

Long Term Planning Committee Report APRIL 2011

Meeting Date: April 19, 6:30pm, WPB Office 1414 N Ashland Ave

Present: Adam Burck (Chamber Ex. Director , departed 7pm), David Ginople (WPB Commission Chair), John Paige, Laura Weathered, Jason Navota, Sam Marts, Suzanne Keers, Eleanor Mayer (WPB Program Manager).

The report at the May WPB Commission meeting is to be given by Sam Marts, Chair. Suzanne Keers is to be the timekeeper.

Short discussion was had with Adam about the purposeful-ness of a market study, recommendation 5.4 and other Guide Development committee initiatives. See attached memo from Adam. AB departs.

Review of the Long Term Planning Matrix by the Long Term Planning Committee.

LTP group was to ask the same questions of all the committees:

- Have they made progress?
- What are their key initiatives?

1. Transportation Committee:

- This committee has identified issues as a priority (including the Milwaukee/Wood/Wolcott intersection).
- Should target some locations to install HAWK pedestrian signals (North Ave).
- This group (and group's activities) can be a good advocate to go to the Alderman and keep communication flowing (promote on-street bike parking etc),
- Continue to keep tabs/Monitor on the Bus Rapid Transit (BRT) plans (if any) for Western Ave.
- This committee has many first order priorities underway, should develop some second order ideas to bring along (e.g. Adopt a Station, BRT, Hawk signals etc.)

2. Guide Development Committee:

- Recommendations starting 5.4 regarding the market studies/retail leakage and vacancy rates:
 - The basic study/resources should come from the Chamber if an update from the data already collected in the 2008 Master Plan is needed.
 - Once established, WPB can be helpful in making tenant attraction and retention more innovative (add the icing to the cake) by coordinating panels of local retail experts, running a half-day business support sessions and teaching pieces, making the retail retention tools even stronger in WPB, but at first playing a supportive role while new baseline vacancy/retail mix data is established.

- Continue with Mautene Court improvements, including both soft and hardscape elements (such as installing wi-fi/ or movable furniture), expand efforts to Polish Triangle if successful.
- Continue to implement the GIG (Green Infrastructure Guide) recommendations and improvements.
- Explore removing the rush hour parking ban on North Avenue.
- RE: All of the Parking recommendations from the Master Plan: because we are now in a LAZ Parking environment, these initiatives are as not pressing.

3. Arts Committee

- Do not pursue recommendation 4.7 (Hire an Arts District Manager).
- The “use the video projector” recommendation has confused committee members; add more information to the recommendation such as “use or lend the video projector in storefronts or for art installations.”
- Consider a large art project as a marquee project per year. Continue to focus on public art, which makes projects more cost effective and sustainable (that is to say viable year after year).
- Ensure that each large project is indeed cost effective yearly/seasonally sustainable.

4. Promote WPB

- Link efforts with other committees: re-visit products/recommendations that are executed in the Promote WPB committee back to the originating committee for collaboration.
- Coordinate marketing and branding to all hardscape elements in WPB with “WPB Works” and use the WPB website to increase physical presence in the neighborhood. More marketing should be focused on tangible initiatives. For example, let’s brand:
 - Gator bags/ biochar tree experiments
 - Façade rebates
 - Bike racks
- Join efforts with other larger neighborhood tours (i.e. Chicago Architecture Foundation Tours, food tours etc). Have neighborhood tours on WPB website.
- Regarding the WPB Community Grants policy, continue to leverage other community partners and grant programs to supplement the existing WPB community grant program.

5. Clean Green and Safe

- Move the “create on-street living rooms on Milwaukee Ave” recommendation to the Transportation or Guide Development Committees so they can better coordinate efforts with their priority projects.
- Continue to brand ongoing tree care work as “WPB’s”, brainstorm on how to do this.
- Regarding Recommendation series 6.3 (Storm water recommendations), bring in recommendations and techniques from the WPB Green Infrastructure Guide (adopted early 2011).

General Long Term Planning Comments:

1. Continue to develop the overall theme of WPB (branding) “WPB Works” on the physical elements that WPB is working on in the community (i.e. Tree Tags, gator bags, art murals, bike racks etc), “We Are WPB” on community events and outreach efforts.
2. Continue to nurture and strengthen WPB’s relationship with its Alderman (both wards), keep communication about all projects flowing (and supportive).
3. Update Matrix and “grey out” initiatives that are no longer being considered (examples include master plan recommendations that deal with on-street parking, are disrupted by the LAZ Parking deal city-wide).

The next long term planning committee meeting is to take place in six months → October 2011.

Discussion was had about turning one of the annual LTP committee meetings into an *All Commissioners Meeting*. Perhaps it would be a two part meeting with representation from each of the five committees (chairs) with a longer amount of time set aside to strategize on larger projects, (projects of the year, or POY) or strategize about the succession plan for the district itself (ending in 2015).