



**VISION CLARK STREET MASTER PLAN  
ACTION ITEM PRIORITIES and UPDATES  
DECEMBER 2025**

**PROMOTION CREW**

*Brand & Identity*

<b>Recommendation</b>	<b>Partner</b>	<b>News/Update (as of 12/31/25)</b>
Employ short-term placemaking strategies	SSA #24, Chicago Sculpture Exhibit	<ul style="list-style-type: none"> <li>• People spot was repainted this year and placed on Camino Clark in front of El Pulpo Loco and Chikis.</li> <li>• For Mexican Independence Day, we passed out branded tote bags with goodies and a list of businesses on Camino Clark offering specials.</li> <li>• Mercadito, an artisan market, was organized in May and in November to support local entrepreneurs.</li> <li>• Celebrated Dia del Nino at our Camino Clark office, where businesses handed out goodies and games For kids, many local families attended and learned about a Mexican tradition.</li> <li>• Collaborated with Chicago Sculpture Exhibit to lease a Sculpture created by a Latine artist, that was installed on Camino Clark in front of the Library.</li> </ul>
Ensure that Rogers Park/Clark Street is regarded as a safe place to live and shop	SSA #24, CPD	<p>RPBA continues to work with CPD and the 49th Ward Alderwoman to ensure that Rogers Park/Camino Clark 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.</p> <p>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.</p>
Extend the brand into the public realm	SSA #24, Main Street America, Levitt Foundation	<ul style="list-style-type: none"> <li>• During the holiday season, snowflakes were installed on every pole along Camino Clark in one of the brand colors.</li> <li>• Collateral was printed on brand to promote the Levitt Grant application votes.</li> <li>• Banners with brand colors and messages continue to be displayed along Camino Clark.</li> <li>• Received a grant from Main Street America for marketing of all the programs happening this year, we printed banners and revised all of our program designs still utilizing the brand guide.</li> </ul>
Market Clark Street to the City	SSA #24	<p>To market Clark Street to the City, there is a Camino Clark Street Facebook page with ongoing posts promoting the vibrancy of the street and success of the business community to approximately 512 followers. In addition, RPBA consults with a PR firm who is directed to place Clark on the map via many media outlets, including the feature of special events, like the Taco Crawl, Mercadito and Dia del Nino.</p> <p>This year in response to what has been happening with the ICE raids, City Clark Ana Valencia organized a "Shop in Solidarity" tour along Camino Clark, to support local business sales.</p>
Maintain regularly scheduled events & activities	SSA #24	<ul style="list-style-type: none"> <li>• Taco Crawl continues to be a sold out event.</li> <li>• For Mexican Independence Day, we passed out branded tote bags with goodies and a list of businesses on Camino Clark offering specials.</li> <li>• Mercadito, an artisan market, was organized in May and in November to support local entrepreneurs.</li> <li>• Celebrated Dia del Nino at our Camino Clark office, where businesses handed out goodies and games for kids, many local families attended and learned about a Mexican tradition.</li> </ul>

## DESIGN I CREW

### *Private Sector Improvements*

<b>Recommendation</b>	<b>Partner</b>	<b>News/Update (as of 12/31/25)</b>
Stay in touch with property owners	RPBA - 49th Ward staff - property owners	Hosted 2 SpaceMatch events, one on Camino Clark, a networking event where property owners and potential tenants meet.
Promote SSA #24's programs	RPBA - local business owners	SSA programs are promoted to all new business owners on Camino Clark 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.

## DESIGN II CREW

### *Public Sector Improvements*

<b>Recommendation</b>	<b>Partner</b>	<b>News/Update (as of 12/31/25)</b>
Design temporary crosswalks	RPBA - CDOT - 49th Ward Office	RPBA and CDOT worked together to install decorative crosswalks at Greenleaf and Ravenswood, crosswalks are on brand.
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.

## ECONOMIC VITALITY I CREW

### *Zoning and Land Use*

Recommendation	Partner	News/Update (as of 12/31/25)
Assist with redevelopment of key opportunity sites	DPD - property owners - RPBG - 49th Ward Office	Pending

## ECONOMIC VITALITY II CREW

### *Economic and Business Development*

Recommendation	Partner	News/Update (as of 12/31/25)
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.
Provide one-on-one technical assistance to businesses	RPBA	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 Camino Clark.
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. We are having issues confirming a site.

