



WPB MASTER PLAN UPDATE

Draft Objectives + Projects by Topic Area

Arts + Culture

i The mixing of cultures, traditions, and forms of expression - art, dance, theater, architecture and style of cuisine, 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, musicians, institutions, historic areas/buildings and businesses within the neighborhood are vital to the ongoing success and identity of the community.

Objective	Projects	Comments
1. Support artists who live or work in the neighborhood.	<ul style="list-style-type: none"> ▪ Create a <i>Maker Space</i> for local artists. ▪ Develop affordable live-work arts space. ▪ Identify a vacant building and recruit developer to renovate vacant building as a <i>Maker Space</i>. ▪ Protect Flat Iron Building as one of WPB’s art hubs. ▪ Micro-loans for artists (\$5,000 payback loans) 	
2. Provide marketing tools to support the arts.	<ul style="list-style-type: none"> ▪ Create interactive online map of art resources. ▪ Develop WPB mobile app that integrates information and self-guided tours / places to see / things to do / significant architecture / history lessons. ▪ Continue to build out and enhance ‘artists’ portal of chamber website. ▪ Promote unique arts-related events (e.g. gnomes) ▪ Working with Robey Hotel management, restaurants and local businesses, market to unique tourist niches. 	

<p>3. Incorporate arts into corridors and streetscape.</p>	<ul style="list-style-type: none"> ▪ Create roving galleries by integrating art into stores. ▪ Introduce new public art (on-going). ▪ Merge streetscape design with local arts talent. ▪ Incorporate local artists into permanent streetscape and neighborhood vistas ▪ Celebrate the seasons with temporary streetscape improvements and events. 	
<p>4. Expand opportunities to support arts in WPB.</p>	<ul style="list-style-type: none"> ▪ Create fund for artist housing, utilize a portion of affordable housing set-aside for artists. ▪ Create systematic incentives to encourage landlords to repurpose vacant space for temporary or permanent art-related uses. ▪ Explore live/work zoning. ▪ Develop policies to support streetscape arts / landscaping. 	
<p>5. Preserve, maintain and further historic preservation and historically significant architecture.</p>	<ul style="list-style-type: none"> ▪ Advance architectural tours / showcase significance and history of structures. ▪ Encourage historic preservation as part of the “culture” of WPB, both within and outside of historic districts by promoting the re-use of older buildings. ▪ Identify barriers to re-use of older buildings and establish policies to overcome those barriers, recognizing that buildings outside designated historic districts face different challenges. ▪ Focus on reuse of Milwaukee and North Ave vacant spaces in historic districts. Working with brokers, spread the word that several financial incentives—including SSA façade rebate program, 20% federal tax credit and Cook County Class L Incentive Program—can be combined on same project. ▪ Focus on reuse of older, non-historic buildings through façade and interior improvements. Encourage use of 10 percent federal tax credits outside historic districts. ▪ Establish annual awards program for historic preservation and sensitive property maintenance. ▪ Work with CDOT to install information signs in Milwaukee Avenue Landmark District. ▪ Building upon Chicago’s Transit Oriented Development (TOD), which reduces parking requirements near public transportation, seek similar relief for buildings rated as “orange” in the Chicago Historic Resources Survey. 	

Transportation

i Wicker Park Bucktown has one of the most expansive transportation networks in Chicago and a growing share of transit, bike, and walking trips and destinations. Despite the solid baseline and positive momentum of transit, bike and pedestrian options, there are still many opportunities to improve the way people get around and promote transportation choices.

Objective	Projects	Comments
1. Vision Zero – Reduce Crashes	<ul style="list-style-type: none"> ▪ Install a mid-block crossing at Western CTA Station ▪ Improve intersections crossing particularly at 6 corner intersections ▪ Ensure all pedestrian signals have countdown timers ▪ Install Pedestrian Refuge Islands along Western Ave and Ashland Ave <ul style="list-style-type: none"> ○ Western and Shakespeare ▪ Create a dedicated space for people who are biking along Ashland Ave 	
2. Reclaim space for people who bike and people who are walking	<ul style="list-style-type: none"> ▪ Dedicate more space to bike parking; install more bike corrals ▪ Introduce new bike lanes and/or neighborhood greenways that connect to existing bike ways ▪ Make existing lanes more visible ▪ Amend zoning / location of sidewalk cafes such that they are all street side or building side ▪ Widen sidewalks that experience heavy volumes ▪ Make Ashland Ave more appealing for people who are walking 	
3. Improve access points and create a sense of place	<ul style="list-style-type: none"> ▪ Create pedestrian gateways at Clybourn Metra Station and under Kennedy Expressway ▪ Improve conditions at all overpasses ▪ Leverage 606 to support movement and connections throughout WPB ▪ Convert parking spaces to other uses ▪ Improve and create gateways ▪ Install signage to draw people from Damen and Milwaukee to other points of interest 	

	<ul style="list-style-type: none"> ▪ Improve the environment inside the Polish Triangle and accessibility ▪ Improve access of the underpass at North Ave 	
4. Improve mobility throughout the area	<ul style="list-style-type: none"> ▪ Adjust traffic signals to accommodate bikes ▪ Implement traffic signal priority for buses and BRT on Western Avenue ▪ Sponsor additional Divvy stations throughout the SSA ▪ Improve traffic signal at Damen/Milwaukee/North to better accommodate all forms of transportation ▪ Re-envision Milwaukee Ave to balance all users ▪ Infill bike lanes where gaps are present 	
5. Address opportunities and issues related to parking spaces and loading zones	<ul style="list-style-type: none"> ▪ Work with local businesses to consolidate and share loading zones and eliminate double parking (ensure clear signage) ▪ Increase parking turnover by expanding LAZ ▪ Investigate charging for loading zones ▪ Ensure there are consistent parking regulations for residential parking areas ▪ Develop a consistent process for approving loading zones for all wards ▪ Consider restricting loading zones enforcement to specific times 	
6. Improve connections in all directions to and from the 606	<ul style="list-style-type: none"> ▪ Continue the 606 further east towards the river ▪ Install off-street connection along the west side of Ashland between 606 and Cortland ▪ Leverage 606 to support and movements throughout WPB ▪ Add directional signage on the road to 606 access points ▪ Add signage to points of interest on the 606 	

Guide Development

i The character of Wicker Park Bucktown commercial streets provides a wide range of mixed-use, retail, and residential uses with a strong community character that attracts residents and shoppers from throughout Chicago and beyond. As the neighborhood evolves, the characteristics of new development should enhance the walkability, local character, diversity, and cultural richness of WPB. WPB has the opportunity to build on its strong traditions and community involvement to support the retention and attraction of local businesses that provide the diversity of experience that is so treasured in the area.

Objective	Projects	Comments
<p>1. Develop design guidelines to ensure quality development along commercial corridors and at key intersections.</p>	<ul style="list-style-type: none"> ▪ North Avenue – enhance pedestrian environment between Western and Ashland, respect character of buildings along corridor, promote mixed-use reuse of buildings ▪ Damen Avenue – link major destinations – 606, Daman L to businesses and open spaces (Churchill Field) ▪ Western Avenue – improve streetscapes, take advantage of wider sidewalks, encourage businesses that require greater visibility from cars ▪ Ashland Avenue – create off-street connection between 606 and Cortland and link to parks and schools; explore improvements to Polish Triangle and shopping center ▪ Division Avenue – ensure street cafes are on business or street side along same block; promote redevelopment of northeast corner of Division and Western 	
<p>2. Protect and support existing small and local businesses</p>	<ul style="list-style-type: none"> ▪ Provide support for local businesses through SBIF funding for façade and building improvements ▪ Consider creating a WPB Coop space to temporarily locate in vacant retail spaces to showcase local goods, arts, and crafts that becomes a stepping stone between home-based businesses and opening a storefront 	
<p>3 Attract small businesses and entrepreneurs in a targeted strategy for each corridor</p>	<ul style="list-style-type: none"> ▪ Tailor marketing spaces to unique characters and clusters of each commercial corridor (see Development Guidelines) ▪ Offer services to small businesses and entrepreneurs to navigate city, state, and federal incentives 	

	<ul style="list-style-type: none"> ▪ Encourage businesses that support TOD characteristics and encourage transit pass provision, bike amenities and car sharing for new development 	
4. Promote WPB as a healthy community	<ul style="list-style-type: none"> ▪ Partner with health care providers (e.g. Presence and Northwestern Medical Group) on healthy community initiatives, from activities to public spaces to linkages between open spaces 	
5. Explore on-line tools to support local businesses and equip them to survive in internet age	<ul style="list-style-type: none"> ▪ Explore on-line “front door” marketplace to link to local businesses ▪ Explore creation of a WPB Discount Card and web site that local businesses can use to market their goods and services ▪ Promote networking events that can bring together high tech, arts, restaurants and other local businesses to develop joint marketing activities and shared services 	
6. 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 design guidelines ▪ Promote a variety of housing types to provide opportunities for a range of homeowners 	
7. Support quality rental development that meets design guidelines	<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 	
8. 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 at Wicker Park Apartments 	
9. Explore the use of Pedestrian Streets to extend TOD	<ul style="list-style-type: none"> ▪ Explore the extension of Pedestrian Streets along Ashland and North Avenues 	

Safe, Clean and Green

i Wicker Park Bucktown is neighborhood that keeps pace with the amount residents and visitors who frequent and use the SSA. From street cleaning and snow plowing to sidewalk maintenance and trash / recycling, to crime mitigation and furthering safety. WPB attends to providing these services to ensure a “safe, clean and green” environment. With the area attracting more visitors and residents, what projects must we prioritize to further maintain our stomping grounds?

Objective	Projects	Comments
1. Enhance Security and Safety	<ul style="list-style-type: none"> ▪ Maintain strong relationships between community organizations and Chicago Police Department to further crime awareness, education, and prevention ▪ Hire private security and off-duty police to patrol and monitor SSA ▪ Install additional security surveillance cameras at key intersections to monitor higher crime areas ▪ Offer rebate programs for security cameras and lighting around storefronts, residences, and/or alleyways for addresses within the SSA 	
2. Further corridor maintenance and beautification	<ul style="list-style-type: none"> ▪ Clean up graffiti and reduce opportunities for tagging by adding art and murals where buildings are tagged ▪ Maintain health of streets and seek opportunities for additional trees and landscaping ▪ Maintain and improve cleanliness of public way via street cleaning, plowing, and garbage/recycling collection ▪ Maintain and improve infrastructure of public way, sidewalks, and medians 	