



**Application form:
Community Planning Program and
Local Technical Assistance Program**

DEADLINE: Noon on Thursday, June 26, 2014

This application form is online at www.rtachicago.com/applications. You may submit the form by email to applications@rtachicago.com.

Upon receipt of application, you will receive an e-mail verifying that your application has been received.

1. Name of Applicant:

Sandi Price, Executive Director
Rogers Park Business Alliance

2. Main Contact for Application (please include name, phone number and email):

Paul Reise, Project Manager
773-508-5885
preise@rogers-park.com

3. Type of Applicant (please check any that apply):

Local government

Multijurisdictional group* \longrightarrow Please list the members of the group (including government and nongovernmental organizations):

Nongovernmental organization* \longrightarrow Name of local government partner(s):
Alderman Joe Moore 49th Ward

*Applications submitted by multijurisdictional groups and nongovernmental organizations must include a letter indicating support from each relevant local government. See the FAQs for more information. Nongovernmental applicants are strongly encouraged to contact CMAP or the RTA prior to submitting their application to discuss their project and the demonstration of local support.

4. Project Type (please check any that apply):

Please check all statements below that describe characteristics of your project. (This will help us determine whether your project is best handled by CMAP or RTA.)

- My project involves preparation of a plan.
- My project helps to implement a past plan.
- My project links land use, transportation, and housing.
- My project has direct relevance to public transit and supports the use of the existing transit system.
- My project is not directly related to transportation or land use, but implements GO TO 2040 in other ways.

5. Project Location:

Please provide a brief description of the location of your project. You may include a map if that helps to describe location, but this is not required. If your project helps to implement a past plan, please include a link to that plan.

Sheridan Road between Devon and Farwell in Rogers Park

6. Project Description:

Please tell us what you would like to do in your community, and what assistance is needed. If you have more than one idea, please submit a separate application for each project. Please be specific, but also brief (less than two pages per project idea)—we simply want to have a basic understanding of what you want to do. CMAP and RTA staff will follow-up with you if we need any additional information to fully understand your proposed project. (Please include any additional information that is relevant, preferably by providing links to online documents.)

Rogers Park is the far northside, urban lakefront community that is home to the most diverse population in Chicago. Its boundaries include the City of Evanston to the north, Devon Avenue to the south, Western Avenue to the west and Lake Michigan to the east. Our unique mix of people, access to the lakefront and various ethnic businesses make Rogers Park a unique multi-cultural destination. As part of our mission, Rogers Park Business Alliance (RPBA) is committed to support the diversity of Rogers Park in all of our work. We know that the only way to successfully revitalize our commercial corridors is to make them inviting for all Rogers Park residents, business owners, neighbors and visitors.

We are asking for CMAP LTA assistance to conduct a Streetscape and Parking Study that would be used to establish a more pedestrian-friendly business district, explore parking management strategies, and improve way-finding Sheridan Road between Devon and Farwell in Rogers Park. The current conditions are difficult for pedestrians due to high speeds of traffic and the long blocks to traverse. Sheridan's main focus and center of activity is Loyola University and surrounding retail, but with no real northern node the intensity and activity dissipates. We are looking to continue the economic vibrancy up Sheridan/Broadway from Edgewater, through Loyola, and into Rogers Park through wayfinding signage and streetscape enhancements. For those coming through the district by car we would like to incorporate a parking management strategy for Sheridan Road to try and capture a portion of the commuter traffic. Too often cars are moving too fast and there is not enough obvious parking options to entice them to stop and take advantage of the retail and dining options.



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**CITY COUNCIL
CITY OF CHICAGO**

COUNCIL CHAMBER

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121 NORTH LA SALLE STREET
CHICAGO, ILLINOIS 60602
TELEPHONE 312-744-3067

COMMITTEE MEMBERSHIPS

**SPECIAL EVENTS,
CULTURAL AFFAIRS AND RECREATION**
CHAIRMAN

BUDGET AND GOVERNMENT OPERATIONS

COMMITTEES, RULES AND ETHICS

FINANCE

HEALTH AND ENVIRONMENTAL PROTECTION

HUMAN RELATIONS

June 26, 2014

Daniel Olson
Chicago Metropolitan Agency for Planning
233 South Wacker Drive, Suite 800
Chicago, IL 60606

Dear Mr. Olson,

Rogers Park Business Alliance is committed to fostering a strong business climate; ensuring local businesses have the resources for success and empowering residents with the tools needed to invest in their communities. They are the leading advocate and voice for businesses in the area. We are fortunate to have a vibrant business community, representing local businesses, including restaurants, grocery stores and others. However, certain areas of the community are neglected and in need of attention. That is why Rogers Park Business Alliance is looking for assistance in two of our commercial areas. Clark Street is in need of a facelift and Sheridan Road needs a retail strategy.

I support Rogers Park Business Alliances requests for Local Technical Assistance for Corridor Analysis of Clark Street and a Streetscape and Parking Management Study for Sheridan Road, both located in the 49th Ward. Local businesses, employees, customers and families are the cornerstone of our communities. Supporting them is essential to the lasting success of our community and the greater Chicago region.

By working together, we can devise solutions that support the local business community.

Sincerely,

Joseph Moore

