



CHAPTER 7

IMPLEMENTATION PLAN

ARTS + CULTURE IMPLEMENTATION PLAN

PROJECT	ACTIONS	LEAD	PARTNERS
Objective 1. Support artists who live or work in the neighborhood.			
1.1 Protect the Flat Iron Building as one of WPB's art hubs.	<ul style="list-style-type: none"> Support First Fridays Establish a network of volunteers Seek grants/funding to offset costs of rent for artists 	Flat Iron Artists Association	Flat Iron Building, Around the Coyote
1.2 Promote new development of affordable live-work arts space.	<ul style="list-style-type: none"> Research writing grants and seek out partnerships Establish a density bonus for developers who include artist space Include artists in affordable housing 	Artspace and other artist housing developers	SSA Arts, WPC, WPC, BCO, Aldermen
1.3 Identify and capitalize on opportunities to create a community maker space.	<ul style="list-style-type: none"> Partner with local schools for family market space Design a traveling maker space Encourage a developer to create a makespace 	SSA Arts and Promote WPB	SSA Arts, schools, WPC, WPC, BCO, Aldermen
1.4 Raise awareness of opportunities for local artists via CDOT's People Plaza Program.	<ul style="list-style-type: none"> Post informational brochures in local art hubs Utilize the artists's portal to market information Notify artists who take part in local festivals Coordinate with the Polish Triangle Coalition Seek out additional plaza locations 	SSA Arts, CDOT	SSA Arts, CDOT, Polish Triangle Coalition, Flat Iron Artists Association, Bucktown Arts Fest, Around the Coyote
Objective 2. Provide marketing tools to support the arts.			
2.1 Explore creative marketing tactics to promote unique art related events.	<ul style="list-style-type: none"> Bring back Around the Coyote Support other Chicago institutions Utilize social media to highlight events Utilize blank façades and sidewalks to promote events Work with landlords to utilize storefronts Continue coordination with local media 	SSA Arts and Promote WPB	WPC, Flat Iron Artists Association, Bucktown Arts Fest, Around the Coyote, Chicago Cultural Affairs
2.2 Continue to build out and enhance artist portal of Chamber website.	<ul style="list-style-type: none"> Continue to build and maintain artist portal Integrate interactive gallery/location map of public art Focus marketing efforts on educating businesses on artists' portal 	SSA Arts and Promote WPB	WPC, Flat Iron Artists Association, Bucktown Arts Fest
2.3 Work with WPB businesses to market the arts to locals and unique tourist niches.	<ul style="list-style-type: none"> Work with Robey Hotel, bed and breakfasts, restaurants and businesses Encourage new businesses to showcase local info/ events through print materials Create sharable content via social media Provide annual Neighborhood Guide to local businesses and downtown hotels to share Research/secure sponsor to create WPB Wi Fi Network 	SSA Promote WPB, WPC, Robey Hotel, businesses, Wi Fi Sponsor and Operator	WPC schools, downtown hotels, Bucktown Library
Objective 3. Incorporate art into corridors and streetscape.			
3.1 Encourage cross-promotion as a WPB business practice.	<ul style="list-style-type: none"> Design a welcome brochure for new businesses that highlights important information and local resources 	SSA Promote WPB and Guide Development	SSA Promote WPB and Guide Development
3.2 Identify new locations for public art by local artists.	<ul style="list-style-type: none"> Establish an annual SSA Art Scout Walking Tour to scout locations, façades and vistas for new public art Update language in Façade Rebate Program to support murals as an approved type of business signage Work with the Department of Cultural Affairs and Special Events (DCASE) on programs and available funding support for public art 	SSA Arts	SSA Arts, property owners, local artists, Department of Cultural Affairs and Special Events

PROJECT	ACTIONS	LEAD	PARTNERS
3.3 Merge streetscape design and WPB events with local arts talent.	<ul style="list-style-type: none"> Identify a location and issue a call-for-artists to design bike racks as public art Partner with schools to create recycled art displays for Green Music Fest Host an annual Park(ing) Day Event Create a designated sticker wall, announce on WPB twitter and social media channels Improve the Cortland/Ashland Underpass with festive lighting, low-maintenance art by local artists, clean-up and maintenance 	SSA Arts	SSA Arts and Promote WPB, local artists, CDOT, Polish Triangle Coalition
3.4 Celebrate the seasons with streetscape improvements and events	<ul style="list-style-type: none"> 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 plantings, holiday light events, and Orange Gnome Project Install inventive seasonal decorations Host a Public Space Activation Awareness Project Host smaller scaled events at Polish Triangle, southeast plaza outside of CTA Blue Line Western Station (coordinate with CDOT) Link activities to The 606 and local businesses 	SSA Arts	SSA Arts, CDOT (Public Space Activation Program), Polish Triangle Coalition, Trust for Public Land, Local Businesses

Objective 4. Expand opportunities to support arts in WPB.

4.1 Create a fund and raise money to help support local artists.	<ul style="list-style-type: none"> Install art-themed parking meter donation stations Art as Storytelling themed fundraising auction Celebrity charity for the arts 	SSA Arts	Business sponsors
4.2 Create systematic incentives to encourage developers to integrate public art within developments.	<ul style="list-style-type: none"> Create a WPB Public Art Program Create site-specific art as a part of new development Work with developers to integrate Public Art Planning as a part of the development process 	SSA Guide Development, Aldermen	Developers
4.3 Create systematic incentives to encourage landlords to repurpose vacant space.	<ul style="list-style-type: none"> Provide incentives for landlords Explore ways to promote pop-ups 	SSA Guide Development, Aldermen	Businesses

Objective 5. Preserve, maintain and further preservation of historically significant architecture in combination with complementary new development.

5.1 Celebrate and raise awareness of WPB's history.	<ul style="list-style-type: none"> Work with CDOT to install information signage in Milwaukee Avenue Landmark District Advance architectural tours and create interactive online gallery with printable maps Establish annual awards for preservation 	SSA Arts, CAF, WPC, BCO, EVA	CDOT, Chicago Landmarks, DPD
5.2 Encourage historic preservation and adaptive retrofits as part of the culture of WPB for both landmarked and older historic buildings.	<ul style="list-style-type: none"> Promote creative reuse of older buildings Identify barriers to reuse of older buildings Focus on reuse of buildings on Milwaukee and North Avenue Focus on reuse of older, non-historic buildings Encourage use of 10% federal tax credits for reuse of buildings outside historic districts Consider parking relief for "Orange" buildings 	SSA Guide Development, DPD	DPD, Buildings Department, ULI, National Trust

TRANSPORTATION IMPLEMENTATION PLAN

PROJECT	ACTIONS	LEAD	PARTNERS
Objective 1. Vision Zero – Reduce Crashes.			
1.1 Improve pedestrian crossings particularly at six corner intersections.	<ul style="list-style-type: none"> Call for volunteers to inventory all crosswalks e conditions of the crosswalks with the SSA Examine all six-corner intersections to streamline movements 	SSA Transportation	ATA, CDOT
1.2 Install pedestrian crosswalk for Western CTA Station.	<ul style="list-style-type: none"> Work with CDOT to install a pedestrian refuge and crosswalk at Cortland Avenue and Western Avenue 	SSA Transportation	CDOT, Aldermen, CTA
1.3 Ensure all pedestrian signals have countdown timers.	<ul style="list-style-type: none"> Call for volunteers to inventory all pedestrian signals Coordinate with CDOT Coordinate with Aldermen 	SSA Transportation	CDOT, Aldermen
1.4 Install pedestrian refuge islands along Western and Ashland Avenues.	<ul style="list-style-type: none"> Identify locations for refuge islands near major destinations Work with Aldermen and CDOT to determine project feasibility cost and funding sources 	SSA Transportation	CDOT, Aldermen
Objective 2. Reclaim space for people who bike and people who are walking.			
2.1 Explore additional opportunities for bike parking; install additional bike corrals.	<ul style="list-style-type: none"> Survey bike parking at peak times, identify areas with significant bike parking Recruit businesses to “adopt” corrals for cleanliness and maintenance Work with CDOT to install bike corrals 	SSA Transportation, CDOT	Businesses
2.2 Complete bike lanes and/or neighborhood greenways where gaps are present.	<ul style="list-style-type: none"> Implement additional greenways such as Oakley, Leavitt and Webster Coordinate with CDOT to determine the best design for proposed routes 	CDOT	Aldermen, SSA Transportation
2.3 Amend zoning / location of sidewalk cafes so they form a consistent zone along the street.	<ul style="list-style-type: none"> Create a working group with the SSA to determine optimal placement Develop a brochure or handout Work with Aldermen to adhere to policy when reviewing applications 	SSA Transportation, Aldermen	
2.4 Improve Polish Triangle and widen sidewalks that experience heavy volumes.	<ul style="list-style-type: none"> Meet with CTA to discuss potential of relocating bus stops to far side of Milwaukee/Ashland Conduct outreach to local businesses Design and implement widening of east side of Milwaukee Avenue between Division and Ashland Coordinate with CDOT, Active Transportation Alliance and Polish Triangle Coalition to secure funding 	SSA Transportation, Polish Triangle Coalition, CTA, Aldermen	Businesses
2.5 Create a parklet program to capture public space for the benefit of the community.	<ul style="list-style-type: none"> Identify strategic locations along commercial corridors for People Spot / Parklets Coordinate with neighboring businesses Conduct pilot project for Parklets 	SSA Transportation	CDOT
Objective 3. Improve access points to the neighborhood and create a sense of place.			
3.1 Undertake a comprehensive approach to improve the Clybourn Metra Station and address the underpass.	<ul style="list-style-type: none"> Coordinate with Alderman to gauge interest and kick off the project Develop a design, consult with local artists Submit final design to CDOT for review Improve access points - staircases and infrastructure Improve signage to tracks Build new canopies Change name to Bucktown Wicker Park Metra Station 	SSA Transportation, Metra, CDOT, UP	CDOT, IDOT, UP, BCO, WPC, The 606

PROJECT	ACTIONS	LEAD	PARTNERS
3.2 Improve conditions at all overpasses.	<ul style="list-style-type: none"> Inventory and make recommendations for maintenance and lighting under each overpass 	SSA Transportation	CDOT, IDOT, UP
3.3 Install signage to draw people for CTA Blue Line Stations to other points of interest.	<ul style="list-style-type: none"> Identify locations Design signage and wayfinding Work with CDOT on approvals for wayfinding 	SSA Transportation, Promote WPB	CDOT
Objective 4. Improve mobility by expanding transportation options to balance all users			
4.1 Re-envision Milwaukee Avenue to balance all users.	<ul style="list-style-type: none"> Work with CDOT to develop and implement bike land pilot project Study before and after effects Develop a report and recommendations Investigate reducing the speed limit to 30 mph on Milwaukee Avenue 	SSA Transportation, CDOT	Businesses
4.2 Improve traffic signal at Damen/Milwaukee/North to better accommodate all forms of transportation.	<ul style="list-style-type: none"> Work with CDOT to develop and implement pilot project to add crosswalk and limit turning movements Study before and after effects of changes Develop a report summarizing the findings and lessons learned 	SSA Transportation, CDOT	Alderman
4.3 Make existing bike lanes more visible.	<ul style="list-style-type: none"> Focus on Damen, Milwaukee and Cortland Conduct conditions assessment Identify routes or portions that need to be refreshed Work with Aldermen and CDOT 	CDOT	
4.4 Sponsor additional Divvy Stations.	<ul style="list-style-type: none"> Identify local locations for additional stations such as Division & Leavitt Conduct outreach to businesses for sponsorship Work with Divvy and CDOT to install 	SSA Transportation, Divvy, CDOT	
Objective 5. Address opportunities and issues related to parking spaces and loading zones.			
5.1 Investigate changes to loading zone policies to increase efficiency on a district-wide basis.	<ul style="list-style-type: none"> Set up a working group on loading zones Develop recommendations Work with Aldermen to pilot and/or institutionalize the changes 	SSA Transportation, businesses, Aldermen	CDOT
5.2 Focus loading zone enforcement during specific times.	<ul style="list-style-type: none"> Conduct observations, identify time periods Coordinate with Dept. of Revenue to conduct targeted enforcements 	SSA Transportation, businesses, Aldermen	Dept. of Revenue
5.3 Ensure there are consistent parking regulations for residential streets.	<ul style="list-style-type: none"> Allow more flexibility for residential parking permit streets such as identifying ways to allow parking based on time of day or on only portions of the block 	SSA Transportation, Aldermen	Residents, BCO, WPC
Objective 6. Improve connections in all directions to and from the 606.			
6.1 Continue the 606 further east towards the river.	<ul style="list-style-type: none"> Work with The 606, Alderman, CDOT, and Active Transportation to identify funding sources Design route, secure right-of-way 	The 606, CDOT, Alderman	ATA
6.2 Improve connections from the 606 to the east in the short-term.	<ul style="list-style-type: none"> Work with Chicago Park District to assess viability of adding multi-use path Work with Alderman on funding sources Consult with Chicago Park District on proposed wayfinding signs 	Chicago Park District, Alderman	CDOT
6.3 Add directional signage on the road to 606 access points and on the 606 to points of interest.	<ul style="list-style-type: none"> Identify locations for wayfinding along the street Identify points of interest to highlight Work with Trust for Public Land and CDOT to install wayfinding 	The 606, Trust for Public Land, CDOT	Friends of Bloomingdale Trail, BCO

GUIDE DEVELOPMENT IMPLEMENTATION PLAN

PROJECT	ACTIONS	LEAD	PARTNERS
Objective 1. Ensure quality development to enhance the unique character of each commercial corridor through the use of design guidelines.			
1.1 Milwaukee Avenue - revive commercial along Milwaukee, promote TOD Zoning and Landmark District.	<ul style="list-style-type: none"> • Work with BCO, WPC, EVA and Aldermen to review guidelines • Educate development community of guidelines 	SSA Guide Development, Aldermen	BCO, WPC, EVA
1.2 Division Street – ensure street cafes are on business or street side along same block; promote redevelopment of northeast corner of Division and Western.			
1.3 North Avenue – enhance pedestrian environment between Western and Ashland, respect character of buildings along corridor, promote mixed-use reuse of buildings.			
1.4 Ashland Avenue – create off-street connection between 606 and Cortland and link to parks and schools; explore improvements to Polish Triangle .			
1.5 Damen Avenue – link major destinations – 606, Daman CTA Station to businesses and open spaces (Churchill Field).			
1.6 Western Avenue – improve streetscapes, take advantage of wider sidewalks, encourage businesses that require greater visibility from cars.			
Objective 2. Support existing and attract new small and local businesses.			
2.1 Provide support for local businesses through funding building improvements, providing affordable space, and building connections to resources in the community.	<ul style="list-style-type: none"> • Provide financial support for façade and building improvements • Develop marketing campaigns to promote small and local businesses • Work with developer and landlords to set aside spaces • Host events and activities for small business networking 	SSA Guide Development, Aldermen	WPC, DPD

PROJECT	ACTIONS	LEAD	PARTNERS
2.2 Consider creating a WPB Pop-Up program for retailers to temporarily locate in vacant retail spaces to showcase local goods, arts and crafts.	<ul style="list-style-type: none"> Develop a business plan for a WPB Pop Up Co-op Determine necessary costs for staffing, insurance and related costs Recruit “launch” businesses interested in joining the Co-op Secure vacant space to launch the program, securing at least a three-month commitment from a landlord Develop a marketing plan for the Co-op and the planned location Conduct minor fix-ups of storefront if necessary Launch a pilot project for the Co-op for the initial location If the business model works, consider acquiring a permanent home for the Co-op 	SSA Guide Development and Arts	Landlords
2.3 Market spaces to unique character and clusters on each commercial corridor.	<ul style="list-style-type: none"> Develop unique marketing plans for different types of businesses tailored to the appropriate corridors Create street art and public way improvements that matches the character of each corridor Coordinate events and marketing efforts for each corridor (or sub section of a corridor) depending on the types of businesses and activities that best fit the area 	SSA Guide Development, Promote WPB	Chamber
2.4 Offer services to small businesses and entrepreneurs to navigate city, state, and federal incentives.	<ul style="list-style-type: none"> Continue to provide outreach and assistance to local businesses Coordinate with the alderman offices to provide streamlined services to businesses Conduct one-on-one outreach to businesses as needed to help them through the process they need help in Let people know what’s available through updates to the SSA 33 and WPB Chamber sites including email alerts before deadlines approach 	SSA Staff	
2.5 Explore online tools to support local businesses and equip them to survive in the Internet age.	<ul style="list-style-type: none"> Explore an online “front door” marketplace to link local businesses and provide an e-commerce platform that smaller businesses may not be able to support on their own Investigate creating Wi Fi hotspots Explore creation of WPB mobile-friendly discount card Promote networking events that bring together high-tech, arts, restaurants 	SSA Promote WPB	Aldermen

Objective 3. Promote WPB as a healthy community.

3.1 Partner with health care providers on healthy community initiatives, from activities to public spaces to linkages between open spaces.	<ul style="list-style-type: none"> Partner with health care providers to host events and activities such as a “healthy” food truck event and fair, events on the 606 and in the local parks Connect with Presence Health Care on opportunities related to their Health Loop Identify one of the parks or open spaces in WPB for a seniors’ fitness activity area, utilizing equipment that is tailored to individuals with all abilities Consider opportunities to obtain/encourage health-related data 	SSA Clean, Green and Safe	Presence Health, Northwestern Medicine, Physicians Immediate Care
3.2 Maximize use of open spaces in WPB through better connections and use of The 606.	<ul style="list-style-type: none"> Create an off-street connection on the west side of Ashland to better connect the 606 to the Clybourn Metra Station and improve the pedestrian environment along Ashland Identify opportunities to add or improve open spaces through community design competitions, such as the space on Cortland and Marshfield, Park “529” at Wabansia and Leavitt, and the “Bucktown Green” at N. Hoyne and W. St. Paul 	SSA Clean, Green and Safe	Chicago Park District

GUIDE DEVELOPMENT IMPLEMENTATION PLAN

PROJECT	ACTIONS	LEAD	PARTNERS
Objective 4. Promote a range of housing opportunities including homeownership, quality rental, and senior housing.			
4.1 Promote homeownership in WPB for a variety of diverse households.	<ul style="list-style-type: none"> Support development of more owner-occupied housing that meets the design guidelines for each corridor Promote a variety of housing types to provide opportunities for a range of homeowners Work with developers to set-aside affordable homeownership units per the City of Chicago Affordable Housing Ordinance Encourage local banks and housing organizations to provide affordable lending products such as first-time homebuyer down-payment assistance to eligible households 	SSA Guide Development, Aldermen	BCO, WPC, EVA
4.2 Support quality rental development that meets design guidelines for each corridor.	<ul style="list-style-type: none"> Promote a range of rental housing options that support TOD and maintain the diversity of the community Connect renters to local organizations to encourage community involvement 	SSA Guide Development, Aldermen	BCO, WPC, EVA
4.3 Promote affordable senior housing.	<ul style="list-style-type: none"> Identify locations to use Historic Tax Credits and Housing Tax Credits to renovate buildings for senior housing Consider additional low-rise senior units for artists and other seniors at Wicker Park Apartments 	SSA Guide Development, Aldermen	BCO, WPC, EVA, CHA

CLEAN, GREEN + SAFE IMPLEMENTATION PLAN

PROJECT	ACTIONS	LEAD	PARTNERS
Objective 1. Enhance Quality of Life and Safety.			
1.1 Maintain strong relationships between community organizations and Chicago Police Department to further crime awareness, education, and prevention.	<ul style="list-style-type: none"> Continue to include CPD in planning efforts Use social media to communicate problems quickly Advocate for an increase in beat cops and bicycle cops in WPB 	SSA Clean, Green + Safe, CPD, Aldermen	BCO, WPC, EVA
1.2 Install additional surveillance cameras at key intersections to monitor higher crime areas.	<ul style="list-style-type: none"> Obtain information on potential vendors Find out which property owners and tenants would be interested in cameras Work with police to determine best locations Investigate potential for governmental grant funding 	SSA Clean, Green + Safe, CPD	Businesses
1.3 Offer rebate programs for surveillance cameras and lighting around storefronts, residences, and/or alleyways for addresses within the SSA.	<ul style="list-style-type: none"> Develop a pilot program 	SSA Clean, Green + Safe, CPD, Aldermen	BCO, WPC, EVA, CDOT, ATA
Objective 2. Further corridor maintenance and beautification.			
2.1 Clean up graffiti and reduce opportunities for tagging by adding art and murals where buildings are tagged.	<ul style="list-style-type: none"> Seek volunteers, building owners or tenants who would be interested Seek artists and match them to appropriate building owners When new murals are complete, send photos and info to news media, social media 	SSA Clean, Green + Safe, CPD	BCO, WPC, EVA
2.2 Maintain health of streets and seek opportunities for additional trees and landscaping.	<ul style="list-style-type: none"> Inventory problem areas such as big potholes and dead/damaged trees Seek diversity of species when replacing trees 	SSA Clean, Green + Safe, Aldermen	CDOT
2.3 Maintain and improve cleanliness of public way via street cleaning, plowing, and garbage/recycling collection.	<ul style="list-style-type: none"> Inventory trouble spots Undertake annual pressure washing of corridor sidewalks Utilize eco-friendly landscaping practices 	SSA Clean, Green + Safe, Aldermen	CDOT
2.4 Maintain and improve infrastructure of public way, sidewalks, and medians.	<ul style="list-style-type: none"> Maintain sidewalks, fix gaps and make repairs as needed Continue to use public art as pilot project in parkways, medians and public ways Focus efforts on streets, such as Western, that have a wide sidewalk but deteriorated infrastructure 	SSA Clean, Green + Safe, Arts	CDOT

