





WE ARE WEST TOWN

A Five Year Master Plan

APPENDIX



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BIG IDEA 1: COMPLETE STREETS

- Create form letters to lobby for various efforts in the community area.
- Encourage CDOT, DPD, and Aldermanic offices to begin the process of producing a traffic study and Traffic Infrastructure Master Plan.
- Record and report the number of informational meetings that were planned and held during years one, two, and three in regards to complete streets recommendation.
- Publish contact information for local leadership for the community each year. Maintain current contact information online.
- Publish template letters of support online for community use.
- Publish informational material on the benefits of a road diet.
- Publish renderings of the future Chicago Avenue as a complete street.

BIG IDEA 2: SUSTAINABILITY

- Create informational packets to promote green infrastructure in West Town.
- Create a map to pinpoint future green infrastructure projects.
- Foster partnerships with local beekeeping, conservation, and gardening organizations to plan community programming.
- Record and report how many sustainability projects and programs have been installed or initiated each year.

BIG IDEA 3: RETAINING CHARACTER AND DIVERSITY

- Create a single-page branding guide for businesses to use in West Town.
- Create and distribute a community survey that asks how the neighborhood experience has been enhanced.

- Create incentives for local businesses to use the West Town brand.
- Track the number of business spotlights published on social media and in the member newsletter.
- Create a database of community spaces for the community to use for a variety of functions.
- Track and record participation from local businesses in community events.
- Track and record branding efforts used by community.

BIG IDEA 4: SMALL BUSINESS PROMOTION

- Create an asset map for retail business supply and demand.
- Based on the retail business asset map, evaluate whether specific retail business demands were satisfied by successful implementation of business attraction programming.
- Survey community members about shopping needs in year one, then follow up in years three and five to see if more residents are shopping local.
- Take pedestrian counts comparing foot traffic in the SSA during years one, three, and five.
- Track the number of new businesses and identify how many are women and minority-owned.

BIG IDEA 5: ARTS AND THE CREATIVE ECONOMY

- Publish documented data surrounding the increase in art projects, public art and arts education in West Town.
- Issue surveys to residents to gauge the impact of the West Town Public Arts Initiative programming and placemaking efforts.
- Publish a list of available venues and spaces for potential creative events.

For all SSA program applications please visit: <http://www.westtownssa.org/program/>

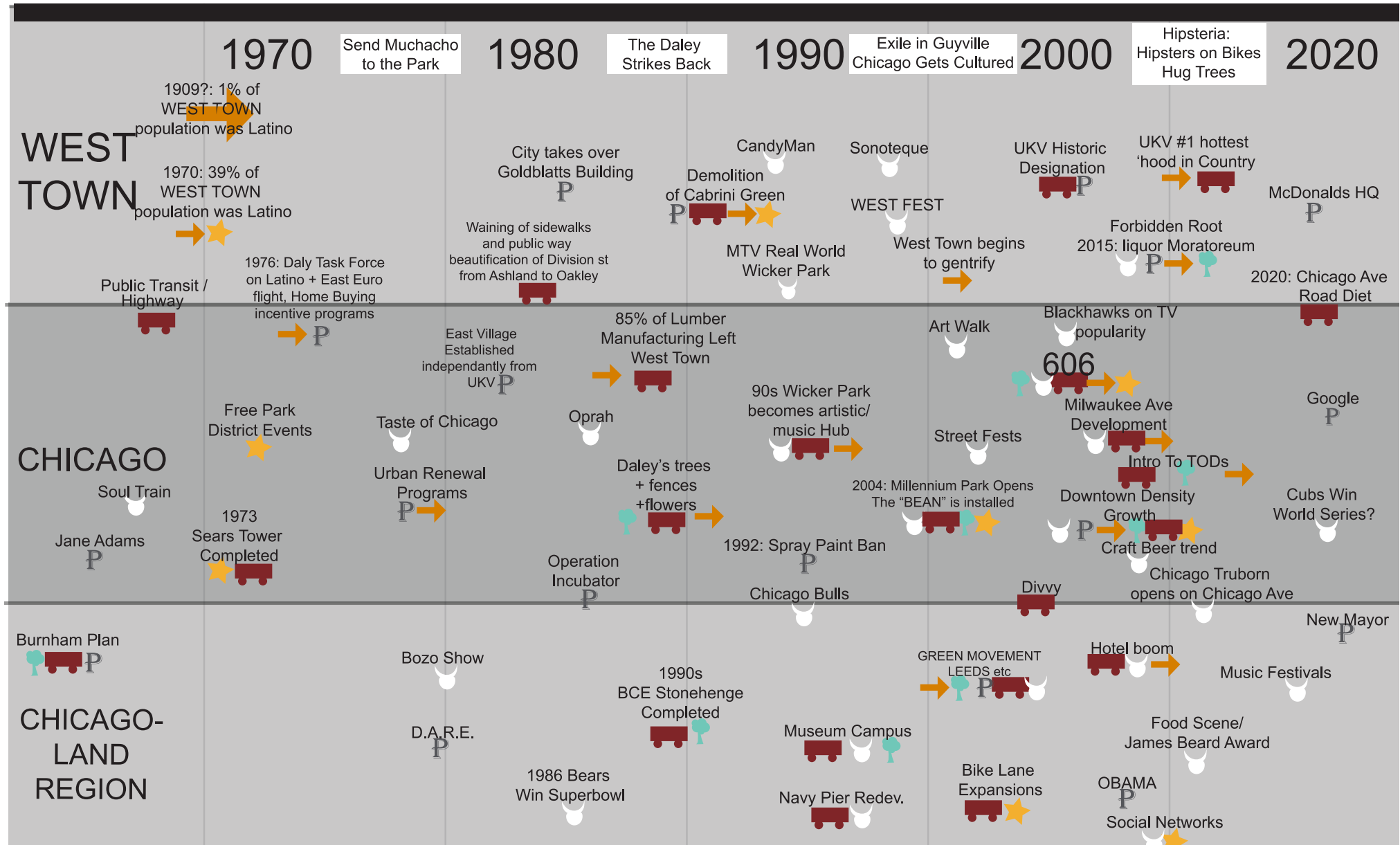
PHOTO OF RESULTS FROM THE HISTORY SCAN WORKSHOP, JULY 7, 2016

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Results from the History Scan Workshop, July 7, 2016

What events, changes, or people have made these areas vibrant and successful?

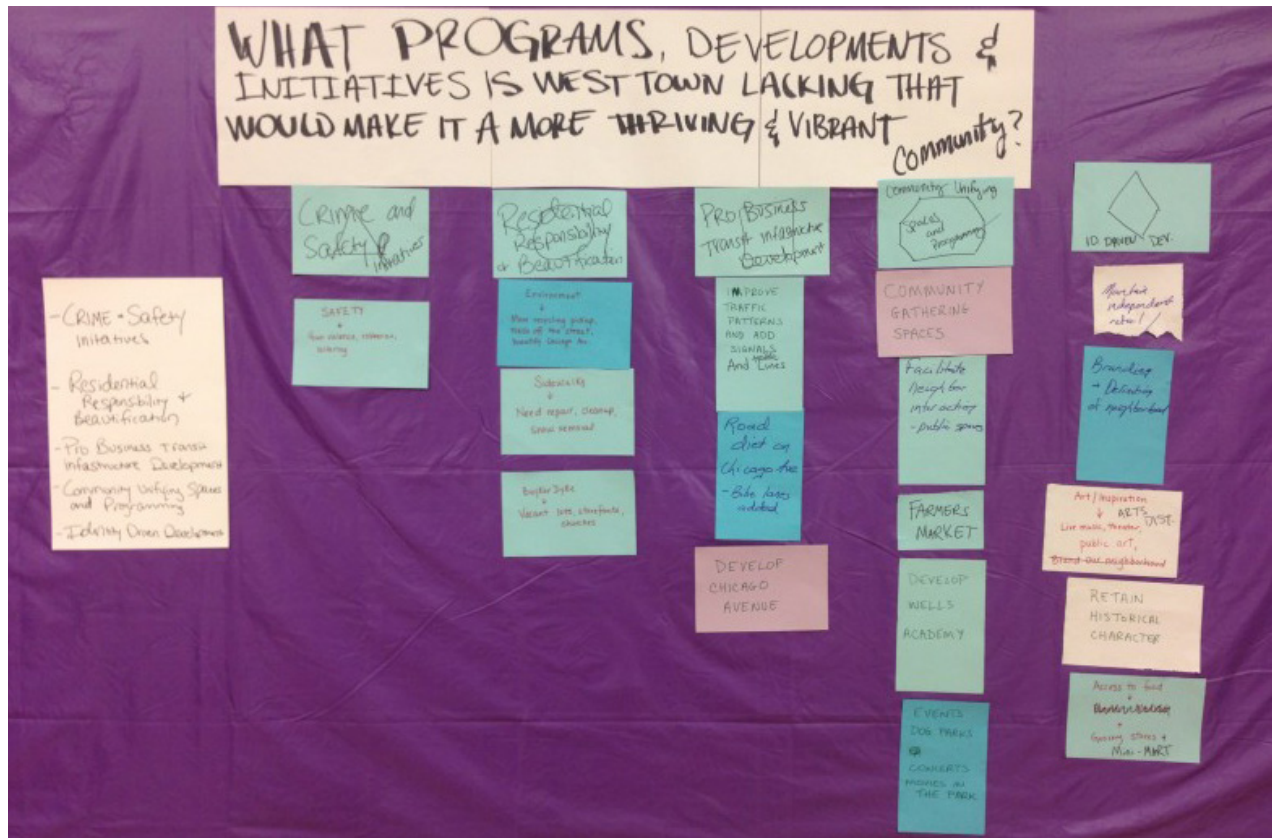
Key:  Entertainment & Culture  Political  Infrastructure  In/Migration  Green/Open Spaces  Most Relevant/important



APPENDIX 2: COMMUNITY MEETING RESULTS

PHOTO OF RESULTS FROM THE CONSENSUS WORKSHOP 1, JULY 28, 2016

RESULTS TRANSCRIBED ON THE FOLLOWING PAGE



What programs, developments and initiatives is West Town lacking that would make it a more thriving and vibrant community?

Crime and safety initiatives	Residential responsibility & beautification	Pro business transit infrastructure development	Community unifying spaces and programming	Identity driven development
Safety > Gun violence, robberies, loitering	Environment > More recycling pickup, trash off the streets, beautify Chicago Ave.	Develop Chicago Ave.	Community gathering spaces	Maintain independent retail
	Bickerdike > Vacant lots, storefronts, churches	Road diet on Chicago ave.	Facilitate neighbor interaction - public spaces	Branding definition of neighborhood
	Sidewalks > Need repair, cleanup, snow removal	Bike lanes	Events, dog parks, movies in the park	Art/inspiration, arts district, live music, theatre public art
		Improve traffic & add signals and traffic lines	Develop Wells Academy	Retain historical character
			Farmers Markets	Access to food > Grocery stores, mini mart

PHOTO OF RESULTS FROM THE CONSENSUS WORKSHOP 2, AUGUST 27, 2016

WHAT SPECIFICALLY DO YOU FEEL OUR COMMUNITY NEEDS IN ORDER TO MAKE WEST TOWN MORE VIBRANT?

SMALL BUSINESS SUPPORT

- GROUP NORMS: RESPECT PEOPLE IDEAS AND TIME, LEARN AND SHARE
- RESPECT PEOPLE IDEAS AND TIME
- LEARN AND SHARE
- EMPOWER GREEN SPACES
- LOCAL/DATE
- ENHANCING COMMUNITY COLLAB.
- EDUCATIONAL SPECIAL BUSINESSES
- ALTERNATIVE & SUSTAINABLE
- EXPANDED CTA OPTIONS
- ARTISTIC PRESENTATION
- More Vision for the

SMALL BUSINESS SUPPORT

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EMPOWER GREEN SPACES

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LOCAL/DATE

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ENHANCING COMMUNITY COLLAB.

- GROUP NORMS: RESPECT PEOPLE IDEAS AND TIME, LEARN AND SHARE
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EDUCATIONAL SPECIAL BUSINESSES

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ALTERNATIVE & SUSTAINABLE

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EXPANDED CTA OPTIONS

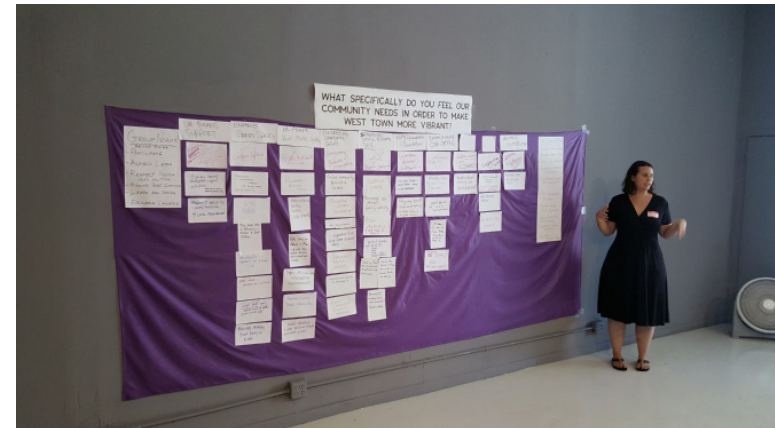
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ARTISTIC PRESENTATION

- GROUP NORMS: RESPECT PEOPLE IDEAS AND TIME, LEARN AND SHARE
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What, specifically, do you feel our community needs in order to make West Town more vibrant?

Enhance Green Space	Alley Reclamation & Sanitation	EL / Safe Run, Bike, Walk	Better Faster CTA options	Small Business Support
Business friendly boat docks on river	Available doggie waste bags - helps in rat abatement	Bike lanes on Grand & Chicago- if not, then nearby to move east and west more easily	Better public trans. from west to loop (rush hours)	Program at Wells High School to liason/mentor w/ local business
[linger longer spaces] develop existing parks so, not so wide open	Alleyway face lift (trash organization) (a clean alley is a safe alley)	Painted interesections & other pedestrian friendly improvement projects	Combined bike & bus lane - 15 min to West Town (always)	Economic & business development & support initiatives
Planters on light poles		Pedestrian/ runner friendly infrastructure	CTA green line stop at Damen and Western & it can attract more ppl even to Grand Ave.	Small business mentoring, community business events
Community gardens on vacant lots		Ogden - Milwaukee intersection improvement	Chi/Grand Express Bus "West Town Express"	
More green space in Ukrainian Village & East Village		Non arterial bike lanes (side streets)		
Dog Parks		Running Biking Path		
Repurpose Community spaces not being used (Also by the river?)				

Safety and Crime Initiatives	Vacant / Empty lot accountability	Intentional Small Business Development	Aesthetic Preservation	Encouraging Community Collaboration
Cluster development (Detroit) (safety)	Residential focused empty lot development	Rooftop spaces	Repurpose rather than raze and rebuild	Online community groups & liasons
Focused development (focusing on small spaces of the neighborhood at a time)		Business to attract family activity		Maintain cultural diversity
Hire security service		Fill vacancies w/ wide range of businesses		Clear communication
Re-open 13th district		Augusta Ave: should it be more residential (Leona's closed)		Signature park activities to draw people in
		Improve store fronts on Chicago ave.		More community events (parks etc.)
		Invest in Grand Ave improvement to attract more businesses		Farmers Markets/Grocer
		Variety of alternative night life activities (theatre, music, events, meetings & activities & business)		Neighborhood pride through common yet diverse identity



COMMUNITY MEMBER DESIGN CHARRETTE

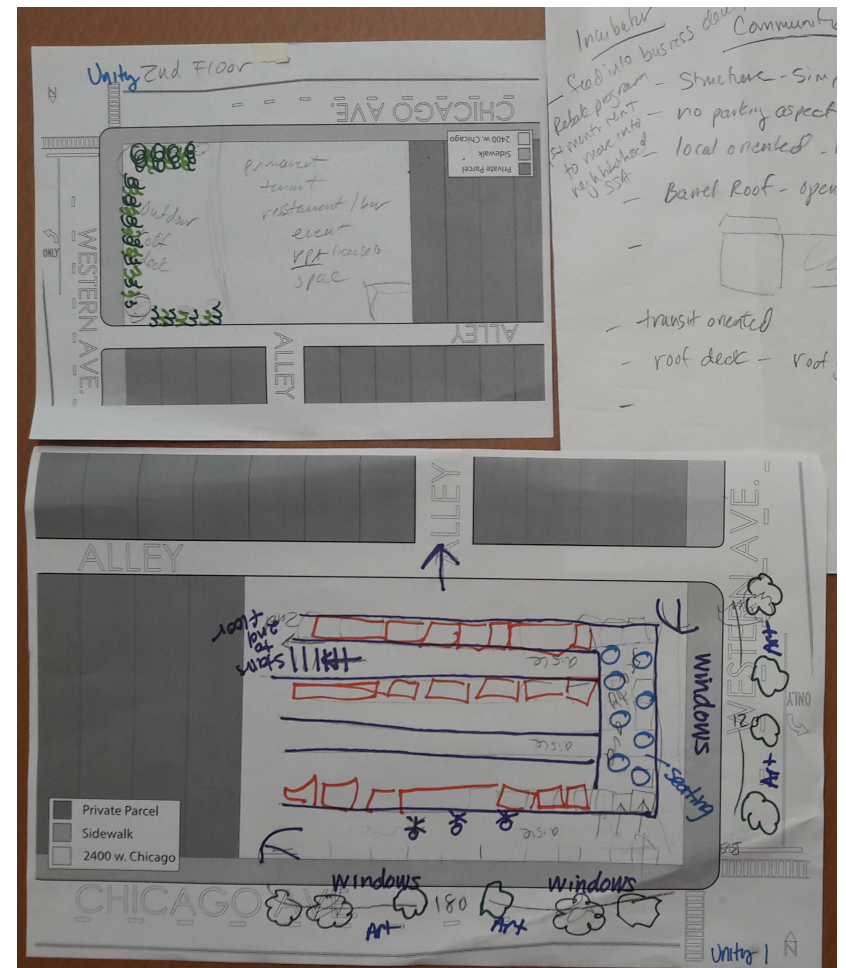
A charrette is an intensive planning session where citizens, business owners, and others collaborate on a vision for development. It provides a forum for ideas and offers the unique advantage of giving immediate feedback to the community. More importantly, it allows everyone who participates to be a mutual author of the plan.

This interactive design workshop was intended to be a hypothetical think tank for “what could be” on a real site in West Town at 2400 W. Chicago. This space has been empty and unused for about 10 years. Community members had the opportunity to bring their skills together. Working in small groups participants collaborated and came up with a design for a specified site in West Town. The designs are featured on this page and the following page.

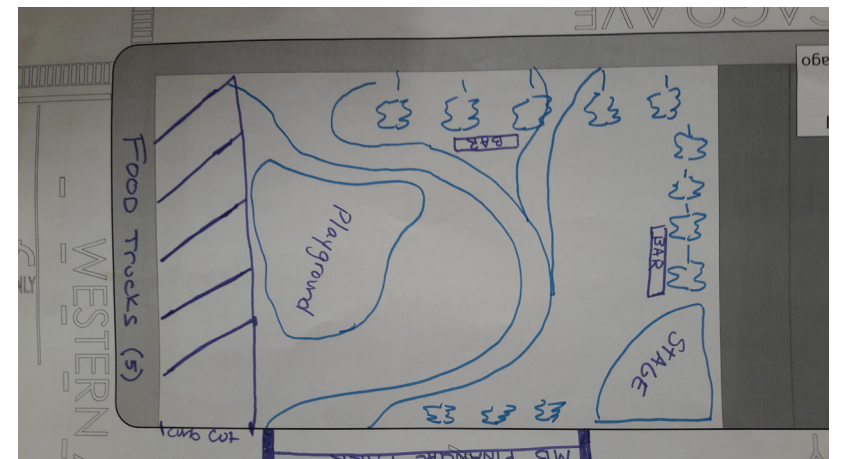
We separated the participants into three groups and they came up with the following designs for the space:

Unity (Tim, Hector, Kace, Robert)

- Relatively simple structure allows for market space
- 2nd floor anchor/tenant bar/restaurant rooftop; view to city, private business space, private events to offset the cost for the first floor independent retailers.
- More established companies from out of town who don't want to invest in a brick and mortar expansion can lease larger spaces in the first floor
- Transit oriented incubator for small business owners, artists, to try out
- SSA rebate program for their first month rent to relocate into the west town SSA after they have been established in this incubator
- Reminiscent of St. Lawrence market in Toronto or the Public Market in Milwaukee



Team Unity

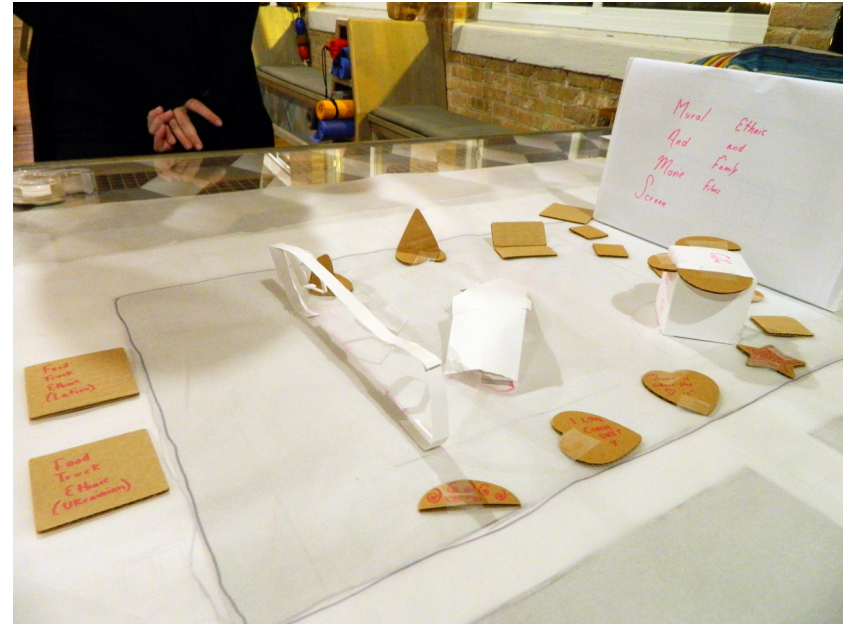


Team Awesome Sauce

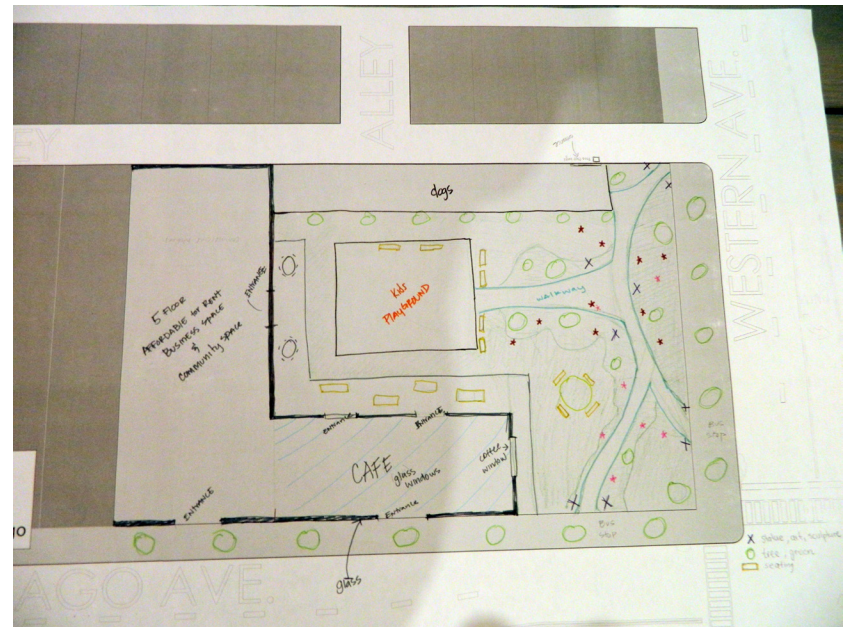




Group 2

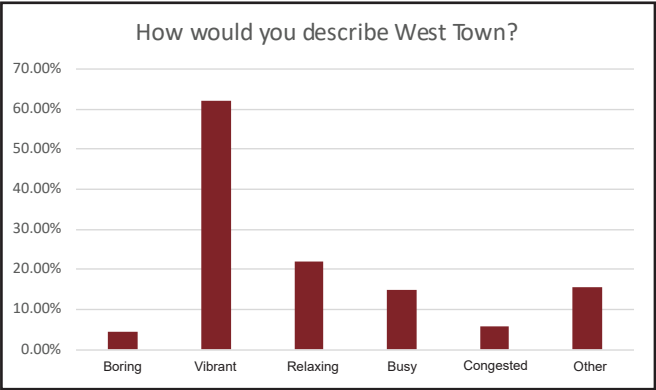


Group 3

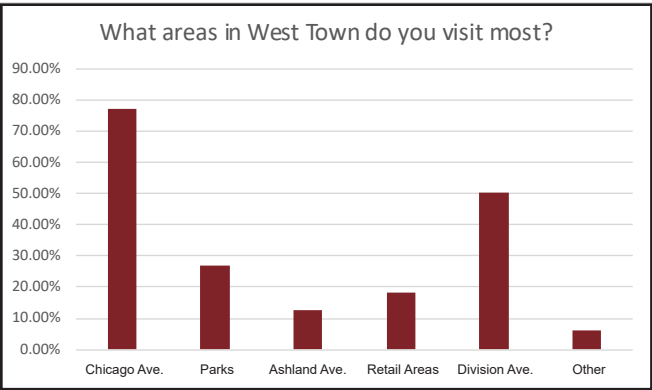


APPENDIX 3: SURVEYS AND RESULTS

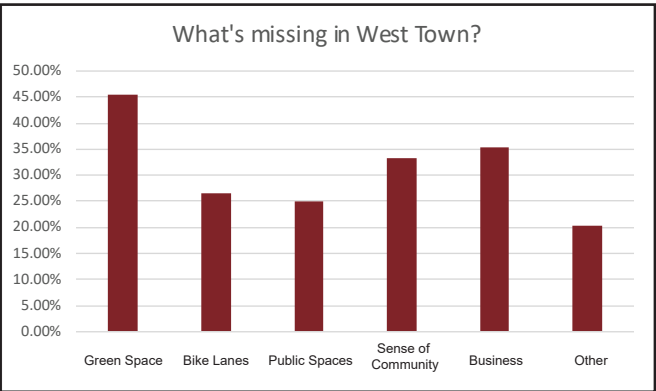
Master Plan Survey Results



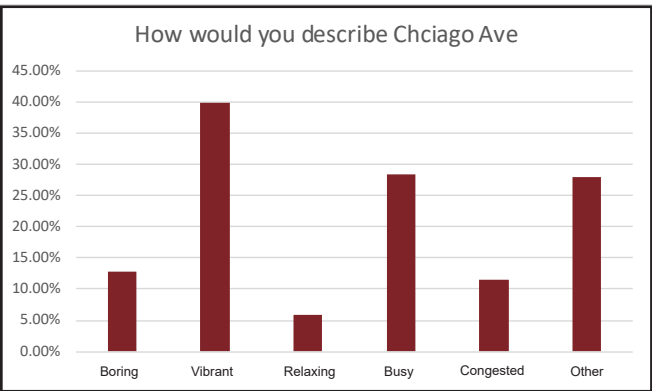
Neighborhood Exploration



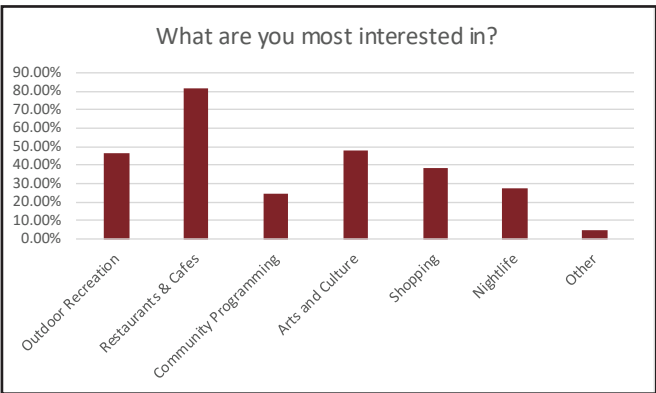
Lacking in West Town?



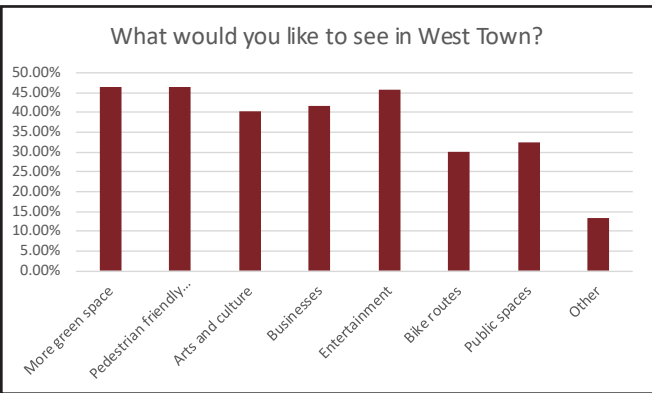
City Description?



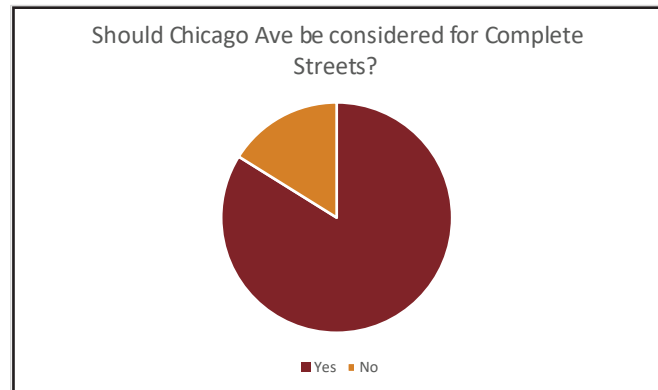
Interests?



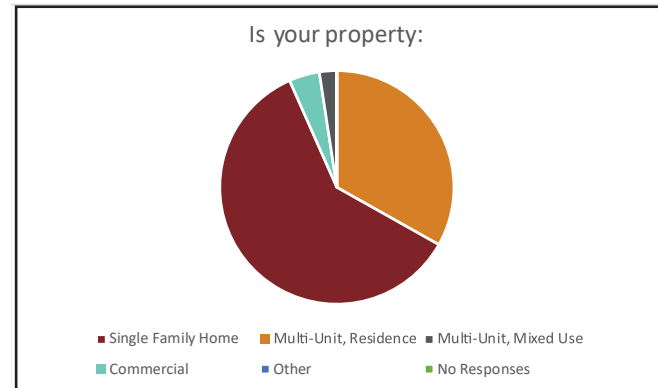
West Town Future Planning?



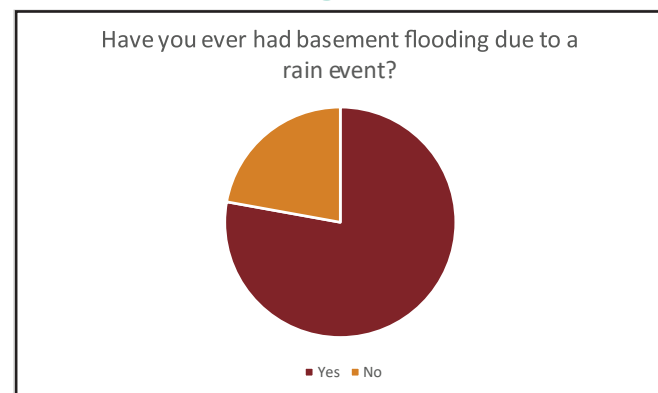
Complete Streets Survey



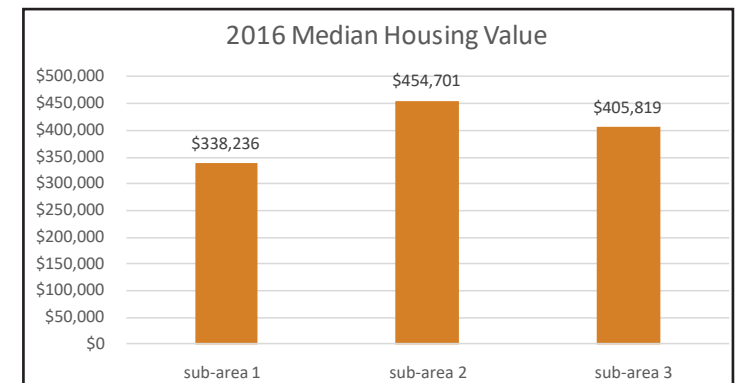
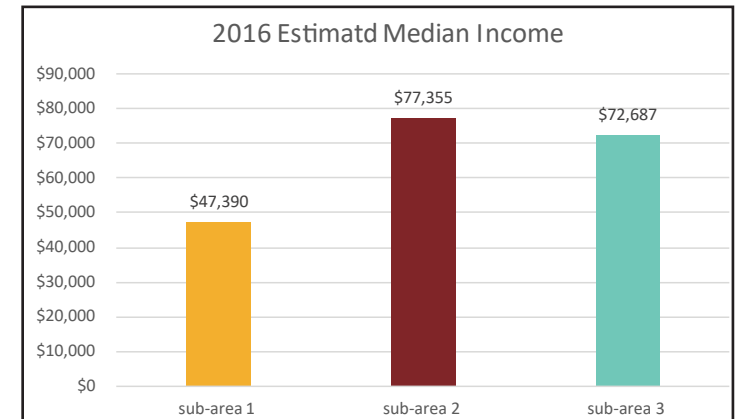
Basement Flooding Survey



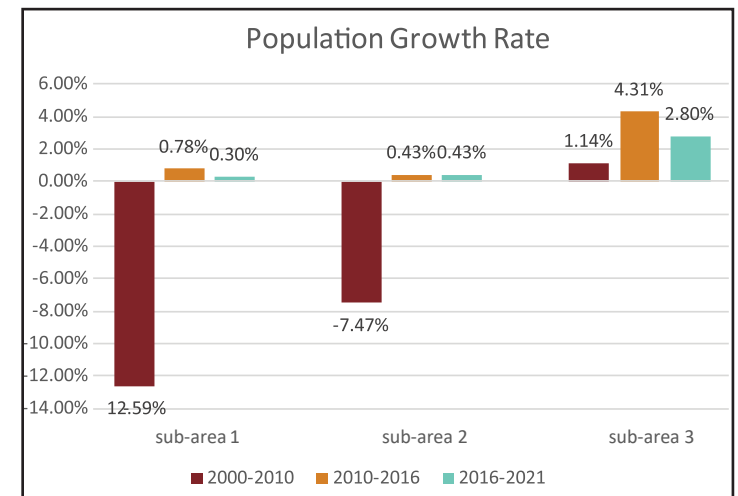
Residential Flooding Response



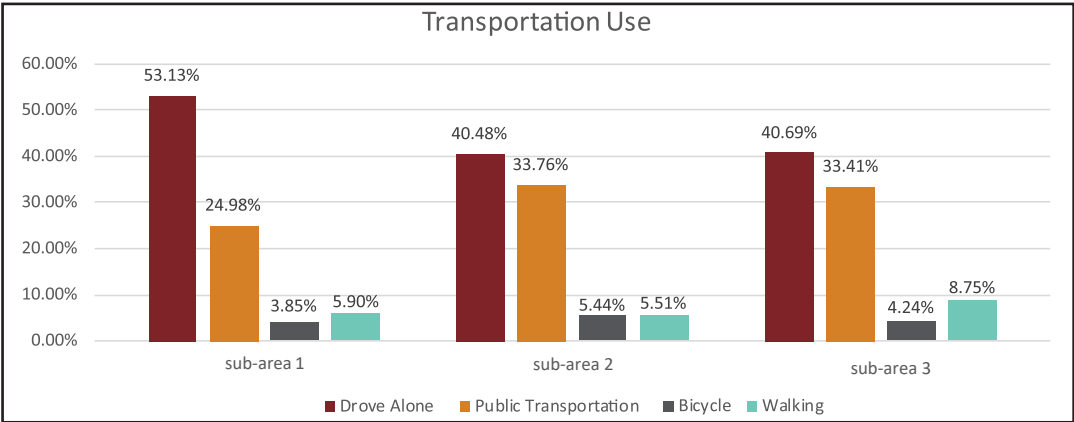
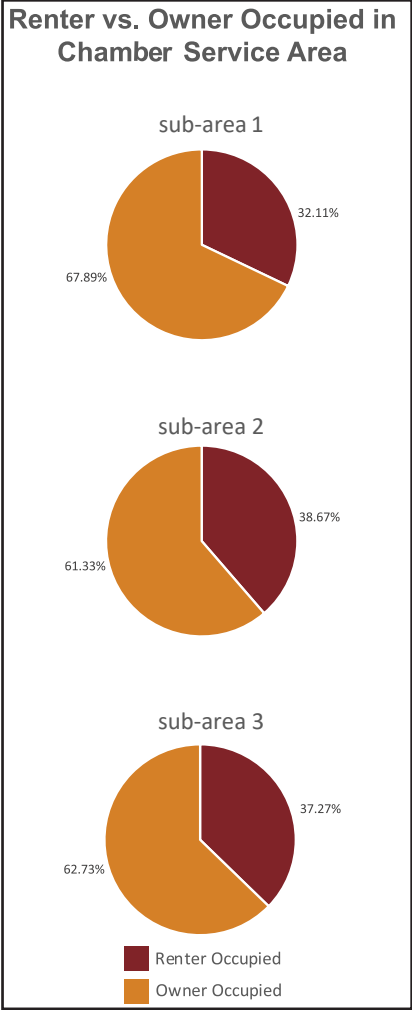
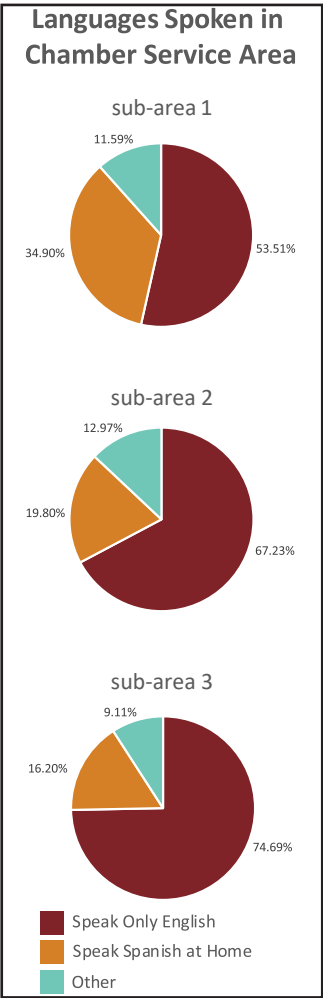
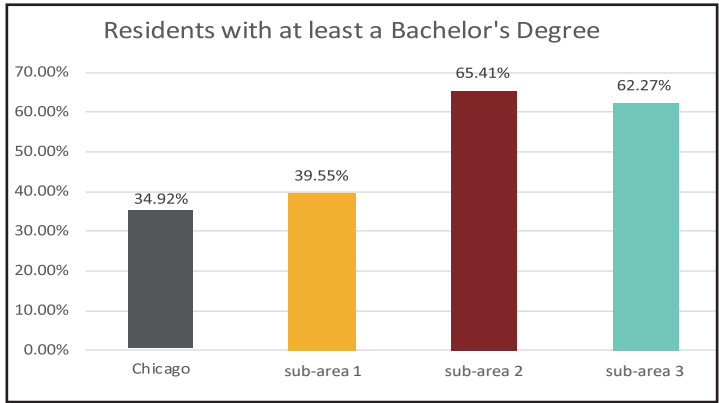
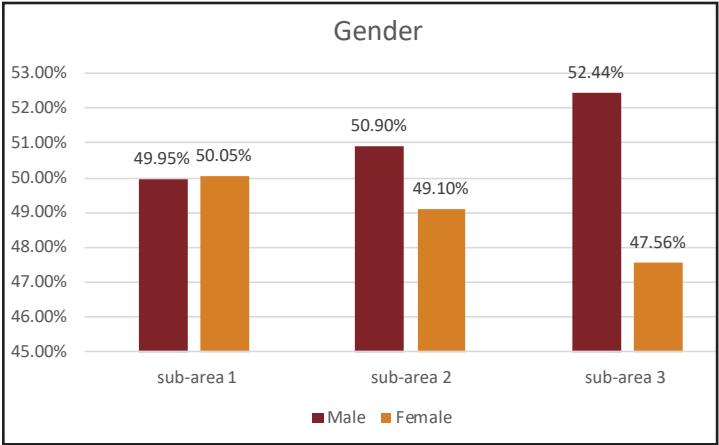
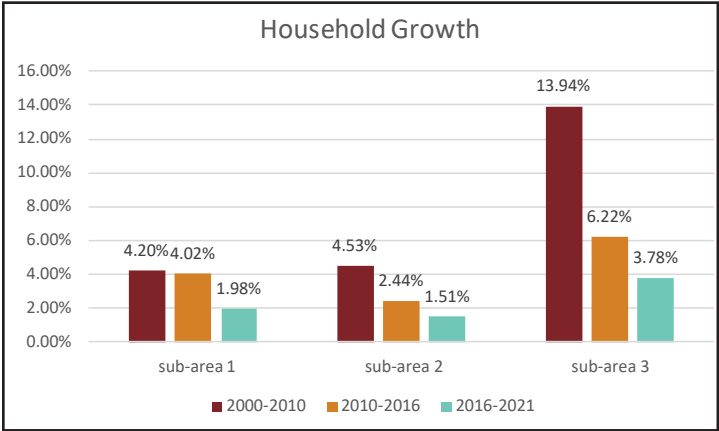
APPENDIX 4: ECONOMIC DATA



APPENDIX 5: DEMOGRAPHIC DATA



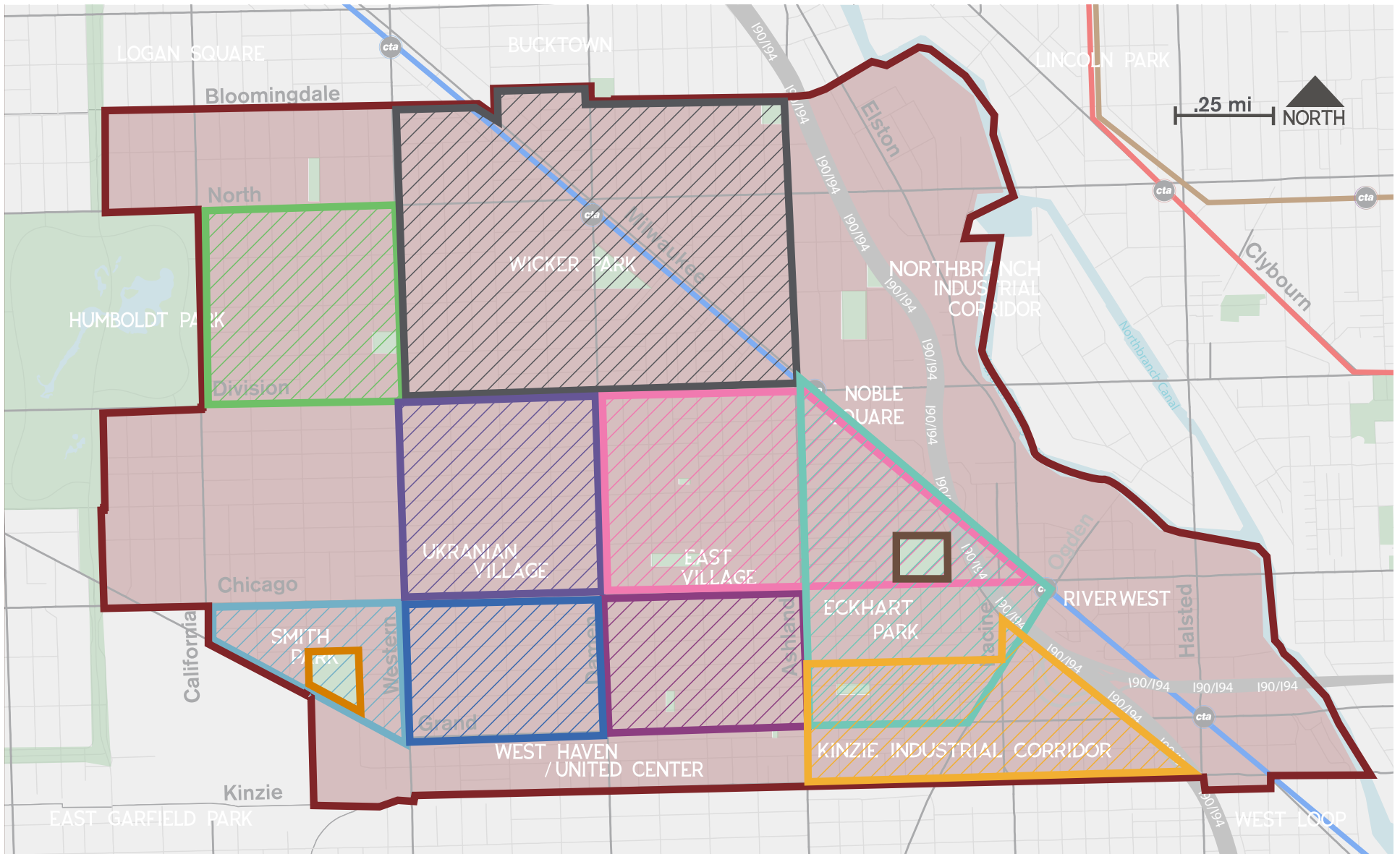
APPENDIX 5: DEMOGRAPHIC DATA CONTINUED



APPENDIX 6: MARKET RETAIL ANALYSIS

RETAIL STORES	2016 DEMAND	2016 SUPPLY	LEAKAGE/SURPLUS
Total Retail Sales	\$949,128,954	\$624,045,194	\$325,083,760
LARGE GAP			
Grocery	\$78,961,322	\$12,013,540	\$66,947,782
Building Material, Garden	\$88,633,282	\$29,555,806	\$59,077,476
General Merchandise	\$107,101,217	\$11,262,284	\$95,838,933
NICHE GAP			
Specialty Food	\$9,970,216	\$2,778,790	\$7,191,426
Beer, Wine & Liquor	\$34,521,740	\$5,369,520	\$29,152,220
Furniture & Home Furnishings	\$20,901,546	\$12,273,139	\$8,628,407
Cosmetics & Beauty Supplies	\$3,377,266	\$1,008,526	\$2,368,740
Family Clothing	\$13,251,320	\$3,245,370	\$10,005,950
Jewelry Stores	\$17,056,527	\$749,974	\$16,306,553
Gift, Novelty & Souvenir	\$6,556,692	\$1,036,295	\$5,895,728
LARGE SURPLUS			
Special Food Service	\$14,043,150	\$78,809,717	\$64,766,568
NICHE SURPLUS			
Drinking Places	\$5,008,193	\$14,026,206	\$9,018,012
Full-Service Restaurant	\$58,965,571	\$67,334,371	\$8,368,800
Household Appliance Stores	\$2,249,071	\$15,017,264	\$12,768,194
Women's Clothing	\$6,170,508	\$12,231,130	\$6,060,622
Clothing Accessories	\$1,129,671	\$5,128,693	\$3,999,022
Used Merchandise	\$2,193,305	\$6,597,718	\$4,404,413
Florists	\$936,281	\$3,424,070	\$2,487,789

APPENDIX 7: MAP OF NEIGHBORHOOD AND COMMUNITY ORGANIZATIONS



- | | | | |
|--|--|--|--|
|  Chicago Grand Neighbors Association |  West Town Community Area |  Ukrainian Village Neighbors Association |  West Town Neighbors |
|  East Humboldt Park Neighborhood Association |  Grand Community Organization |  East Village Association |  Smith Park Neighborhood Alliance |
|  Wicker Park Committee |  Friends of Eckhart Park |  Eckhart Park Community Council |  Smith Park Advisory Council |



APPENDIX 8: COMPLETE STREETS

FOR MORE INFORMATION REGARDING COMPLETE STREETS OUTSIDE OF CHICAGO PLEASE VISIT:

- <https://www.portlandoregon.gov/transportation/article/505257>
- <https://www.fhwa.dot.gov/publications/research/safety/10053/index.cfm>

WHAT IS A TRAFFIC INFRASTRUCTURE MASTER PLAN

A Traffic Infrastructure Master Plan is a document provided by city planning officials that details specific changes to a roadway, and follows a planning process that involves community participation.

WHAT IS A TRAFFIC STUDY REQUEST

A traffic study request provides a reason for city planning officials to conduct a rigorous study identifying traffic patterns, safety, and opportunities for improving traffic and road conditions. A traffic study request will create the opportunity for CDOT to dedicate time and attention to improving Chicago Avenue.

APPENDIX 9: CHARACTER AND DIVERSITY

HOW DO WE START?

Preserving the character of our neighborhood begins with protecting our historic buildings. Fortunately, there are multiple programs available for rehabilitating residential and non-residential buildings. For residential property owners, the range of programs available include a 12-year property tax freeze, a one-time charitable federal income deduction, forgivable loans for rehabilitating greystones, and a 20% federal rehabilitation income tax credit. For non-residential properties, historic preservation incentives include a one-time charitable federal income tax donation, building permit fee waivers, 10-year property tax reduction, rebates for facade rehabilitation projects, as well as 20% and 10% federal rehabilitation income tax

Historic Preservation Chart

Residential	Non-Residential
Property Tax Assessment	
20% Federal Rehabilitation Tax Credit	20% Federal Rehabilitation Tax Credit
	10% Federal Rehabilitation Tax Credit
	Preservation Easement Donation
Permit Waiver	Permit Waiver
Greystone Initiative	
	Cook County Class-L Property Tax Incentive
	Chicago Façade Rebate Program
	West Town Façade Rebate



credits. Property owners can also combine historic preservation incentives with sustainability incentives to simultaneously protect historic buildings while also protecting the environment.

FINANCIAL INCENTIVES FOR HISTORIC PRESERVATION IN ILLINOIS:

- <http://www.landmarks.org/resources/financial-resources/other-incentives-and-grants/>

APPENDIX 10: SUSTAINABILITY

WHAT IS LEED?

According to the U.S. Green Building Council, “LEED (Leadership in Energy and Environmental Design) is the most widely used green building rating system in the world. Available for virtually all building project types, from new construction to interior fit-outs and Operations and Maintenance (O+M), LEED provides a framework that project teams can apply to create healthy, highly efficient, and cost-saving green buildings. LEED certification is a globally recognized symbol of sustainability achievement.”

- <http://www.usgbc.org/help/what-leed>

WHAT IS GREEN INFRASTRUCTURE?

The EPA defines green infrastructure as “a cost-effective, resilient approach to managing wet weather impacts that provides many community benefits. While single-purpose gray stormwater infrastructure—conventional piped drainage and water treatment systems—is designed to move urban stormwater away from the built environment, green infrastructure reduces and treats stormwater at its source while delivering environmental, social, and economic benefits.”

WHAT IS RAINREADYSM?

Flooding is a common problem in urban areas, especially Chicago. While flood damage is often associated with overflowing rivers and floodplains, urban flood damage is often caused by

poor stormwater management. When our urban environment is dominated by impermeable surfaces like concrete or tightly packed sod, water has no place to go except seeping into our basements or collecting in overflowing drains. These problems can be addressed, however, by applying a holistic approach that focuses on improving infrastructure, buildings, and landscaping that better manage water. By partnering with organizations like the Center for Neighborhood Technology and exploring natural solutions to stormwater management, we can better protect homes and businesses from costly flood damage while also beautifying our neighborhood.

For more information on ways we, as business owners, homeowners, and as a community, can help with stormwater management, reference the RainReadySM website.

- <http://rainready.org/what-is-rain-ready>

NATIVE PLANTS INFORMATION

For more information on native plants and the Chicago area, please refer to the below websites.

- https://www.cityofchicago.org/dam/city/depts/doe/general/NaturalResourcesAndWaterConservation_PDFs/Sustainable%20Backyards/nativeplantsmergedv3.pdf
- http://www.xerces.org/wp-content/uploads/2014/03/GreatLakesPlantList_web.pdf

REJUVENATING BUTTERFLY AND NATIVE BEE POPULATIONS

For more information on how to make your own bee-and butterfly-friendly gardens please refer to the following websites.

- https://www.chicagobotanic.org/plantinfo/smartgardener/plant_a_pollinator_strip
- https://www.chicagobotanic.org/plantinfo/smart_gardener/your_garden_can_bee_attractive_pollinators



APPENDIX 11: SMALL BUSINESS DEVELOPMENT

WHAT IS VISION ZERO?

Vision Zero Network, a partner in the City of Chicago's efforts to implement the policy, defines Vision Zero as "a strategy to eliminate all traffic fatalities and severe injuries, while increasing safe, healthy, equitable mobility for all."

- <http://visionzeronetwork.org/about/what-is-vision-zero/>

For more information on the *City of Chicago's goal for implementing Vision Zero*, please visit:

- https://www.cityofchicago.org/city/en/depts/cdot/provdrs/traffic_signals_andstreetlights/news/2016/september/mayor-emanuel-launches-vision-zero-chicago-initiative-to-elimina.html

APPENDIX 12: ARTS AND THE CREATIVE ECONOMY

STREET BANNER APPLICATION

For more information on the Chambers street pole banner program and sponsorship, please visit our website:

- <http://www.westtownssa.org/content/directory/attachments/formattach/c/c84wnp/Banner%20APP%202017%20Final.pdf>

For all SSA program applications please visit:

<http://www.westtownssa.org/program/>

