



**VISION CLARK STREET MASTER PLAN
ACTION ITEM PRIORITIES and UPDATES
DECEMBER 2024**

PROMOTION CREW

Brand & Identity

Recommendation	Partner	News/Update (as of 12/31/24)
Create a brand guide	RPBA	Continues to be utilized by RPBA and businesses in the district. Since being designated a statewide cultural district, we are now referring to Clark Street as Camino Clark.
Employ short-term placemaking strategies		The people spot was scheduled to be placed in front of Honeybear Cafe again, however, the business was not on board, so the people spot was not put out in 2024. The Small Business Saturday Welcome Station was on Camino Clark this year right outside the Mercadito.
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. Thanks fo the SSA #24 program, businesses are able to enjoy a rebate for any improvements made to their facades. We have also instituted a criminal damage to property rebate, this allows for a safer environment.
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 art installation was placed on the fence of Touhy Park. The installation is the words for "Thank you for being You" in spanish (Gracias por ser quien eres). The installation was part of the Your Are Beautiful Movement.
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 and the holiday Mercadito. In 2024, Clark Street was designated as a Statewide Cultural District along with 9 other communities. With this designation, Clark Street will be placed on the map as a Mexican/Mixed Heritage cultural district with the hopes of attracting a wider range of visitors.
Maintain regularly scheduled events & activities		Taco Crawl continues to be a sold out event on Clark Street. This year we added a Small Business Saturday Welcome Station event along with a vendor market called Mercadito at the GROW/PROGRESANDO entrepreneurial training center on Clark Street. We will see more programming in the coming years now that a group of businesses have begun to come together to organize more events and activities along Camino Clark.

DESIGN I CREW

Private Sector Improvements

Recommendation	Partner	News/Update (as of 12/31/24)
Stay in touch with property owners	RPBA - 49th Ward staff - property owners	Ongoing
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.
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 a different locations every year. In 2024 the people spot took a break for improvements.
Implement an adaptive use program	RPBA	On hold.

DESIGN II CREW

Public Sector Improvements

Recommendation	Partner	News/Update (as of 12/31/24)
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 worked together to install decorative crosswalks at Greenleaf and Ravenswood in 2024, due to timing, the crosswalks will not be installed until 2025.
Replace dead/dying trees	RPBA - 49th Ward Office	Project not needed in 2024.
Engage Metra/Union Pacific	RPBA - Metra, Union Pacific	We have engaged with Metra through the 49th Ward office. Improvements are expected to begin in 2026.
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 Aldermen	Enhancements to the transit plaza were included in Clark/Devon Streetscape improvements. Infrastructure improvements to the CTA bus terminal were completed. See below.
Implement permanent streetscaping / Formalize gateway signage / Improve Clark Street frontages of parks and plazas		Construction for this project completed in 2024. The project includes 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

<i>Zoning and Land Use</i>		
Recommendation	Partner	News/Update (as of 12/31/24)
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 Aldermen	Complete
Assist with redevelopment of key opportunity sites	DPD - property owners - RPBG - ZALUAC - Alderman's office	Pending

ECONOMIC VITALITY II CREW

<i>Economic and Business Development</i>		
Recommendation	Partner	News/Update (as of 12/31/24)
Increase sales distribution channels	RPBA	RPBA's knowledgeable staff works effortlessly to help businesses increase their sales by providing technical assistance at any level requested; whether it is to open, maintain, grow, or expand their business.
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 on various levels; Workshops on how to utilize technology in Spanish; Networking events for businesses on Clark Street; Colectivo Clark meets weekly to learn about opportunities; Workshops on access to capital happen twice a year.
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.

