WHY PLACEMAKING?

CHICAGOANS UNDERSTAND THE IMPORTANCE OF PLACEMAKING!

80% of Chicagoans agree that a well-designed street can create public open space.

QUALITY OF LIFE BENEFITS

Pedestrian activity makes neighborhoods safer and more inviting. Make Way for People initiatives, including People Spots, promote walkability and increased pedestrian activity.

People Spots...

- increase sitting and outdoor activities by **25%** on average
- create a **10%** rise in perceived sense of community
- change people's transportation choices - **7%** increase in walking, **17%** increase in biking and **5%** decrease in driving
- are pedestrian friendly, **57%** of users have walked to sites*
- are local, **43%** of users traveled less than 1/4 mile to sites*

ECONOMIC DEVELOPMENT BENEFITS*

Increased pedestrian activity, safer neighborhoods and inviting public spaces also promote economic activity.

- **80%** of businesses find that People Spots bring more foot traffic
- Businesses saw a **10%-20%** increase in sales
- **34%** of visitors made unplanned purchases

* Source: Metropolitan Planning Council, Placemaking Chicago

WHO'S INVOLVED?

+ Residents
+ Local Business Owners
+ Chambers of Commerce
+ Special Service Areas
+ Neighborhood Groups
+ Universities and Institutions
+ Public-Private Partnerships
+ Chicago Department of Transportation
+ Chicago Department of Cultural Affairs
+ You

WHAT IS MAKE WAY FOR PEOPLE?

The Make Way for People Program is an initiative to strengthen communities. By converting neighborhood streets, sidewalks, plazas and alleys into places for people to sit, eat, and play, the program helps create safe, walkable neighborhoods that support local business and strengthen a sense of place. The idea is to use lighter, less expensive tools such as removable decks, paint, and flower pots to quickly convert underutilized or small sections of the public right-of-way into people centered places.

The Chicago Department of Transportation (CDOT) has partnered with communities throughout the city in developing a variety of neighborhood initiatives. These include People Spots, People Streets, People Plazas and People Alleys.

We want to partner with **you** in the creation of your community's Make Way for People initiatives!

Photo: Lakeview Chamber of Commerce

Photo: Good City Group

The Chicago Department of Transportation can help you and your community plan a Make Way for People project!

Together we can help make Chicago the most people friendly city in the United States.

Contact Information:
Make Way for People
Livable Streets Program
312-742-0318 | MWFP@cityofchicago.org

CDOT
CHICAGO DEPARTMENT OF TRANSPORTATION

City of Chicago
Rahm Emanuel, Mayor

Department of Transportation
Rebekah Scheinfeld, Commissioner

www.cityofchicago.org/cdot

The Make Way for People program enables communities to use public ways such as streets, parking spots, plazas and alleys for programming that promotes safer and more walkable communities while encouraging economic development in Chicago neighborhoods.

1

People Spots
Elevated platforms in parking spots expanding sidewalk space and creating public seating

2

People Streets
Public open spaces in "excess" asphalt areas

3

People Plazas
Activation of CDOT malls, plazas, and triangles

4

People Alleys
Activation of alleys to support placemaking

YOU CAN DO IT IN 4 EASY STEPS!

1. Identify Location & Discuss with CDOT
2. Submit Online Application
3. Provide Supporting Documentation
4. Implement Your Project

CDOT staff is available to assist residents, businesses and community organizations in programming Make Way for People initiatives in their communities! Gives us a call to discuss your initial ideas and concepts, or fill out the application online at *makewayforpeople.org* to start your project!

HOW DO I START A MAKE WAY FOR PEOPLE PROJECT IN MY COMMUNITY?

IDENTIFY A LOCATION

- Discuss Ideas with CDOT

  Email or call us at:
  MWFP@cityofchicago.org
  312-742-0318

- Build Community Support

- Leverage Funding (if needed)

SUBMIT APPLICATION

- Visit Website
- Submit Online Application
- Request Letters of Support
  - Alderman
  - Residents
  - Businesses
  - Community Organizations

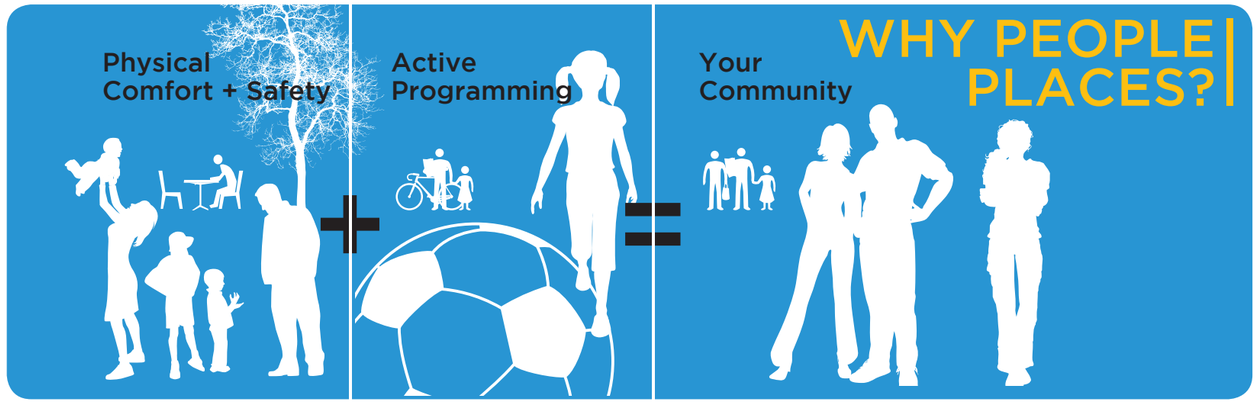
NEXT STEPS

- CDOT
  - Traffic Review
  - Dept. of Finance (metered parking relocation)
  - Law Dept. - Use Agreement
- Applicant - Construction Documentation, Certificate of Good Standing, Economic Disclosure Statement, Certificate of Liability Insurance

IMPLEMENTATION

- $75 MWFP Permit
- Construction Permit (if applicable)
- Enjoy Space or Event!
- Leverage Success

Chicago residents and business owners are experiencing the benefits of Make Way for People initiatives all over the City. Communities adopting the program have benefited from a better sense of community, an enhanced pedestrian experience, increased safety, cleaner streets and spurring of business activities.



Physical Comfort + Safety	Active Programming	Your Community
Improve street safety	Economic benefit to local merchants	Create a strong public health agenda for Chicago
Encourage pedestrian activity	Encourage pedestrian activity	Increase property values for Chicago residents
Increase access to open space		Create spaces that cultivate community and culture

Photo: Lakeview Chamber of Commerce

Paulina Avenue People Street

Photo: Good City Group

Jefferson Park People Alley

47th and Greenwood People Spot

Photo: Robert Sit, site

Lincoln-Southport-Wellington People Street

FAQ'S

Q: Is the permitting process complicated and expensive?
A: No. The City of Chicago updated its ordinances to simplify the process and reduce most permit fees. CDOT project managers are available to help guide you through the process.

Q: What are the steps I need to take?
A: 1. Identify a Make Way for People initiative for your community and discuss with CDOT
2. Submit an application for preliminary approval
3. Gain community and aldermanic support
4. Plan your event; design your space
5. Submit documentation, sign a legal Use Agreement establishing the project location, terms and conditions
6. Receive final approval
7. Have FUN!

Q: Do I need an architect or engineer?
A: Yes, for People Spots. CDOT has established design guidelines and professionally certified drawings are required. You can find the design guidelines at makewayforpeople.org.

Q: How are they paid for?
A: The local sponsor must provide funding for physical improvements or programming.

MAKE WAY FOR PEOPLE
Transforming the Public Way