PLACE AS THE PLATFORM FOR THE FUTURE OF OUR CITY

AN INITIATIVE BETWEEN:

LATENT DESIGN + CDOT
CHICAGO DEPARTMENT OF TRANSPORTATION

WWW.ACTIVATE-CHI.ORG
Activate! will be 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.
Temporary public art projects celebrate creativity, enhance urban identity, encourage public-private partnerships, and drive economic development.
Developing a rapid prototype design system for public space amenities and experiences through construction material reuse and risk management.
Define.  
Design.  
Deploy.  
Building on over 5 years of work at the macro and micro scale of urban design.
Unique Contract for Civic Innovation

**MUNICIPAL MARKETING ORDINANCE**
Passed 2013
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.

**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.

**LATENT DESIGN**
Established 2010
Progressive architecture and urban design firm creating new urban systems for the built environment.

Activate! Chicago and the People Plaza Contract exist at this intersection allowing temporary vendor structures, a.k.a. Boomblox, 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.
Place as a Platform

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

<table>
<thead>
<tr>
<th>PLAZA NAME</th>
<th>WARD</th>
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<tbody>
<tr>
<td>Nelson Algren Memorial</td>
<td>2</td>
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<tr>
<td>Jackson – Homan - Fifth</td>
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<tr>
<td>Firefighters Memorial</td>
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<tr>
<td>Englewood Plaza</td>
<td>16</td>
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<tr>
<td>Clark - 18th</td>
<td>25</td>
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<tr>
<td>Woodard Triangle</td>
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<td>Belle Plaine - Damen</td>
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<tr>
<td>Wentworth Plaza</td>
<td>25</td>
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<td>Mautene Court</td>
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<tr>
<td>Ewing - Indianapolis - 100th</td>
<td>10</td>
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Current and Future Public Space Comparison - Area
Current and Future Public Space Comparison - Funding
“Small businesses are the backbone of our economy and the lifeblood of our neighborhoods.”
- Mayor Rahm Emanuel
Boombox is a prefabricated micro retail kiosk constructed from shipping containers to provide short term, pop up opportunities to enhance local identity.
Let's harness the invisible forces impacting a project as a comprehensive design system through this work. Ready? Join us.
Place as the platform for the future of our city

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