

2010 SSA WORK PLAN

City of Chicago, Department of Community Development

Date Completed: 04/14/2009

SSA Creation & Termination Dates:

Special Service Area Number & Name: SSA #33, WPB

SSA Chairperson: Jessica Peterson

PH: 773-852-2929

Email: jess_pete@yahoo.com

Fax:

Service Provider: The Wicker Park-Bucktown Chamber of Commerce

SSA Program Manager: Jamie Simone

PH: 773-235-6385

Email: jamie@wickerparkbucktown.org

Fax: 773-384-7525

Work Plan Period: January 1, 2010 to December 31, 2010

SSA General Boundaries:

North Ashland Ave. from W. Division to the Kennedy Expressway; North Damen Ave. from W. Schiller to the Kennedy Expressway; North Western Ave. from W. Division to W. Fullerton; W. Division from N. Western Ave. to the Kennedy Expressway and West North Avenue from North Western Ave. North Noble Street.

Purpose/Vision:

WPB is the Special Service Area for the Wicker Park and Bucktown neighborhoods. The mission of WPB is to sustain and promote the prosperity and unique qualities of life of the Wicker Park/Bucktown neighborhood and commercial district, whilst preserving its diverse character for the benefit of its residents, visitors, and businesses through the wise and discerning investment of resources to enhance our public ways

Authorized Services:

Maintenance and beautification activities, coordinated marketing and promotional activities, parking and transit programs, area strategic planning, business retention/recruitment initiatives, building facade improvements, security services and other technical assistance activities to promote community and economic development.

| Objectives | Outputs/Programs | Quantifiable Deliverables | Anticipated Outcomes | | Projected Indicators of Outcomes |
|--------------------------|--|--|--|---|---|
| | | | Positive | Negative | |
| Advertising & Promotions | Neighborhood marketing campaign in various media outlets | Continue campaign begun in 2009, continue to advertise in variety of print and other media | Increase in number of patrons at businesses in district | More people = more trash and more cleanup | Campaign runs frequently in magazines, newspapers, billboards, etc; increase in foot traffic and sales |
| | Shopper's Incentive Program | Working with local stores, patrons showing bike helmet or transit pass receive discount | Increase in transit and bike usage; less pressure on parking system; more foot traffic | May be confusing for retailers, difficult to know legitimacy of patron | Many stores sign up to be a part of the program, and participate |
| | Neighborhood Navigation piece | Working with Time Out Chicago or other similar source, create a neighborhood guide that incorporates a local map for wide distribution | Increased awareness of neighborhood assets | Not all stakeholders in district are represented | Neighborhood Navigation piece is requested by stores, hotels, etc; increased foot traffic and interest in neighborhood |
| | Grant initiative | Become involved local festivals and non-profits through monetary support and physical presence | Support neighborhood festivals that improve quality of life; encourage tourism of area | Cannot support everyone, will have to choose | Special events support the identity and vitality of the neighborhoods |
| Public Way Maintenance | Provide recycling opportunities in the pedestrian way | Sidewalk cleaning vendor tracks the number of "blue bags" picked up each week vs. number of garbage bags | Reduction in trash that goes to landfill; increase in reclaimed materials to be recycled | Confusion among pedestrians - what can be recycled; likely to find garbage in recycling containers and vice versa | With time, the number of bags of recyclables collected will increase while the number of bags of garbage decreases |
| | Sidewalk trash removal | 5-day/week service by vendor | Cleaner walkways; fewer illegal signs; more inviting community | Limited "bang for your buck" return; a underappreciated service | Ongoing surveys and reports from vendor will indicate the effectiveness of the program and people's perception of cleanliness in the area |

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|-------------------------------|---|---|---|--|--|
| | Sidewalk snow removal and salting | Removal of snow from sidewalks and crosswalks in event of 2"+ snow | Clear walkways for residents, business owners, and visitors alike | Windy conditions make management very difficult | Consistent removal of snow from all SSA streets in qualifying snow event |
| Public Way Aesthetics | Maintain planter boxes on North Avenue | Seasonal monthly maintenance of planters (clean, weed, mulch, prune, fertilize) | Healthy plants; beautify North Ave | | Overall health of plants maintained; weeds mitigated |
| | Maintain tree pits on Division Street | Seasonal maintenance of tree pits; clean and mulched | Uniform look; weed/trash free | | Tree pits on Division no longer collect trash; more pleasant looking sidewalks to enjoy |
| | Maintain other tree pits throughout district | Seasonal maintenance of tree pits; clean and mulched | Uniform look; weed/trash free | | Tree pits throughout district look cared for and attractive |
| Tenant Attraction/Retention | Initiate/continue public arts program | Work with local artists to identify locations in neighborhood that could support public art | Camouflage undesirable aspects of neighborhood; visual interest | Can be damaged by vandals | A series of public art displays attracts people from other areas; increases foot traffic |
| | Maintain database of properties in district | Update existing database as changes occur (new vacancy/tenancy/etc) | Robust knowledge of space in district | Difficult to effectively maintain | When business owners contact Chamber for prospective space, a wealth of knowledge about available space is shared |
| Façade Improvements | Graffiti Abatement Program | Updated policy and application for 2010 | Clean up graffiti damaged storefronts and protect them from future damage | | The Graffiti Abatement Program continues to be successful and information about the program spreads both through word of mouth and advertising |
| | Façade Rebate Program | Updated policy and application for 2010 | Investment in aesthetics of district; improve otherwise unattractive space | Investment largely benefits private owner | Over time, facades are improved and some historic aspects of the neighborhood restored; fewer teardowns with reinvestment |
| Parking/Transit/Accessibility | Work with CTA on Adopt-a-Station Program | Adopt 3 blue line stations in SSA boundary (Division, Damen, Western) | Attractive el stations with public art give definition to neighborhood; provide opportunity for local artists | | El stations more engaging and display a sense of ownership |
| | Install additional bike racks | Increase bike parking capacity on all SSA district streets | More secure bike parking; fewer fences damaged by bike parking | sidewalk congestion | people are encouraged to bike more because secure parking is easy to find |
| | Promote Bustracker Program | Work with local businesses to install bustracker terminals in their business | Increased transit ridership and foot traffic in participating businesses | | In its second year, the program has caught on and businesses as well as visitors are well aware of the program; it is a model to be repeated elsewhere in the City |
| | Contract work to assist Program Manager | Much of the work to be done in regards to parking/transit/accessibility is an investment of time, not capital. Contract workers are hired on an as-needed basis to complete tasks and advocate for changes. | Alleviates workload of Program Manager | Requires some management from Program Manager | By hiring additional help, WPB is able to advocate for meaningful improvements to key intersections in the district. |
| Safety Programs | Work with ATA to institute Drive with Care program and Bike Ambassadors | Through awareness programs, bike/vehicle and ped/vehicle crashes are reduced | Safer streets for all users | May receive backlash from drivers | Wicker Park and Bucktown are known as safe, comfortable places to walk and bike |
| District Planning | Work to improve difficult and dangerous intersections in district | Hire traffic engineers to study key intersections for possible improvement | Depending on study outcomes, can lobby for positive change to current intersections to improve safety | Tolerance of Commission and public to conduct more studies | Due to thorough study of key intersections, IDOT and CDOT agree to make improvements in the interests of improved safety and mobility of all users |

SIGNATURE PAGE

SSA Number & Name: _____

Work Plan Period: January 1, 2010 to December 31, 2010

The attached 2010 Work Plan is recommended and approved by the SSA Commission.

SSA Chairperson Signature

SSA Chairperson Printed Name

Date