



REQUEST FOR PROPOSALS

Wicker Park Bucktown SSA #33

Neighborhood Wayfinding System

Special Service Area #33, the business improvement district for the Wicker Park and Bucktown neighborhoods, is seeking a designer or firm specializing in unique, innovative wayfinding projects. The primary goals will be to promote the vibrant community of Wicker Park Bucktown and to help pedestrians navigate the neighborhood.

Items that should be included:

- WPB unique cultural assets, such as buildings of historical and/or architectural significance
- Public places such as parks and the library
- The Milwaukee Ave. Historic District
- The Polish Triangle
- Public transportation options - CTA Blue Line, Metra, Divvy bike share, etc.
- Compass Rose

Signage that indicates distances, walking time, and a brief description of Chicago's Street numbering system is important as well.

The intended audience is primarily tourists – out-of-town and from within Chicago - as well as residents. The overall project will be completed in two phases and at this time we are soliciting bids for Phase 1 – Design (see below).

Scope of Work:

Phase 1 – Design

Contractor will be responsible for creating the design, including the physical structures themselves as well as any maps and/or other inserts (see “Wayfinding Examples” starting on page-3). Locations/placements of wayfinding items will be finalized by the contractor and SSA #33. Contractor will provide a list of fabricators for Phase 2.

Phase 2 – Construction

Contractor will be responsible for fabricating wayfinding items, including obtaining any necessary construction permits from the city. SSA #33 will be responsible for first obtaining relevant permits with the City of Chicago and any other relevant parties.

Proposals should include:

- Samples of previous wayfinding projects completed by your firm/organization
- Project Schedule
- Three client references

Please refer to *Attachment A: SSA #33 Service Map* and *Attachment B: Background on WPB SSA #33 and Core Values*. If you have questions prior to submission, please email us at ssa33@wickerparkbucktown.com

Submission Deadline:

Friday, January 31st, 2025 at 5pm

Proposals should be sent via:

Email (preferred method) to: ssa33@wickerparkbucktown.com

Or in person or by mail to:

Wicker Park Bucktown Chamber of Commerce
Attention: SSA #33
1414 N Ashland Ave
Chicago, IL 60622

Late proposals will not be accepted or considered.

Attachment A



Wicker Park | Bucktown
SSA #33 Service Map

Attachment B

Background on SSA #33 and Core Values

What is WPB SSA #33?

The mission of SSA #33 is to sustain and promote the prosperity and unique qualities of life in the Wicker Park and Bucktown neighborhoods and commercial district, while preserving its diverse character for the benefit of its residents, visitors, and businesses through the wise and discerning investment of resources to enhance our public ways.

Core Values

The Commission of SSA #33 has a set of core values that are at the heart of any and all decisions made. These values guide the Commission, influencing goals, priorities, and allocation of funding for projects.

Environmental best practices are preferred, and should be incorporated into all projects. Being located in a well-established urban area presents unique environmental challenges. Green space is limited, while hard, impervious surfaces abound, especially on the commercial streets of SSA #33. Alternatives to conventional methods of managing stormwater runoff should be explored and implemented whenever possible. As natural resources become more and more limited, the need to recycle as well as find alternative methods for powering vehicles, buildings, etc. is becoming more imperative. The Commission is committed to finding ways to encourage recycling and a more “green lifestyle” in order to lessen the burden on infrastructure and resources.

Walking, bicycling, and public transit are preferred methods of transportation. Traffic congestion and parking are major concerns in the Wicker Park and Bucktown neighborhoods. The Commission feels that it is important to maintain the neighborhoods as safe, interesting, and inviting places to walk and bike. When residents are walking and biking, they are more likely to use transit. The private vehicle is here to stay and needs to be considered in planning, however, the Commission desires to put the needs of walkers, cyclists and transit riders first, as they are the more sustainable means of transportation in an urban setting.

Public space, particularly streets, are an integral part of making a neighborhood exciting. When people talk about a great neighborhood, they are often referring to the public life of the neighborhood, an experience that can only be had in the public way, on streets or sidewalks. An active, exciting, and interesting street life is the backbone of successful neighborhoods, as it serves residents, visitors, and businesses of all kinds equally. When people talk about a great neighborhood, they rarely speak of the interior of houses or stores, but rather the people they watch, the storefronts that catch their eye, the outdoor spaces where they relaxed, and the overall experience of being in the neighborhood as experienced from its sidewalks. To this end, the Commission is interested in maintaining the unique atmosphere of Wicker Park and Bucktown that can only be experienced in the public way.

Honoring the heritage of the neighborhoods while progressing into the future.

The Wicker Park and Bucktown neighborhoods have been home to many artists, musicians, writers, and others in the creative community for many years. Unfortunately, there has been a decline in the creative community, a detriment to the culture and liveliness of the neighborhoods. Similarly, the neighborhoods have a wealth of architectural history that has also been lost. The Wicker Park and Bucktown neighborhoods are at an important crossroads: find ways to nourish the creative community and preserve architectural heritage so that it continues to flourish or risk further decline and the loss of what has helped define the neighborhoods for so long.

Any community process should be open and transparent to its stakeholders. SSA #33 is funded through property tax dollars, and exists as a public body. Any planning, budgeting, or decision-making process shall be open to the public. The Commission considers transparency and engagement to be paramount to its success and validity in the community.

