



CHAPTER 3

ARTS + CULTURE

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Objective 1:

Support artists who live or work in the neighborhood.

Objective 2:

Provide marketing tools to support the arts.

Objective 3:

Incorporate art into corridors and streetscape.

Objective 4:

Expand creative policies and financial opportunities to support arts in WPB.

Objective 5:

Preserve, maintain, and further preservation of historically significant architecture in combination with complementary, new development.



ARTS + CULTURE

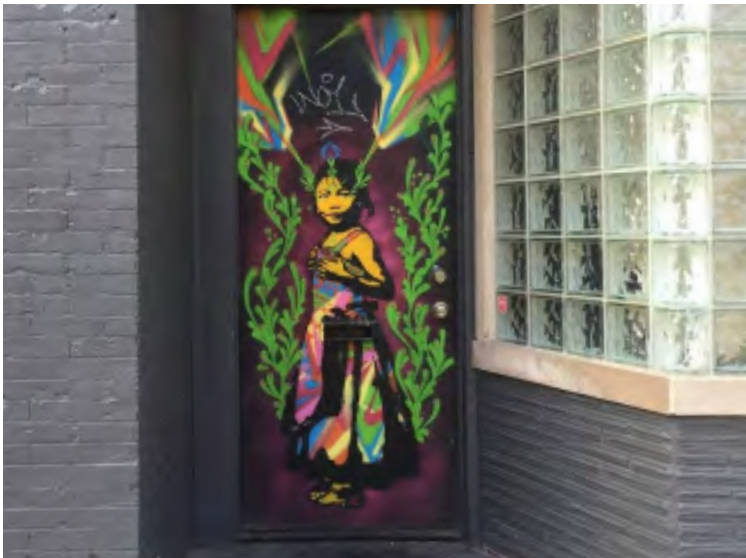
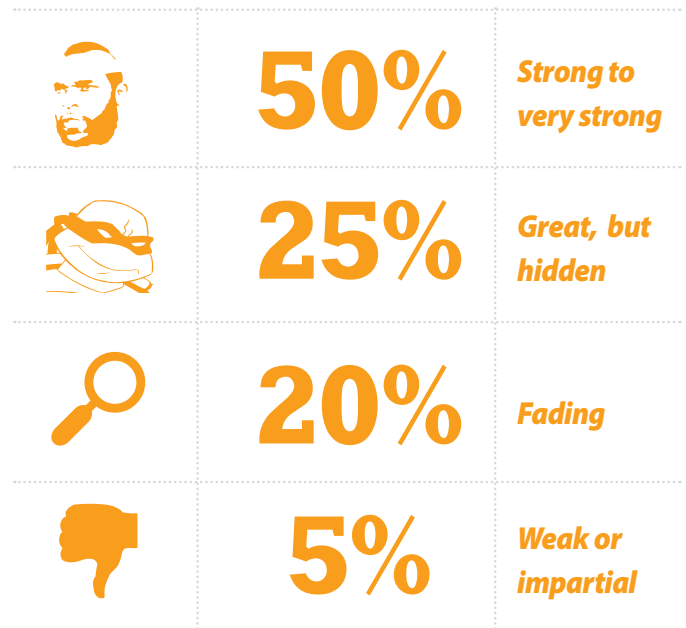
From the ground up to the inside out, Wicker Park Bucktown is built upon people-powered, imaginative forms of self expression.

Arts + Culture is visible within the streetscape, building façades, signage and architecture, local businesses, shops, and restaurants. From the very popular street fests and acts of free expression in the way of street performers and musicians, to the highly visible murals and installations -- arts and culture resonates through all of Wicker Park Bucktown. Residents and visitors alike flock to the neighborhood to experience its historically hip artistry and one-of-a-kind atmosphere.

In the very first online quick poll posted to the project website (www.wpbforward.org) as part of the Master Plan Update, the question was asked, "What is your perception of Arts and Culture in Wicker Park Bucktown?" Nearly 3 out of every 4 respondents noted it as a major asset; 50% of respondents noted that 'Arts + Culture' in WPB as 'Strong' to 'Very Strong'; another 25% responded that is 'Great, but hidden' and 20% noted it as 'fading'.

| Online Quick Poll |

"What is your perception of Arts and Culture in Wicker Park Bucktown?"



What is Arts + Culture in WPB?

□ The **rich history** of the area as an artists’ haven and immigrant node.

□ The **mix of artists** (the people) – designers, dancers, musicians, illustrators, writers, poets, chefs, etc. - and their many art forms (what they create)– from textiles, murals, and installations, to dance, theater, architecture and cuisine.

□ The **policies, programs and funding** that help foster and protect this asset and hone the continuation of art related opportunities.

□ The **architecture** set by the area’s historic buildings and districts.

□ The **blend of new and old**. The area is a fusion of historic developments complemented by new buildings, innovative architecture and public spaces.

□ The **geography of culture** (Polish / Ukrainian / Puerto Rican / Mexican) and its impression on the neighborhood and public spaces (Polish Triangle) and architecture (Chopin Theater).

□ The **visibility of art**, i.e. it’s location and manifestation, from the slightly hidden in nooks, crannies, and woven within alleyways, to the apparent and planned in public spaces.



Arts + Culture speaks to the mixing of cultures, traditions, and forms of expression that created the foundation from which WPB received its inspiration. It is this foundation we are working to preserve and further celebrate. The depth of organizations, artists, writers (historic notables include Nelson Algren, Saul Bellow, and Jan Metzger) musicians (including pianist Ignacy Jan Paderewski who lived at the iconic house shown below during the 1930’s, performing concerts on his balcony), institutions, historic areas, buildings, and businesses within the neighborhood are vital to the ongoing success and identity of our community.



The Historic “Paderewski House” located in WPB



Objective 1: Support artists who live or work in the neighborhood.

The people who create art and culture within Wicker Park Bucktown are, at the core, the spirit of WPB. This expression is seen, felt, heard, tasted, and enjoyed by the larger community. It is the basis upon which the neighborhood began to be revitalized.

Residents repeated that the ability for artists to live and work in WPB is becoming ever more difficult. The growing popularity of the neighborhood (which ironically was in large part spurred by the hip, unique, grit and culture the artists cultivated and fostered) is pushing artists elsewhere due to rising rents and a higher cost of living. The projects identified below will ensure Wicker Park Bucktown maintains its livability for local artists while fostering outlets and space for their creativity.

PROJECT CHECKLIST

- 1.1: Protect the Flat Iron Building as one of WPB's art hubs.
- 1.2: Promote new development of affordable live-work arts space.
- 1.3: Identify and capitalize on opportunities to create community makerspaces.
- 1.4: Raise awareness of opportunities for local artists via CDOT's Make Way For People Initiative and People Plaza Program.

PROJECT 1.1

Protect the Flat Iron Building as one of WPB's art hubs.

The Flat Iron Building is the beating heart of arts and culture within the neighborhood. Located at the intersection of Milwaukee Avenue, North Avenue, and Damen Avenue (the geographical heart of WPB), the Flat Iron has served as an artists' colony since the 1980s and is still home to visual artists and musicians. The Flat Iron Artists Association hosts "First Fridays" every month wherein the spaces inside are open to the public, approximately three dozen artists living in the Flat Iron open up their studios for showcasing their creations, guest artists exhibit in the common spaces, and impromptu performances are put on for free.

Actions

- ❑ **SUPPORT.** Support First Fridays with partial proceeds from local events put on by the Chamber going to fund the rent for artist spaces.
- ❑ **VOLUNTEERS.** Establish a network of volunteers to maintain the "First Friday" website (flatironchicago.com), market, help run the event, and collect donations.
- ❑ **GRANTS.** Seek grants / funding to help offset costs of rent for artists.



Artists performing at First Fridays at the Flat Iron Building | Photo by Grace Pisula

PROJECT 1.2

Promote new development of affordable live-work arts space.

A live/work project is a residential building in which each dwelling has extra space (100 to 150 square feet) that the artist can use as a studio. WPB should seek out additional affordable space within the community for artists to live and work. Policies, incentives, initiatives and partnerships will be needed to ensure affordable spaces are integrated within future developments.

Actions

- ❑ **RECRUIT.** Research writing grants and seek out partnerships with non-profits that can lead this effort.
- ❑ **INCENTIVIZE.** Establish a density bonus for developers who include art space in their project.
- ❑ **INCLUSION.** Include artists in affordable housing initiatives.



Pullman Artspace Loft Rendering. The project will include 38 affordable live/work units, exhibition space, and ample community space. | Resources: Artspace, Chicago Neighborhood Initiatives (CNI)

PROJECT 1.3

Identify and capitalize on opportunities to create community makerspaces.

A makerspace is a place where people come together to create. It is a collaborative work space for making, learning, exploring and sharing that uses high-tech to no-tech tools. These spaces can be open to kids, adults, and entrepreneurs and provide a variety of maker equipment. A makerspace however doesn't need to include high-tech materials/tools to be considered a makerspace. For example, kid-focused makerspaces may include cardboard, legos and art supplies. It's more of the maker mindset of creating something out of nothing and exploring interests. Some of the skills that are learned in a makerspace pertain to electronics, 3D printing, 3D modeling, coding, robotics and even woodworking.

Maker spaces also foster entrepreneurship and are being utilized as incubators and accelerators for business start-ups. With the depth of artists, families, and general creatives in Wicker Park Bucktown, the creation of a dedicated makerspace is a worthy pursuit. The project will require a vision, real estate, coordination, partnerships and funding – but the resulting investment in artists and creative inspiration back into the neighborhood can foster the goal of on-going artists to thrive in WPB.

“If you can get people in the door and expose them to the empowering nature of being able to make your own object, then 90% of people fall in love with it... artists, do-it-yourselfers, craftsmen can collaborate and create.”

- Matthew Runfola, founder and president of Chicago Industrial Arts + Design Center

Actions

- ❑ SCHOOL PARTNERSHIP. Partner with local schools to explore space and location opportunities to create a kid-friendly, family-oriented makerspaces.
- ❑ MOBILE-MAKERSPACE / MAKER STATION. Create a traveling makerspace or maker station for use at events including the Bucktown Arts Fest. Materials compiled may include a couple tables, bins, recyclables and community donations.
- ❑ DEVELOPER RECRUITMENT. Encourage developers to create a makerspace as part of proposed new or retrofit development as a way to satisfy integration of arts.

“An engaged community is a healthy one. Collaborating with children will instill art in the community for years to come and will also engage the parents. I believe it will affect the community as a whole with many key contributors being the future of the neighborhood.” - Project Website Comment



MAKERSPACE CONCEPTS

Whether it is a room in a school or public library, a temporary space or setup of tables and materials at a festival or event, a dedicated building with tools for woodworking, metal-smithing, 3D printing or a creative design and entrepreneurial space with computers for co-working...

A maker space is yet another way to infuse creativity into social environments to further healthy, connected and vibrant communities. They can be geared towards any age! The images herein showcase the diversity of makerspaces present.

Dedicated Makerspace Building



▲ The Columbus Idea Foundry is a community workshop, learning center, and creative space. They provide training on and access to tools and technology from the conventional to the high-tech. CIF members can use their tools for business, artistry, and hobbies. They also host Family Maker Nights to bring kids and parents together.



Mobile / Outdoor Makerspace

Classroom / Library Makerspace



PROJECT 1.4

Raise awareness of opportunities for local artists via CDOT’s Make Way For People Initiative and People Plaza Program.

Under the Chicago Department of Transportation’s (CDOT) People Plaza Program, events take place at both Jan Metzger Court and Polish Triangle throughout the year. Local artists can work with CDOT’s private partner to showcase themselves through programming at both plazas.

The People Plaza Program grew out of CDOT’s Make Way for People Program which employs the urban planning strategy of “placemaking” to support innovative uses of the public way in the city’s streets, parking places, alleys and other public spaces in order to create hubs for community activity.

The goal is to improve street safety, promote walking and support the quality-of-life and economic vitality of all of the city’s neighborhoods. The program is run by CDOT in partnership with the Department of Finance and the Department of Cultural Affairs and Special Events (DCASE).

Key features of the program include:

- Year-round activation of People Plazas that reflect an emphasis on neighborhood culture and history of each location.
- Local community participation in activation, planning and programming of performances, art exhibitions, temporary markets, etc.
- Use of local merchant partners in providing services in order to boost local economic development.

More information on the can be accessed here:
www.cityofchicago.org/city/en/depts/cdot/supp_info/make_way_for_people.html



Local musicians perform at Tuesdays at the Triangle | Photo: Polish Triangle Coalition

Actions

- ❑ **PRINT MARKETING.** Post informational brochures about the program and who to contact at CDOT in the Flat Iron Arts Building and local art hubs.
- ❑ **WEBSITE MARKETING.** Utilize the artists’ portal of the SSA Website to post information about the program and who to contact at CDOT.
- ❑ **EXISTING WPB FESTIVAL ARTISTS.** Notify artists who take part in local festivals and events (Bucktown Art Fest, Wicker Park Fest, Etc.) of the program to gauge interest and provide added materials / connection to resources.
- ❑ **COORDINATION.** Ensure coordination of a variety of events taking place at the Polish Triangle in partnership with the Polish Triangle Coalition.
- ❑ **SEEK OUT ADDITIONAL LOCATIONS.** Consider working with CDOT to nominate the south-east corner outside the Blue Line Western Station as a new location / plaza / and or possible others. Per the program: “The city has been divided into five regions; at least one plaza from each region must be activated each year, with ten plazas the first year and ten additional plazas in each additional year, up to a total of 50.”



Objective 2: Provide marketing tools to support the arts.

As the saying goes, “Knowledge is power.” Disseminating knowledge about arts and culture in Wicker Park Bucktown is needed to maintain awareness of artists, galleries, events, installations, and ‘Call-for-Artists’ and projects the SSA / Chamber are pursuing. Marketing tools should be varied and creative to successfully accomplish awareness on a variety of fronts.

PROJECT CHECKLIST

- 2.1: Explore creative marketing tactics to promote unique art related events.
- 2.2: Continue to build out and enhance artist portal of Chamber website.
- 2.3: Work with WPB businesses to market the arts to locals and unique tourist niches.

PROJECT 2.1

Explore creative marketing tactics to promote unique art related events.

Explore creative marketing tactics and connect with a variety of media outlets (print, online, social media) to successfully promote unique art related events. From Orange Gnomes and tree tags on Arbor Day, to art events such as the Bucktown Art Fest, Renegade Craft Fair, and First Fridays at the Flat Iron Arts Building - the creative showcase and installation of art within WPB is a project the SSA is already leading with great success. The continuation of these efforts will further celebrate and market the unique identity of the neighborhood and its local artists.



If you haven't heard, I'm kind of a big deal... #orangegnomeproject

Actions

- AROUND THE COYOTE.** Bring back 'Around the Coyote Arts Festival' which opens artist studios to the public.
- SUPPORT OTHER CHICAGO INSTITUTIONS.** Publicize programs in WPB33 of the Chicago Architecture Foundation, historic tours, and Friends of the Bloomingdale Trail / 606 tours.
- SOCIAL MEDIA.** Utilize social media and clever hashtags to highlight events as well as new art – Facebook, Instagram, Twitter.
- TEMPORARY ART.** Utilize blank façades and sidewalks to promote events via colorful chalk and temporary paint (see images below).
- VACANT SPACES.** Work with landlords to utilize vacant storefronts to market upcoming events in street windows.
- NEWS OUTLETS.** Continue coordination with local news sources.

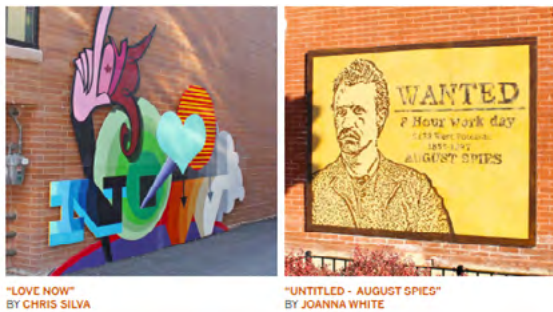


Utilize blank façades and pavement to highlight events using temporary paint and sidewalk chalk.

PROJECT 2.2

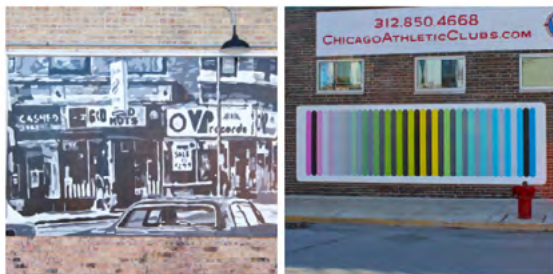
Continue to build out and enhance artist portal of Chamber website.

The Chamber’s website includes a section dedicated to art-related ongoing and opportunities within the neighborhood. With the ever-increasing reliance on the web, this portal should be continually updated and enhanced.



"LOVE NOW"
BY CHRIS SILVA

"UNTITLED - AUGUST SPIES"
BY JOANNA WHITE



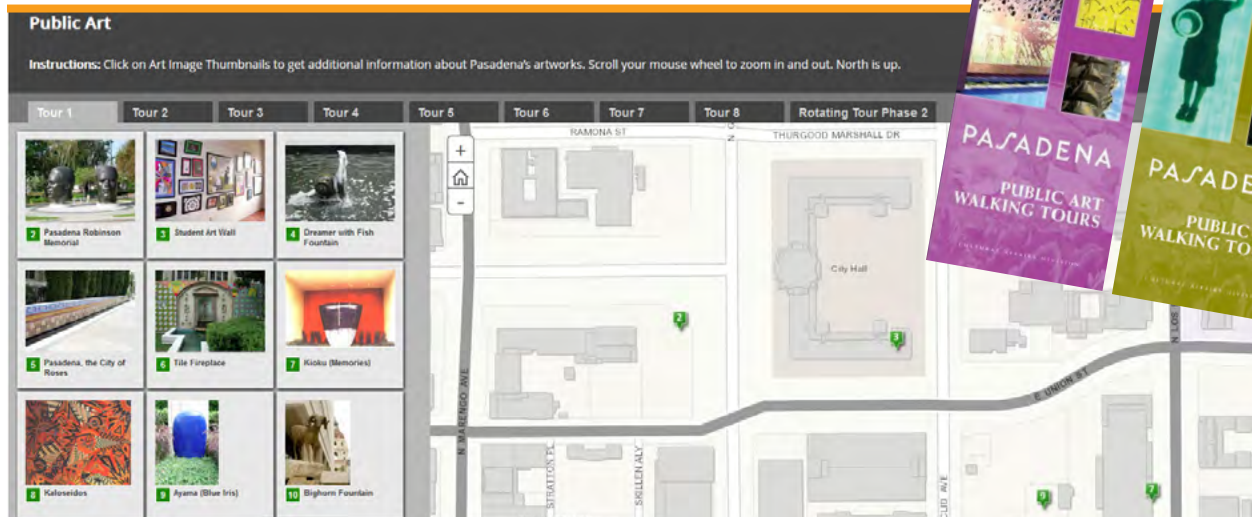
"UNTITLED-WICKER PARK 1975"
BY ZABICKI AND SMITH

"MONUMENT"
BY JAMES JANKOWIAK

The Orange Walls Mural Project infused the neighborhood with art by locals and was sponsored by the SSA. Photos such as these should be included within the Artists Portal.

Actions

- ❑ **ARTISTS PORTAL.** Continue to build and maintain artists portal. Integrate an online reference list of local art resources.
- ❑ **INTERACTIVE GALLERY.** Integrate an interactive gallery / location map of public art both past and present to effectively point to WPB installations, highlight artists, and demonstrate ongoing efforts and commitment to art by the SSA; integrate self-guided walking tours (see example below).
- ❑ **PROMOTION.** Once developed, focus marketing efforts on educating businesses about the artists portal. Feature the tool on the Chamber’s website (www.wickerparkbucktown.com), post and share with social media channels, provide postcards and/or walking tour maps to the Robey Hotel and local businesses.



The City of Pasadena, California provides an online gallery of public art linked to a location map and suggested walking tours.

PROJECT 2.3

Work with WPB businesses to market the arts to locals and unique tourist niches.

“Meeting people where they are” is an important rule of thumb when it comes to marketing and raising awareness on art-related topics. For example, while ‘First Friday’ at the Flat Iron Building is an amazing showcase of both artists and their work, if you didn’t know it was happening you might not venture into the building.

Marketing art-related events via print, online, and in-person strategies at local businesses is a must to ensure effective awareness.



“Create a WPB WiFi Network. Check out Digital Lobby and BigFunWiFi.com for examples — it is a better way to wire-in local businesses, integrate history, news (DNA Info), etc.; need to secure a sponsor.”
- Resident Comment, Think-Tank Event

Actions

- ❑ BUSINESS PROMOTION. Work with Robey Hotel management, bed and breakfasts, restaurants, and businesses to inform and market events; provide print materials.
- ❑ PRINTABLE PROMOTION. Encourage new businesses to showcase local info/events.
- ❑ SHARABLE PROMOTION. Create “sharable” content via social media, Facebook, Instagram, Twitter, etc. that advertises events and info. Tag local institutions or share to their page to get the word out.
- ❑ NEIGHBORHOOD GUIDE. Provide the annual Neighborhood Guide to local businesses to disseminate.
- ❑ WIFI NETWORK. Research and secure a sponsor to create a WPB WiFi Network.



“We need a mechanism to tell the story of art & architecture in WPB. Perhaps a kiosk? Website? Kiosk with a teaser directing viewer to a website?” - Project Website Comment



Existing information kiosk inside Byline Bank at Damen and Division.



Example of public art incorporated into the streetscape in Evanston, Illinois

“More street art would be awesome! There are plenty of places under/around the el that could use some colorful artwork!”

- Project Website Comment

Objective 3: Incorporate art into corridors and streetscape.

Public art serves a variety of functions. It provides a tool for economic revitalization and reinforces community identity. It helps shape the quality-of-life for people in a community by offering a form of expression that embodies a community’s spirit. It represents a sense of community pride and brings people together. Moreover, public art attracts people to a community who bring a broad array of talents and experiences, further enriching it.

PROJECT CHECKLIST

- 3.1: Encourage cross promotion as a WPB business practice.
- 3.2: Identify new locations for public art by local artists.
- 3.3: Merge streetscape design and WPB events with local arts talent.
- 3.4: Celebrate the seasons with streetscape improvements and events.

“Public display of art will lead the way for the other activities. Events will want to establish in WPB because of the art, support and resources already there. Art spaces will follow, and those spaces can collaborate with local schools. Then walking tours or self-guided tours (with online map tools) will have more to see. Everyone wins.” - Project Website Comment

PROJECT 3.1

Encourage cross-promotion of local businesses as a WPB best practice.

Educate and encourage WPB business owners to cross-promote, recommend, and/or sell goods and services from other local shops. This support of “locals by locals” is more than just a neighborly nod, it is a successful cross-marketing strategy that needs to continue moving forward. And more than the straightforward selling of physical products, it’s also about word-of-mouth recommendations to patrons on where to go to shop, eat and enjoy all things WPB.

Actions:

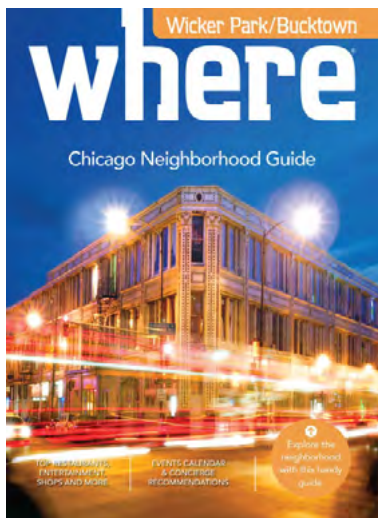
- ❑ WELCOME BROCHURE. Design a “WPB Welcome” brochure to distribute to new business owners to build awareness on topics and WPB resources to tap into.

Contents may highlight:

- Chamber / SSA website and artists portal
- SSA Programs (Façade Rebate)
- Information on tax credits
- Small business lease information
- Good business rules-of-thumb -- i.e. get

to know your neighbors; share contact info with each other in case of emergencies, help cross-promote local goods and services by recommending local shops and restaurants to patrons

- Pair with annual WPB Neighborhood Guide



PROJECT 3.2

Identify new locations for public art by local artists.

The infusion of public art in Wicker Park Bucktown is a one-of-a-kind visual treat that must continue moving forward. With dozens of great past examples and successes to point to (Orange Walls), the opportunity to find additional urban canvases is a project that will support local artists, beautify the neighborhood and support other projects identified herein. For example, when new locations have been identified, secured and new art installed, an artist’s bio and photograph of the installation should be added to the online artists portal and interactive map to support Project 2.2.

Actions:

- ❑ ART SCOUTS. Establish an annual SSA walking tour to scout out locations, façades and vistas for new public art, then do a call for art / RFP. With neighborhood development on the rise, new locations for art are being exposed with each passing season. For example, the opening of the 606, exposed new sightlines and views of WPB. While many are residential façades, there are opportunities on commercial faces and at vistas that would be ideal for murals and sculptures that help tell the story of WPB.
- ❑ MURAL SIGNS. Update language on signage in Façade Rebate Program to support “murals” as an approved type of business signage. Murals are not just about aesthetics, they also serve as information art. More and more “signage” murals are appearing throughout the neighborhood to creatively highlight local shops. Update Chamber’s artists portal and SSA Programs page to highlight local sign artists and provide contact info.

SSA

EDUCATE LOCAL BUSINESSES ON PRE-EXISTING PROGRAM FUNDING

As part of the Façade Rebate Program the SSA already assists with a variety of building enhancements. In the past 7 years, the SSA has paid for 24 façade rebates, totaling nearly \$105,000!

- ❑ PUBLIC ART FUNDING. Work with the Department of Cultural Affairs and Special Events (DCASE) on programs and available funding support for public art.



Corner / Alley Signage Mural for Dove's Luncheonette on Damen Avenue



Alleyway Signage Mural for 5411 Empanadas on North Avenue

PROJECT 3.3

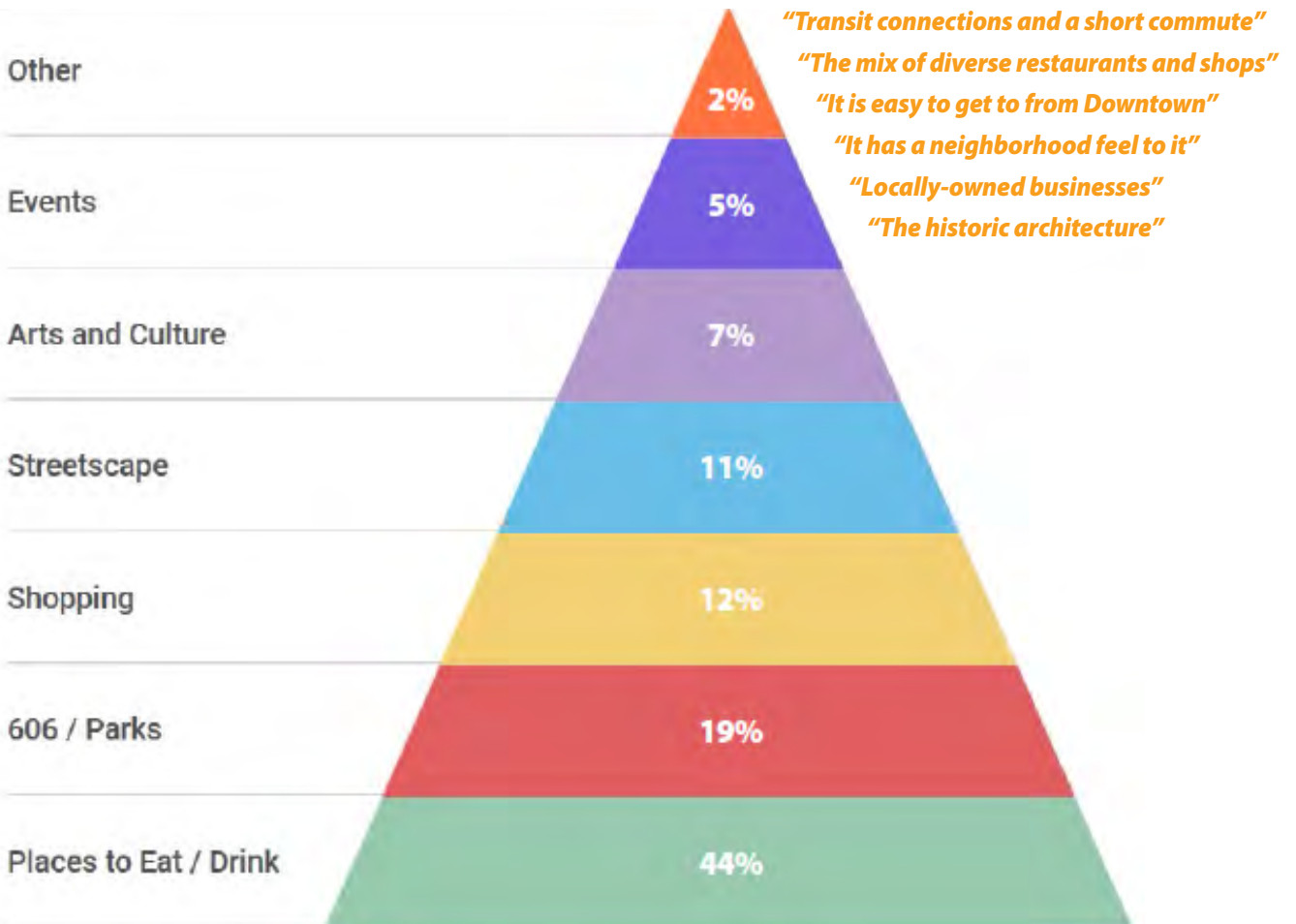
Merge streetscape design and WPB events with local arts talent.

Integrating art within the WPB streetscape is already happening and should continue to be promoted in creative ways. The depth of stores, restaurants, festivals, events, parks and the 606, collectively make WPB a destination for all sorts of users (see infographic below).

Public art that is integrated within the streetscape or at events, whether temporary or permanent, should consider the types of users coming to the area and draw on local talent already present -- whether it be a notable artist, or students from local schools.

? **Why is WPB a desirable destination?**
 Quick Poll posted to the project website.
 300+ responses highlighted via the pyramid below.

“ COMMENTS





Turn page for inspiration images...

Actions:

- ❑ **CREATIVE BIKE RACKS.** Put out a 'Call-for-Artists' to design orange bike racks that are also public art, and install them at a few key locations. With the ever-growing population of cyclists living in and coming and going through the neighborhood, bike mobility and bike parking is spreading throughout WPB. The SSA has already had great success with the installation of WPB branded bike racks. The Chamber / SSA should issue a 'Call-for-Artists' to design bike racks as public art. The color of bike racks should be consistent with the branded WPB orange to connect with the existing WPB / SSA branding.
- ❑ **LOCAL KIDDOS.** Partner with schools to create recycled art displays for Green Music Fest. Work with local schools to create art from recycled materials then place on display at Green Music Fest with bio of student, title of piece, and inspiration.
- ❑ **PARKLET EVENT.** Host an annual Park(ing) Day Event (Sept 16), wherein a connected line of parking spaces (parklets) in the SSA would be rented by the Chamber / SSA. Local artists and merchants could take part in such and design a parklet to showcase artistic expression or sell goods. A list of parklet guidelines should be developed to ensure safety, i.e. a 3-foot street-side barrier.
- ❑ **STICKER WALL** As any property owner will tell you, every surface within WPB is prone to being stickered. To drive sticker-prone folks to "stick" in a focused location and deter placement elsewhere, create a designated Sticker Wall to serve as an ever-changing, organic form of self-expression.

Creative Bike Rack Design Competition



#CREATIVE #BIKERACKS #USABLE #PUBLICART



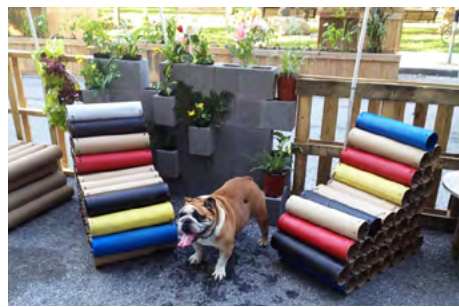
Creative Bike Rack Design Competition



#LOCALKIDDOS #RECYCLEDART #GREENMUSICFEST



#PARKLET #EVENT #ART #PUTTPUTT #POOCHIES



#STICKERWALL #STICKIT #HERE #NOTTHERE



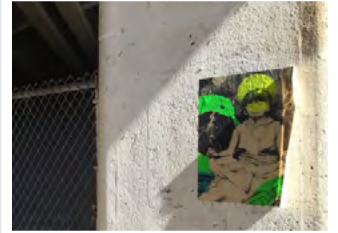
PROJECT 3.3 (continued)

Merge streetscape design and WPB events with local arts talent.

Actions:

- UNDERPASS IMPROVEMENTS. Improve the Cortland / Ashland Underpass with better, festive lighting, art by local artists, clean-up and maintenance. Design improvements as part of a comprehensive approach to Clybourn Metra Station Underpass improvements discussed in Transportation Project 3.1.

Informal "art" by locals is already happening, so let's give it some structure! The poster print to the right remained on the WPB underpass pillar for 3 months prior to weather damage causing it to fall off.

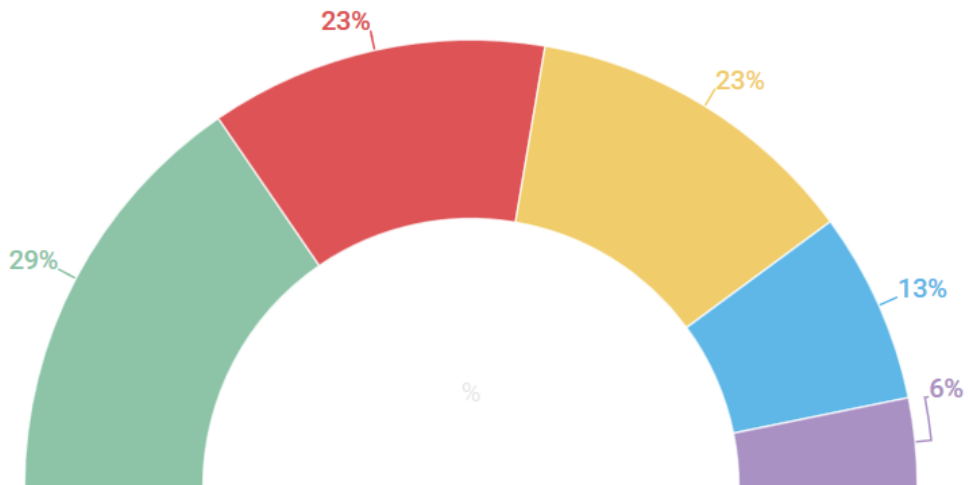


What type of improvements would you like to see at the underpass?

Quick Poll posted to the project website, that yielded 2,200+ responses

As part of the Master Plan, a visual preference poll was distributed online via the project website (wpbforward.org). With a plug through DNAinfo, many people got involved and shared their thoughts (over 2,200 responses to be exact). The major themes of the results revolved around aesthetics, maintenance, and safety for the large amount of people that use the underpass – whether on foot, bike, car, or bus each day. The poll results are highlighted in the infographic below:

* Highest Ranked Photo



- Maintenance / Clean-Up
- Festive Lighting
- Art by Local Artists
- Wayfinding Signage
- Gateway "Welcome" Signage

Better lighting

“Lighting would definitely be a major win – it’s a little scary walking through in the evening. In addition to the lighting, painting/murals would be great!”

Local art that lasts

“New lighting is definitely needed. Colorful LED lighting in underpasses is a new trend that Chicago should definitely take part in. Enhancing signage is also a needed; unless you’re used to the intersection, it can get confusing.”

Improve user experience

“This is an important connecting point for 2 very vital neighborhoods. Most important to me: improve infrastructure and aesthetics of this intersection with special emphasis on improving the pedestrian and biking experience.”



“I like the idea of having a more ‘classic’ design for the area. Knowing that this design will stand for a very long time with little updating and maintenance, I think it is very important to use a design that will require minimal upkeep, and not become dated or deteriorate quickly. Anything is better than current state. Lighting alone would improve safety for bikes and pedestrians.”

Classic design...

“

CORTLAND UNDERPASS IDEAS
Ideas and comments shared via the project website.

PROJECT 3.4

Celebrate the seasons with streetscape improvements and events.

Spring, summer, fall, winter... what's your favorite season? Anybody who's somebody has one, and more times than not it has to do with your favorite holidays, associations therein, and of course, weather. From bright orange bike racks and vibrant blue benches to 2-ft tall orange gnomes (#orangegnomeproject) and tree tags that appeared throughout the neighborhood on Arbor Day, WPB has been steadfast on improving the public realm in highly visible, sustainable and quirky ways. WPB already has a wonderful array of events and past activities to build on and the creative seasonal celebrations shall continue.

Actions

- Decorate the corners of North / Milwaukee / Damen with temporary paint designs to creatively promote events and add visual interest during warmer months.
- Continue annual festivals, fall tree planting, Orange Gnome Project: ognome.com
- Install inventive seasonal decorations / holiday lighting event
- Public space activation awareness project: The Blue Lounge Project
- Public Placemaking: Host smaller-scaled events at public spaces to help activate them; i.e. Polish Triangle, southeast corner plaza at Blue Line Western Stop, Park 567...
- Link activities to the 606 and local businesses



WPB Farmers Market Booth in Wicker Park



Wicker Park Fest 2016

Objective 4: Expand creative policies and financial opportunities to support arts in WPB.

Allocating the dollars and cents to support arts and culture in WPB is a major need. The area is becoming more popular with each passing day and the resulting rent increases and reduction in affordable spaces for artist spaces and studios is pushing local artists out of the community.

PROJECT CHECKLIST

- 4.1: Create a fund and raise money to help support local artists.
- 4.2: Create incentives to encourage developers to integrate public art within developments.
- 4.3: Create incentives to encourage landlords to repurpose vacant space for temporary uses.

PROJECT 4.1

Create a fund and raise money to help support local artists.

Actions

- ❑ INSTALL ART-THEMED PARKING METER DONATION STATIONS. Collect funding for local artists by installing decorated parking meters within the right-of-way. Install a placard on the meter that explains the purpose and direction of proceeds.
- ❑ 'ART AS STORYTELLING' THEMED FUNDRAISING AUCTION. WPB is rich in both history and artistic talent. Why not make the best of both by organizing an event wherein local artists are selected based on their vision / art proposal and provided basic materials costs to create a piece showcasing WPB storytelling via art. The pieces would be auctioned off at a local event such as the Bucktown Art Fest, with proceeds going towards the local artist. A placard would accompany each piece of art to share the storytelling component.
- ❑ CELEBRITY CHARITY FOR THE ARTS. Contact local celebrities to further fundraising and support the retention of artist housing in Wicker Park Bucktown. Ideas include auctioning off dinner with Rick Bayless, CM Punk and others willing to take part.



PROJECT 4.2

Create incentives to encourage developers to integrate public art within developments.

Public art makes cities more livable and visually interesting. The experience of public art infuses personality into public areas of buildings and their grounds. It creates a deeper interaction with the places people visit, and in which people work and live. Public art illuminates the history of a community and encourages cultural tourism and awareness.

Actions

- ❑ **STEP 1.** Create a Wicker Park Bucktown Public Art program based on the Chicago model, in which projects seeking zoning relief need to dedicate 1.33% of development cost to public art.
- ❑ **STEP 2.** Once established, the WPB Public Art Program Requirement may be satisfied by the creation of site-specific public art or by payment in-lieu of artwork.
- ❑ **STEP 3.** Encourage developers to integrate 'Public Art Planning' at project initiation. Public art planning should be integrated into development project planning at the earliest possible stage, and artists selected should become a member of a development project's design team early in the design process.

CREATE A WPB PUBLIC ART PROGRAM

FACT: In 1978, the Chicago City Council unanimously approved the Percent for Art Ordinance, which stipulates that 1.33% of the cost of constructing or renovating municipal buildings and public spaces be devoted to original artwork on the premises; it also stipulates that at least half of the commissions be awarded to Chicago area artists to provide opportunities to the local arts community.



PROJECT 4.3

Create incentives to encourage landlords to repurpose vacant space for temporary uses.

The creative use of vacant / underutilized space as temporary artist space and/or marketing of local happenings not only aides development, it can also be highly profitable.

"Smart building owners understand that art in their windows makes their space look more attractive to future renters. We've found the currency building owners care about most is cash, but not far behind that is publicity."

- Ellen Scott, Creative Director of Smart Spaces.



Actions

- ❑ **LANDLORD INCENTIVES.** Create a 'No Vacancy' Pop-Up Art Incentive to help activate underutilized spaces. Incentives can help persuade landlords and developers to allow their properties to be used on a temporary basis for artistic or creative purposes, until a commercial tenant or buyer comes along. Example: No Longer Empty.
- ❑ **POP-UPS.** Explore ordinances and strategies to support pop-ups and make the process for locating in WPB efficient and predictable. Storefront, a San Francisco-based company that launched in Chicago in July 2015, specializes in helping retailers, designers and artists nail down short-term leases in prime shopping spots. 'Vacant' has been leading the way in retail pop-ups since 1999 providing global turnkey pop-up solutions, from real estate procurement and location scouting to design, permitting, and legal assistance.



**Objective 5:
Preserve and maintain
historically significant
architecture in combination
with complementary, new
development.**

“We need to celebrate and restore historic architecture but also further adaptive retrofits and new, thoughtfully considered architecture.”

- Brent Norsman, SSA 33 Chair

Wicker Park Bucktown is a historic community filled with buildings and places on the National Register, the Milwaukee Avenue Landmark District, and notable architecture dating back to the late 1800's. It is also one of the most sought after neighborhoods in the City for real estate and new development, as evident by the influx of new transit-oriented developments. WPB's built environment, thriving atmosphere, proximity to Downtown Chicago, and easy access to transit makes it a destination for the masses. But with this steady and strong developer and buyer interest comes added pressure to ensure it is done right. A major objective of this Master Plan is to preserve and protect the neighborhood's one-of-a-kind character and ensure new development considers and reflects its rich cultural backgrounds as it moves forward.

PROJECT CHECKLIST

- 5.1: Celebrate and raise awareness of WPB history.
- 5.2: Encourage historic preservation and adaptive retrofits as part of the culture of WPB for both landmarked and older historic buildings.

PROJECT 5.1

Celebrate and raise awareness of WPB's history.

Wicker Park's Milwaukee Avenue, which includes buildings dating back to 1877, was designated a Chicago Landmark District in 2007. As noted in the designation report, "Milwaukee Avenue is one of the finest historic commercial streets in Chicago. Waves of immigration and shifting ethnic populations in the Milwaukee Avenue District convey important themes of the city's social history. Milwaukee Avenue functioned as "a city within the city," a vibrant and self-contained commercial district situated three miles from downtown Chicago."

In addition to Milwaukee Avenue's Landmark District status, there is the Wicker Park Landmark District (designated in 1991). Both Wicker Park and Bucktown have many historic buildings sprinkled throughout the neighborhoods. Much of Wicker Park is listed on the National Register of Historic Places and is home to historic structures, from victorian mansions to working class housing.

Actions

- ❑ Work with CDOT to install information signage in the Milwaukee Avenue Landmark District.
- ❑ Advance architectural tours / showcase significance and history of structures. Create an interactive gallery with printable walking tour maps on SSA/Chamber website.
- ❑ Establish annual awards program for historic preservation, adaptive reuse, and context-sensitive new developments. Host an event to celebrate nominations and winners; highlight on SSA/Chamber website.



Ipsento 606, overlooking Park 567



Photo courtesy of Ipsento Cafe

ADAPTIVE REUSE:

Ipsento 606 located at 1813 N. Milwaukee Avenue, opened in May 2016. A coffee shop by day cocktail bar by night, the owners thoughtfully considered their adjacent neighbor, Park 567, by installing retractable windows on the east side of the building that faces the park.

PROJECT 5.2

Encourage historic preservation and adaptive retrofits as part of the culture of WPB for both landmarked and older historic buildings.

A repeat theme and desire heard through outreach is attention to and preservation of history and architecture of the area. As noted by SSA #33 Chair, Brent Norsman, “We need to celebrate and restore historic architecture but also further adaptive retrofits and new, thoughtfully-considered architecture.” The need for better, “not quick” architecture, was a major topic raised at the first community meeting held at the Bucktown Wicker Park Library on May 16th and throughout the planning process.





HISTORIC PRESERVATION: Milwaukee Avenue Landmark District




Actions

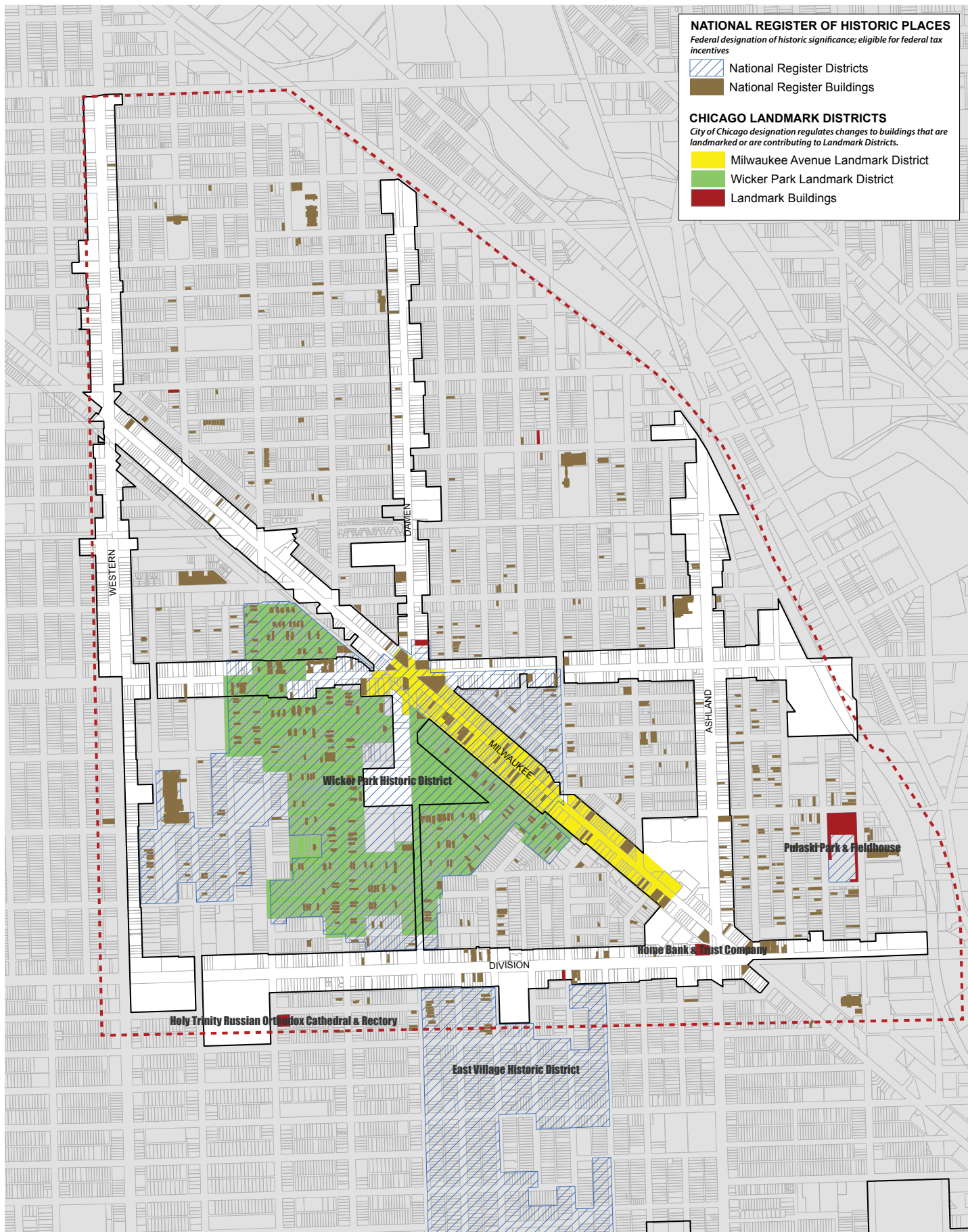
- ❑ Promote creative reuse of older buildings and structures. Adaptive reuse has become a key strategy for communities to achieve more sustainable patterns of development, as well as a basic component of urban mixed-use projects.
- ❑ Identify barriers to reuse of older buildings and establish policies to overcome the barriers, recognizing that buildings outside designated historic districts face different challenges.
- ❑ Focus on reuse of Milwaukee and North Avenue. Work with brokers, spread the word that several financial incentives including the SSA Façade Rebate Program, 20% federal tax credit and Cook County Class L Incentive Program, can be combined.
- ❑ Focus on reuse of older, non-historic buildings through façade and interior improvements. Encourage use of 10% federal tax credits outside historic districts.
- ❑ Build on Chicago’s Transit-Oriented Development (TOD), which reduces parking requirements near public transit, seek similar relief for buildings rated as “orange” in the Chicago Historic Resources Survey.
- ❑ Encourage use of economic incentives such as: Cook County Class L Property Tax Incentive; Permit fee waivers for landmark buildings; and the new Neighborhood Opportunity Bonus ordinance, which includes a Citywide Adopt-a-Landmark Fund.

NATIONAL REGISTER OF HISTORIC PLACES
 Federal designation of historic significance; eligible for federal tax incentives

-  National Register Districts
-  National Register Buildings

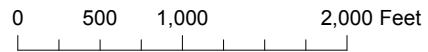
CHICAGO LANDMARK DISTRICTS
 City of Chicago designation regulates changes to buildings that are landmarked or are contributing to Landmark Districts.

-  Milwaukee Avenue Landmark District
-  Wicker Park Landmark District
-  Landmark Buildings

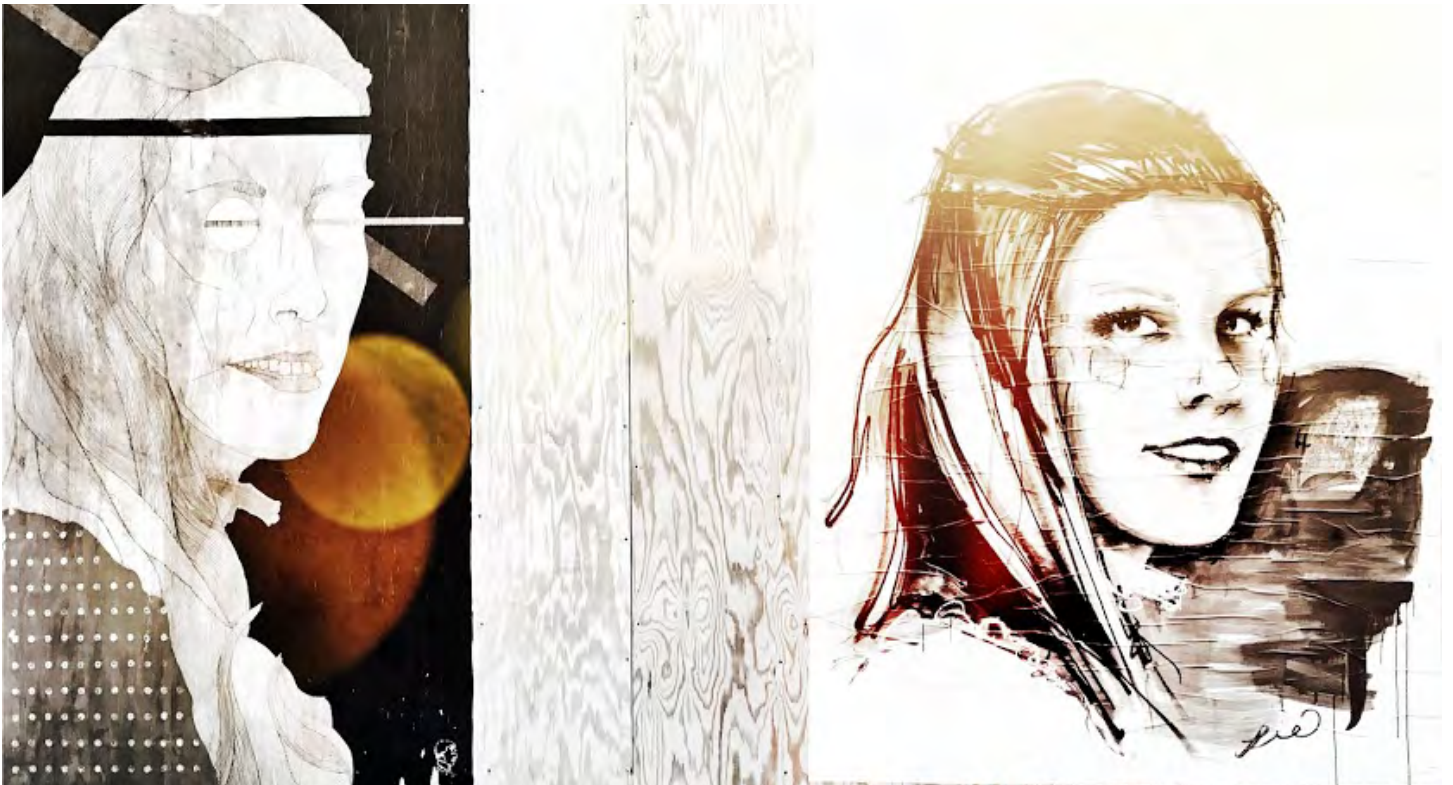


 SSA #33 BOUNDARY

 WICKER PARK/BUCKTOWN



PAINTED TREE STUMP ALONG MILWAUKEE AVENUE



TEMPORARY MURAL ART OUTSIDE THE ROBEY HOTEL ON MILWAUKEE AVENUE DURING CONSTRUCTION