueva Italy Pizzeria** (773) 681-0689
7109 N. Clark St. | [nuevaitaly.com](#)

LATIN AMERICAN

- 84 El Famous Burrito** (773) 465-0377
7047 N. Clark St. | [elfamousburrito.com](#)
- 85 El Pecado Mexican Restaurant**
6922 N. Clark St. (773) 681-0220
[ordereipecadomexican.com](#)
- 86 El Pulpo Loco** (773) 274-2241
6619 N. Clark St.
[el-pulpo-loco-restaurant.business.site](#)
- 87 El Sabor Poblano** (773) 516-4243
7027 N. Clark St. | [saborpoblano.com](#)
- 88 La Choza Mexican Grill** (773) 465-2162
7022 N. Clark St.
- 89 Los Portales Mexican Restaurant** (773) 465-5221
1418 W. Morse Ave.
[losportalesmexicanrestaurantchicago.com](#)
- 90 Restaurante Cuetzala Gro** (773) 262-9417
7360 N. Clark St. | [restaurantcuetzala.com](#)
- 91 Rocky's Tacos** (773) 274-4555
7043 N. Clark St. | [rockystoacos.com](#)
- 92 Semilla's Latin Kitchen** (773) 908-6458
6764 N. Sheridan Rd. | [semillaslatinkitchen.com](#)
- 93 South of the Border** (773) 856-0427
1416 W. Morse Ave.
[southoftheborderchicago.com](#)
- 94 Su Taqueria El Rey del Taco y Sus Mariscos** (773) 274-9004
7138 N. Clark St. | [sutaqueriaelreychicago.com](#)
- 95 Supermercado Chapala** (773) 465-3907
7117 N. Clark St.
- 96 Tamales Lo Mejor De Guerrero**
7024 N. Clark St. (773) 338-6450
- 97 Tamalito** (773) 654-3785
7357 N. Clark St. | [tamalitochicago.com](#)
- 98 Taqueria & Restaurant Cd. Hidalgo** (773) 338-9992
7104 N. Clark St. | [hidalgotogo.com](#)
- 99 Taqueria El Charro I** (773) 743-7056
6661 N. Clark St.
- 100 Taqueria El Chorrito** (773) 381-0902
6404 N. Clark St. | [elchorrito.com](#)
- 101 Taqueria El Dorado** (312) 856-6506
6952 N. Clark St.
- 102 Taqueria Hernandez** (773) 274-1519
6983 N. Clark St.
- 103 Taste of Peru** (773) 381-4540
6545 N. Clark St. | [tasteofperu.com](#)

MIDDLE EASTERN

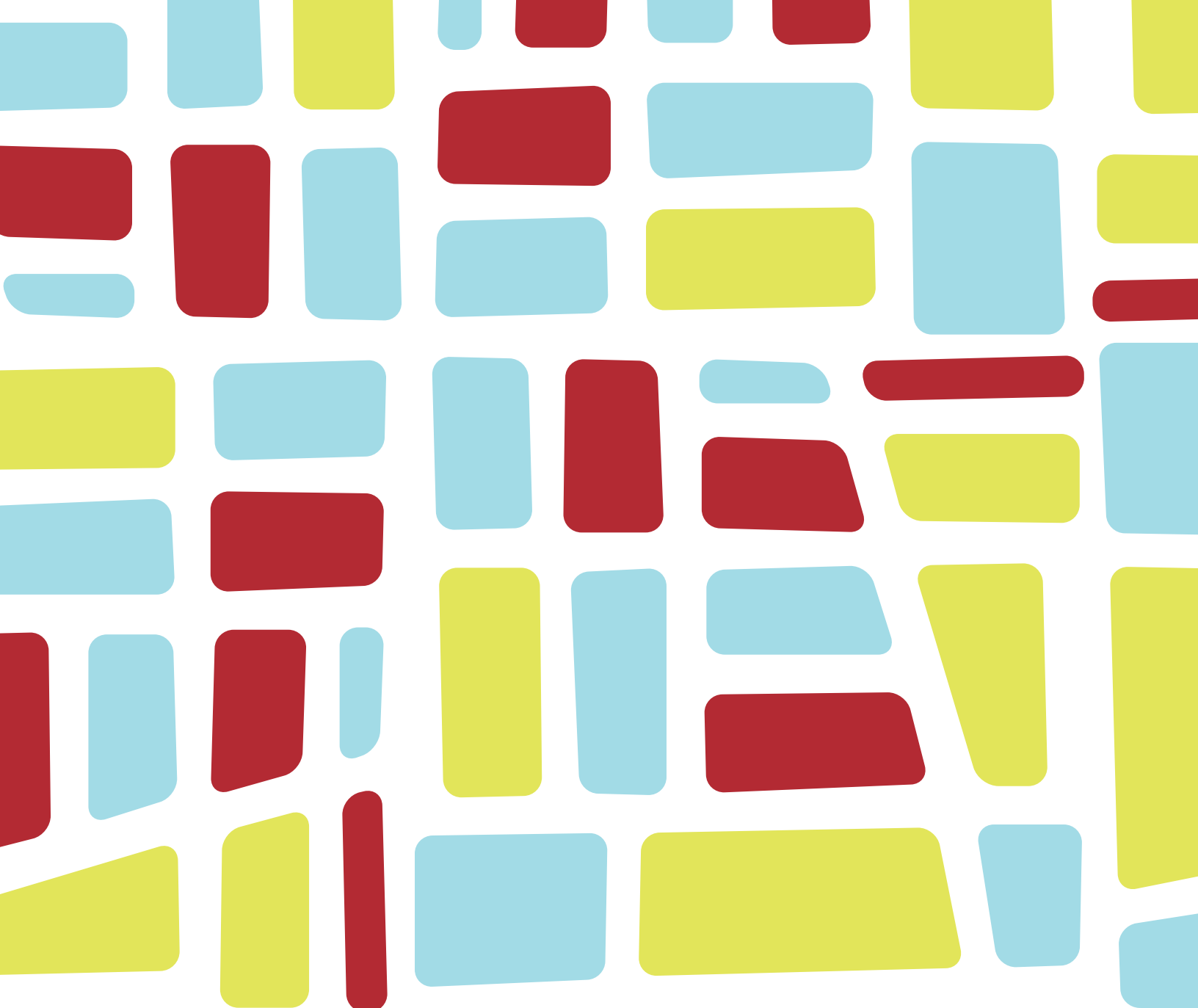
- 104 Halal Guys** (773) 654-3883
6474 N. Sheridan Rd. | [thehalalguys.com](#)
- 105 I Dream of Falafel** (872) 999-8521
6558 N. Sheridan Rd. | [idreamoffalafel.com](#)
- 106 Morse Gyros** (773) 743-2665
1422 W. Morse Ave. | [morsegyroschicken.com](#)
- 107 Parkside Gyros** (773) 338-0321
7355 N. Clark St.
- 108 The Crazy Greek** (773) 856-6808
6808 N. Sheridan Rd.
[thecrazygreekchicago.com](#)
- 109 The Red Room**
7021 N. Clark St.
- 110 Tostini** (773) 344-8903
1622 W. Morse Ave.

NATIONAL FAVORITES

- 111 Baskin Robbins** (773) 274-0204
7553 N. Paulina St. | [baskinrobbins.com](#)
- 112 Blaze Pizza** (773) 961-8330
6550 N. Sheridan Rd. | [blazepizza.com](#)
- 113 Burger King** (872) 208-5894
7523 N. Clark St. | [bk.com](#)
- 114 Chipotle** (773) 465-9281
6600 N. Sheridan Rd. | [chipotle.com](#)
- 115 Domino's Pizza** (773) 346-3535
6607 N. Clark St. | [dominos.com](#)
- Dunkin' Donuts:** [dunkindonuts.com](#)
- 116** 1200 W. Loyola Ave. (773) 381-7478
- 117** 1357 W. Morse Ave.
- 118** 6970 N. Clark St. (773) 508-0433
- 119** 7553 N. Paulina St. (773) 262-0955
- 120 Insomnia Cookies** (877) 632-6654
6470 N. Sheridan Rd.
- 121 Jet's Pizza** (773) 312-4445
7070 N. Clark St. | [jetspizza.com](#)
- 122 Little Ceasars Pizza** (773) 465-8307
7001 N. Clark St. | [littlecaesars.com](#)
- 123 McDonald's** (773) 743-6932
6740 N. Clark St. | [mcdonalds.com](#)
- 124 Popeye's Chicken** (773) 764-9870
1959 W. Howard St. | [popeyes.com](#)
- 125 Potbelly** (773) 596-5335
6464 N. Sheridan Rd. | [potbelly.com](#)
- 126 Raising Cane's Chicken Fingers** (773) 381-9480
6568 N. Sheridan Rd. | [RaisingCanes.com](#)
- 127 Roger's Wings** (773) 856-0559
6752 N. Sheridan Rd.
- 128 Starbucks** (773) 743-0417
6738 N. Sheridan Rd. | [starbucks.com](#)
- Subway:** [subway.com](#)
- 129** 6558 N. Clark St. (773) 274-0074
- 130** 6449 N. Sheridan Rd. (773) 274-6800
- 131 Taco Bell** (773) 892-2032
6460 N. Sheridan Rd. | [tacobell.com](#)
- 132 Wingstop** (224) 269-4400
7003 N. Clark St. | [wingstop.com](#)







Strengthening Business,
Building Community



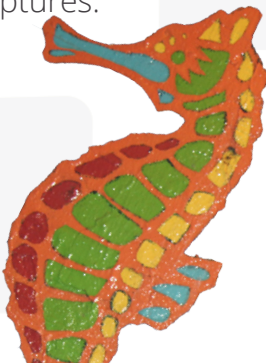
— @rogersparkba —



Two neighborhood art walks:

Walk 1:

Set out from Jarvis Square and walk south on Greenview where you'll encounter three 49th Ward Participatory Budgeting Murals near the CTA underpass at Sherwin - *Greetings from Rogers Park*, *Chicago 1955* and *Move On Up*. Continue your walk south to Estes and make a left turn. When you get to Glenwood, you will see the *It Starts With You* mural, part of the Mile of Murals walls on the CTA embankment. Continue south to Morse and look up to see *Artistic Movement* painted on the overpass. From here, you can choose your own adventure by continuing south to check out the art at Loyola University or east toward the lake for some great city views and sculptures.



Rogers Park Business Alliance believes in the power of public art to make positive change and reflect the virtues, struggles and long lasting spirit of the community.

Rogers Park Business Alliance cultivates and sustains a thriving economic environment in Rogers Park, serving businesses and residents.

Enjoy your walk!



Walk 2:

Begin on Howard and on the side of 1419 W. Howard look up to see the *Creative Collective* mural depicting everyday life. Walk west on Howard for three blocks and behind 1615 W. Howard you will see the vibrant *Big Fruit* mural. Continue walking west towards the Metra train tracks and make your way alongside the Metra tracks south to see a series of Participatory Budgeting murals on the underpasses. Once you reach Greenleaf turn left (east) to visit *Color Through Chaos* by Clark and continue walking south on Clark to see more murals. End your walk with some tasty flavors at any of the many Clark St. restaurants.

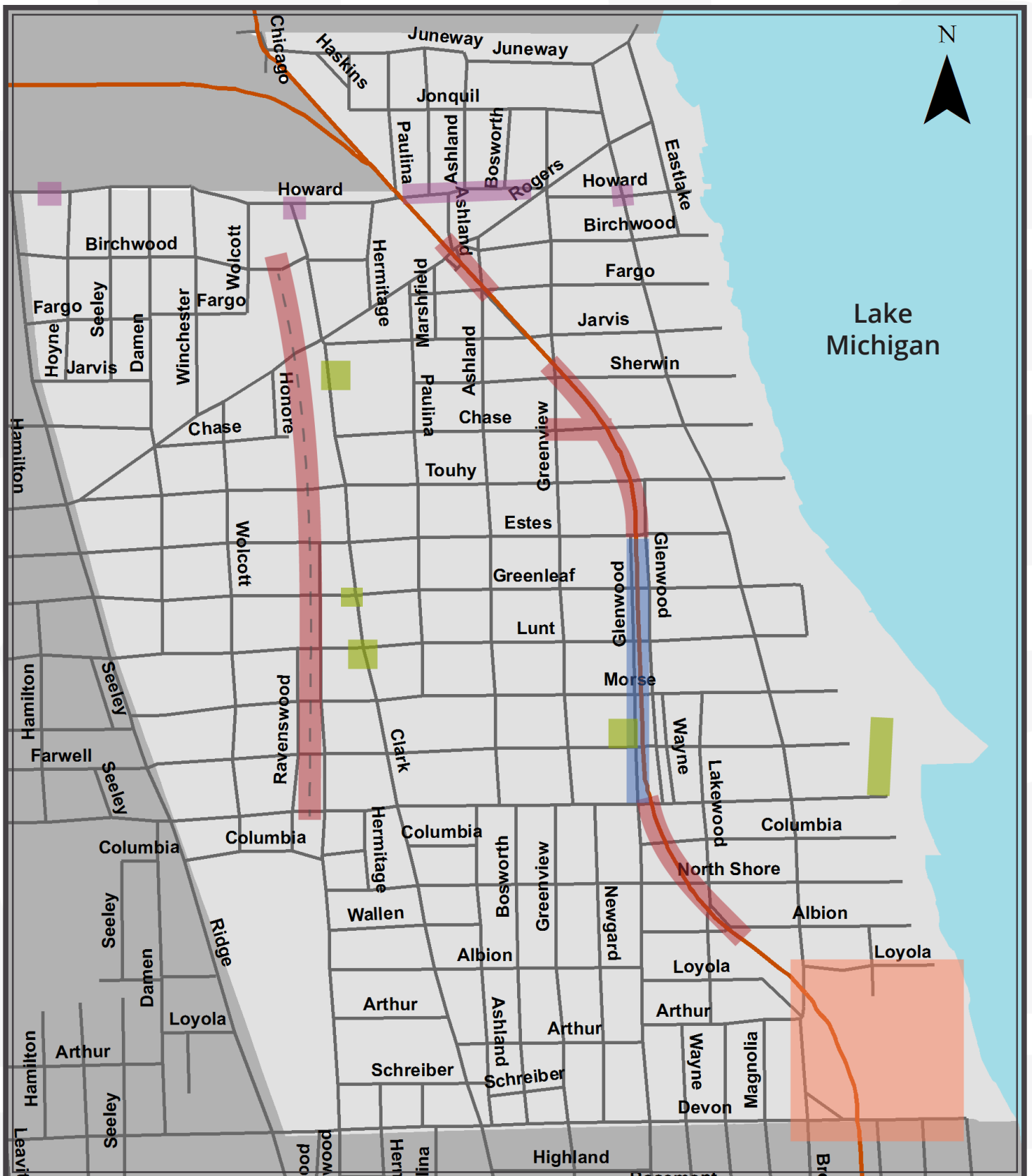


PUBLIC ART in Rogers Park

WALKING MAP



Explore Public Art In Rogers Park



Howard Street hosts 8 art pieces highlighting a sophisticated, unique district with many historical buildings, eateries, diverse shops and public transportation.

Between 2010 and 2015, the 49th Ward commissioned 38 **Participatory Budgeting Murals** by Chicago artists on Metra and CTA underpasses, through a community participation process.

Along the CTA Glenwood Avenue embankment, the **Mile of Murals** offers color and story through 15 large-scale works, consisting of 7 block-long pieces, 7 viaducts and one overpass totaling over 16,000 sq feet of painted walls.

The campus at **Loyola University** is full of statues and sculptures: Some are large and well known, others are small and off the beaten path. Each tells a story.

More Public Art can be found on Clark Street, in Touhy Park, in the Glenwood Avenue Sculpture Garden and at Tobey Prinz Beach Park, home of a striking sculpture and the annual community-painted Artists of the Wall bench. Plus decorative crosswalks can be seen on Lunt and Ravenswood Avenues.

Scan to visit digital map
or visit rpba.org/public-art



Special Service Area (SSA) Business Improvement Program (BIP) Application



A Program of:
Howard Street/Jarvis Square SSA #19
Clark/Morse/Glenwood SSA #24
Devon Avenue SSA #43
Sheridan Road SSA #54



Strengthening Business, Building Community.
1448 W. Morse Ave. Chicago, IL 60626
P: 773.508.5885 | rpba.org | info@rpba.org

I. INTRODUCTION

The Special Service Area (SSA) Business Improvement Program (BIP) provides incentives in the form of a rebate for physical improvements to storefronts and facades along the public way. The goal of the BIP is to beautify and revitalize commercial retail buildings, attract and retain businesses, enhance the streetscape, and provide design guidelines that enhance the character and qualities of the districts. The BIP is subject to the approval of and administered locally by Rogers Park Business Alliance, the SSA Sole Service Provider agency for Howard Street/Jarvis Square SSA #19, Clark/Morse/Glenwood SSA #24, Devon Avenue SSA #43 and Sheridan Road SSA #54. ***Funding is limited – applications will be considered in the order in which they are received. Applicants who intend to remove their outer metal grates will be given priority.*** This document provides a detailed explanation of the SSA BIP.

II. ELIGIBILITY

A. Eligible Applicants

Owners and tenants (with owner's written consent) of street level commercial/retail property, located within the SSA #19, #24, #43 or #54 taxing boundaries, may apply. See maps on pages 10-13 for SSA boundaries.

In cases where the owners of freestanding franchise businesses apply to the program, each case will be reviewed individually. In such cases, applicants may need special permission to deviate from franchise agreement design guidelines. The ability of such applicants to comply with SSA BIP's design guidelines will have a significant bearing on acceptance into the program.

B. Eligible Expenditures

Eligible applicants who plan to make storefront improvements are eligible for a rebate of up to 50% of the associated costs with a maximum rebate not to exceed \$5,000. The improvements must have a positive impact on the commercial area and improve the aesthetic appearance of the storefront and/or building. It is at the particular SSA Commission's discretion to approve any variances or special requests to this program.

Applications will be considered in the order that they are received until all the BIP funding is disbursed for the fiscal year. If the list of applications received before the next SSA Commission review exceeds the amount of funding for the program a lottery will be held to determine the order in which the projects will be funded and a wait list for funding should it become available. In order to maximize the number of eligible projects that receive assistance, the SSA Commission reserves the right to award a rebate at an amount less than the allowable maximum of \$5,000.

C. Eligible Improvements

Improvements under the SSA Business Improvement Program may include the following (see table below):

The proposed improvements may also be reviewed by other City of Chicago departments to assure compliance with zoning and building code requirements, and any other local and state laws and ordinances if applicable.

Eligible Improvements	Ineligible Improvements
<ul style="list-style-type: none"> a. Tuck-pointing and masonry b. Exterior lighting c. Exterior surveillance cameras d. Window/door replacements e. New sidewalk café corrals or full replacement of café corrals f. Awnings g. New signage or sign graphics h. Parking lot landscaping, decorative fencing, buffers, lighting, signage that faces the main shopping street i. Exterior security grate removal j. New security grates (must be installed inside storefront window/door) k. Improvements done to vacant buildings l. Other relevant improvements as approved by the SSA Commission 	<ul style="list-style-type: none"> a. Roofing improvements b. Rear, side, alley, or secondary improvements not visible from the public right-of-way c. New construction or additions d. Improvements that are considered regular building upkeep or maintenance e. Improvements planned for new buildings (constructed less than 5 years before application date), except for sidewalk cafes, awnings, and/or signage f. Sidewalk café furniture considered temporary in nature, such as tables and chairs g. Parking lot improvements that face side streets, alleys or are not visible from the main street h. Flower boxes and planters (unless it is part of sidewalk café corral)

Positive impact defined: Changes that are apparent from the commercial street that improve the aesthetic appearance of a storefront and/or building which in turn creates a cleaner more inviting look to the commercial district. Some examples include, but are not limited to: changing windows or door styles to create a more open and inviting entryway or reconfiguring traffic pattern of an entry way or window local; replacing deteriorating signage with clean uniform signage; installing lighting and/or surveillance cameras; or removing outer metal grates.

Storefront defined a commercial retail business that has direct and immediate pedestrian access from the public way.

The goal is to concentrate on street level improvements, but upper level improvements may be approved if they have significant impact on the street appearance. This will be subject to review by the Commission. Professional, legal, architectural and city permit fees may be included in the total storefront improvement cost. If the applicant serves as a supplier, those costs will not be considered as eligible expenditures. In addition, in cases where the applicant serves as the contractor, two additional estimates from other contractors will be required for the cost evaluation of the project.

D. Program Eligibility

1. Rebate requests will not be granted for improvements that were started before the application is received and approved.
2. The application must be approved by the SSA Commission before construction can begin. If the applicant moves ahead with the project before receiving the approval the applicant accepts the risk that the project will not be approved for a rebate.
3. Applicant must fully and timely comply with all the requirements and deadlines set forth in the Application.
4. Applicants must be the entity paying for the improvements.
5. If applicant is a tenant, written consent of the property owner is required.
6. Only owners and tenants of street-level property located within the SSA boundaries are eligible for the BIP.
7. The property must be free of liens and legal questions as to ownership of the property, excepting any mortgage liens.

Special Service Area Business Improvement Program

8. Applicants must have proof of proper zoning and City permits for the improvements.
9. To the extent that the owner or tenant is supplying their own materials or labor for the improvements, profits and overhead are not eligible expenditures for the rebate.
10. Applications are considered on a rolling basis through the calendar year. There is no guarantee that funding will be available upon request of rebate.
11. If multiple applications are received before the next available SSA Commission review AND the combined rebate requested in all applications exceeds the available BIP funding, a lottery will be held to determine the order in which the projects will be funded and a wait list for rebates as future funding becomes available.
12. The Department of Planning and Development has declared that SSA Commissioners are eligible to participate in the BIP, provided they meet all other BIP eligibility criteria and abstain from reviewing and voting on ALL BIP applications during the period beginning when their application is submitted until their rebate check is approved and processed.
13. If any change in ownership of the property or business participating in the BIP occurs during the improvements, eligibility for the BIP will be suspended until a meeting with Rogers Park Business Alliance staff and new ownership is completed and any changes to the original application are approved in writing. There is no guarantee that new ownership will be approved for the same rebate amount as the previous owner. All such applications will be considered on a case-by-case basis.
14. Properties that received a Small Business Improvement Fund (SBIF) grant in the previous 3 years or are currently enrolled in the SBIF program are ineligible from applying to the BIP.
15. If the same improvement project already received funding from a different grant or incentive program it is ineligible for additional funding through the BIP.
16. No property owner or business can receive more than one grant in three calendar years from disbursement of the original grant. If any change in the ownership of a property participating in the program occurs, it will result in the removal of the project from the program. The new ownership is welcome to submit a new application into the rebate program.

III. APPLICATION PROCESS

A. Application Phase

A BIP application package must be submitted to the Rogers Park Business Alliance. Incomplete applications will not be considered for approval by the SSA Commission. The application package must include the following items:

1. Completed application form. Applicant is required to attend a meeting with the SSA Manager to present the scope of the project;
2. Photographs of existing building and the proposed project area;
3. Detailed plans and specifications for the proposed project;
4. Detailed cost estimates from at least two contractors for each improvement task. Specify which contractor you prefer for each task. The Commission reserves the right to reject any questionable estimates, as well as implement such additional program rules and regulations as it deems reasonable. If the applicant plans to complete construction themselves, they must submit two estimates in addition to their own;
5. A list of applicable City permits to be obtained; and
6. Written authorization from the property owner, if different from the applicant. The authorization must state that the applicant has the authority of the building owner to make the proposed improvements and participate in the BIP. *(Use enclosed form in application).*

B. Approval Phase

Completed applications must be submitted prior to the next meeting of the SSA Commission. The SSA Commission meeting dates are posted at www.rpba.org.

Special Service Area Business Improvement Program

After the completed application is received, it will be reviewed by the SSA Commission. This entity will review and accept or reject each application in its sole and absolute discretion. The applicant may be asked to clarify design elements if requested by the Commission. The application may be voted on in the first SSA meeting. If the Commission has questions about the application a vote may be postponed until a future meeting.

In order to determine what projects warrant the rebate the following are the criteria for review:

- Proposed projects meet the program guidelines
- Project provides a positive impact on the beautification of the public way
- Projects that demonstrate the greatest need of public assistance
- The size of the requested rebate
- Projects that have not previously been funded
- Applicants who demonstrate that the funding assistance will enhance the business improvements
- Buildings throughout the SSA boundaries in order to accomplish geographic diversification of limited funding

Within 10 (ten) business days of the SSA Commission meeting at which the application was voted upon, the applicant will be sent an approval letter in the mail stating the rebate amount he/she can expect to receive for the proposed project (the "Approval Letter") or an explanation of why the application was not approved.

C. Construction Phase

Once the application has been submitted and necessary permits have been obtained from the City of Chicago, the applicant may proceed with the improvements in accordance with the plans and specifications submitted in their application. However, if the applicant moves ahead with the project before receiving the Approval Letter, he/she accepts the risk that the project may not be approved for a rebate.

In order to ensure a timely project construction period, and to ensure the awarded funds are distributed within the same calendar year as the project is approved, all improvements should be completed within 180 days of the date of the Approval Letter. Failure to complete such work within the 180-day deadline shall, notwithstanding anything to the contrary elsewhere in the Application or related program materials, constitute a material breach of the program requirements resulting in the withdrawal of funding for the applicant's project without further notice of any kind.

D. Rebate Request and Distribution Phase

Once the improvements have been completed, the applicant must request the rebate by submitting the following documentation to the Rogers Park Business Alliance in writing (the "Rebate Request"):

1. Written verification that all agreed-upon work has been completed correctly
2. Before and after photographs showing the completed work
3. Copies of all required City permits
4. Copies of all paid invoices from the selected vendor(s)
5. Copies of the cancelled checks or credit card receipts for all eligible work that shows all work has been paid for in full.

After the Rebate Request has been received, a member of the SSA Commission or a Rogers Park Business Alliance staff member will inspect* the project to verify compliance with the program guidelines and pre-approved plans. A rebate check will be sent within 60 days after the final inspection has taken place, provided the inspection confirms compliance, and pending fiscal year availability of funds. In some cases, applicants who complete work in the later part of the fiscal year may not receive funds until the first part of the following fiscal year.

*The SSA Commission member's inspection is limited to a review of the completed improvements only in connection with the applicant's application under this program, and in no way shall be deemed an inspection as to whether or not the repairs were completed in good order and satisfactory condition. It shall be the applicant's responsibility to verify adequacy of all repairs, and applicant's failure to verify the repairs shall not relieve applicant of any expenses or responsibilities resulting from such failure, nor shall the SSA or its representatives have any liability or obligations to applicant arising from such failure

IV. IMPROVEMENT GUIDELINES

A. Façade

The façade is the entire exterior front surface of a building from sidewalk grade to the roofline. (Material used for the renovation of the façade should match and complement the design of the building.) Avoid mixing materials and avoid imitations of materials. Solid or permanently enclosed or covered storefronts are prohibited, as are window treatments that significantly decrease the amount of window area. All damaged, or otherwise deteriorated elements of storefronts, display windows, entrances, upper façade or upper signs should be repaired or replaced. Additions to a building should use materials similar to those used in the existing building (i.e., matching size, color and texture or original materials). Each building unit, whether existing or proposed, should be an integral element of the total site design. It should reflect and complement the character of the surrounding area.

In order to insure people's access to purchase goods and services, all applicants who participate must meet, at the minimum, accessibility standards as put forth by the Americans with Disabilities Act (ADA) prior to receiving rebate.

If awning or canopies exist, or are to be installed, they shall comply with all current and local ordinances. In cases where parking lots are involved in the project, and the parking is to be utilized by the program, a minimum of two parking stalls shall be made accessible to the disabled, and appropriately marked for that use only. These parking stalls shall be adjacent to each other. Each shall be a minimum of sixteen (16) feet in width, including the combined width of two designated access aisles. There shall be designated access aisles located on each side of the parking space. Each designated access aisle shall have a minimum of four (4) feet. The length of these parking spaces shall be nineteen (19) feet. If the parking element of a project involves over 50 spaces, additional accessible parking spaces will be required as determined by Rogers Park Business Alliance and/or applicable City of Chicago parking requirements.

B. Cleaning Masonry

Brick and stone are not to be sandblasted since these materials are porous and can be damaged. Such materials should only be chemically cleaned or steam cleaned. Specifications regarding the cleaning of historic buildings shall be submitted as part of the contractor's proposal.

C. Tuckpointing

Masonry surfaces should be properly tuckpointed to avoid moisture seepage and excessive wear on the masonry. New mortar should be compatible with color/texture and form of original mortar. With historic buildings, specifications must be submitted with the contractor's proposal.

D. Exterior Lighting

The use of lights to illuminate building facades is highly encouraged and may be done with projecting, or concealed, fixtures. Such fixtures should be inconspicuous and harmonious with the building's design. **Although flashing, neon or other bright lights can attract attention when used in moderation, excessive use of this lighting is unlikely to result in**

increased foot traffic. All fixtures, receptacles and equipment should be in accordance with the City of Chicago Building Code and Public Way Ordinance, and all required permits must be obtained by the applicant.

E. Signs

A sign's major purpose is to identify a business and not advertise its merchandise and services. Signs should not be large and overbearing, or cluttered with excessive information. They should be simple, and should be coordinated with neighboring signs. Randomly located signs, signs containing too much information, the use of many signs, and signs that are too large for individual shops and compact neighborhood shopping areas are often hard to read and easily missed by pedestrian shoppers and drivers. Such signs can give local shopping areas a cluttered, confusing image and must be removed and replaced by awnings that display business name and phone number or replaced with a sign that is fixed against the face of the storefront above the display window. Simple signs and their consistent size and location from one storefront to the next, make locating businesses easier for pedestrians and drivers. Signs should be placed on the horizontal bank, above the first storefronts, or in the panel located over the display windows. Rooftop signs on or above the parapet or cornice of the building, billboards, and other outdoor advertising signs painted or mounted on structures, except as otherwise described, are prohibited. Exceptions of an aesthetic or historic nature shall be considered for approval on a case-by-case basis.

Sign colors should be coordinated with colors of the building. Sign size should be compatible with the scale of the applied and surrounding buildings. Where sign lettering is to be placed on windows, small letters should be press-on vinyl or painted, printed, marked, stamped or otherwise applied upon the awning. All sign lighting elements, such as switches and panel boxes, should be concealed from view as much as possible. **Old signs, unused support structures, and empty electrical conduits should be removed.**

Temporary signs should advertise short-term sales only. Such signs should not be placed on any part of a building except in display windows, and should not occupy more than 25% of a window area. It is easier for shoppers to read a few simple well-placed sale signs than to try to read a display window cluttered with many signs.

F. Awnings and Canopies

Awnings and canopies can be attractive improvements to a storefront, and a good location for the store's name. They also provide shelter from the sun and rain. Cloth awnings are recommended. Metal, vinyl, and wood type canopies are prohibited. Also, both awnings and canopies should not be less than seven feet six inches (7'-6") above grade, and should be installed against the building. Fixed shingle canopies and mansard roof type canopies, whether permanent or temporary are prohibited.

G. Colors

Choose colors carefully, and coordinate building colors with sign colors. Neutral colors like whites, grays and beige bring out the most detail. Colors like browns and blacks cover defects and conceal details. Do not use too many colors, as only one or two give the best effect. Use blue, green, red, yellow and orange sparingly, and limit use to entry and door details.

H. Windows and Doors

Windows and doors should be tight and have sashes of proper size and design. Window frames with rotten wood, broken joints or loose mullions should be replaced. All broken and missing windows should be replaced with new glass. Display windows, entrances, signs, lighting, sun protections, etc., should be compatible and harmonious with the original scale and character of the structure. **No storefront should be covered or boarded up.** Lighting of display windows and the façade is encouraged during evening hours and at times agreed upon by Rogers Park Business Alliance and SSA Commissioners.

Special Service Area Business Improvement Program

Grates installed inside doors and windows provide equal protection to exterior grates while eliminating the exterior appearance of danger. Window grates and security fences on the outside of the building do not promote the attitude that Rogers Park is a safe place to shop or do business. Outer security grates are NOT an eligible improvement.

I. Security Systems

Interior lighting is strongly recommended as a security device. In addition, it advertises your business. Alarm systems are another alternative, which provide satisfactory security for your business. All security fixtures and equipment should be in accordance with the City of Chicago Building Code and Public Way Ordinance, and all required permits must be obtained by the applicant.

J. Sidewalk Café Corrals

Sidewalk cafes contribute to a vibrant commercial district by activating public space, encouraging pedestrian traffic, inviting interaction with the businesses and contributing to the aesthetic landscape with attractive furniture and greenery. All sidewalk café corrals and equipment should be in accordance with the City of Chicago's Sidewalk Café Program requirements, and all required permits must be obtained by the applicant.

V. MISCELLANEOUS IMPROVEMENTS

A. Parking Lots

Parking lots facing shopping streets and serving adjacent stores may be eligible for landscaping, lighting and decorative fences along the edges that screen or buffer the area from pedestrian shoppers. Such lots must receive special approval from the Commission to participate in the program. Parking lots facing side streets only, or not visible from the main shopping street, are not eligible under the program.

B. Wall Murals and Graphics

Wall murals and graphics can be attractive improvements to a building and also to an overall shopping area. Murals and graphics also can help establish a unique identity for a business. If the side of a building, proposed for a graphic or mural is highly visible from the main shopping street, such artwork may be considered an eligible expenditure.

VI. RESOURCES *(Note: Information on permits is subject to change. Please consult the City of Chicago and/or a licensed architect or contractor for official information about permits. Neither Rogers Park Business Alliance nor SSA #19, #24, #43, #54 or its Commissioners accept responsibility for information that is no longer accurate.)*

A. Building Permits

1. A building permit is issued by the Department of Buildings, City Hall Room 900, 121 N. LaSalle Street / 312.744.3600 to assure compliance with the Chicago Building Code, which establishes minimum health safety standards for all construction in Chicago. Permits are required for all additions, alterations and new construction. Permits are also displayed for some repair work. Building permits should be clearly displayed at all construction sites. To apply for and access permits online, visit:
<https://www.cityofchicago.org/city/en/depts/bldgs.html>

2. For façade improvements only, there is no need for architectural elevations; an architect's design sketch would suffice. In cases where a substantial amount of work is to be done, such as structural changes, installation of new window framing, or a change in the size of windows, the Department of Buildings would require a set of architectural drawings (312-743-3600) or <https://www.cityofchicago.org/city/en/depts/bldgs.html>

Special Service Area Business Improvement Program

3. For concrete work, a licensed mason contractor should obtain a building permit. Replacing windows, storefronts or a change in the number of doors and windows would require a building permit.

B. Barricade Permits

Construction that will impact the public way requires a permit issued by the Chicago Department of Transportation. *(Tuckpointing and cleaning of brick masonry normally do not require a permit, but if public safety is involved, a barricade permit should be secured.)*

For more information, visit:

http://www.cityofchicago.org/city/en/depts/cdot/supp_info/regulations_for_construction_inthepublicway.html

C. Awning / Sign Permits

Awnings, canopies and signs that extend two feet or more over the public right-of-way require a Public Way Use permit from the Department of Business Affairs and Consumer Protection, 121 N. LaSalle St., 8th Floor, (312) 744-6060 (All Public Way Use permits require aldermanic approval). A permit for an awning that extends LESS than two feet over the public right-of-way can be issued by the Department of Buildings. For more information, visit:

http://www.cityofchicago.org/city/en/depts/bacp/provdrs/public_way.html

D. Sidewalk Café Permits

A permit is required to operate a sidewalk café during the sidewalk café season of March 1 to December 1. For more information, visit:

http://www.cityofchicago.org/city/en/depts/bacp/provdrs/public_way.html

E. Electrical Permits

Electrical permits are secured by a licensed electrical contractor for light fixtures, neon signs and lighted window displays. Electric permits are issued by the Department of Buildings, Electrical Inspections, City Hall, Room 900, 121 N. LaSalle St., 312-744-3400.

F. Americans with Disabilities Act (ADA) Compliance

Chicago's Human Rights Ordinance requires every business that serves the general public to provide full and equal enjoyment of its services, and to remove barriers in existing facilities, where such removal is readily achievable. For consultative services and technical assistance for business owners, architects and developers who are renovating or building a public accommodation facility contact, City of Chicago Mayor's Office for People with Disabilities (MOPD) at 121 N. LaSalle St., Room 1104, Chicago, IL 60602, 312.744.441 or visit, <https://www.cityofchicago.org/disabilities>.

For further information, contact Carolina Juarez at the
Rogers Park Business Alliance at 773-508-5885 / cjuarez@rpba.org.

Special Service Area Business Improvement Program Application

Please refer to Section III, Application Process, for application submission requirements.

Rogers Park Business Alliance
1448 W. Morse Ave.
Chicago, IL 60626
p: 773.508.5885

1. Address of Proposed Improvements:_____

2. Name of Business at Above Address:_____

3. Applicant Information:

Applicant's Name:_____

Home Address/City/State/ Zip:_____

Applicant's Telephone:_____ Work Telephone:_____

Applicant's Email:_____

4. Owner of Property if Other than Applicant:

Owner's Name:_____

Home Telephone:_____ Work Telephone:_____

Home Address/City/State/Zip:_____

5. For Applications Including Multiple Storefronts, Please List:

Business Name, Owner's Name, Type of Business Activity

6. Describe Proposed Improvement(s) to Building:

7. Have you, or your company, received a rebate through the SSA #19 / #24 / #43 / #54 BIP in the past? Yes_____ No_____

If Yes, Please list the properties below:

Address:_____ Grant Amount:_____ Date Reimbursed:_____

Address:_____ Grant Amount:_____ Date Reimbursed:_____

Address:_____ Grant Amount:_____ Date Reimbursed:_____

(Use additional sheets if necessary)

Special Service Area Business Improvement Program

8. The applicant (undersigned) assures that the above information is true, correct and agrees to comply with all City of Chicago, State of Illinois, Federal and Special Service Area BIP, and the specific recommendations of Rogers Park Business Alliance and SSA #19, #24, #43 and #54. The applicant also agrees that in the event of their breach of any condition or provision as described in the BIP, or whenever it is deemed to be in the best interest of the Rogers Park community, **Rogers Park Business Alliance has the right to terminate this agreement in thirty (30) days.** If the applicant is not the owner, written consent by the owner must be provided below. The applicant must submit detailed cost documentation, including cancelled checks, bills, copies of permits from the City of Chicago, and original contractor's final waivers of lien once the approved improvements have been copied. APPLICANT RELEASES AND AGREES TO DEFEND AND INDEMNIFY THE LOCAL SSA SERVICE PROVIDER (TOGETHER WITH THEIR OFFICERS, DIRECTORS, AND AGENTS), THE LOCAL SSA COMMISSION, AND THE CITY OF CHICAGO FROM ALL CLAIMS AND CAUSES OF ACTION OF ANY KIND (KNOWN OR UNKNOWN) IN CONNECTION WITH THIS BUSINESS IMPROVEMENT PROGRAM.

(Print Applicant Name)

(Applicant's Signature)

(Date)

If the applicant is not the owner of the building or property, the following must be completed:

I certify that I, the Trustee(s) and/or Owner of the Property located at:

(Street Number City State Zip),
give the above signed applicant authority to implement improvements at the property, as may be required under the Special Service Area BIP. As the above listed property trustee and/or owner, I further acknowledge that Rogers Park Business Alliance, SSA #19, #24, #43, #54 and its commissioners assume no liability in the event of any dispute between the owner/trustee and the tenant applicant concerning any external building improvement work undertaken by the tenant as a results of the tenant's participation in the BIP.

(Print Owner's Name or Trustee's and Capacity)

(Signature of Owner or Trustee)

(Date)

Application Checklist

Ensure all of the following items are completed and submitted with the application.
Incomplete applications will not be accepted.

- ☐ Completed Application Form
 - ☐ Project Description
 - ☐ Photos of Existing Building
 - ☐ Project Plans
 - ☐ Cost Estimates, at least 2 contractors.
 - ☐ Supplemental Documents
 - List Documents: _____
 - _____
 - _____
- ☐ Owner's Written Consent (if applicable)
- ☐ Applicable City Permits
 - List Permits: _____
 - _____
 - _____
 - _____
- ☐ Zoning Approval (If Applicable)



Criminal Damage Repair Program

INTRODUCTION

The Special Service Area (SSA) Criminal Damage Repair Program ("the Program") provides assistance to businesses making emergency storefront repairs in response to criminal damage or vandalism by offering a rebate of 50% of repair expenses not covered by insurance, up to a maximum of \$2,000. Eligible applicants must file police reports for any damage being repaired.

The goal of the Program is to attract and retain businesses, encourage reporting incidents to the police and ensure prompt repair of damaged storefronts. The Program is subject to the approval of and administered locally by Rogers Park Business Alliance, the SSA Sole Service Provider for Howard Street & Jarvis Square SSA #19, Clark/Morse/Glenwood SSA #24, Devon Avenue SSA #43 and Sheridan Road SSA #54. Funding is limited – applications will be considered in the order in which they are received.

Participation in this program is not a bar to eligibility for participation in the [Business Improvement Program \(BIP\)](#), nor does participation in the BIP impact eligibility for this program. Applicants are encouraged to pursue funding through BIP or other sources for security upgrades such as lighting and security shutters if eligible.

Eligibility Guidelines

1. Applicants must fully and timely comply with all the requirements and deadlines set forth in the Application.

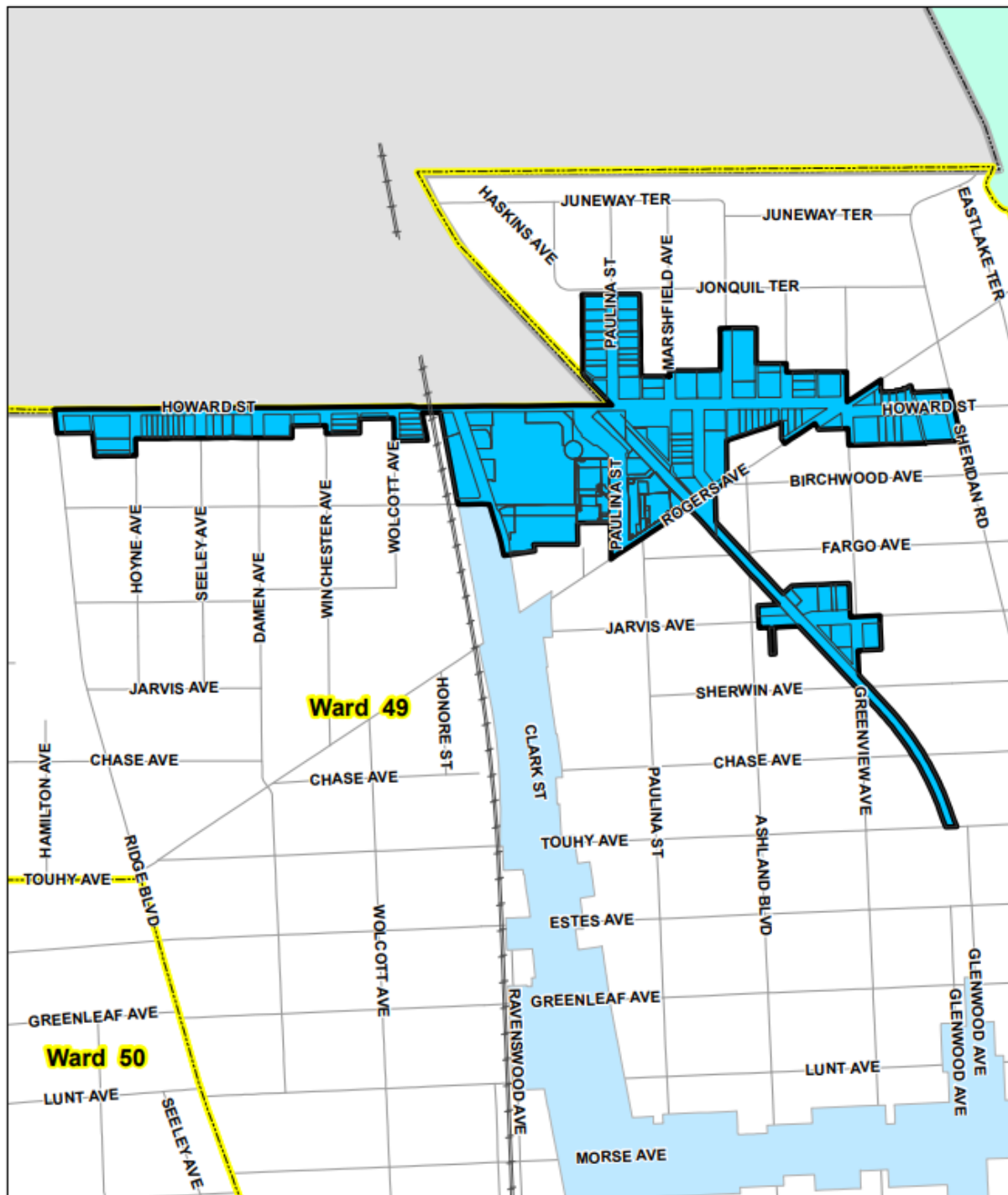
2. Applicants will only be considered if they are seeking funding for repairs to storefronts located within the boundaries of SSA #19, #24, #43 or #54. See maps on pages 3-6 for SSA boundaries.
3. Eligible repair work is restricted to only those facade features directly damaged as a result of a criminal incident that has been reported to the police. Funding requests will not be granted for repairs being made in response to normal wear and tear or severe weather conditions.
4. Applicants must submit a police report for the incident(s) that caused any damage being repaired, and must attest to the amount of insurance coverage (if any).
5. In cases where the owners of freestanding franchise businesses apply to the program, each case will be reviewed individually.
6. Applicants must be the entity paying for the improvements.
7. If the applicant is a tenant, written consent of the property owner is required.
8. The property must be free of liens and legal questions as to ownership of the property, excepting any mortgage liens.
9. Applicants must have proof of proper zoning and City permits for any work being completed.
10. To the extent that the owner or tenant is supplying their own materials or labor for the improvements, profits and overhead are not eligible expenditures for the rebate.
11. Applications are considered on a rolling basis through the calendar year. There is no guarantee that funding will be available upon request of rebate.
12. The Department of Planning and Development has declared that SSA Commissioners are eligible to participate in the program, provided they meet all other eligibility criteria and abstain from reviewing and voting on ALL applications during the period beginning when their application is submitted until their rebate check is approved and processed.
13. If any change in ownership of the property or business participating in the program occurs while repairs are being made, eligibility for the program will be suspended until a meeting with Rogers Park Business Alliance staff and new ownership is completed and any changes to the original application are approved in writing. There is no guarantee that new ownership will be approved for the same rebate amount as the previous owner. All such applications will be considered on a case-by-case basis.
14. If the same repair project already received funding from insurance or a different grant or incentive program it is ineligible for additional funding through this program

Procedures

1. Applicants must submit a copy of the police report, before & after photos and paid invoices for the repairs made. Submissions should be emailed to cplante@rpba.org and cjuarez@rpba.org.
2. Funding requests for \$500 or less may be approved administratively. Funding requests for more than \$500 will be reviewed and voted on by SSA commissioners at their next scheduled meeting.
3. Upon approval, the applicant will be notified and asked to submit a W9 form for payment.
4. RPBA issues a rebate check.

Availability

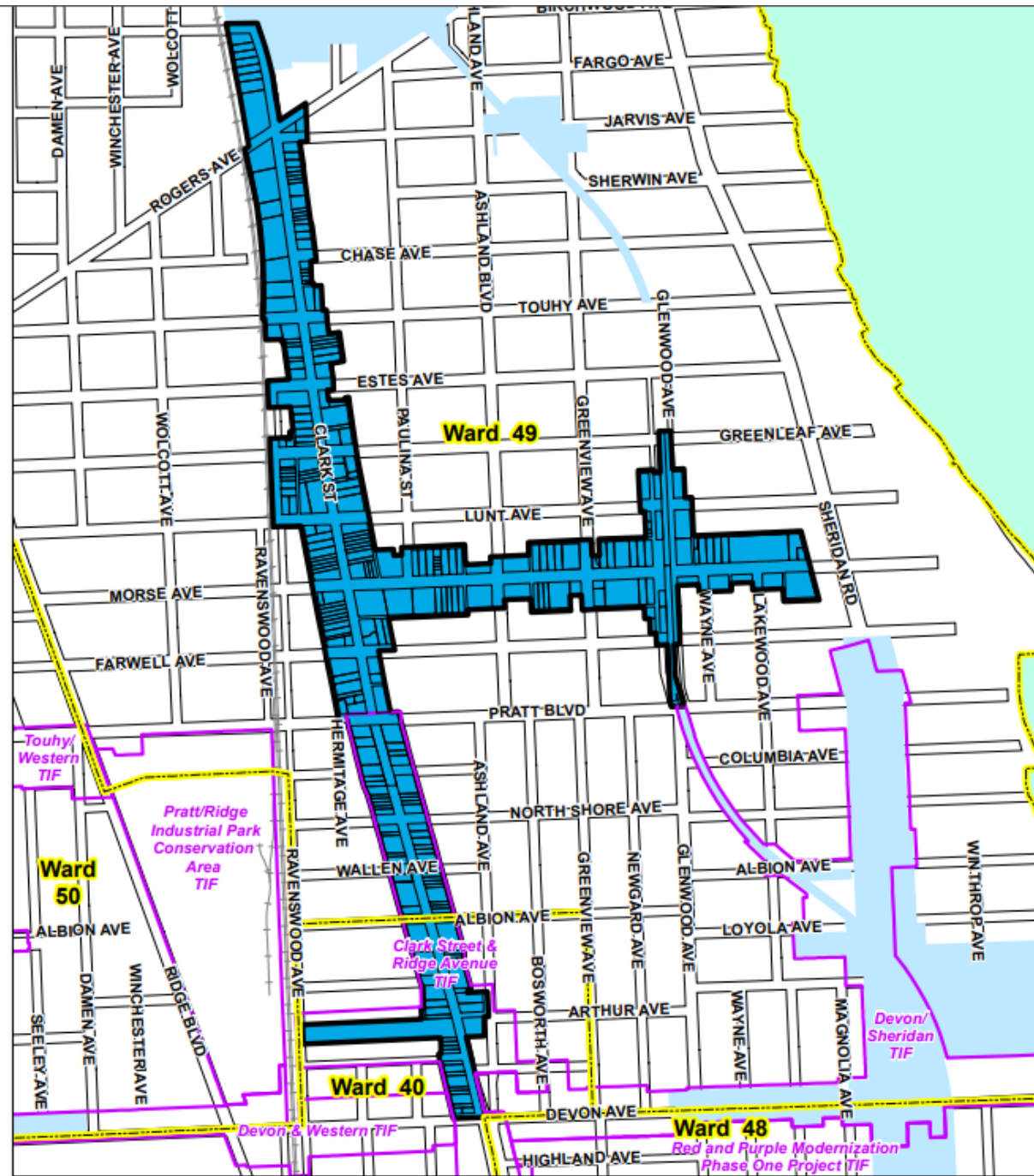
Applications will be considered in the order that they are received until all the funding is disbursed for the fiscal year. In the event the list of applications received before the next SSA Commission review exceeds the amount of funding for the program, a lottery will be held to determine the order in which the projects will be funded and a wait list for funding should it become available. In order to maximize the number of eligible projects that receive assistance, the SSA Commission reserves the right to award a rebate at an amount less than the allowable maximum of \$2,000



Howard Street SSA #19 (Amended)



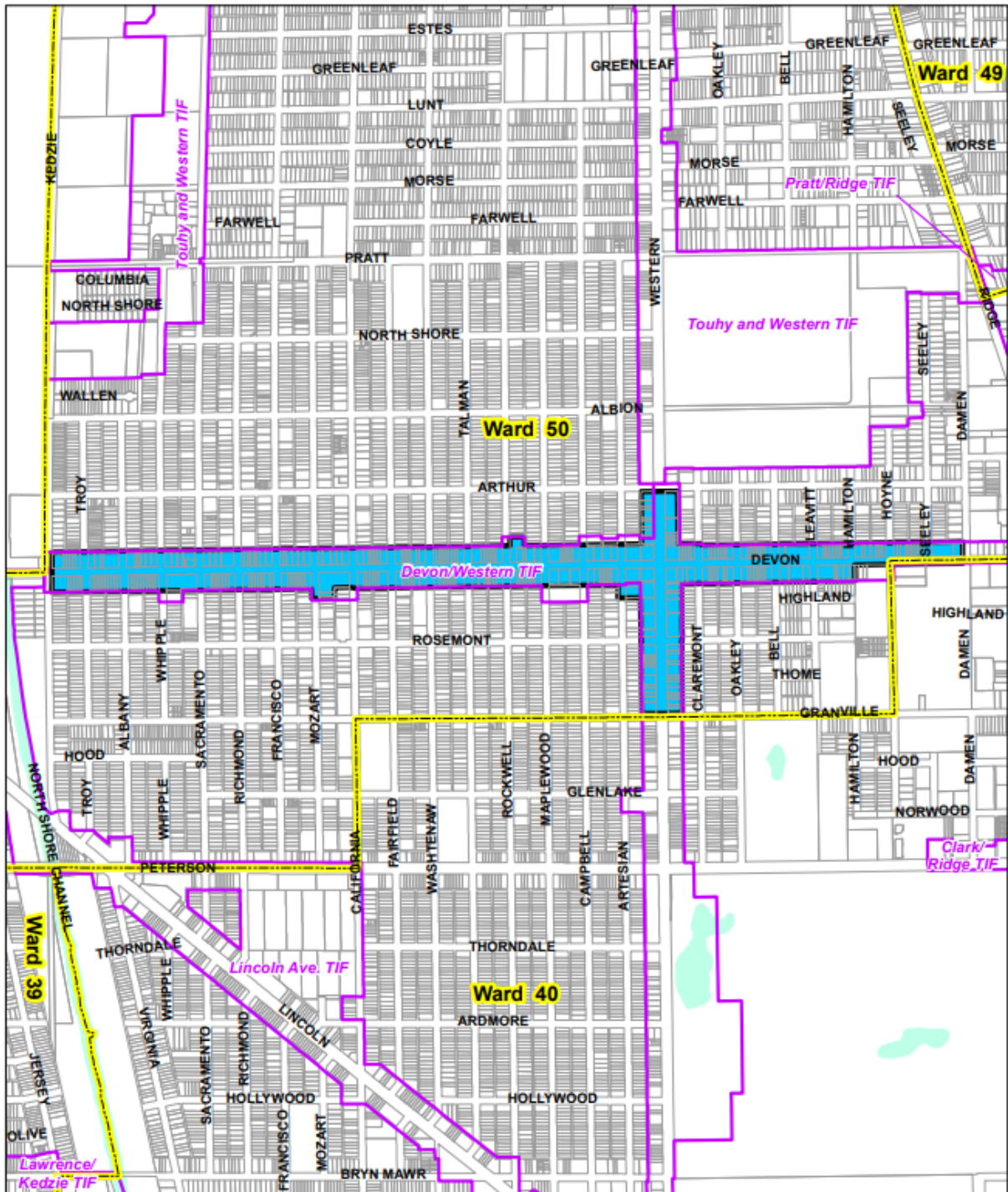
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- Legend**
- Clark St (Rogers Park)
 - Other SSA
 - TIF
 - Ward

Clark St (Rogers Park) SSA #24





- Legend**
- SSA
 - Devon Ave
 - TIF
 - Ward

Devon Ave SSA #43



