



Clark/Morse/Glenwood Special Service Area (SSA) #24 Reconstitution

Advisory Committee #1 | Wednesday, March 23 | 9:00 am
Held via Zoom: <https://us02web.zoom.us/j/89521880246>

Attendees:

- *Wally Anderson
GM of Rogers Park Social
- *Roberto Arista
Resident, Branch Manager of Byline Bank
- *Irene Bermudez
Chicago Math & Science Academy
- Axel Erkenwick
Smack Dab, owner
- *Al Goldberg
Property owner
- *Chris Johnson
Resident, property owner
- *Nick Koziak
State Farm, owner

- Kyle Ryan
49th Ward, Director of Economic Development
- Douglas Ross
Ross Financial, developer, property owner
- *Denotes current SSA #24 Commissioner*
- Rogers Park Business Alliance (RPBA)
Sandi Price – *Executive Director*
Carolina Juarez – *Business District Manager*
- City of Chicago, Department of Planning & Development
Mark Roschen – *Assistant Commissioner, Small Business Advocacy Division*
Karen Forte – *SSA Project Manager*
- Teska Associates, Inc.
Scott Goldstein – *Principal*
Carol Brobeck – *Associate Planner*

Meeting Purpose

The Clark/Morse/Glenwood Special Service Area (SSA) #24 provides critical services that benefit local businesses, residents, and customers from landscaping to public art to events to marketing efforts. SSA #24 is due to expire at the end of 2023, however, local businesses both within the existing boundaries of the SSA and additional businesses along Clark have expressed interest in renewing and expanding the SSA. Per City of Chicago requirements, the SSA must undergo a reconstitution, or renewal, process in order to extend the life of the SSA (and to reconfigure boundaries) for the following 15 years.

This first meeting of the Advisory Committee (AC) provided information generally about SSAs, information about the SSA #24 reconstitution process, and gathered input from businesses, property owners, and residents about the types of services that are needed and desired to continue to build on the vibrancy and charm of the Clark, Morse and Glenwood corridors.

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Carolina Juarez, the Business District Manager and SSA #24 Coordinator of Rogers Park Business Alliance (RPBA) welcomed attendees and asked everyone to provide a quick introduction.

Mark Roschen of the City of Chicago’s Department of Planning and Development gave a presentation about Special Service Areas (SSAs) within the City of Chicago.

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City of Chicago SSA Presentation

Mark Roschen, Department of Planning and Development

Key Takeaways:

- 50+ active SSAs in the City of Chicago
- 2021 Budgets total \$29.6 million
- Median budget is equal to \$466,000
- Popular services include Landscaping, Special Events and Holiday Decorations, etc.
- Once established, renewals of SSAs can be extended for 15 years
- DPD requires a minimum of two (2) community meetings to discuss the proposed SSA renewal

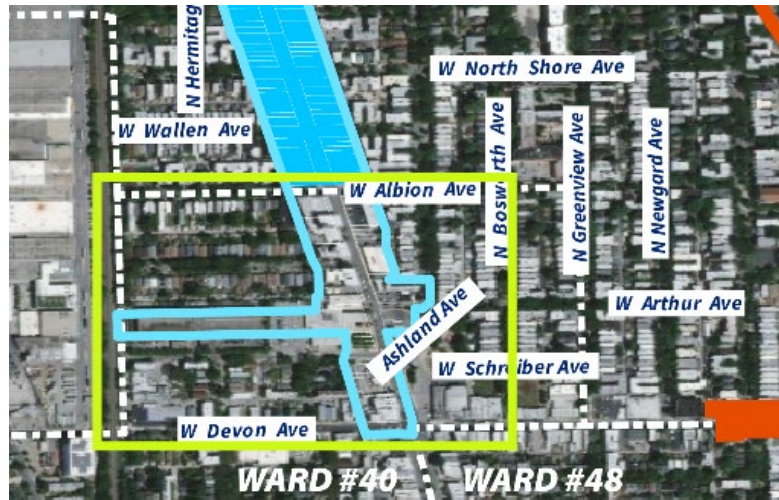




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Scott presented the proposal to expand the boundaries to include additional commercial properties facing Clark Street, on the west side between Albion Avenue and Devon Avenue, and on the east side between Albion Avenue and the CTA bus turnaround south of Arthur Avenue.

The proposed expansion of the SSA (lime green box depicted at right) was driven by the request of the businesses located within those boundaries.



Issues + Opportunities, Responses from AC members

What do you love/like about Clark/Morse and Glenwood?

- *Diversity of businesses along Clark St.*
- *Rogers Park has changed a lot for the better in recent years.*
- *Smaller storefronts allow for smaller, independent businesses which helps promote diversity of businesses.*
- *“The flavor – [the SSA area is] a unique taste and flavor... When you walk around, it feels and tastes good to be in the neighborhood. It always has.”*

What are the greatest challenges facing businesses in the SSA?

- The SSA has a very large footprint – bringing the parts together has been a challenge; the Morse and Glenwood area faces different issues than Clark Street. Need to find comprehensive solutions to serve the whole SSA.
- Long-term, persistent vacancies. The proportion doesn't seem to be higher now [due to COVID], but vacancies are a consistent problem, especially on Clark St. Many landlords make little effort to lease their space or invest in it; tax breaks reduce incentive to rent spaces.
- Greatest challenge facing business is attracting customers from outside Rogers Park.
- Attracting businesses which can survive (stay for the entirety of a 10-yr lease) and where employees can earn a living – don't have to work another job to provide for family.
- Striking a balance between investments from property owners and businesses leasing spaces.
- Need businesses that will be competitive and attract consumers in Rogers Park and the larger area.

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neighborhood. It always has.”*

- Advisory Committee Member

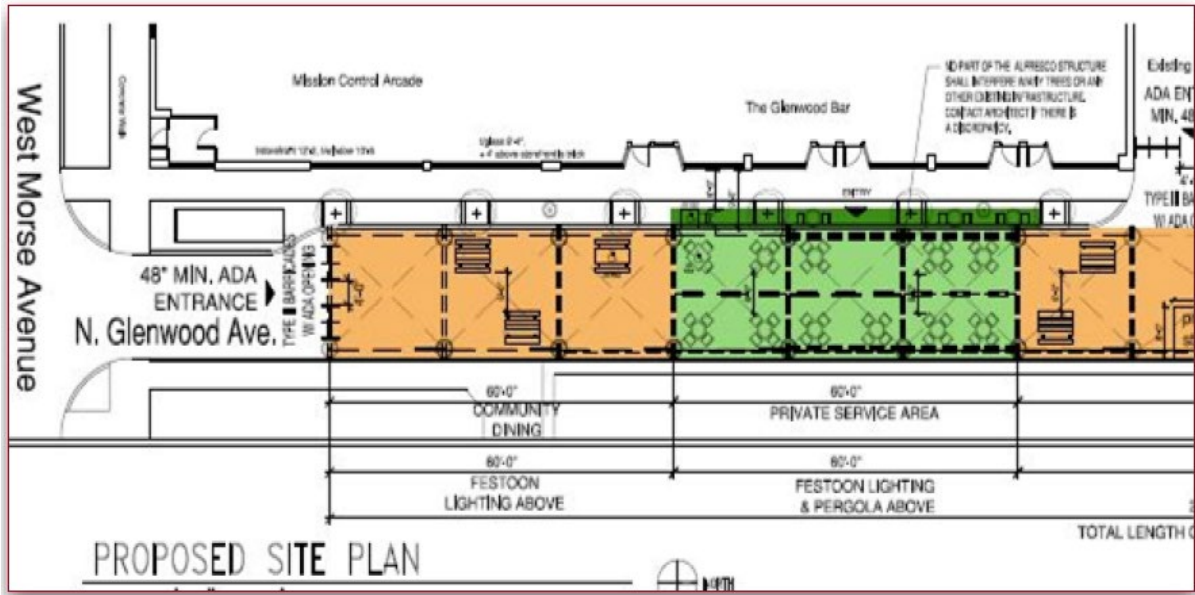


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Current Services, Carolina Juarez

Public Way / Aesthetics:

- Landscaping, wayfinding, streetscape, public art, window washing, sidewalk cleaning, and graffiti removal. SSA has provided snow removal in the past but does not currently.
- SSA worked with DPD to implement the “Glenwood Al Fresco” plan, which will give more space to businesses to serve outside by closing Glenwood Avenue between Morse and Lunt Avenue.



- Public Art – SSA sponsors the “Mile of Murals” project along the embankment on Glenwood Avenue.
- Clark Street Streetscape (within expansion area) – resulted from the Vision Clark Street Master Plan, funded through TIF and CDOT for complete renovation of the intersection. Construction to start in 2023, with closure of Arthur Avenue between Clark and Ashland to create a pedestrian plaza.
- Business Improvement Program – reimburses up to 50% of the cost of façade improvements, or improvements to a permanent structure, up to \$5,000.

Customer Attraction:

- SSA sponsors or partners with other organizations to sponsor several events including the Glenwood Ave Arts Fest, Taco Crawl (formerly Taste of Clark Street), and the Glenwood Sunday Market.
 - The Glenwood Sunday Market offers a \$25 Link match and brings a lot of people into Rogers Park.
 - The Glenwood Avenue Arts Fest is one of the largest in the City, with music and art. Locally organized and features food and drink from local businesses.
 - Social media marketing – RPBA, Vision Clark Street, On Devon Facebook pages; Glenwood Sunday Market, RPBA on Instagram, Twitter.

Sustainability and Public Places:

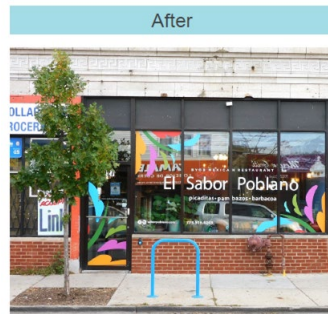
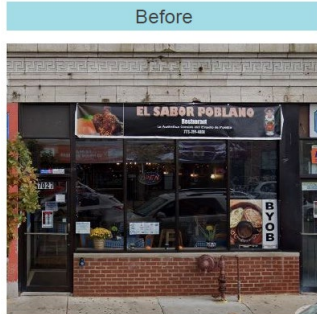
- Trash/recycling collection.



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Economic & Business Development:

- Vision Clark Street Master Plan
 - Resulted in intersection improvements (shown at right) at Clark/Chase to improve crossing safety for students at Chicago Math and Science.
- SSA Commission development and recruitment
- Bilingual annual Visitors Guide and community profile - highlights diversity of businesses



Budget, Scott Goldstein

- Current maximum levy rate is 0.630%. At the next AC meeting, we will ask the committee to review options for the proposed maximum levy rate for the renewal period.
- In 2022, annual levy was 0.6298% which provided \$380,096 towards the 2022 budget. The total 2022 budget was \$463,414 (includes other sources, such as TIF rebate funds).
- The Clark/Ridge TIF includes several properties within the SSA but expires in 2023. Once TIF expires, additional funds via the levy will become available.
- Increasing the maximum tax rate creates flexibility for the life of the renewal term (15 years) to potentially fund larger projects in the future.
- Increase above 5% requires community meeting.



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Reconstitution Process Timeline

(all dates in 2022)

- **Feb – Mar:** Start-up + Feasibility; prepare proposed boundary map
- **Mar – Apr:** Visioning; Needs Assessment survey; small business outreach
- **Apr – Jun:** Two (2) community meetings; begin signature collection (10% signatures due Jun 10th)
- **Jun – Dec:** Prepare SSA renewal application; signature collection (20% signatures due Aug 1st); Public Hearing/Adoption

Next Steps

1. SSA #24 Renewal Website (bilingual) – live by AC #2
2. Needs Assessment Survey – launch early to mid-April
3. AC#2 - Tuesday, April 12th at 11:00 am – 12:00 pm
 - Discussion will focus on the maximum tax rate
4. Signature gathering begins once maximum tax rate is determined
 - 10% of all PIN holders by June 10th, a second 10% by August 1st
5. Community Meetings (2) – held in April/May