

ACTIVATE! CHICAGO

AMPLIFYING NEIGHBORHOOD PUBLIC
SPACE THROUGH COMMUNITY,
CULTURE, AND COMMERCE

LNTENT DESIGN

ARCHITECTURE | INTERIORS | URBANISM | OTHER

HELLO!



SOCIAL, ECONOMIC, & ENVIRONMENTAL IMPACT THROUGH ARCHITECTURE & STRATEGIC DESIGN

Latent Design is a progressive architecture firm and strategic design consultancy with a commitment to community development in Chicago. Our strategy is define-design-deploy: we are a fully integrated design-build firm. We offer innovative design solutions to those in resource and budget limited environments by leveraging local assets to generate new opportunities. We are a minority and woman-owned business.

We harness the invisible forces impacting a project, from politics to climate to culture, as a visible trajectory through architecture.

Our collaborations range from small-scale tactical interventions, new construction community buildings, adaptive reuse commercial and residential spaces, to neighborhood master plans and design speculations. We create vibrant spaces to live, work, and play.

Our firm was successfully selected by the City as a result of a public competitive bid process, in response to the “Make Way for People Request for Proposals (RFP)” from August 2013. We enthusiastically answered the original RFP because we are deeply devoted to and experienced in community-engaged placemaking. Chicago is our home too.

“Chicago currently owns nearly 50 plazas, many of which are underutilized. These plazas range in size from 200 to 14,000 square feet (see Exhibits 1 and 2 for details on existing plazas). The City intends that its plazas become a more beautiful, active network of People Plazas that reflect the unique and dynamic cultures of the various neighborhoods. The City intends to preserve the public, pedestrian right-of-way of the People Plazas while improving them to benefit the public good. CDOT is looking for innovative Proposals from entities with experience in placemaking, community engagement and programming, vendor selection and management, and experiential marketing to provide a unique solution for the City’s plazas.

The Proposals should (i) reflect an emphasis on neighborhood culture and sense of history of each People Plaza, (ii) describe how Proposer will engage neighborhood residents in possible programming in the respective People Plazas, and (iii) have a realistic plan to raise revenue to support the People Plaza program on an annual basis.”

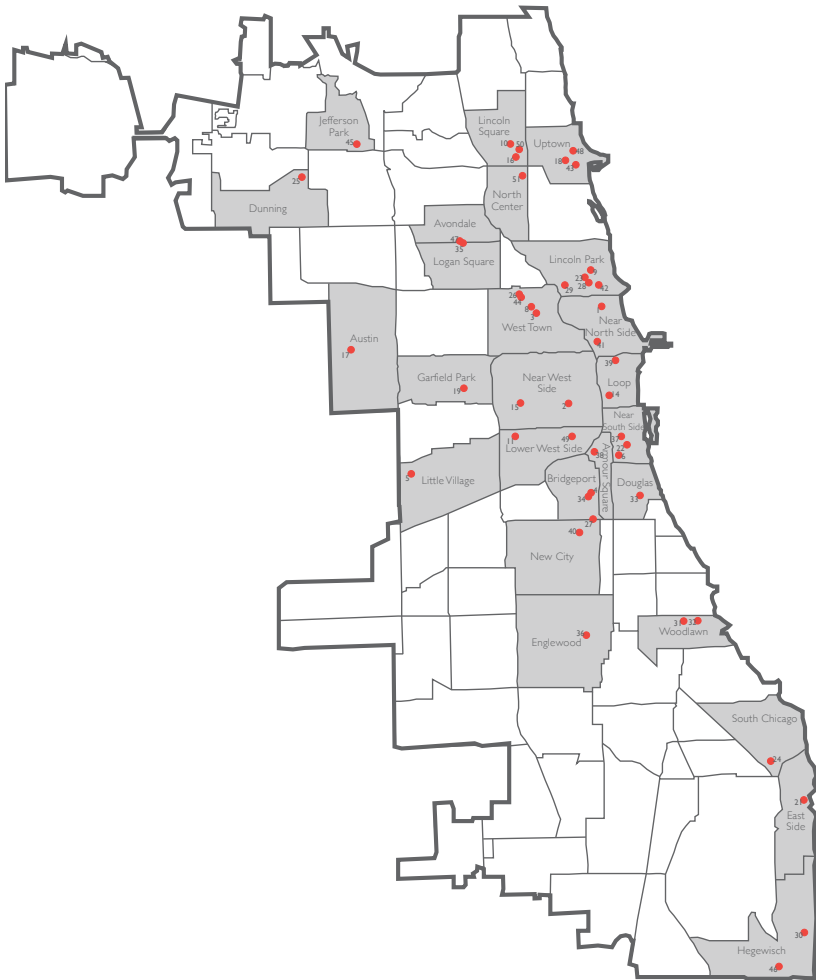
-Chicago Department of Transportation

Make Way for People Request for Proposals, August 28, 2013
Read the complete RFP here: <http://tinyurl.com/makewayRFP>



MAP OF SITES FOR ACTIVATE! CHICAGO

Latent Design is responsible for activating 10 sites per year for 3 years, for a total of 30 "People Plazas" by mid-2018. We will have to generate enough revenue through the program to maintain all of the sites year-round. We believe several of these sites have enough foot traffic to host a "temporary vendor structure," a kind of pop-up vendor kiosk which we call a Boombbox. We'd like these to become entrepreneurial incubators that bridge the gap from startup to storefront. Plaza revenue generation will be primarily sponsor-focused, rather than typical advertising, to make places for people not agencies. "ACTIVATE! Chicago" refers to this entire program.



These 10 plazas will be activated by the end of Year 1, which runs Summer '15 Spring '16.

PLAZA NAME	WARD
Nelson Algren Memorial	2
Jackson – Homan - Fifth	28
Firefighters Memorial	35
Englewood Plaza	16
Clark - 18th	25
Woodard Triangle	35
Belle Plaine - Damen	47
Wentworth Plaza	25
Mautene Court	1
Ewing - Indianapolis - 100th	10

Latent Design is committed to making this process as transparent and community engaged as possible. Please feel free to check out our contract with the City, publicly accessible through the Office of the City Clerk at: <http://tinyurl.com/activatecontract>

"*Activation or Activation Services* means providing activities, amenities, programming and placemaking on the People Plazas, either on the Activated Plaza grounds or in a TVS. placed thereon, including but not limited to Cultural Programming; artist exhibits, concerts, physical exercises, games, retail and food sales and a variety of seasonally-appropriate activities that are tailored to the local community."

"*Temporary Vendor Structure or TVS.* means a temporary structure to be placed on a People Plaza for the purpose of Activation Services, including, potentially, the sale of merchandise or food and beverages."

-Excerpts from the Municipal Code Amendment O2015-2627, passed by Chicago City Council on May 6, 2015

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900 N. Ashland Ave, Chicago, IL
www.latentdesign.net
[312] 344.1498
hello@latentdesign.net
Twitter: @latent_design

AFH ACTIVATE! Public
Space Design Competition
Launched

CDOT Make Way for
People Program Released

MPC Activate Union
Station 2013 Placemaking
Competition

CDOT Activate
Neighborhood Plazas
Proposal Release

Future of Place Planning
Conference on Public
Space + Inclusion

Chicago Loop Alliance
ACTIVATE! Alleys
Programming

New "Temporary Vendor
Structure" ordinance
approved for BOOMBOX

2010

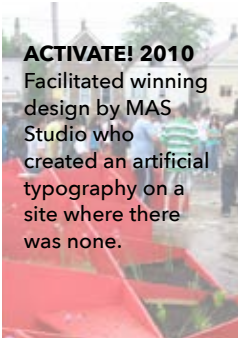
2011

2012

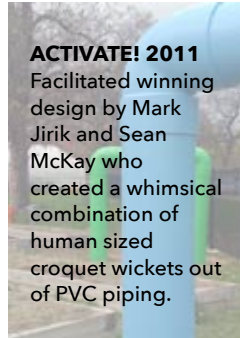
2013

2014

2015



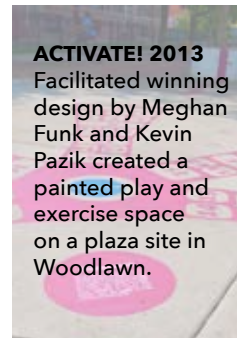
ACTIVATE! 2010
Facilitated winning
design by MAS
Studio who
created an artificial
typography on a
site where there
was none.



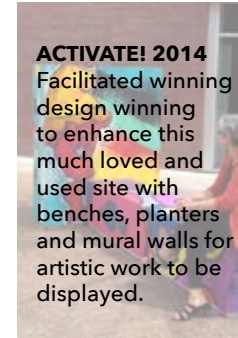
ACTIVATE! 2011
Facilitated winning
design by Mark
Jirik and Sean
McKay who
created a whimsical
combination of
human sized
croquet wickets out
of PVC piping.



ACTIVATE! 2012
Facilitated
winning design
by designlab/
workshop who
created a vertical
playscape to
anchor a garden
of a housing
development.



ACTIVATE! 2013
Facilitated winning
design by Meghan
Funk and Kevin
Pazik created a
painted play and
exercise space
on a plaza site in
Woodlawn.



ACTIVATE! 2014
Facilitated winning
design winning
to enhance this
much loved and
used site with
benches, planters
and mural walls for
artistic work to be
displayed.



PEOPLE SPOT
Andersonville's
People Spot
design allows for
various seating
and standing
configurations to
enjoy purchases
and retail.



PEOPLE SPOT
Lakeview
East's People
Spot colorful
design allows
created instant
economic success
for adjacent
businesses.

LATENT DESIGN
AWARDED
CDOT "MAKE
WAY FOR
PEOPLE" PLAZA
ACTIVATION
CONTRACT
MAY 2015

ACTIVATE!

PUBLIC SPACE

Our team has been leading Chicago's creative placemaking scene for over five years through place based, human centered, grassroots design and development work with, by and for communities



BLAH!BLAH!BLOB
Blah!Blah!Blob
engulfs participants
in a billowy cloud
of bright colors and
amorphous forms.

CREATIVE PLACEMAKING

Placemaking is a multi-faceted approach to the planning, design and management of public spaces. Capitalizing on a local community's assets, inspiration and potential, placemaking creates public spaces that promote people's health happiness, and economic well-being.

AMENITIES + PUBLIC ART

Ranging from flexible seating to book and game kiosks, amenities provide a low-cost means to quickly inject new layers of comfort and activity. Similarly, rotating public art, particularly if it is interactive, can quickly transform a space and provide a unique means for encouraging return visitation.



The redesign of Bryant Park has flexible amenities that allow the space to evolve and draw visitors.

EVENTS + INTERVENTIONS

Events provide a creative platform to build momentum, showcase local talent and build new partnerships.

These events can evolve to provide experimental means of testing the community vision and adapting design and programming based upon user observation and evaluations.



Parking spaces were transformed into a temporary modular public deck and contributing creatively to "on street" public space.

LIGHT DEVELOPMENT

As an alternative to capital-intensive construction, temporary structures enable significant transformation with relatively minimal cost. BOOMBOX can transform underutilized spaces and a district's identity, as well as attract more partners for long-term transformation.



Granville Island in Canada is cherished by locals for the authenticity preserved through low-cost of adaptive reuse structures.

Unique Contract for Civic Innovation

MUNICIPAL MARKETING ORDINANCE

passed 2011

Municipal ordinance passed by the Chicago Department of Revenue allowing for revenue to be generated through the use and leverage of public owned assets.

Special events such as Lollapalooza, NFL Draft, and Kriskringle Market exist at this intersection. Maximum event duration is 10 days non renewable.

Special contracts that allow for revenue generation through advertising on public space, such as bus shelters, street signs and Divvy.

MAKE WAY FOR PEOPLE CDOT

passed 2012

Municipal ordinance passed by the Chicago Department of Transportation that regulates, permits and oversees the public way for temporary and placemaking activities.

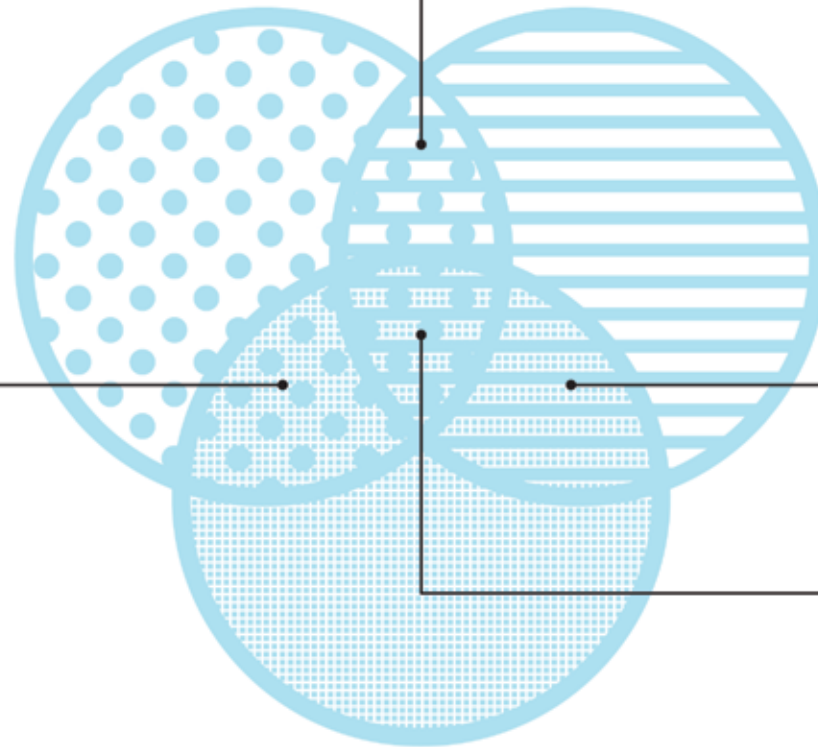
Special projects such as parklets, play streets and streetscape improvements that are both temporary and permanent.

Activate! Chicago and the People Plaza Contract exist at this intersection allowing temporary vendor structures, a.k.a. Boombbox, advertising rights, and revenue generation on public right of way to support placemaking and maintenance. Maximum event duration is 180 days renewable for the duration of the contract.

LATENT DESIGN

established 2010

Progressive architecture and urban design firm creating new urban systems for the built environment.

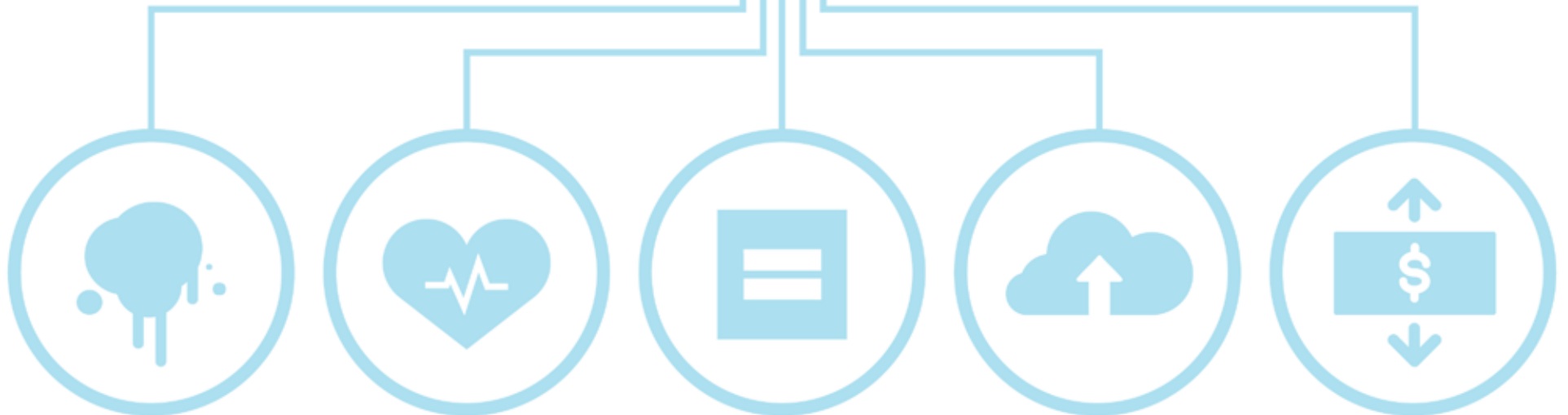


PLACE



PUBLIC SPACE AS A PLATFORM

We strive to harness the invisible forces impacting a project as a visible trajectory through placemaking. When we create comprehensive design solutions, we seek out mutually beneficial collaborations with bold neighborhood partners. Together, we advance a vision for better systems.



ART + CULTURE

HEALTH +WELLNESS

SOCIAL EQUITY

TECH + DATA

ENTREPRENEURSHIP

These principles begin with numerous underlying ideas, the first of which is that the community is the expert.

Comparison of Public Space in Chicago



MILLENNIUM PARK

AREA: 24 Acres
1,044,000 SF
BUDGET: \$475,000,000
COST/SF: \$454.98



MAGGIE DALEY PARK

28 Acres
1,225,000 SF
\$55,000,000
\$44.90



LUCAS MUSEUM

17 Acres
740,520 SF
\$400,000,000
\$540.16



OBAMA LIBRARY

9.86 Acres
429,321 SF
\$500,000,000
\$1,164.62



RIVER WALK

3.4 Acres
86,000 SF
\$100,000,000
\$1,162.79



NORTHERLY ISLAND

91 Acres
3,963,960 SF
\$9,500,000
\$2.40

ACTIVATE! CHICAGO

12.34 Acres
537,731 SF
\$50,000
\$0.09

Funding Ratio for Public Space in Chicago

