







## 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 Lollapolooza, -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

pessed 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.

Activatel Chicago and the People Plaza Contract exist at this intersection allowing temporary vendor structures, a.k.a. Boombox, 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.

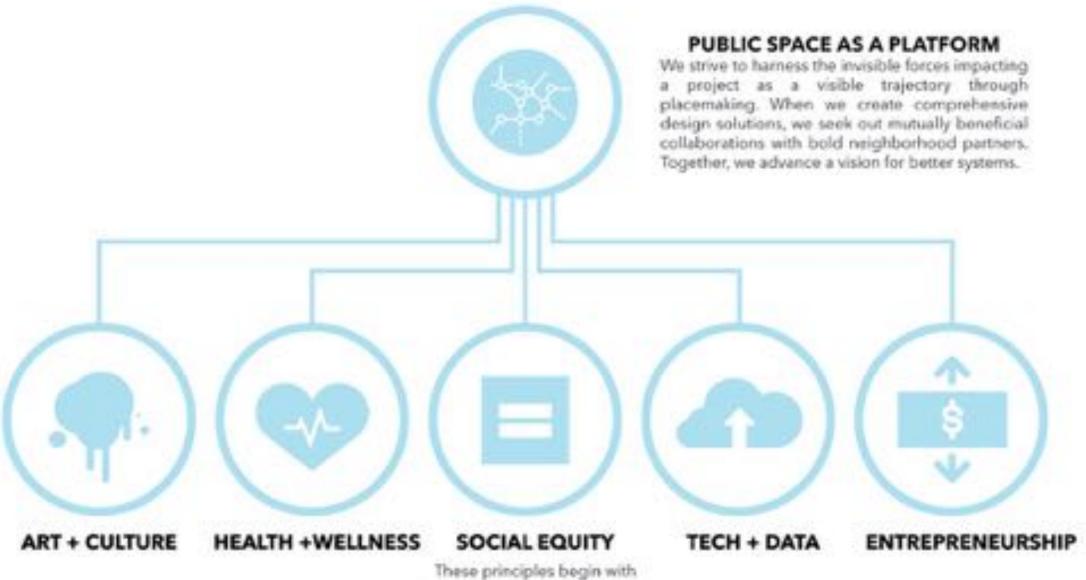
#### LATENT DESIGN

established 2010

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

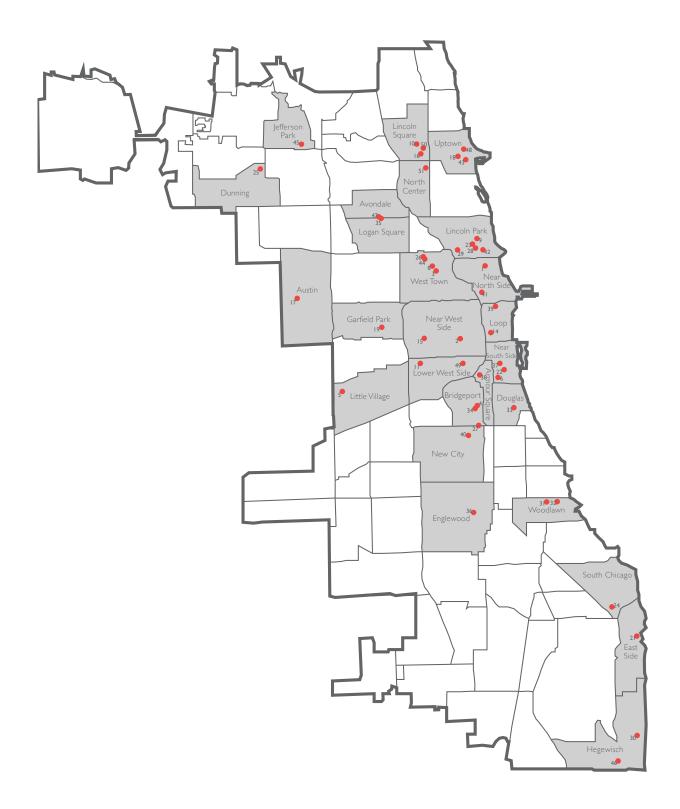
## Place as a Platform

### PLACE

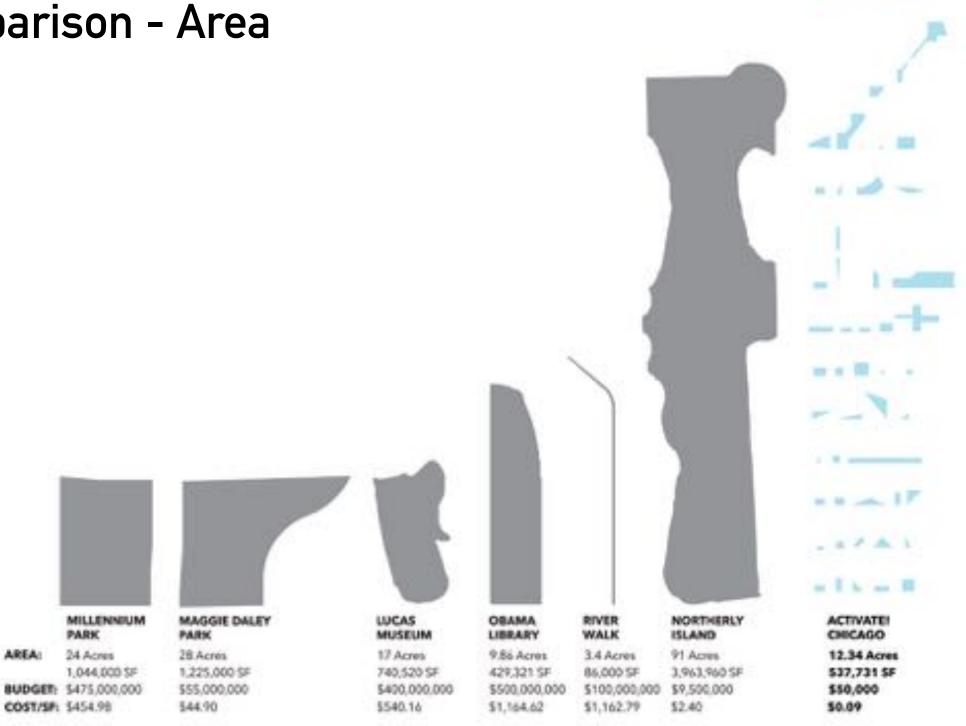


These principles begin with numerous underlying ideas, the first of which is that the community is the expert. These 10 plazas will be activated by the end of Year 1, which runs Summer '15 Spring '16.

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



# Current and Future Public Space Comparison - Area



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# Current and Future Public Space Comparison - Funding

