

NACTO Designing Cities

Connections: Can Our Public Transportation Infrastructure Also Foster Public Life?



CHICAGO'S PLACEMAKING PROGRAMS

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Placemaking in the Public Way

- Placemaking is the iterative process of transforming common space into community place by cultivating a sense of ownership, belonging, and safety through community engagement, physical transformation and the nurturing of community capacity and local leadership.
- Reflect the needs and cultures of the community
- Foster human connection, mutual civic trust and neighborhood activity
- Support local businesses
- Build social capital and community capacity
- Strengthen walkable neighborhoods and non-motorized transportation.
- Re-imagine the potential of city streets



Placemaking

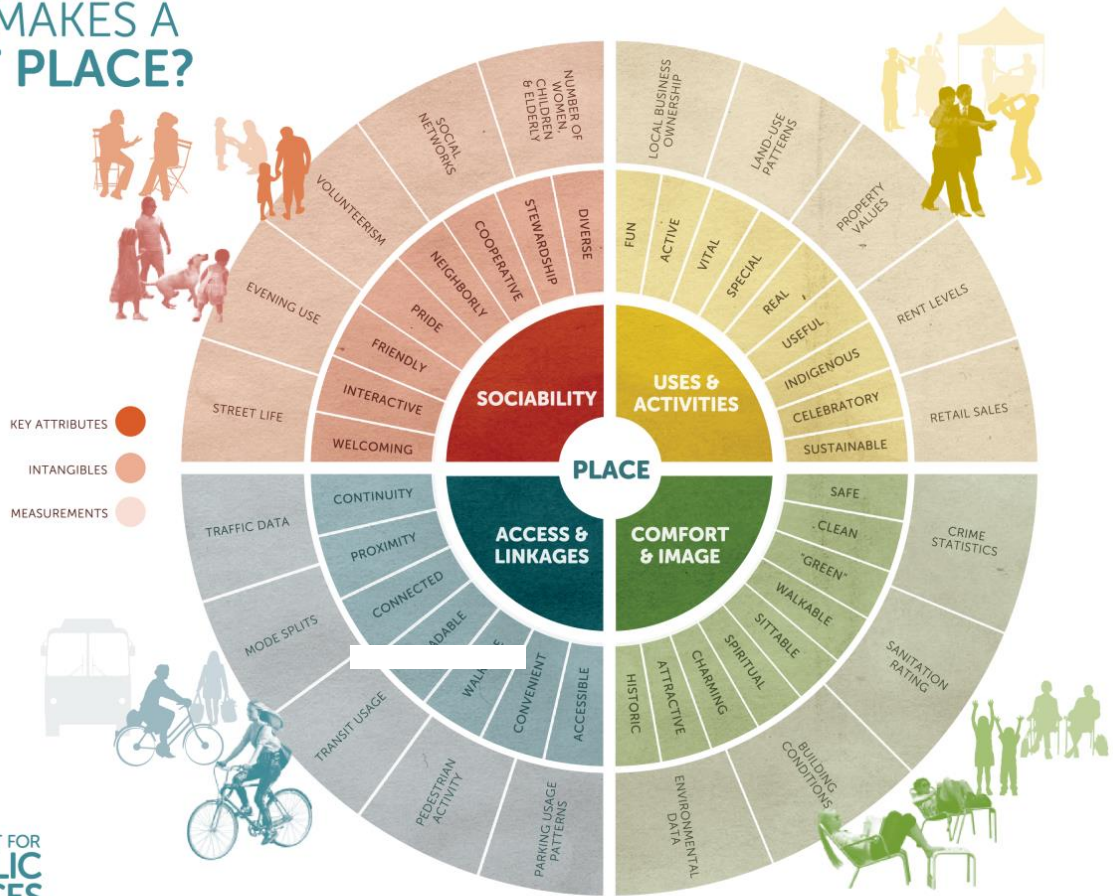
Placemaking refers to a collaborative process by which we can shape our public realm in order to maximize shared value. More than just promoting better urban design, Placemaking facilitates creative patterns of use, paying particular attention to the physical, cultural, and social identities that define a place and support its ongoing evolution.

- Project for Public Spaces

WHAT MAKES A GREAT PLACE?

Successful public places...

- Are accessible to the community
- Encourage pedestrian activity
- Provide a sense of comfort and community image
- Places where people gather and socialize



Placemaking:

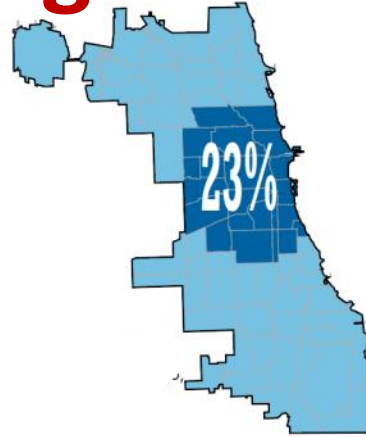
- Promotes economic vitality by connecting businesses to the public way, encouraging pedestrian activity
- Creates an inviting community engage and provides accessible places for community gathering
- Softens the urban environment by providing trees and landscaping, making streets more inviting, increasing pedestrian and commercial activity
- Creates a sense of community, bringing people together and promoting community activity
- Promotes walkable and bikeable communities

If you plan cities for cars and traffic, you will get cars and traffic. If you plan your cities for people and places, you will get people and places.

- Fred Kent, Project for Public Spaces

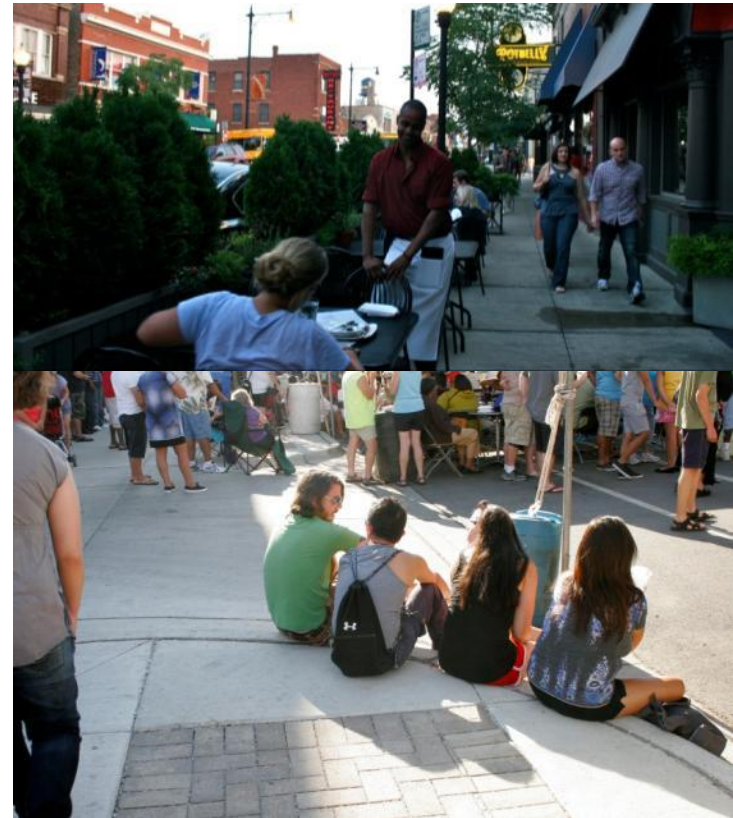
Public Right of Way = Public Space

Chicago's public way represents **23%** of the City's land area



=

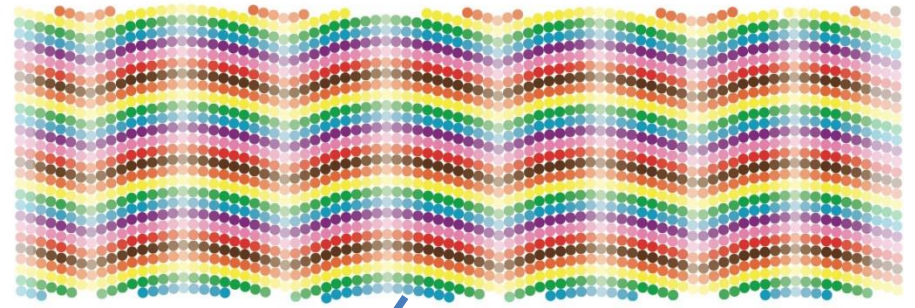
Over **70%** of the City's total Public Open Space



Cermak – McCormick CTA Elevated Station



Union Station Transit Center



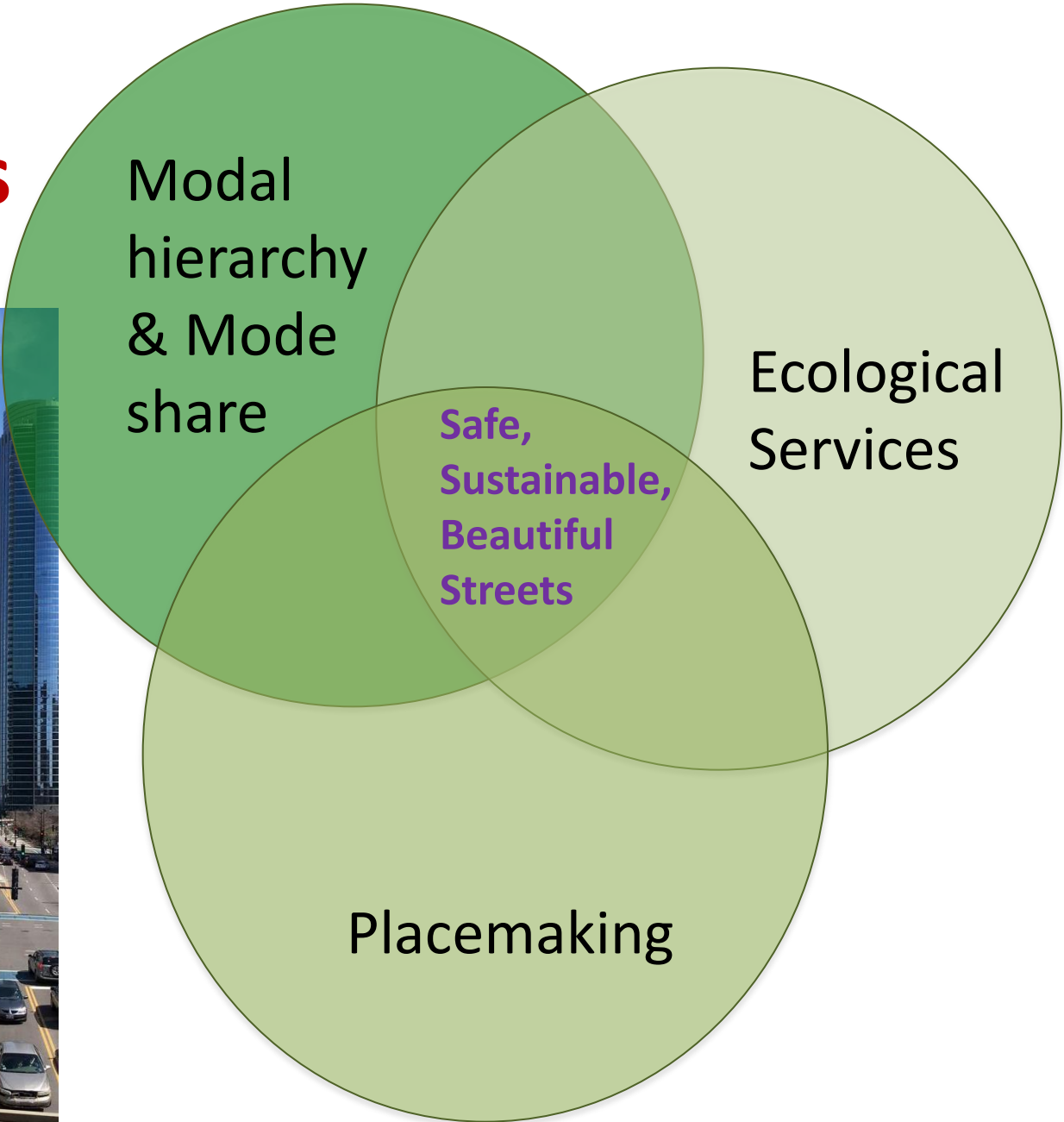
Washington Street Before Loop Link



Washington Street With Loop Link



Getting to Great Streets



CDOT's Livable Streets Program

CDOT's **Livable Streets Program** implements placemaking through the **Streetscape and Sustainable Design and Make Way For People programs**. Including tactical urbanism, public-private programming, and small and large capital projects.

A livable street provides not only opportunities for travel on a variety of modes, but also for the range to activities that make a great community: a spot to sit and chat with neighbors, space for children to play, space for events, expression of community identity through banners, kiosks, paving choices.

Placemaking Tools

- Street Furniture
- Community Identifiers
- Trees, planters, green space
- Signage and Way finding
- Sidewalk and Roadway pavement
- Bump outs and seating areas
- Art and Cafes
- Lighting
- Reforming the street
- Programming and Activation

Complete Streets – Tools

Increase Pedestrian Safety

- * Wider sidewalks
- * Bump-outs at intersections
- * Pedestrian refuge islands
- * Textured crosswalks
- * Updated ADA ramps
- * Buffer zone



Increase Bike Safety

- * Cycle tracks
- * Dedicated bike lane
- * Shared bike lane
- * Colored pavement



Sense of Identity/Community Ownership

- * Community Identifiers



The Continuum of Placemaking



Cultural
Programming and
activation

Tactical
Urbanism

Small scale
capital and full
scale prototyping

Large scale
capital and
programming
implementation



CHIdeas

www.CHIdeas.org

Placemaking: Streets & Sidewalks



How would you transform Chicago's streets and sidewalks into community spaces?

Views	782
Interactions	97
Days Remaining	17

Add an Idea in this Topic

TOPICS

Youth Employment >

Chicago City of Learning >

Placemaking: Streets & Sidewalks

Great Reads >

Picture Chicago >

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JAN 26, 2015 Matthew L41

2 8 0

Adopt A Block



JAN 26, 2015 Brendan K3

0 0 0

Light Sculpture at closed Independence Blvd Blue Line Station



JAN 26, 2015 Brendan K3

1 1 0

6-way Intersection Public Art



JAN 24, 2015 Krova K

6 1 1

Designate a portion of the Sidewalk as a Bike Lane

Placemaking Survey

TECHNOLOGY

Types of Technology Used

Three different survey methods were used to reach out to City residents



Text Message Based



SurveyMonkey
Web based survey



Virtual Town Hall

CHIdeas: online community forum to discuss improvements to City government services, new neighborhood initiatives and quality of life.

City asked "How would you transform Chicago's streets and sidewalks into community spaces?"



Survey announced in Chicago Transit Authority buses

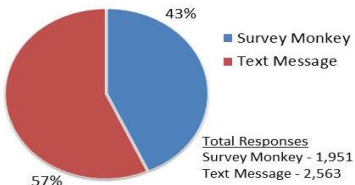
CHIdeas MindMixer Campaign

- 60 ideas
- 550 interactions
- 4,075 views

Top 3 CHIdeas

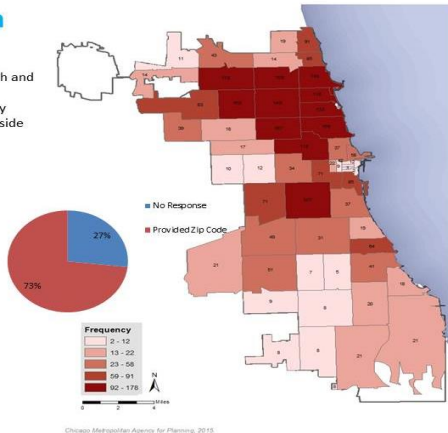
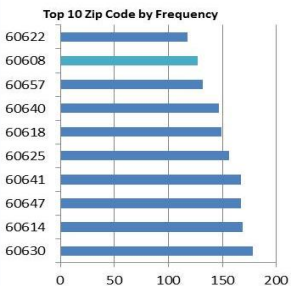
- Community Gardening & Green Space Expansion
- Adopt a Block
- Make it Easier to Move Metered Parking for Bikes & People Spots

- ❖ 4,514 total responses
- ❖ The highest percentage of participants used text based technology.
- ❖ Largest Spanish speaking participation in Textizen history.
- ❖ High level of participation for 15 to 25 year olds.



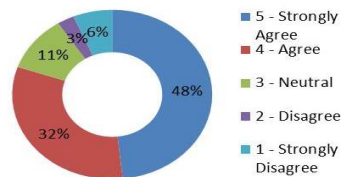
Geographic Distribution

The survey was open to all those interested in participating. Responses were received from neighborhoods across the entire city, with the north and northwest side neighborhoods having the highest participation levels. A portion of the City with many Spanish speaking residents in the City's southwest side showed strong levels of participation.

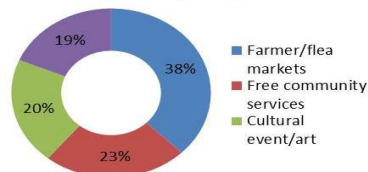


PLACEMAKING SUPPORT

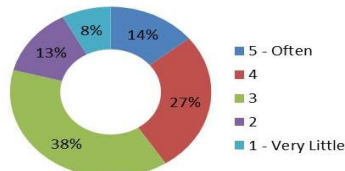
Chicagoans Understand the Importance of Placemaking!



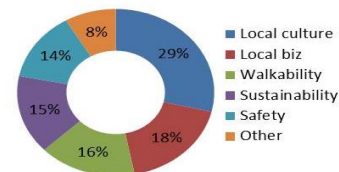
80% of participants strongly agree or agree that a well-designed street can create public open space



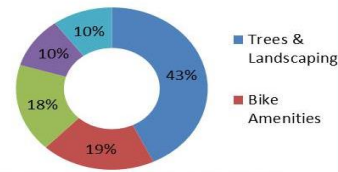
Respondents would like to see more farmer/flea markets in Chicago.



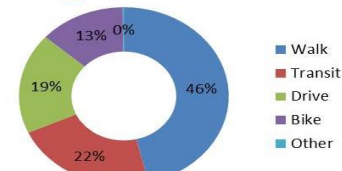
The majority of participant feel that they somewhat participate in community activities



Local culture was perceived to benefit the most from new improvements and events



43% of respondents would like to see more trees & landscaping for Chicago's Streets.



An overwhelming majority of participants walk to get around their neighborhood

Survey Conclusions

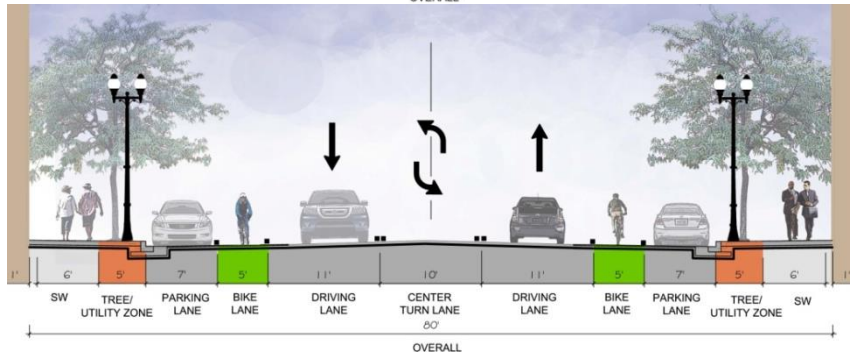
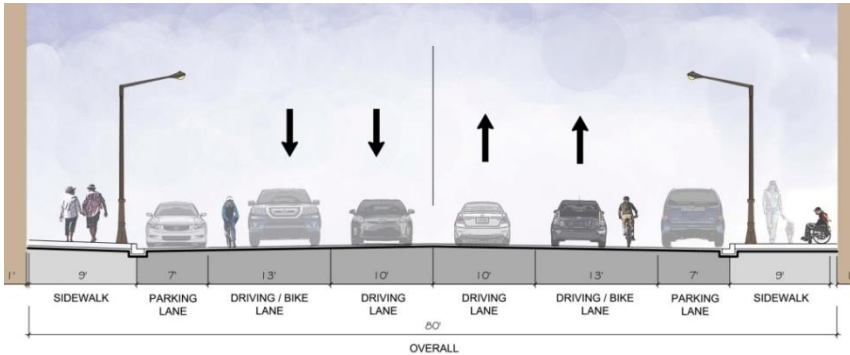
- Trees, landscaping improvements, and public markets were key features of how survey participants defined the concept of placemaking.
- The public would like to see programming that reflects local culture
- There was support and understanding that placemaking benefits local businesses.
- Pedestrian friendly, public spaces are important to neighborhoods.

Lawrence Avenue Streetscape

- Wider sidewalks
- Road diet
- Bump-outs at intersections
- Dedicated bike lane
- Pedestrian refuge islands
- Plaza Improvement



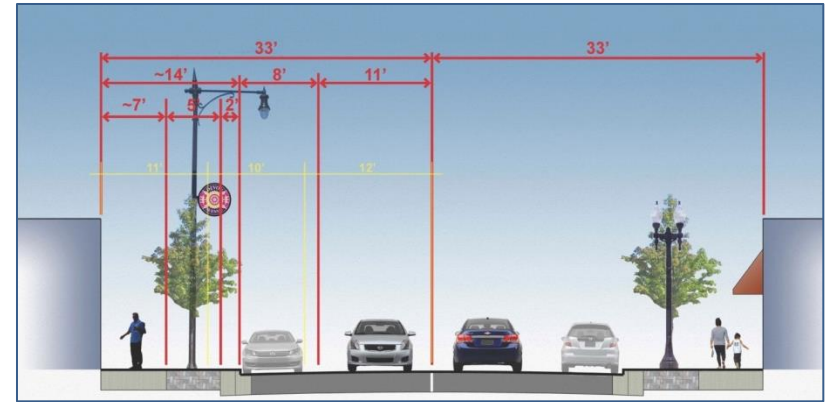
- Textured crosswalks
- Street trees and landscaping
- Infiltration planters
- Permeable pavers
- Energy efficient white light
- Transit friendly infrastructure



Lawrence Avenue Streetscape: Claremont Plaza



Devon Avenue Streetscape, Kedzie Ave to Leavitt St



- Wider sidewalks
- New street and pedestrian lighting
- Bump outs
- Seating Areas
- Crosswalks
- Trees
- Pavers
- Planters
- Community identifiers



Devon Avenue Streetscape, Kedzie Avenue to Leavitt Street



Fulton Market Streetscape



Project Scope includes:

- Flex street – Single drive lane, wide sidewalks, flush design
- Enhanced Lighting – Large scale street lighting with improved nighttime visibility
- Reclaimed cobbled intersections
- Gateway



- “L” stop and bus routes provide for easy access the area.
- Flex street accommodates existing meat packers while allowing for changing uses and festival spaces
- New minimalistic street furniture invites on street interaction
- Gateway and cobbled intersections help to create a sense of place and neighborhood identity



Argyle Shared Street – Broadway to Sheridan



Argyle Shared Street Under Construction



Argyle Shared Street Night Market



MAKE WAY FOR PEOPLE

Ordinance adopted in 2012 authorized CDOT to administer programs *“to develop outdoor public enjoyment areas, and to allow the operation of such placemaking programs”*

Program Benefits

- Creates spaces that cultivate community and culture
- Promotes Economic Development
- Improves Street Safety
- Provides Access to Open Space
- Creates a strong public health agenda for Chicago
- Encourages Pedestrian Activity



Make Way for People Program



People Spots

Parklets / platforms on street parking zones typically along narrow sidewalks or streets with high pedestrian volumes.



47th Street People Spots



Lakeview People Spots



People Streets

Convert “excess” asphalt into hardscape parks, creating safer intersections and more public open space.



Lincoln Hub

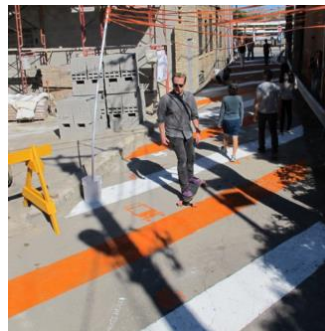


Lakeview Sunday Spots



People Alleys

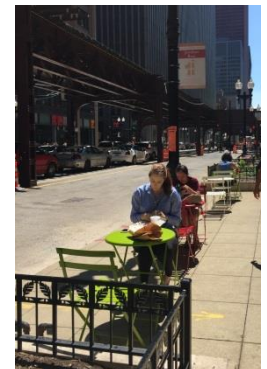
Enable use of alleys for artwalks, seating and events to support placemaking and economic development.



Jefferson Park People Alley



Tweet Seats – Pop-Up Tables & Chairs



State Street Median People Spot





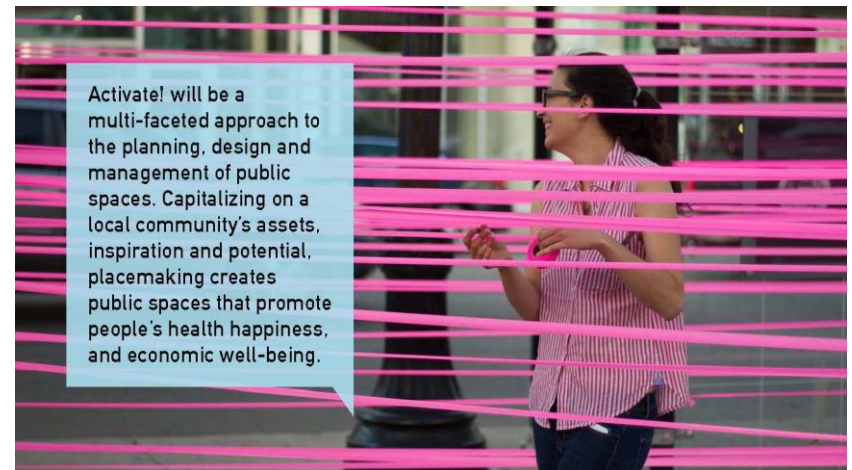
People Plaza Program Goals

People Plazas activate existing CDOT Malls, Plazas and Triangles with new programming and retail opportunities.

- 1) **Year-round operation & activation of plazas** that reflect an emphasis on neighborhood culture and history of each location.
- 2) **Equitable geographic distribution** of People Plazas: the city has been divided into five regions; at least one plaza from each region must be activated each year, with ten plazas the first year and ten additional plazas in each additional year.
- 3) **Local Community Participation** in activation, planning and programming of performances, art exhibitions, temporary markets, etc.
- 4) **Spur local economic development** via local merchant partners.
- 5) **Revenue Generation – Capital Improvements & Upgrades**: Maintenance services above and beyond current city obligations for the first two years and full maintenance services thereafter. Minor capital improvements to support proposed activation services.
- 6) **Revenue Generation for the City** The revenue will pay for annual costs of the Activation and Maintenance Services. Revenue streams can come from sponsorships, limited advertising, grants, donations, retail or other innovative solutions

Activate! People Plazas

- **Public/Private Partnership started in 2015**
- **Latent Design Corporation was selected through an RFP process to activate, maintain and upgrade “People Plazas”**
- **Goal – to transform underutilized public plazas into cultural and economic catalysts throughout the City**
- **Builds on CDOT’s Make Way for People Program**
- **Private partner raises revenues for program support through sponsorship, advertising, retail, marketing and grants**
- **Latent Design provides activation services, scheduling and programming, that includes community engagement and capacity building**

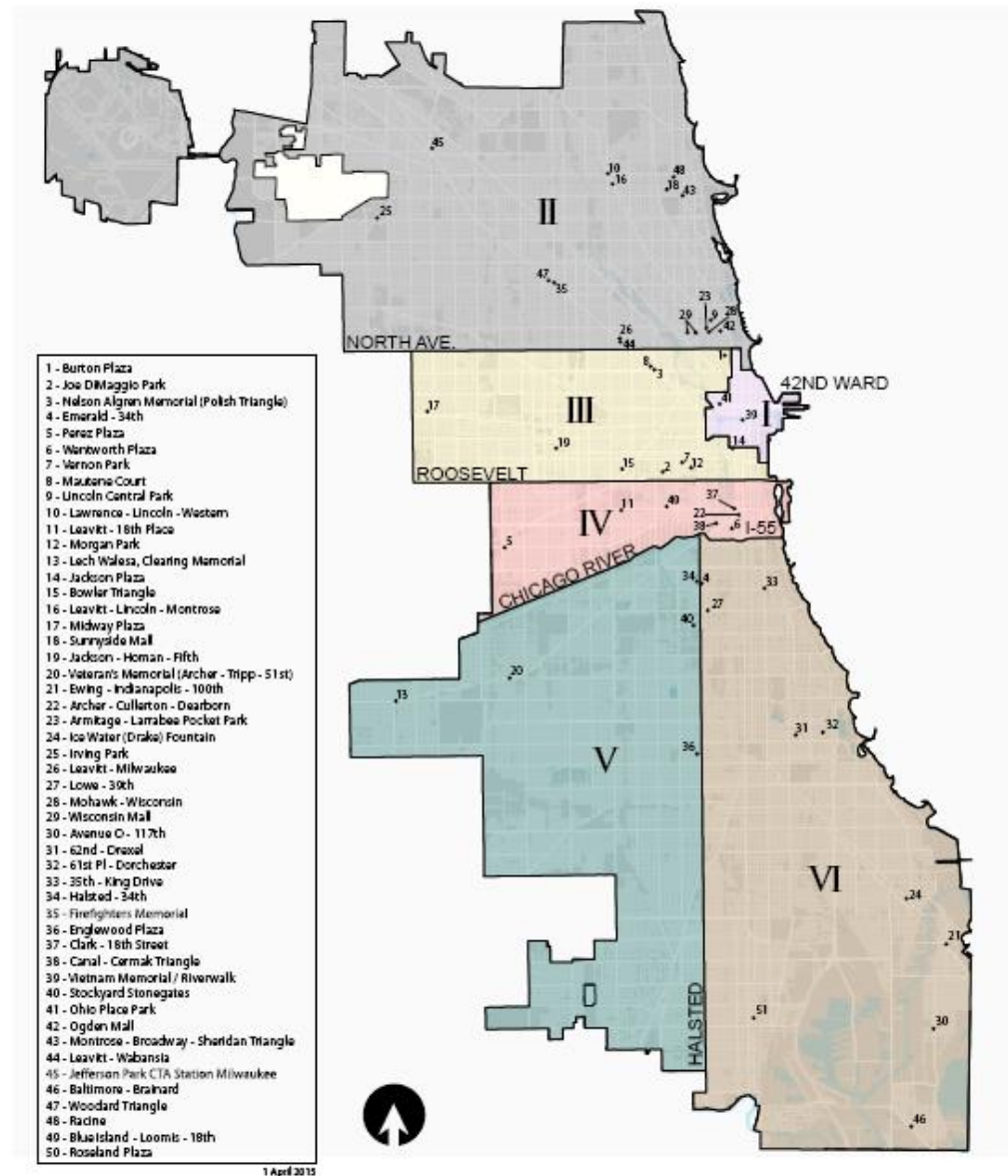


Quote: Latent Design

People Plaza Locations

- Equitable distribution
 - Plazas need to be selected from one of six regions throughout the City
- 20 currently activated plazas
- 16 City neighborhoods

<ul style="list-style-type: none"> • <i>Austin</i> • <i>Avondale</i> • <i>Bridgeport</i> • <i>Chinatown</i> • <i>Englewood</i> • <i>Garfield Park</i> • <i>Hegewisch</i> • <i>Little Italy</i> 	<ul style="list-style-type: none"> • <i>Little Village</i> • <i>Old Town</i> • <i>Pilsen</i> • <i>Ravenswood/North Center</i> • <i>University Village</i> • <i>Uptown</i> • <i>Wicker Park</i> • <i>Woodlawn</i>
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How Do We Activate Public Plazas?

On the Final Friday of every month, Activate! holds programmed events in plazas throughout the City to promote after school / work participation. Some are recurring events sponsored by community organizations or program private partners.

Through **THEATRE** performances...



Mr. Fluxus, Woodard Plaza



Theater Y at Woodard Plaza

Through **MUSICAL** performances...



Human Beatbox, Englewood Plaza



77 Beats, Old Town School of Folk Music
Jackson-Homan-Fifth Plaza

Through Arts & Crafts activities...



FrankenToyMobile, Englewood Plaza

Through LITERARY events...



Little Library
Ewing + Indianapolis + 100th

Through COMMUNITY EVENTS and initiatives...



Movie Night, Sunnyside Mall



Egg-stravaganza, Northcenter Town Square

Through **PUBLIC ART** installations...



“You Are Beautiful” by Matthew Hoffman, Allen Lee Plaza, Chinatown



Through **DANCE** performances...



Simantikos Dance, 34th & Halsted



Joffrey Ballet, Polish Triangle

Through ECONOMIC DEVELOPMENT opportunities

Temporary Vendor Structures are a key component of the Make Way for People ordinance, allowing for these structures to be placed in outdoor public enjoyment areas.

Boombox

- Prefabricated micro retail kiosk constructed from recycled shipping containers.
- Provide short term pop-up retail opportunities for local entrepreneurs and community activators.
- First Boombox was installed in Wicker Park's Mautene Court September 2015
- For additional information go to www.activate-chi.org/boombox



Changing Public Spaces



Jackson-Homan-Fifth Plaza



Activating the public way and engaging communities, increase pedestrian activity, promote economic development, deter crime, improve public perception of safety and provide opportunities for creative placemaking.

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