



# CHAPTER 2

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# COMMUNITY ENGAGEMENT

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### Advisory Committee

#### Project Website:

2,800+ Unique Visitors  
6,500+ Page Views

#### Online Quick Polls:

10 Polls  
4,000+ Responses

#### Idea Sharing Tool:

100+ Ideas

#### Interviews:

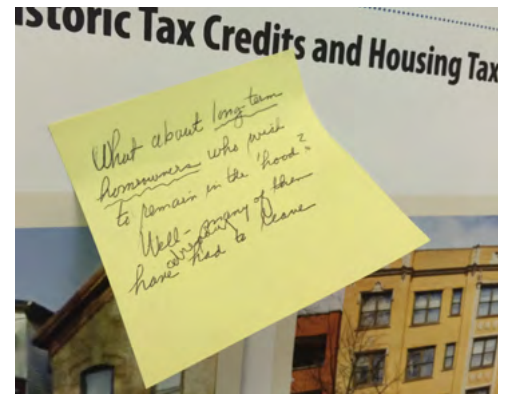
- Community Organizations
- Aldermen
- City Officials
- Developers / Real Estate Professionals
- School Representatives
- Business Owners
- SSA Chair

#### Public Workshops:

- 05/16/16 Kick-Off Meeting
- 08/09/16 Think Tank Event
- 11/09/16 Community Event

#### News / Media Integration

#### Video Business Spotlight





# COMMUNITY ENGAGEMENT

**Wicker Park Bucktown cherishes its independence, range of views and free expression. The diversity of residents, businesses, community organizations, arts organizations, and volunteer groups meant an extensive outreach process.**

In 2016 SSA #33 set out to develop a Master Plan for the commercial corridors in WPB, a blueprint that would bring together the diversity of perspectives and viewpoints and create a plan that was more than the sum of the parts. An Advisory Committee was invited that involved people and organizations that had multiple connections and widespread networks. Organizations such as Wicker Park Committee, Bucktown Community Organization, East Village Association, the three Aldermen offices, and City departments were all invited to be the “eyes and ears of the plan,” making sure their friends and networks would know how to participate in the process.

A variety of tools were used including: focus groups and stakeholder interviews, community meetings, outreach to the media as well as online engagement via the website – from idea sharing and quick polls to photo voting. Outreach highlights, including public comments, event photos, and poll results are integrated throughout the plan.

The SSA #33 Commission takes ultimate responsibility in listening to all of the feedback and moving forward with an update to the Master Plan. The Commission members reviewed all of the information, ideas, and projects and developed a Plan that prioritizes those projects that it believes will have the most positive impact in the community.



***Local insights, grand visions, and expert reality checks – the WPB Master Plan Update is a direct reflection of these three very important elements being merged.***



**READY  
SET  
LET'S  
ROLL**

**WPB DRAFT MASTER  
PLAN OPEN HOUSE**

come meet the plan - ping ideas  
\* eleven months in the making \*

Lots of projects to get involved in! Light refreshments provided, yum.

**THURSDAY  
NOV 17TH  
6:30-8PM  
PRITZKER  
SCHOOL**

**WPB  
SSA #33**

DIG INTO THE DETAILS @ [WPBFORWARD.ORG](http://WPBFORWARD.ORG)

2009 W SCHILLER @ DAMEN FIVE

### The Plan is not written in stone.

Just as the last Master Plan, this plan will be a guidepost to the actions of the SSA to forge consensus and work in partnership with other local and citywide organizations to make progress. It will also evolve over time based on resources, feasibility, and new opportunities and challenges. We look forward to partnering with businesses and residents and elected officials on additional ideas, but offer this vision of steps that we think meet the ideas and consensus we heard through the process.

Some projects are already underway or are a continuation of past efforts; others are brand new. Some, like renovating the Clybourn Metra Station or extending the 606, will take a partnership of all of us to make happen. Others, like arts in parkways, are our "bread and butter" activities that we can do to make our streets a little bit more inviting and inventive.

**WICKER PARK BUCKTOWN  
MASTER PLAN UPDATE**

*Think-Tank Event*

Future projects are coming into view.. help us focus

**August 9th | 6:30 PM at Wicker Park Field House**  
6:30-7:00pm Registration/Refreshments/View Boards  
7:00pm Open House and Activities

Do you have ideas on how to make WPB's dreams come true? Come and speak up! Join us to share ideas and input on projects, help shape bike and pedestrian opportunities, and work to further celebrate this area's rich history.

**RSVP Today - [www.WPBForward.org](http://www.WPBForward.org)**

**WPB  
SSA #33**



## Online Outreach Spotlight

(Stats as of October 18th, 2016)

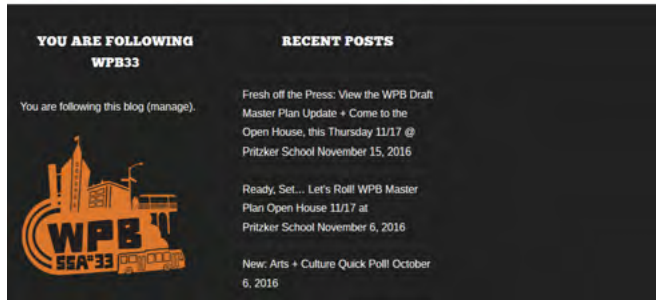
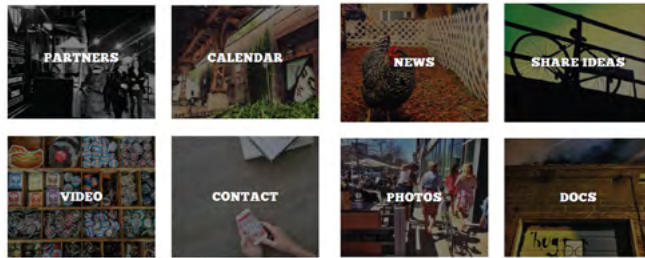
- 4,000+ Votes via online polls
- 6,500+ Website page views
- 2,800+ Unique website visitors



## Wicker Park Bucktown SSA #33 Master Plan Update

Draft WPB Master Plan Download Links:

- Executive Summary | 3mb | Posted November 15th, 2016
- Full Draft Master Plan | High Res | 50mb | Posted November 15th, 2016



Project Website: [www.wpbforward.org](http://www.wpbforward.org)

“I’m really excited to see people moving all the way down Milwaukee Avenue to Division Street, it’s all filling in. The businesses support each other – like a rising tide, it brings up all ships.”

- Transit Tees Owner,  
Tim Gillengerten

## We want WPB to be...

*“Eclectic, affordable, urban utopia, diverse, multi-generational, stable, ruled by bikes...”*

These were just some of the “We want WPB to be \_\_\_\_\_ in 2026” keywords noted by Advisory Committee members at the very first Master Plan meeting back on April 6th, 2016. More public art, support local businesses, more street trees and landscaping, stronger connection to local culture, shared street at the Polish Triangle – these were some of the “wants” and ideas noted at the first community workshop on May 16th, 2016.

**The layered aspect of outreach paired with the structured Master Planning process have provided an organized yet organic system through which projects have emerged and been solidified.**

## Video Spotlight

A video interview with the local business owner Tim Gillengerten of Transit Tees, located at 1371 N. Milwaukee Avenue, shared and celebrated the insights of unique WPB businesses.

<http://vimeo.com/165035177>



WPB Master Plan Business Spotlight: Transit Tees

“ 100+ Ideas and comments were shared in person at workshops and via the “Share an Idea” tool on the project website.

“Change Clybourn Station to BUCKTOWN Station.”

“I would like the Milwaukee – North – Damen intersection to be safe for everyone.”

“Create a liaison to map all possible buildings for hosting art and giving hosts benefits for supporting art initiatives.”

“Milwaukee Avenue is a historic district, don’t use trees to landscape it — it covers and hides the buildings. Instead, get creative with hanging planters and lower shrubs, etc.”

“Rather than a WPB App, create a WiFi Network. Check out Digital Lobby and BigFunWiFi.com for examples — better way to wire in local businesses, integrate history, news (DNA Info), etc.; need to secure a sponsor.”

“Love the idea of partnering with local health care providers to further movement as medicine – this is a growing trend and there are definite opportunities to explore.”

“I would love to build on the work that WPB SSA has done thus far in bringing more public seating to the neighborhood by continuing to add even more! I think it adds to neighborhood character by bringing people to our public places, and it’s also a great asset and service for our elderly or disabled neighbors. It would be great to couple it with our local arts community and offer ways in which a local artist can design and customize.”

### Cortland & Ashland Underpass Dream Makeover: Vote For Your Favorite Design



By Alisa Hauser | June 30, 2016 6:21pm  
@DNA\_wpb

BUCKTOWN – A heavily trafficked underpass near the Metra Clybourn station, the Kennedy Expressway and the eastern end of The 606 could be getting a makeover as part of a ‘Master Plan’ for Wicker Park and Bucktown, organizers say.



The Wicker Park Bucktown Taxpayer No. 33 District launched

### In The News...

A Quick Poll focused on what types of improvements people would like to see at the Cortland / Ashland Underpass yielded nearly 2,200 responses. DNA Info highlighted the poll, as noted in the article snapshot below.

“Big things can happen if you just step forward...”



POSTED ON JULY 25, 2016 Interview with WPB SSA33 Chair Brent Norsman Article by Erin Cigliano

### Interview with SSA Chair, Brent Norsman

An interview with SSA Chair Brent Norsman midway through the master planning process provided visionary insight and perspective on projects underway as part of the Master Plan.