Application form:
Community Planning Program and
Local Technical Assistance Program

DEADLINE: Noon on Thursday, June 25, 2015

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: Lincoln Park Chamber of Commerce

2. Main Contact for Application:

Name: Martin Sorge
Title: Director of Community Development
Phone number: (773) 880-5200
Email: martin@lincolnparkchamber.com

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

_____ Local government

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

__________________________________________
__________________________________________
__________________________________________

 telah Nongovernmental organization* Name of local government partner(s):
43rd Ward Alderman Michele Smith

*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, RTA, or CCDPH 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, RTA, or CCDPH.)

✓ 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 a bicycle, pedestrian, or active transportation plan in suburban Cook County.
____ My project is not directly related to transportation or land use, but implements GO TO 2040 in
other ways.

5. Local Match Requirement (please initial to indicate you are aware of the local match requirements):
I am aware that a local match will be required for most projects, and understand that if my project is
selected it is up to the project applicant to contribute a local match. (See the program guide for further
details on local match requirements.)

✓ Yes, I understand that applicants will be required to contribute a local match.

6. 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.

The Lincoln Avenue corridor in Lincoln Park: Lincoln Avenue from Diversey Parkway on the north to
Webster Avenue on the south.

7. 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. Program staff will follow-up with you if we need any additional information to fully
understand your proposed project.

Overview:
The Lincoln Park Chamber of Commerce (LPCC) seeks $50,000 in Local Technical Assistance grant funds
from CMAP to complete a subarea plan for the Lincoln Avenue corridor in Lincoln Park. The goal of this
plan is to provide a community-guided blueprint for business attraction, district branding, placemaking,
public way improvements, transportation, and the built environment. We estimate the total costs for
this planning process to be about $90,000. $40,000 (over 44%) will be matched by the Lincoln Avenue
Special Service Area (SSA #35).

Lincoln Avenue in Lincoln Park is at a unique crossroads. With the recent closing of Children’s Memorial
Hospital—the neighborhood’s largest employer and economic driver—the economy and built
environment of the neighborhood is in transition. With the impending redevelopment of that site and
others in the corridor, now is the most important time to do a thoughtful, community-driven corridor
plan to advise future development, public way infrastructure, and business attraction efforts to create a
cohesive, vibrant district in the heart of Lincoln Park.
Background:
Over the past 40 years, Lincoln Avenue in Lincoln Park has lost several economic anchors in the community. Four hospitals have closed or relocated (Columbus, Augustana, Lincoln Park, and Children’s Memorial Hospitals), transforming the neighborhood’s economy. The last of these hospitals to leave the neighborhood, Children’s Memorial Hospital at Lincoln Avenue and Fullerton Parkway, resulted in the loss of the neighborhood’s largest employer, which brought 1.6 million people to Lincoln Avenue each year. Along with the loss of the CTA #11 bus, which used to serve this corridor, pedestrian traffic has decreased and many businesses have struggled or closed in the past few years.

On the positive side, Lincoln Avenue has seen significant private development. New developments are proposed or under construction at several major sites, including Webster Square (formerly Lincoln Park Hospital), the former Children’s Memorial Hospital site, Lincoln Centre, and others. Given these significant changes to the corridor, now is the perfect time to conduct community-driven planning for the future of Lincoln Avenue in Lincoln Park.

Finally, we hope this plan and the planning process can guide other communities who experience massive change from the loss of a large anchor institution.

Budget:
The budget for this project is based on similar projects in neighboring areas: Clark Street in Lincoln Park’s 2008 strategic plan, Lakeview Area Master Plan, North Clark Street Strategic Plan, and the Wicker Park Bucktown Master Plan.

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<thead>
<tr>
<th>Item</th>
<th>Est. Cost</th>
<th>Vendor</th>
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<tbody>
<tr>
<td>Community-led strategic visioning and planning</td>
<td>$40,000</td>
<td>Planning consultant</td>
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<tr>
<td>Business attraction/marketing study</td>
<td>$25,000</td>
<td>Consultant</td>
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<tr>
<td>Commercial property and business database</td>
<td>$10,000</td>
<td>Consultant, web/tech</td>
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<tr>
<td>Graphic design</td>
<td>$5,000</td>
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<tr>
<td>Meeting supplies</td>
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<td>Printed and digital marketing materials</td>
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<tr>
<td>TOTAL</td>
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Capacity:
The LPCC, founded in 1947, is a nonprofit organization of approximately 475 local businesses, institutions, and professionals united to help businesses in Lincoln Park succeed and grow. The LPCC believes that business prosperity contributes to the vitality of the Lincoln Park community.

The LPCC has served as the service provider for SSA #35 since 2005. The SSA commission has allocated funds to match the LTA grant up to $40,000 for 2016. The SSA commission sees this plan as a guide for future expenditures, and the commission is committed to allocating funds in future years towards the implementation of the plan.

In addition to SSA #35, the LPCC and 43rd Ward Alderman Michele Smith will partner with or engage the following organizations and entities as part of this planning process:

- Wrightwood Neighbors Association
- Lincoln Central Association
- Mid North Association
• DePaul University
• Local cultural institutions: Apollo Theatre, Victory Garden’s Theater, Greenhouse Theater Center, and others
• Local business owners and staff
• Area residents
• Area developers, such as McCaffery Interests and Baker Development

**Implementation:**
The LPCC, Lincoln Avenue SSA, 43rd Ward Alderman Michele Smith and partner organizations are well poised to implement recommendations of this plan.

- The corridor plan will guide the future expenditures of the SSA, especially as it relates to placemaking, public way infrastructure, and corridor branding.
- The LPCC will use the plan to guide business attraction and marketing efforts for the corridor.
- Local neighborhood associations and elected officials will use this plan to guide future developments, public way infrastructure, and other projects that require public funds or public input along Lincoln Avenue.
June 24, 2015

Erin Aleman
Chicago Metropolitan Agency for Planning
233 South Wacker Drive, Suite 800
Chicago, IL 60606

Re: Lincoln Avenue Local Technical Assistance Grant

Ms. Aleman:

I support the Lincoln Park Chamber of Commerce’s (LPCC) application for a Local Technical Assistance grant from the Chicago Metropolitan Agency for Planning to fund a neighborhood plan for the Lincoln Avenue corridor in Chicago’s Lincoln Park neighborhood. With the move of the former Children’s Memorial Hospital, which was the largest employer and economic engine of the corridor, now is a key time to do thoughtful planning for the future of economic development and physical changes of the corridor. This plan will guide the efforts of the LPCC, our office and countless other stakeholders to ensure that Lincoln Avenue remains a vibrant place to live, work, visit, and do business for years to come.

My office will work closely with the LPCC throughout the planning process. The LPCC has been a leader in working with businesses, local institutions, and the community in the neighborhood. The LPCC has successfully served as the service provider for the Lincoln Avenue Special Service Area (SSA #35) since its inception in 2005.

Finally, we hope this plan and the planning process can serve as a guide to communities who lose a major anchor institution.

Please reach out with any questions you may have.

Sincerely,

Michele Smith
Alderman, 43rd Ward

CC: Bob McKenna, Assistant Commissioner, Chicago Department of Planning and Development