

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

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Service Provider: The Wicker Park-Bucktown Chamber of Commerce

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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 V Fullerton; W. Division from N. Western Ave. to the Kennedy Expressway and West North Avenue from North Western Ave. North Noble S

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 pro Wicker Park/Bucktown neighborhood and commercial district, whilst preserving its diverse character for the benefit of its residents, visitors, 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 pla initiatives, building facade improvements, security services and other technical assistance activities to promote community and economic c

Objectives	Outputs/Programs	Quantifiable Deliverables	Anticipated 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
	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
	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
	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
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
	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
	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

Public Way Aesthetics	Maintain planter boxes on North Avenue	Seasonal monthly maintenance of planters (clean, weed, mulch, prune, fertilize)	Healthy plants; beautify North Ave	
	Maintain tree pits on Division Street	Seasonal maintenance of tree pits; clean and mulched	Uniform look; weed/trash free	
	Maintain other tree pits throughout district	Seasonal maintenance of tree pits; clean and mulched	Uniform look; weed/trash free	
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
	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
Façade Improvements	Graffiti Abatement Program	Updated policy and application for 2010	Clean up graffiti damaged storefronts and protect them from future damage	
	Façade Rebate Program	Updated policy and application for 2010	Investment in aesthetics of district; improve otherwise unattractive space	Investment largely benefits private owner
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	
	Install additional bike racks	Increase bike parking capacity on all SSA district streets	More secure bike parking; fewer fences damaged by bike parking	sidewalkcongestion
	Promote Bustracker Program	Work with local businesses to install bustracker terminals in their business	Increased transit ridership and foot traffic in participating businesses	
	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
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
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

Fax:

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Vestern Ave. from W. Division to W.
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Projected Indicators of Outcomes

Campaign runs frequently in magazines,
newspapers, billboards, etc; increase in foot
traffic and sales

Many stores sign up to be a part of the
program, and participate

Neighborhood Navigation piece is requested
by stores, hotels, etc; increased foot traffic
and interest in neighborhood

Special events support the identity and vitality
of the neighborhoods

With time, the number of bags of recyclables
collected will increase while the number of
bags of garbage decreases

Ongoing surveys and reports from vendor will
indicate the effectiveness of the program and
people's perception of cleanliness in the area

Consistent removal of snow from all SSA
streets in qualifying snow event

Overall health of plants maintained; weeds mitigated

Tree pits on Division no longer collect trash; more pleasant looking sidewalks to enjoy

Tree pits throughout district look cared for and attractive

A series of public art displays attracts people from other areas; increases foot traffic

When business owners contact Chamber for prospective space, a wealth of knowledge about available space is shared

The Graffiti Abatement Program continues to be successful and information about the program spreads both through word of mouth and advertising

Over time, facades are improved and some historic aspects of the neighborhood restored; fewer teardowns with reinvestment

EI stations more engaging and display a sense of ownership

people are encouraged to bike more because secure parking is easy to find

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

By hiring additional help, WPB is able to advocate for meaningful improvements to key intersections in the district.

Wicker Park and Bucktown are known as safe, comfortable places to walk and bike

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