Appendix 1. CHAMBER EVALUATION AND IMPLEMENTATION

Appendix 2. COMMUNITY MEETING RESULTS
   History Scan Workshop, July 7, 2016
   Consensus Workshop 1, July 28, 2016
   Consensus Workshop 2, August 27, 2016
   Examples of Design Charrette Results,
      September 8, 2016
      and November 11, 2016

Appendix 3. SURVEYS AND RESULTS
   Complete Streets Survey and Results
   Basement Flooding Survey and Results
   Master Plan Survey and Results

Appendix 4. ECONOMIC DATA
   Income

Appendix 5. DEMOGRAPHIC DATA
   Population Trends
   Housing Costs
   Economic Trends

Appendix 6. MARKET RETAIL ANALYSIS

Appendix 7. MAP OF COMMUNITY ORGANIZATIONS

Appendix 8. COMPLETE STREETS
   What is a Traffic Infrastructure Master Plan
   What is a Traffic Study Request

Appendix 9. CHARACTER AND DIVERSITY
   How do we start?

Appendix 10. SUSTAINABILITY
   What is LEED?
   What is Green Infrastructure?
   What is Rain Ready?
   Native Plants Information
   Rejuvenating Butterfly and
      Native Bee Populations
   Plant a Pollinator Strip
   Making your garden attractive to Bees

Appendix 11. SMALL BUSINESS DEVELOPMENT
   What is Vision Zero?

Appendix 12. ARTS AND THE CREATIVE ECONOMY
   Street Banner Application
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/
APPENDIX 2: COMMUNITY MEETING RESULTS

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

RESULTS TRANSCRIBED ON THE FOLLOWING PAGE
What events, changes, or people have made these areas vibrant and successful?

Results from the History Scan Workshop, July 7, 2016

**West Town**
- 1970: Send Muchacho to the Park
- 1990: Exile in Guyville
- 2000: Hipsteria: Hipsters on Bikes Hug Trees
- 2020: McDonalds HQ

**Chicago**
- 1970: Daly Task Force on Latino + East Euro flight, Home Buying
- 1973: Sears Tower Completed
- 1990: Exile in Guyville
- 2000: UKV Historic Designation
- 2020: Google

**Chicago-Land Region**
- 1986 Bears Win Superbowl
- 1990s: BCE Stonehenge Completed
- 2000s: Food Scene, James Beard Award

**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?

<table>
<thead>
<tr>
<th>Crime and safety initiatives</th>
<th>Residential responsibility &amp; beautification</th>
<th>Pro business transit infrastructure development</th>
<th>Community unifying spaces and programming</th>
<th>Identity driven development</th>
</tr>
</thead>
<tbody>
<tr>
<td>Safety &gt; Gun violence, robberies, loitering</td>
<td>Environment &gt; More recycling pickup, trash off the streets, beautify Chicago Ave.</td>
<td>Develop Chicago Ave.</td>
<td>Community gathering spaces</td>
<td>Maintain independent retail</td>
</tr>
<tr>
<td>Bickerdike &gt; Vacant lots, storefronts, churches</td>
<td>Road diet on Chicago Ave.</td>
<td>Facilitate neighbor interaction - public spaces</td>
<td>Branding definition of neighborhood</td>
<td></td>
</tr>
<tr>
<td>Sidewalks &gt; Need repair, cleanup, snow removal</td>
<td>Bike lanes</td>
<td>Events, dog parks, movies in the park</td>
<td>Art/inspiration, arts district, live music, theatre, public art</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Improve traffic &amp; add signals and traffic lines</td>
<td>Develop Wells Academy</td>
<td>Retain historical character</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Farmers Markets</td>
<td>Access to food &gt; Grocery stores, mini mart</td>
<td></td>
</tr>
</tbody>
</table>
APPENDIX 2: COMMUNITY MEETING RESULTS

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

RESULTS TRANSCRIBED ON THE FOLLOWING 2 PAGES
## What, specifically, do you feel our community needs in order to make West Town more vibrant?

<table>
<thead>
<tr>
<th>Enhance Green Space</th>
<th>Alley Reclamation &amp; Sanitation</th>
<th>EL / Safe Run, Bike, Walk</th>
<th>Better Faster CTA options</th>
<th>Small Business Support</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business friendly boat docks on river</td>
<td>Available doggie waste bags - helps in rat abatement</td>
<td>Bike lanes on Grand &amp; Chicago - if not, then nearby to move east and west more easily</td>
<td>Better public trans. from west to loop (rush hours)</td>
<td>Program at Wells High School to liason/mentor w/ local business</td>
</tr>
<tr>
<td>[linger longer spaces] develop existing parks so, not so wide open</td>
<td>Alleyway face lift (trash organization) (a clean alley is a safe alley)</td>
<td>Painted interseetions &amp; other pedestrian friendly improvement projects</td>
<td>Combined bike &amp; bus lane - 15 min to West Town (always)</td>
<td>Economic &amp; business development &amp; support initiatives</td>
</tr>
<tr>
<td>Planters on light poles</td>
<td>Pedestrian/ runner friendly infrastructure</td>
<td></td>
<td>CTA green line stop at Damen and Western &amp; it can attract more ppl even to Grand Ave.</td>
<td>Small business mentoring, community business events</td>
</tr>
<tr>
<td>Community gardens on vacant lots</td>
<td>Ogden - Milwaukee intersection improvement</td>
<td></td>
<td>Chi/Grand Express Bus “West Town Express”</td>
<td></td>
</tr>
<tr>
<td>More green space in Ukrainian Village &amp; East Village</td>
<td>Non arterial bike lanes (side streets)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dog Parks</td>
<td>Running Biking Path</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Repurpose Community spaces not being used (Also by the river?)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Safety and Crime Initiatives</td>
<td>Vacant / Empty lot accountability</td>
<td>Intentional Small Business Development</td>
<td>Aesthetic Preservation</td>
<td>Encouraging Community Collaboration</td>
</tr>
<tr>
<td>-----------------------------</td>
<td>---------------------------------</td>
<td>----------------------------------------</td>
<td>-----------------------</td>
<td>-----------------------------------</td>
</tr>
<tr>
<td>Cluster development (Detroit) (safety)</td>
<td>Residential focused empty lot development</td>
<td>Rooftop spaces</td>
<td>Repurpose rather than raze and rebuild</td>
<td>Online community groups &amp; liasons</td>
</tr>
<tr>
<td>Focused development (focusing on small spaces of the neighborhood at a time)</td>
<td></td>
<td>Business to attract family activity</td>
<td></td>
<td>Maintain cultural diversity</td>
</tr>
<tr>
<td>Hire security service</td>
<td></td>
<td>Fill vacancies w/ wide range of businesses</td>
<td></td>
<td>Clear communication</td>
</tr>
<tr>
<td>Re-open 13th district</td>
<td>Augusta Ave: should it be more residential (Leona's closed)</td>
<td></td>
<td>Signature park activities to draw people in</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Improve store fronts on Chicago ave.</td>
<td></td>
<td>More community events (parks etc.)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Invest in Grand Ave improvement to attract more businesses</td>
<td></td>
<td>Farmers Markets/Grocer</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Variety of alternative night life activities (theatre, music, events, meetings &amp; activities &amp; business)</td>
<td></td>
<td>Neighborhood pride through common yet diverse identity</td>
</tr>
</tbody>
</table>
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
Awesome Sauce (Becky, Kara, Nick, Matt)
- Communal space, with a stage with programming all day,
- Small bar
- Communal area with farmers markets
- playground
- Foodtruck spaces along the side to help sponsor the whole thing

Goat Huggers (Ben, Oriana, Michael, Vannessa)
- 3 parcels residential space 6 story building
- 3 spots in front that are commercial the remaining spots would house a Trader Joe’s on the first floor 2 stories of parking and 5 stories of residential spaces.
- LEED certified green roof and green space
- And a green alleyway (permeable pavers, so the building doesn’t flood the community around)
- More pedestrian traffic to reactivate more retail space

STUDENT DESIGN CHARRETTE
The student design charrette followed the exact same format as the community member Design Charrette. The results were very similar to the previous charrette. Each group focused on unifying the West Town Community Area with a community development space of some sort.

Group 1 designed an alternative housing “Boutique Trailer Park” art space with art installations and a cafe with a rooftop garden.

Group 2 designed a public park community space with art installations and programming with community ethnic food trucks incorporating the local residential make up.

Group 3 designed a mixed use commercial and community development space with affordable housing and commercial spaces, a dog park and a playground.
APPENDIX 3: SURVEYS AND RESULTS

Master Plan Survey Results

How would you describe West Town?

Lacking in West Town?

What's missing in West Town?

Interests?

What are you most interested in?

Neighborhood Exploration

What areas in West Town do you visit most?

City Description?

How would you describe Chicago Ave

West Town Future Planning?

What would you like to see in West Town?
**Complete Streets Survey**

Should Chicago Ave be considered for Complete Streets?

- Yes
- No

**Basement Flooding Survey**

Is your property:

- Single Family Home
- Commercial
- Other
- No Responses

**Residential Flooding Response**

Have you ever had basement flooding due to a rain event?

- Yes
- No

---

**APPENDIX 4: ECONOMIC DATA**

- **2016 Estimated Median Income**
  - Sub-area 1: $47,390
  - Sub-area 2: $77,355
  - Sub-area 3: $72,687

- **2016 Median Housing Value**
  - Sub-area 1: $338,236
  - Sub-area 2: $454,701
  - Sub-area 3: $405,819

---

**APPENDIX 5: DEMOGRAPHIC DATA**

- **Population Growth Rate**
  - Sub-area 1: 0.78%
  - Sub-area 2: 0.43%
  - Sub-area 3: 4.33%
  - 2000-2010: 2.80%
  - 2010-2016: -7.47%
  - 2016-2021: -12.59%
APPENDIX 5: DEMOGRAPHIC DATA CONTINUED

### Household Growth

<table>
<thead>
<tr>
<th>Sub-area</th>
<th>2000-2010</th>
<th>2010-2016</th>
<th>2016-2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sub-area 1</td>
<td>4.20%</td>
<td>4.53%</td>
<td>6.22%</td>
</tr>
<tr>
<td>Sub-area 2</td>
<td>1.98%</td>
<td>2.44%</td>
<td>3.78%</td>
</tr>
<tr>
<td>Sub-area 3</td>
<td>13.94%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Gender

<table>
<thead>
<tr>
<th>Sub-area</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sub-area 1</td>
<td>49.95%</td>
<td>50.05%</td>
</tr>
<tr>
<td>Sub-area 2</td>
<td>49.10%</td>
<td>50.90%</td>
</tr>
<tr>
<td>Sub-area 3</td>
<td>47.56%</td>
<td>52.44%</td>
</tr>
</tbody>
</table>

### Languages Spoken in Chamber Service Area

#### Sub-area 1
- Speak Only English: 34.45%
- Speak Spanish at Home: 11.59%
- Other: 53.51%

#### Sub-area 2
- Speak Only English: 12.37%
- Speak Spanish at Home: 67.23%
- Other: 10.80%

#### Sub-area 3
- Speak Only English: 74.89%
- Speak Spanish at Home: 5.11%
- Other: 10.10%

### Renter vs. Owner Occupied in Chamber Service Area

#### Sub-area 1
- Renter Occupied: 37.11%
- Owner Occupied: 62.89%

#### Sub-area 2
- Renter Occupied: 38.67%
- Owner Occupied: 61.33%

#### Sub-area 3
- Renter Occupied: 37.27%
- Owner Occupied: 62.73%

### Residents with at least a Bachelor’s Degree

<table>
<thead>
<tr>
<th>Location</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chicago</td>
<td>34.92%</td>
</tr>
<tr>
<td>Sub-area 1</td>
<td>39.55%</td>
</tr>
<tr>
<td>Sub-area 2</td>
<td>65.41%</td>
</tr>
<tr>
<td>Sub-area 3</td>
<td>62.27%</td>
</tr>
</tbody>
</table>

### Transportation Use

#### Sub-area 1
- Drove Alone: 53.13%
- Public Transportation: 24.98%
- Bike: 3.85%
- Walk: 5.90%

#### Sub-area 2
- Drove Alone: 40.48%
- Public Transportation: 33.76%
- Bike: 5.44%
- Walk: 5.51%

#### Sub-area 3
- Drove Alone: 40.69%
- Public Transportation: 33.41%
- Bike: 4.24%
- Walk: 8.75%
### APPENDIX 6: MARKET RETAIL ANALYSIS

#### RETAIL STORES

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

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

<table>
<thead>
<tr>
<th></th>
<th>Residential</th>
<th>Non-Residential</th>
</tr>
</thead>
<tbody>
<tr>
<td>Property Tax Assessment</td>
<td></td>
<td></td>
</tr>
<tr>
<td>20% Federal Rehabilitation Tax Credit</td>
<td></td>
<td>20% Federal Rehabilitation Tax Credit</td>
</tr>
<tr>
<td>10% Federal Rehabilitation Tax Credit</td>
<td></td>
<td>Preservation Easement Donation</td>
</tr>
<tr>
<td>Permit Waiver</td>
<td></td>
<td>Permit Waiver</td>
</tr>
<tr>
<td>Greystone Initiative</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cook County Class-L Property Tax Incentive</td>
<td></td>
<td>Chicago Façade Rebate Program</td>
</tr>
<tr>
<td>Chicago Façade Rebate Program</td>
<td></td>
<td>West Town Façade Rebate</td>
</tr>
</tbody>
</table>

Historic Preservation Chart
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:**


**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](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 RAINREADY℠?**

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 RainReady℠ website.

- [http://rainready.org/what-is-rain-ready](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.


**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/smartgardener/plant_a_pollinator_strip)
- [https://www.chicagobotanic.org/plantinfo/smart_gardener/your_garden_can_bee_attractive_pollinators](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:

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/