

The Long Term Planning Committee met in July to review the progress of the committees towards implementing the WPB Master Plan. One motion was entertained:

Motion: to approve the final 10% for the St. Paul's Cultural Center feasibility study, contingent on satisfactory receipt by WPB of:

1. the Preliminary Concept/Facility Layout (architectural drawings); and 2. a revised forecast budget showing sources and uses of funds for the study and development.

The committee would like to make the following recommendations: (Page numbers refer to pages in the document containing all recommendations per committee. This document is included for reference at the end.)

Page 1: Clean, Green & Safe

-1.1: Change to "semi-annual"

-Overall recommendation to committee: A lot has been accomplished in 6 months. Seek out additional committee members to spearhead some of the sustainability initiatives.

Page 2: Promote: WPB

-Consider taking on recommendations 1.3 and 1.5 from the CGS committee since they are more directly related to marketing.

-In conjunction with the marketing campaign, consider a broad PR strategy to increase coverage and exposure of neighborhood

-Consider a strategy for promoting the accomplishments of WPB as an organization

-From now on, this committee will review all grant proposals, regardless of subject matter.

Page 3: Promote: the Arts

-4.7: The long term planning committee is recommending that instead of hiring an arts district manager in the future, the Commission should consider an events or programming coordinator position that could oversee arts events as well as other events.

-To help this committee focus on recommendations from the master plan, grants will no longer be reviewed by this committee.

-The long term planning committee is recommending that this committee focus on 1 or 2 objectives from the master plan since very little progress has been made by this committee thus far.

-If, in 6 months time, the committee has still not made any headway on the recommendations, the committee will be disbanded.

-Consider employing new techniques for meeting facilitation so that conversation is focused and related to specific tasks.

-Create a decision-making process for RFPs/RFQs that will be followed by this and other committees for evaluating future creative work. This committee's input would be valuable for many projects that other committees are undertaking, and it needs to provide such input.

Page 4-5: Guide Development

-5.1: Consider having meetings with both Aldermen about their willingness to update the current zoning and land use maps. WPB could partner with both Aldermanic offices to assist with conducting the study, but ultimately recommendations would be implemented by the Aldermen.

-7.36: Consider talking to Baum or other developers about this recommendation. They have demonstrated an interest in green development, and own land throughout the district.

- The committee seems to have made decent progress towards creating a database of available space and a strategy for business recruitment. The new administrative assistant will be able to help move this project along.
- Since this committee has so many recommendations, how does the committee feel about breaking up into two subcommittees? One could focus on economic development and the other development as it relates to transportation and parking.
- Consider taking on recommendations 7.9, 7.10 and 7.11 from the Pedestrians & Passengers Committee. These are more transportation/parking related, and would fit well with this committee.

Page 6: Transportation: Pedestrians & Passengers

- 7.27: Remove “bus stops and” from the recommendation.
- 7.35: Reword this recommendation so that it is clear that this is a benefit for shoppers who arrive via bike, foot, transit, etc.

Page 7: Transportation: Bikes

- Continue to recruit more committee members and establish a regular meeting schedule.
- Consider regular meetings with appropriate people at CDOT, i.e. Keith Privett.

The long term planning committee discussed the idea of establishing a “Project of the Year” program to tackle some of the larger, capital intensive recommendations. These projects would no longer be the responsibility of individual committees but shared projects among all committees. Recommendations to be considered for Project of the Year include:

- 6.6: Make Western & Ashland Avenues green boulevards
- 6.7: Make the Bloomingdale Trail gateways center pieces of WPB
- 6.9: Create breathing/living space “off Milwaukee”
- 7.51: Improve the intersection of North/Milwaukee/Damen
- 7.52: Set the stage for a renewed Polish Triangle: Improve the Intersection of Division/Milwaukee/Ashland
- 7.53: Improve the Intersection of Division/Honore/Marion
- 7.54: Improve Pedestrian, Bike and Vehicular Safety at the Intersection of Milwaukee/Wolcott/Wood
- 7.1: Create pedestrian gateways

PROPOSED COMMITTEE: CLEAN, GREEN & SAFE

1. Spruce up the Place

Recommendation	Timeframe to start project	What is WPB role? Lead or support?	Who is partner?	Is outside party hired?	Comments
▶ 1.1 - Undertake an annual pressure washing of corridor sidewalks	2011	lead	Aldermen/S&S-permission, Chamber-communication	yes	little support currently; maybe in a few years?
1.2 - Adopt eco-friendly street cleaning and landscaping practices	2008 - ongoing	lead	none if just policy	upon completion	
▶ 1.3 - Market the SSA's snow removal service	2009	lead	Chamber	no	
1.4 - More trash cans, please	2010	lead	Aldermen, S&S, possibly art organizations	actually goes out on the street to install them?	already working on recycling receptacles
1.5 - Promote graffiti removal and prevention programs and help connect business owners with assistance & <i>reverse graffiti idea</i>	2008	lead	none for program, for mural - Aldermen, artists/arts orgs	program - no; reverse - artists	graffiti abatement in place; may want to consider mural program, etc
1.6 - Contract annually to address vermin issues	2009	lead	Aldermen, S&S	yes	

6. Greenify

Recommendation	Timeframe to start project	What is WPB role? Lead or support?	Who is partner?	Is outside party hired?	Comments
▶ 6.1 - Develop a complementary and comprehensive recycling program	2008-ongoing	support	S&S	No	in progress
▶ 6.2 - Offer incentives for the green basics; help businesses run greener.	2012	lead	Chamber	No	
6.3 - Integrate stormwater best management practices into streetscape design.	2012	support	CDOT	No	
6.4 - Green the alleys.	2010	support	CDOT	No	
▶ 6.5 - Improve the urban forest.	2009	lead	Aldermen, Bureau of Forestry, landscape vendor	Yes	part of landscape contract
6.6 - Make Western and Ashland Avenues green boulevards.	2020	support	CDOT	No	
6.7 - Make the Bloomingdale Trail gateways center pieces of WPB.	2012	support, some lead role	CDOT, FBT	No	
▶ 6.8 - Make Mautene Court happen.	2009	support	Chamber, CDOT, adjacent businesses	No	think about grand opening, programming
6.9 - Create breathing / living space "off Milwaukee."	2013	support	CDOT, adjacent businesses	No	
6.10 - Reclaim the Polish Triangle.	2009-ongoing	support	CDOT, DPD, MPC, Chamber, adjacent stakeholders	No	in progress with MPC

2. Keep an Eye on Things

Recommendation	Timeframe to start project	What is WPB role? Lead or support?	Who is partner?	Is outside party hired?	Comments
▶ 2.1 - Lobby for bicycle police presence	2010	lead	CPD 14th District, Aldermen	no	met w/ commander in 2008, no need at time
2.2 - Shed a little light on the scene <i>solar</i>	2011	support	Aldermen, Police, CDOT, Electricity	no	
2.3 - Consider lobbying for video cameras to increase safety at key intersections & <i>ability to view online</i>	2011	support	Aldermen/Police/CDOT/Revenue/Electricity/funding sources	no	

PROPOSED COMMITTEE: PROMOTE

A: WPB

3. Spread the Word						
Recommendation	Timeframe to start project	What is WPB role? Lead or support?	Who is partner?	Is outside party hired?	Comments	
3.1 - Commission new, multi-lingual neighborhood signage	2010	lead	Aldermen & others when it comes to installation	yes - to design, translate & to install signs		
3.2 - Develop an ongoing online storytelling component for the SSA website	2009	lead	A "writers workshop" type organization that could gather stories, monitor web	yes - to manage, gather stories	could use stories from open houses	
3.3 - Develop a directory and annual calendar for arts, small businesses, and services and put it online too	2009	lead	Chamber & anyone who submits events	outside party for print version	calendar in progress	
3.4 - Celebrate the seasons in WPB with temporary streetscape improvements and events	2011	lead	Chamber & other smaller merchant groups	for design/ installation, maybe for event		
▶ 3.5 - Advertise to reach tourist shoppers	2009	support Chamber	WPB (assistance & funding) & other smaller merchant groups	yes - to create maps & other marketing materials	Chamber marketing proposal anticipated 2009	
3.6 - Create a granting arm of the SSA, the WPB FUNd including façade improvements	2009	lead	n/a	no	grant program established; no façade rebates	
7.50 - Sponsor a Car-Free Festival	2011	lead	Chamber of Commerce	to support event		

PROPOSED COMMITTEE: PROMOTE

B: THE ARTS

4. Promote Local Arts						
Recommendation	Timeframe	What is WPB role? Lead or support?	Who is partner?	Is outside party hired?	Comments	
▶ 4.1 Collect and track arts-housing and workspace data	2010	lead	property owners, arts org who make referrals	yes		
4.2 - Provide housing counseling for Do-It-Yourself renovations	2010	lead	NNWAC and local advocates	yes		
▶ 4.3 Convert vacant ground floor retail space into Live-Work space for artists	2009	lead	Owners/Alderman/Zoning /potential owner/renter	Yes		
4.4 - Develop affordable arts space in the upper floors of mixed-use buildings	2010	lead	Property Owners			
4.5 - Support arts programs in the local schools and celebrate new spaces for arts instruction and incubator studios	2008-ongoing	lead	Schools, Arts Organizations, Property Owners	Initial Planning to launch partners, is there affordable space in the district	already begun with support of St. Paul's	
▶ 4.6 - Create an interactive on-line map of arts resources	2010	lead	+ resources for audience, residents + resources B2B	yes		
4.7 - Hire an arts district manager dedicated to promoting local artists and crafters	late 2009	lead		no	"Arts Dist Manager" may also have other functions - more inclusive title?	
4.8 - Create a talent pool of "second-order" creatives, WPB's design professionals	2010	lead	Create an online directory with links	yes - to identify those in pool		
4.9 - Use the video projector		lead	Property owners	no		
▶ 4.10 - Create a sign rebate program using artists as designers	2010	lead	Chamber	no		
4.11 - Create roving galleries by integrating art in local stores	2009-ongoing	lead	FIAA, Chamber	not hired but grant given for support	already begun with Flat Iron Artists - First Fridays	
4.12 - Enhance the Flat Iron as WPB's arts hub	2009-ongoing	support	Flat Iron artists		already begun with Flat Iron Artists	
4.13 - Introduce new public art	2010	lead	Aldermen, Chamber, artists			
▶ 4.14 - Merge streetscape design with local arts talent	2011	lead	Aldermen, Chamber, artists			

PROPOSED COMMITTEE: GUIDE DEVELOPMENT

5. Guide Development						
	Recommendation	Timeframe to start project	What is WPB role? Lead or support?	Who is partner?	Is outside party hired?	Comments
▶	5.1 - Adopt an official SSA stance on density	2009	lead	Local First, Aldermen, DPD, Zoning, other community orgs	perhaps a lawyer to write policy?	
	5.2 - Promote Low Impact Development (LID) and green building technologies in all new construction and rehabilitation projects	2009	lead	Dept of Environment, Dept of Buildings, other community orgs	No	
	5.3 - Work to Redevelop Strategic Sites	2011	support	Aldermen, Chamber, developers, other community groups	no	
▶	5.4 - Actively recruit retail to fill niches	2010	lead	Chamber, Division Merchants	no	requires comprehensive database of district
	5.5 - Reinforce retail districts	2010	lead	Chamber, Division Merchants	no	
	5.6 - Take some retail precautions	2010	lead	Local First, Chamber, DPD, Zoning, other community orgs	perhaps lawyer/planning experts to write up zoning changes?	
▶	5.7 - Enhance local businesses	2010	lead	Local First, Chamber, DPD, Zoning, other community orgs	No	
	5.8 - Market small spaces to prospective businesses	2010	lead	Local First, DPD, Zoning, other community orgs	Might be a way to get help with the space listings	
	5.9 - Reuse the Northwest Tower building as a green hotel	2009	support	Alderman, Chamber, bldg owner	No	
	PARKING					
▶	7.36 - Encourage transit pass provision and car sharing for new developments	2010	lead	Aldermen, developers	no	
▶	7.37 - Increase turnover of on-street parking spaces	2008-ongoing	support	Aldermen, Chamber	no	in progress - Aldermen
	7.38 - Remove rush hour parking restrictions from North Avenue	2009	support	Aldermen, Chamber	no	
	7.39 - Create new remote access parking at the WPB's fringe	2009	lead	Aldermen, Chamber, lot owners	no	
	7.40 - Better tailor side street permit parking restrictions	2009	support	Aldermen, community orgs	no	in progress - Aldermen
	7.41 - Better utilize off-street parking during non-peak times	2009	support	Aldermen, Chamber, lot owners	no	
▶	7.42 - Educate business owners and delivery service providers about loading zone rules	2009	lead	Aldermen, Chamber	no	
	7.43 - Consolidate and share loading zones	2009	support	Aldermen, Chamber	may require add'l support from trans engineer	Aldermen have expressed interest in working on this in 2009
	7.44 - Investigate charging for loading zones	2009	support	Aldermen, Chamber	no	
	7.45 - Create a Transportation Management Agency (TMA)	2011	support	Aldermen, Chamber	yes	
	7.47 - Create parking cash out program		support	Chamber of Commerce		
	7.48 - Identify additional car sharing locations	2009	support	I-go/CNT	no	
	7.49 - Advocate for additional cab stand locations	2009	lead	CDOT (?)	no	
▶	7.51 - Improve the intersection of North Avenue/Milwaukee Avenue/Damen Avenue	2010	support	Aldermen, CDOT, DPD	may require add'l support from trans engineer	
	7.52 - Set the stage for a renewed Polish Triangle: Improve the Intersection of Division Street/Milwaukee Avenue/Ashland Avenue	2009	support	Aldermen, CDOT, DPD, MPC, adjacent stakeholders	may require add'l support from trans engineer	
	7.53 - Improve the Intersection of Division Street/Honore Street/Marion Court	2011	support	Aldermen, CDOT, DPD, LaSalle School	may require add'l support from trans engineer	
	7.54 - Improve Pedestrian, Bike, and Vehicular Safety at the Intersection of Milwaukee Avenue/Wolcott Avenue/Wood Street	2010	support	Aldermen, CDOT, DPD, adjacent stakeholders	may require add'l support from trans engineer	

PROPOSED COMMITTEE: TRANSPORTATION

A: PEDESTRIANS & PASSENGERS

7. Make Connections						
Recommendation	Timeframe	What is WPB role? Lead or support?	Who is partner?	Is outside party hired?	Comments	
7.1 - Create pedestrian gateways	2010	lead	Aldermen, chamber, community orgs, artists/designers	for design		
▶ 7.2 - Add new signage and additional crosswalks; upgrade existing facilities	2010	support	Aldermen, CDOT	for design		
7.3 - Reclaim pedestrian space and slow traffic with bump-outs, striping, and by removing excess asphalt	2010	support	Aldermen, CDOT	for design/engineering		
7.4 - Install pedestrian HAWK signals		support	Aldermen, CDOT	for installation if not covered by CDOT		
7.5 - Eliminate or replace news stands	2009	support	Aldermen, CDOT (?)	no		
▶ 7.6 - Encourage sidewalk repair and maintenance	2010	support	Aldermen/CDOT enforce	no		
7.7 - Innovate with construction scaffolding and chain link	2009	lead	Developers	for design/installation	J. Freed interested in site south of Mautene	
7.8 - Create safe and attractive pedestrian and bicycle programs under the Kennedy Expressway	2010	support	CDOT/CBF	for design/engineering		
▶ 7.9 - Extend Pedestrian Street designations	2010	support	Aldermen, Chamber, community orgs	no - unless technical language needed		
7.10 - Launch a design review initiative on Ashland and Western Avenues	2010	lead	Aldermen, Chamber, community orgs	to determine design review criteria?		
▶ 7.11 - Convert parking spaces to café seating along Damen and Milwaukee	2010	support	CDOT, Chamber, adjacent businesses	may require add'l support from trans engineer		
7.27 - Provide bus tracker information at bus stops and business locations	2009	lead	CTA/local businesses	RedPost	this process is underway, may take a while	
▶ 7.28 - Provide protected full bus shelters or benches at bus stops	2010	support	CDOT/CTA	for installation if not covered by CDOT		
7.29 - Implement traffic signal priority for bus routes	2011	support	Aldermen, CDOT, CTA	should be covered by CDOT/CTA		
7.30 - Implement Bus Rapid Transit (BRT) on Western Avenue	2011	support	Aldermen, CTA, CDOT	should be covered by CDOT/CTA		
▶ 7.31 - Develop a graphic identity and character for each station	2009	lead	CTA/artists or designers	for design/installation		
7.32 - Promote stations as places	2009	lead	Chamber, CTA	for design/installation		
7.33 - Improve the Clybourn Metra Station area	2010	support	Chamber, Metra	for analysis & recommendations?		
7.34 - Purchase transit passes		lead	CTA	no		
7.35 - Launch a shopper benefit program	2009	lead	Chamber, other businesses	for related items - advertising, etc		
7.46 - Introduce a local shuttle service	2011	lead	Aldermen, CTA, Chamber	requires hiring a company to run shuttle		

PROPOSED COMMITTEE: TRANSPORTATION

B: BIKES

	Recommendation	Timeframe	What is WPB role? Lead or support?	Who is partner?	Is outside party hired?	Comments
	7.12 - Advocate for bicycle improvements	2010	lead (as advocate)	CBF/CDOT	no	
	7.13 - Organize community bicycle event programs	2009	lead	CBF	to support event	
	7.14 - Educate new riders and car drivers	2009	lead	CBF/CDOT	no	
	7.15 - Create a Bike Buddy program		lead	CBF	no	
▶	7.16 - Bike Wicker Park Bucktown!	2009	lead	CDOT, CBF	for design of new signs, etc	
	7.17 - Design and install new bicycle signage	2010	lead	CDOT/CBF for guidance	for design	
	7.18 - Provide bicycle parking at festivals	2009	lead	Chamber	yes - actual company who would operate bike valet	
	7.19 - Sponsor Bike to Work Week activities	2009	lead	CBF, MOSE	for related items - advertising, event support, etc	
	7.20 - Introduce new bicycle lanes and make all bicycle lanes more visible	2010	support	Aldermen, CDOT, CBF	no	
	7.21 - Advocate for the installation of bike boulevards in WPB	2011	support	CDOT/CBF	no	
▶	7.22 - Add bike shelters to WPB's streetscape	2011	lead (as advocate)	CDOT	no	
▶	7.23 - Dedicate more space for bike parking	2010	lead	Aldermen, CDOT, CBF	no	
	7.24 - Claim space for Bike Boxes at Intersections	2011	support	Aldermen, CDOT, CBF	may require add'l support from trans engineer	
	7.25 - Provide bike lane channelization through intersections	2011	support	Aldermen, CDOT, CBF	may require add'l support from trans engineer	
	7.26 - Adjust traffic signals to accommodate bicycles	2011	support	Aldermen, CDOT, CBF	may require add'l support from trans engineer	

Glossary

BCO	Bucktown Community Organization
CAR	Chicago Artist Resource
CBF	Chicagoland Bicycle Federation
CDOT	Chicago Department of Transportation
CIP	Capital Improvement Program
CMAQ	Congestion Mitigation and Air Quality Program
CTA	Chicago Transit Authority
DPD	Chicago Department of Planning and Development
FTA	Federal Transportation Administration
HEP	Hazard Elimination Program
ITEP	Illinois Transportation Enhancement Program
MMP	Illinois Tourism Marketing Partnership Program Grant
NNWAC	Near NorthWest Arts Council
RTA	Regional Transportation Authority
RTAP	Regional Technical Assistance Program
STP	Surface Transportation Enhancement Program
TCSP	Transportation, Community, and System Preservation
WPC	Wicker Park Committee