

WPB SSA #33  
Guide Development Committee Report  
March 2010

The Guide Development committee met at 8 a.m. on March 19, 2010, at Caffè de Lucca. Present: Larry Griffin (Chair), Laura Weathered (Co-Chair), Suzanne Keers, Kirsten Hull, Eleanor Mayer, John Paige.

1. Review of old business and action items.
  - A. ACTION ITEM (JANUARY 2010): EM to review past applications and search Internet for similar programs that WPB façade rebate applicants might also be eligible for, info to be posted to Web site no later than April 2010. **Update to provided at April meeting.**
  - B. ACTION ITEMS RE: FAÇADE IMPROVEMENT PROGRAM. Eleanor reported that the Commission recommended to table the door hangars proposal until the pamphlets being produced by Firebelly are received. Larry concurred with this recommendation, with the caveat that WPB will need to formulate an effective distribution strategy for these pamphlets in order to achieve the same effect as the door hangars. **Continue discussion at April meeting.**
    - Eleanor reported on tentative plans to hold an info session re: the façade improvement program on July 15, 2010. The program would be in conjunction with a representative of a renovation coaching company who will present to the Chamber. Larry noted that it is important to make clear the distinction between this private service and the WPB's rebate program, and that the two programs are not linked in any way. It was also discussed that committee should recruit a façade rebate recipient (ideally Barry from Barry's Drugs) to participate and speak briefly at the breakfast. **Eleanor to provide further update at April meeting.**
    - Eleanor reported that "Spring Cleaning" ads for façade and graffiti rebates are posted to the Bus Tracker advertising system.
    - Larry to follow up on enhanced façade rebate Web page in coordination with Eleanor by April meeting.
    - E-mail campaign to take place after enhanced façade rebate Web page is in place (April/May 2010) and in anticipation of July 15 Chamber breakfast presentation.
2. **Compact development endorsement team.** Further discussion was had re: compact development endorsement team.
  - A. Committee agreed in principle to move forward with this type of project.

- B. With regard to talking points circulated by Larry, committee comments were as follows.
- Generic endorsement letters would not do much. We ought to aspire to provide **comments and feedback** as early as possible to affect the outcome of projects.
  - In same vein, plan should be to get involved as early as possible and review/ respond to submitted projects as soon as possible.
  - We may wish to actively solicit one or two initial participants from friendly developers to get ball rolling.
  - Committee members generally liked the idea of an objective scorecard more than simply endorse / do not endorse dichotomy.
  - Committee members indicated that they wish to have the opportunity to comment on the use/intended purpose of a development and whether it is appropriate.
- C. **ACTION ITEM: Larry to revise project memo (incorporating committee comments) and circulate by next committee meeting for additional input.**
- D. **ACTION ITEM: Committee members to begin thinking about potential members for the review panel. Possibilities include WPB program staff, WPB committee members, and external professionals.**
- E. **ACTION ITEM: At April meeting, committee to discuss what elements need to go into a “scorecard” for projects, with goal of developing a scorecard by the June meeting.**
3. **Zoning/ development brainstorming.** Each committee member shared their initial thoughts on other programs by which committee could implement Master Plan’s zoning / development principles and have a lasting impact on neighborhood.
- A. Laura spoke about her experiences forming a development team that was affiliated with NNWAC. She related her group’s experiences interacting with aldermanic offices, other community organizations, and local architects. Her perspective is that aldermanic buy-in is a key point of leverage.
- B. Committee agreed that pushing for formal adoption of the Master Plan by the Chicago City Council is an aspiration that could give the document real force in terms of pushing developers to conform to the Master Plan principles.

- **ACTION ITEM: Larry and Laura will consult with other commissioners and program staff to determine the best way to lobby for a formal adoption.**
  - **ACTION ITEM: Eleanor to revise the “zoning memo” for aldermen to touch on this point.**
- C. Laura suggested the possibility of a pilot “live work re-zone” project of a limited scope as a proof of concept/ example. Paducah, KY’s program may be an example for this. Committee to discuss steps to implement this at upcoming meeting.
- D. Committee discussed possibility of a “density bonus” program for developers. This could be in conjunction with the development endorsement team program.
- E. Committee discussed need to educate people in the community. We will revisit this topic to brainstorm further on ways to educate developers and community members about thoughtful planning and development at future meetings.
4. Agenda for next meeting (April 16, 2010, 8 a.m., Caffè de Lucca):
- A. Old business/ action items follow up.
  - B. Discussion of CDET memo, scorecard, and potential team members.
  - C. Follow-up discussion on high-level zoning issues/ ideas (live work re-zone, density bonus, educational efforts).
  - D. Discussion/ brainstorming re transportation management agency (D. Dean).
  - E. Future topic – tenant attraction programs for neighborhood vacancies.