



**VISION CLARK STREET MASTER PLAN
ACTION ITEM PRIORITIES and UPDATES
DECEMBER 2023**

PROMOTION CREW

Brand & Identity

<i>Recommendation</i>	<i>Partner</i>	<i>News/Update (as of 12/31/23)</i>
Create a brand guide	RPBA	Continues to be utilized by RPBA and businesses in the district.
Employ short-term placemaking strategies		Annual installation of people spot. In 2023 it was installed adjacent to Honeybear Cafe on the Greenleaf side.
Ensure that Rogers Park/Clark Street is regarded as a safe place to live and shop		RPBA continues to work with CPD and the 49th Ward Alderwoman to ensure that Rogers Park/Clark Street is regarded as a safe place to live. We have a seat at the DAC meetings where we represent the Rogers Park business community and voice any pending issues.
Design and implement a wayfinding and signage plan		On hold.
Implement historical signature plaques		On hold.
Extend the brand into the public realm		During the holiday season, snowflakes were installed on every pole along Clark Street in one of the brand colors. In addition, a new mural was painted with inspiration from the Clark Street brand colors on the northeast corner of Lunt and Clark.
Market Clark Street to the City		To market Clark Street to the City, there is a Vision Clark Street Facebook page with ongoing posts promoting the vibrancy of the street and success of the business community to approximately 490 followers. In addition, RPBA consults with a PR firm who is directed to place Clark Street on the map via many media outlets, including the feature of special events, like the Taco Crawl.
Maintain regularly scheduled events & activities		2023 celebrated another sold out Taco Crawl in collaboration with 14 restaurants along Clark Street.
Incorporate Clark Street restaurants into the Glenwood Sunday Market	Glenwood Sunday Market	Urban Tables continues to participate in market as a vendor.

DESIGN I CREW

Private Sector Improvements

<i>Recommendation</i>	<i>Partner</i>	<i>News/Update (as of 12/31/23)</i>
Stay in touch with property owners	RPBA - 49th Ward staff - property owners	A Broker's Open House was held on Clark Street to connect property owners with brokers and potential tenants . All property owners on Clark street were invited.
Promote SSA #24's programs	RPBA - local business owners	SSA programs are promoted to all new business owners on Clark Street at first point of contact.
Improve vacant storefronts	RPBA - local artists - property owners	Storefront Improvement Guidelines continue to be disbursed to all businesses including new businesses and property owners. SSA #24 also continues its Business Improvement Program which promotes improvements to facades and offers a 50% rebate, up to \$5,000.
Write storefront design guidelines	RPBA - NU KICC Program	Complete
Introduce "People Spots"	RPBA	As a placemaking tool to increase foot traffic, and promote economic activity on Clark Street, RPBA purchased a people spot to place at different locations every year. In 2023, the people spot was one of three public spaces available for community programming, located at the corner of Greenleaf and Clark.
Implement an adaptive use program	RPBA	On hold.

DESIGN II CREW

Public Sector Improvements

<i>Recommendation</i>	<i>Partner</i>	<i>News/Update (as of 12/31/23)</i>
Install bump-outs	RPBA - CDOT - 49th Ward Office	Bump outs have been installed at Farwell and Chase to improve pedestrian access.
Improve pedestrian crossings near CMSA via speed table installation	RPBA - CTA - CDOT - 49th Ward Office	Project completed in 2021.
Design temporary crosswalks	RPBA - CDOT - 49th Ward Office	RPBA and CDOT are working together to install decorative crosswalks at Greenleaf and Ravenswood in 2024.
Replace dead/dying trees	RPBA - 49th Ward Office	Project not needed in 2023.
Engage Metra/Union Pacific	RPBA - Metra, Union Pacific	We have engaged with Metra through the 49th Ward office. Improvements are expected in the next few years.
Engage CDOT	RPBA - CDOT	We engage with CDOT on a regular basis.
Enhance transit plaza: Improve the operations and usage of transit plaza at Arthur and Clark.	RPBA - CTA - CDOT - 40, 48 & 49th Ward Alderpeople	Enhancements to the transit plaza will be included in Clark/Devon Streetscape improvements. See below.
Implement permanent streetscaping / Formalize gateway signage / Improve Clark Street frontages of parks and plazas		Construction has begun for this project and is ahead of schedule.The project will include improvements to the sidewalks, safe turning lanes, medians, reconfiguration of the Ashland and Clark intersection, new landscaping, a neighborhood identifier, new light posts, a new and improved public space at the entrance of the 24th District Chicago Police Department office, the reconfiguration of Arthur Avenue into a green plaza, as well as infrastructure improvements to the CTA bus terminal.

ECONOMIC VITALITY I CREW

Zoning and Land Use

Recommendation	Partner	News/Update (as of 12/31/23)
Promote development of key opportunity sites	RPBA - ZALUAC	Pending since ZALUAC no longer exists.
Consider ground-floor residential for the North and South Gateway of Clark Street	RPBA - ZALUAC	Pending
Establish P-Street designation	RPBA - CTA - CDOT - 40, 48 & 49th Ward Alderpeople	Complete
Assist with redevelopment of key opportunity sites	DPD - property owners - RPBG - ZALUAC - 49th Ward Office	Pending

ECONOMIC VITALITY II CREW

Economic and Business Development

Recommendation	Partner	News/Update (as of 12/31/23)
Increase sales distribution channels	RPBA	technical assistance at any level requested; whether it is to open, maintain, grow, or expand their
Establish benchmarks to measure progress	RPBA	Pending
Define Clark Street's trade area	RPBA	Pending
Provide one-on-one technical assistance to businesses	RPBA	Most of RPBA's staff provides technical assistance to all stages of the small business ecosystem. In addition, through RPBA's BAT team of consultants, coaches and interpreters, we help break down the barriers that block access to resources by providing personalized, expert assistance in multiple languages to businesses on Clark Street.
Provide educational opportunities	RPBA	RPBA hosted: Entrepreneurial training courses in English and Spanish; Workshops on how to utilize technology in Spanish; Networking events for businesses on Clark Street; Workshop on crisis intervention and de-escalation; Sanitation courses in Spanish
Create a food business incubator		RPBA has created a business plan with the intention of opening a shared kitchen for the neighborhood, process is pending.

