

ACTION #1

# Continue Promoting the Greektown as a Univsersally Appealing Cultural District.

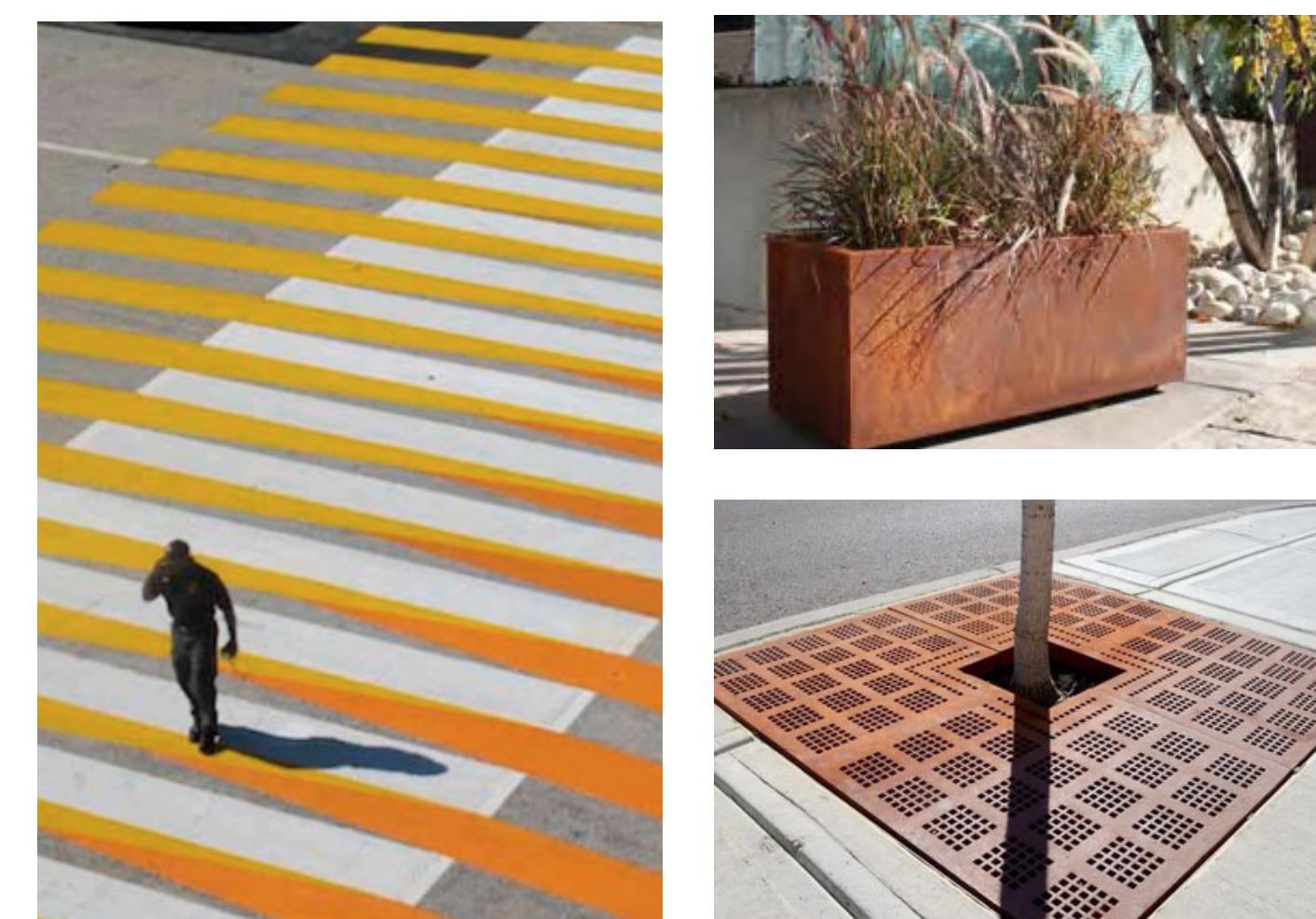
Greektown has cultural activities, programs, events, and institutions that should be promoted and celebrated. A key is building these existing resources and amenities and increasing attendance through a wider more coordinated marketing strategy.

## IMPLEMENTATION STEPS

- Use the standing marketing and promotion committee to determine opportunities for collaborative marketing efforts with local Greektown stakeholders.
- Continue to engage a public relations and marketing firm to design a more complete marketing plan that incorporates advertising, online marketing and social media, and other activities.



## PLACEMAKING AT MONROE STREET MONUMENT



## ENHANCEMENTS

- |   |  |
|---|--|
| 1 Identification signage with lights (Action item #8) | 4 Branded Streetscape elements such as trash receptacles and tree grates (Action item #7 & #9) |
| 2 Planters and concrete benches (Action item #9)      | 5 Street tree investments (Action item #9)   |
| 3 Painted, Branded sidewalks (Action item #7 & #9)    | 6 Improved paving treatments (Action item #9)  |



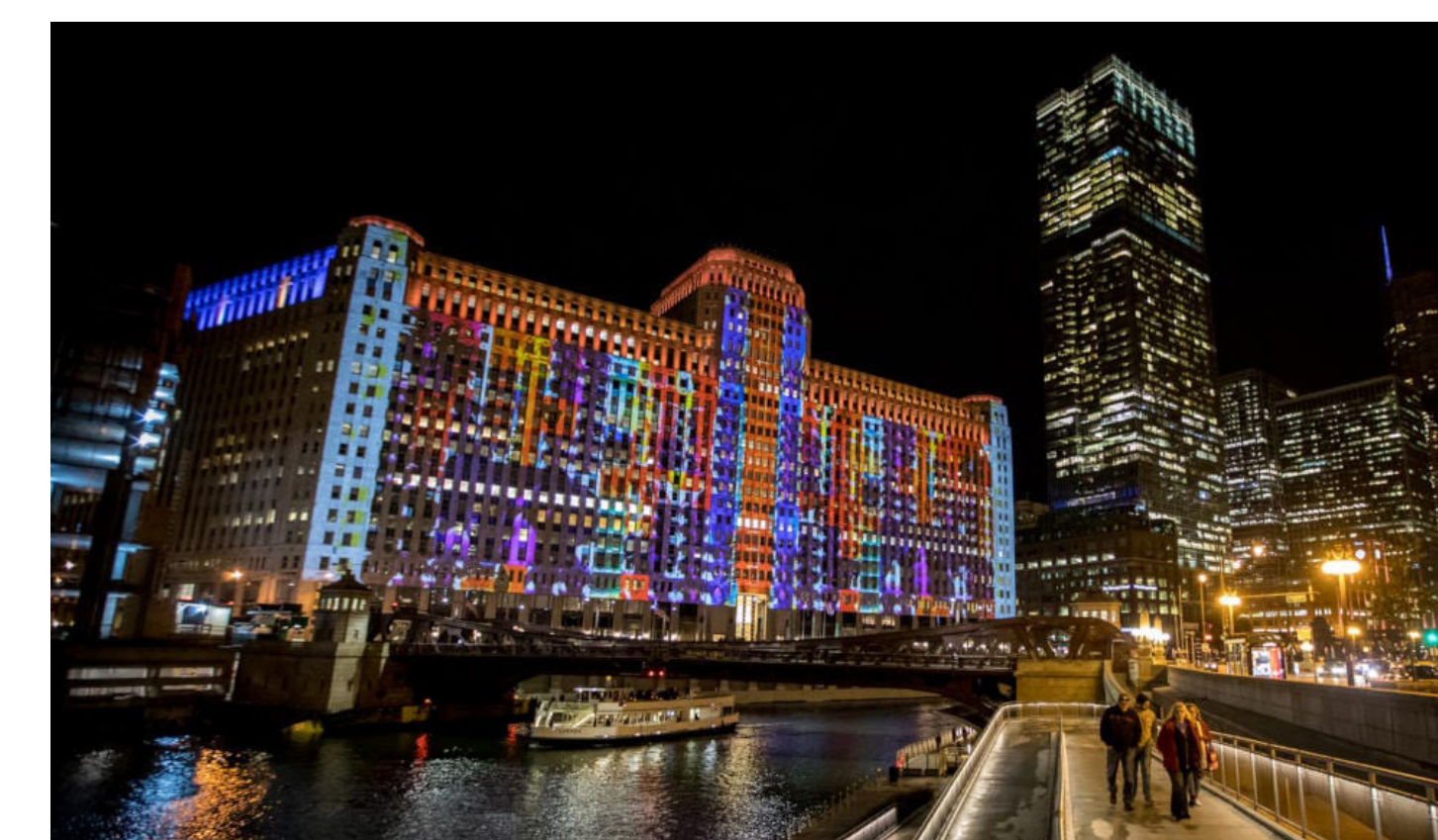
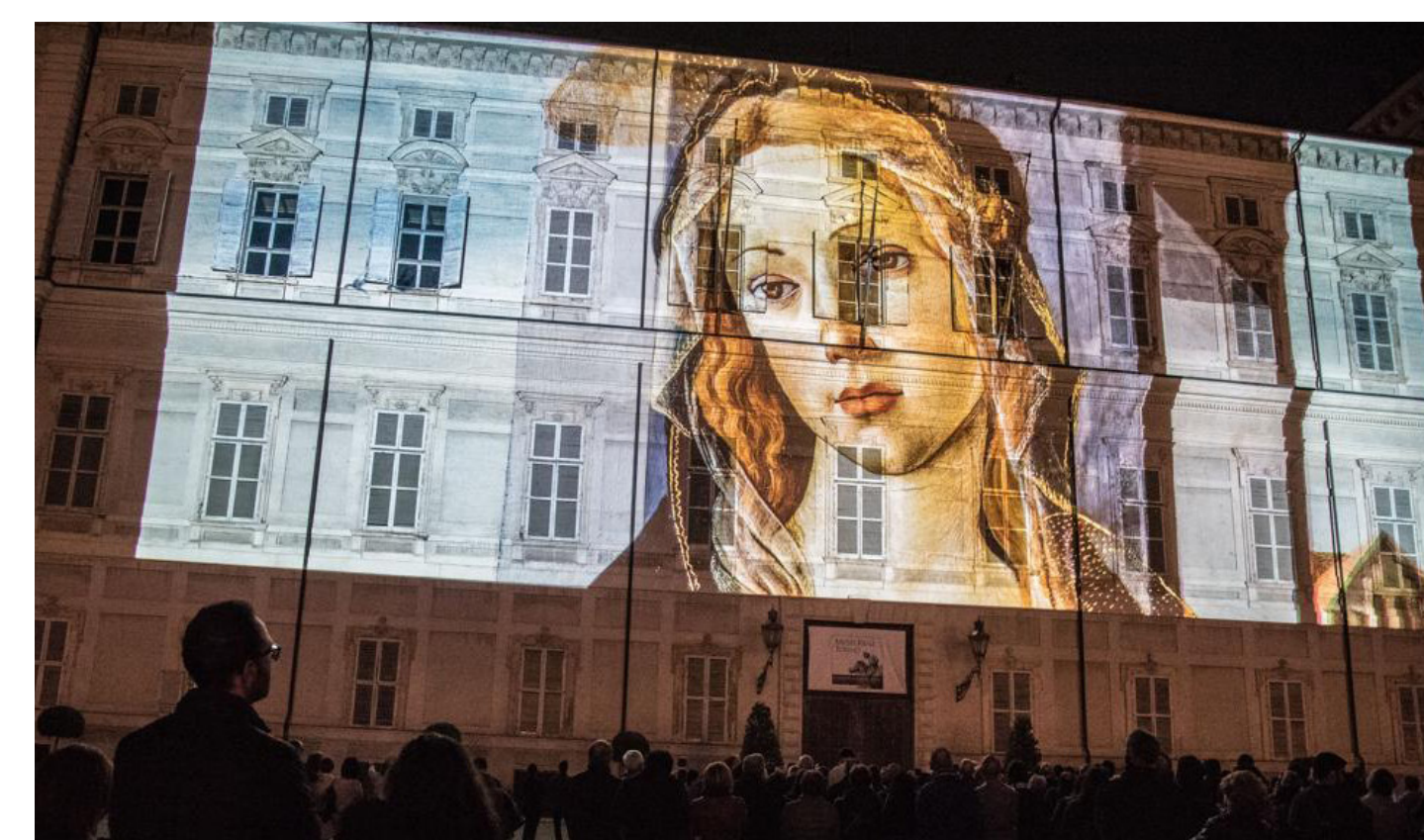
# Utilize the National Hellenic Museum for Outdoor Art Projections

## NATIONAL HELLENIC MUSEUM ART PROJECTIONS

**BEFORE**

Urban projection mapping is the art of creating video displays that make buildings come alive through light, color, and motion (thecoolist.com). Artists and videographers can tell stories through these videos using abstract and realistic imagery, words, and displays of light.

Various buildings throughout Greektown provide the opportunity for this type of display, which could be held in conjunction with existing prominent programs and events. Most notably, the National Hellenic Museums architecture lends itself to a projection mapping demonstration and could feature contemporary displays of Greek art and architecture designed in conjunction with the Museums exhibits.

**AFTER**



# Enhance the Greektown Streetscape through Small and Large Scale Design Projects

Greektown's streetscape environment can benefit from another layer of improvements that ensures a more walkable and comfortable environment for pedestrians and patrons. Streetscape improvements should promote an inside-outside quality to the neighborhood where indoor activities spill onto the public realm in the form of vibrant outdoor patios, seating options, and entertainment spaces. Example projects include temporary people spots in front of key Greektown destinations such as Dugan's, Meli Café, and the Ambassador House. These can be implemented using tactical urbanism methods such as temporary barriers, movable street furniture, planters, pop-up art, and decorative paving markings. More formal improvements, including establishing outdoor spaces at key locations along Halsted Street, should be explored through pedestrian bump-outs or a shared street concept.

## OUTDOOR SIDE YARD CAFE



## IMPLEMENTATION STEPS

- Develop a streetscape master plan for Greektown to guide the type of improvements needed to make the neighborhood more pedestrian friendly, including the potential for a shared street, road-diet, improved crosswalks, and expanded sidewalk space to accommodate outdoor seating and entertainment options.
- Coordinate with local business and property owners to determine what improvements would most benefit their business.
- Work with the local alderman's office and Chicago DPD to consider revisions to the existing ordinance to allow for deeper building setbacks to accommodate outdoor dining and seating areas when new development occurs.



## ENHANCEMENTS

- 1 Outdoor cafe/people spot (Action Item #9)
- 2 Street tree investments (Action Item)

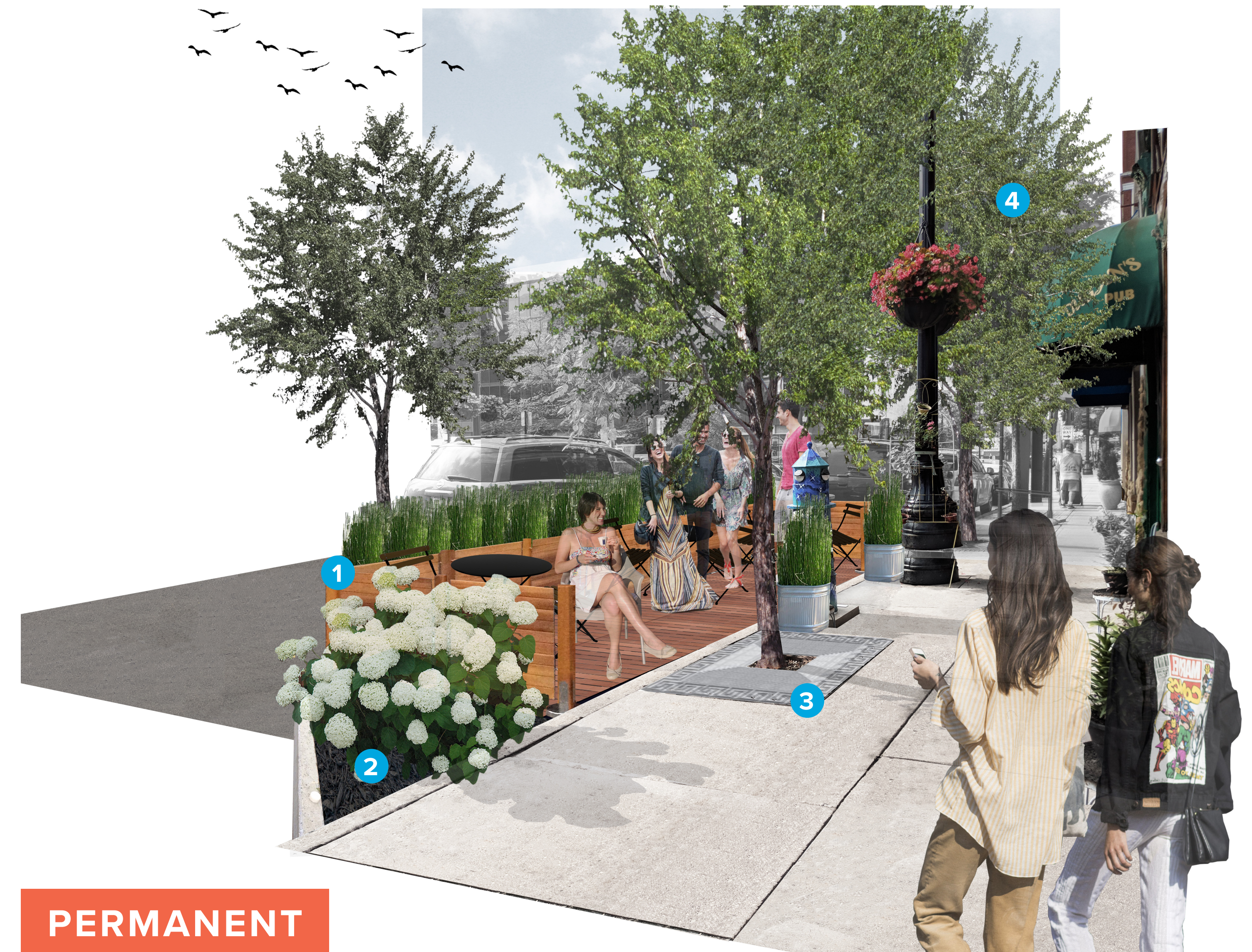


# Enhance the Greektown Streetscape through Small and Large Scale Design Projects

## TEMPORARY PEOPLE SPOT



## PERMANANT PEOPLE SPOT



### TEMPORARY ENHANCEMENTS

- 1 Temporary poeple spot/outdoor cafe seating with painted pavement, memorable seating, and planter boxes (Action item #9)
- 2 Street tree investments (Action item #9)

### PERMANENT ENHANCEMENTS

- 1 Permanent people spot with curbs and barrier/fencing, memorable seating, and planters (Action Item #9)
- 2 Bioswale and ornamental plantings (Action Item #9)
- 3 Branded Streetscape elements such as improved tree grates and planters (Action Item #7 & #9)
- 4 Street tree investments (Action Item #9)



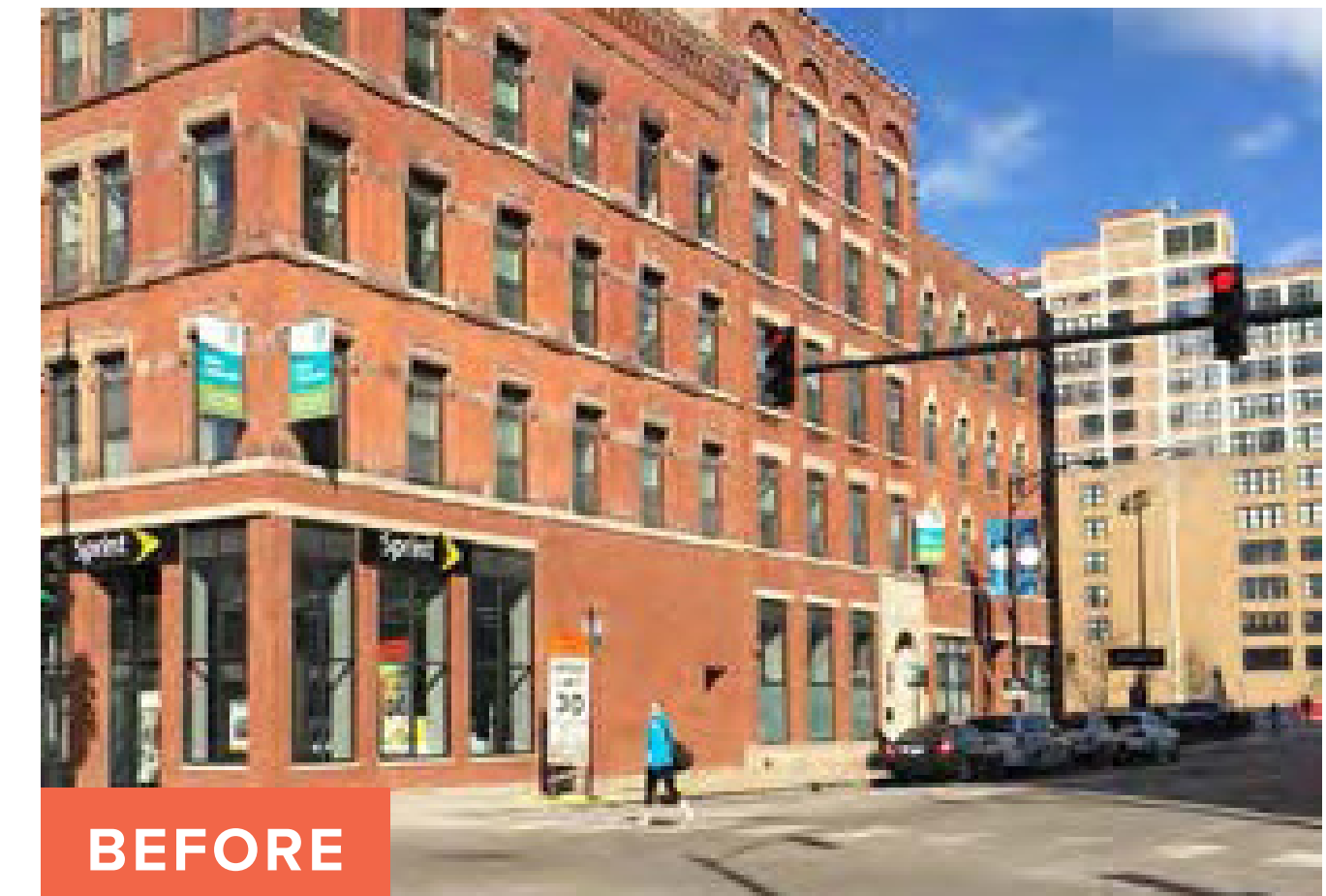


# Enhance the Greektown Streetscape through Small and Large Scale Design Projects

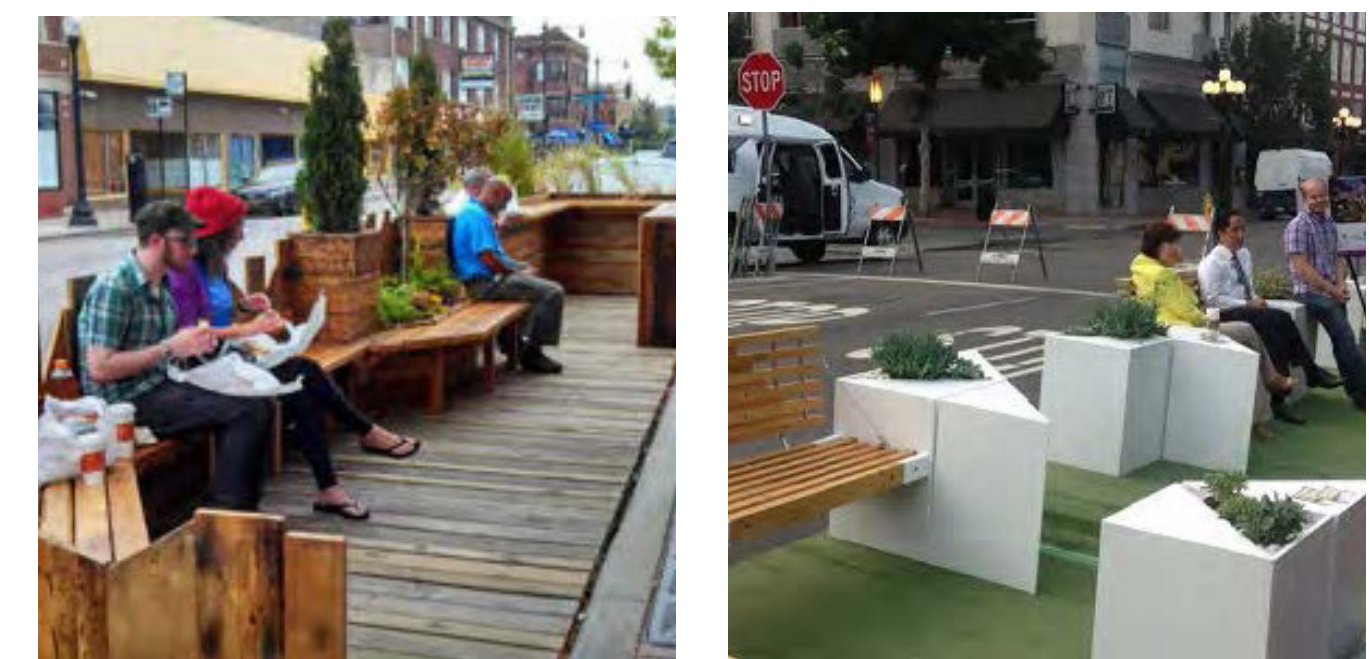
## BUMP OUTS AND SIDEWALK IMPROVEMENTS AT JACKSON AND HALSTED



**AFTER**



**BEFORE**



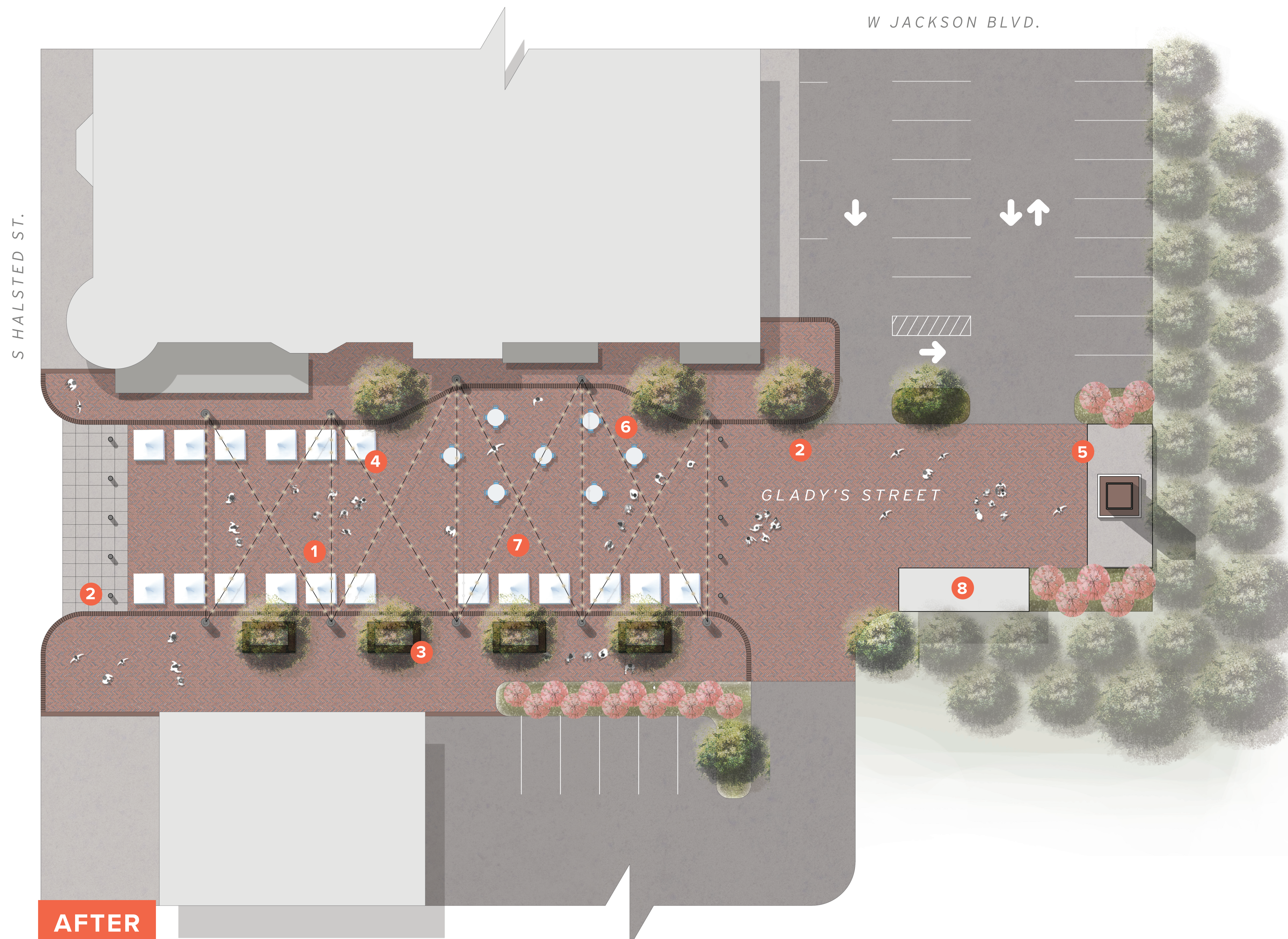
### ENHANCEMENTS

- 1 Pedestrian bumpout using pavement markings, bollards, and planters (Action Item #9)
- 2 Branded pavement treatments crosswalks (Action Item #1 & #9)
- 3 Branded Streetscape elements such as planters (Action Item #7 & #9)
- 4 Mural (Action Item #1)
- 5 Clearly delineated bike lanes (Action Item #9)



# Enhance the Greektown Streetscape through Small and Large Scale Design Projects

## GLADYS STREET PLAN VIEW



### ENHANCEMENTS

- 1 Shared street with brick pavement.
- 2 Retractable bollards
- 3 Seat wall planters
- 4 Farmers Market temporary tents
- 5 Elevated art sculpture
- 6 Temporary chairs and tables
- 7 Tivoli lights
- 7 Enclosed trash dumpsters



# Enhance the Greektown Streetscape through Small and Large Scale Design Projects

## GLADYS STREET PERSPECTIVE

CONCEPTS



AFTER



BEFORE



### ENHANCEMENTS

- 1 Shared street with brick pavement.
- 2 Retractable bollards
- 4 Farmers Market temporary tents
- 5 Elevated art sculpture and focal point
- 6 Temporary chairs and tables
- 7 Tivoli lights



# Enhance gateways and install identification elements within and around Greektown.

## WELCOME GATEWAY ON SOUTH HALSTED STREET

Well-articulated gateways provide a unique opportunity for Greektown to better distinguish its commercial area while improving connectivity with adjacent neighborhoods and destination attractions such as the United Center. Additional identification elements in the form of public art can further strengthen the recognition of the Greektown neighborhood and provide content and interpretation of the neighborhoods social and cultural histories. Example projects include light projection on key buildings such as the Crowne Plaza Hotel and National Hellenic Museum, relocating the existing Greek columns to more prominent locations, enhancing existing gateways through improved lighting, landscaping, and other physical improvements, and replacing the Interstate 90-94 and 290 overpass railings with culturally significant representations and brand identity.



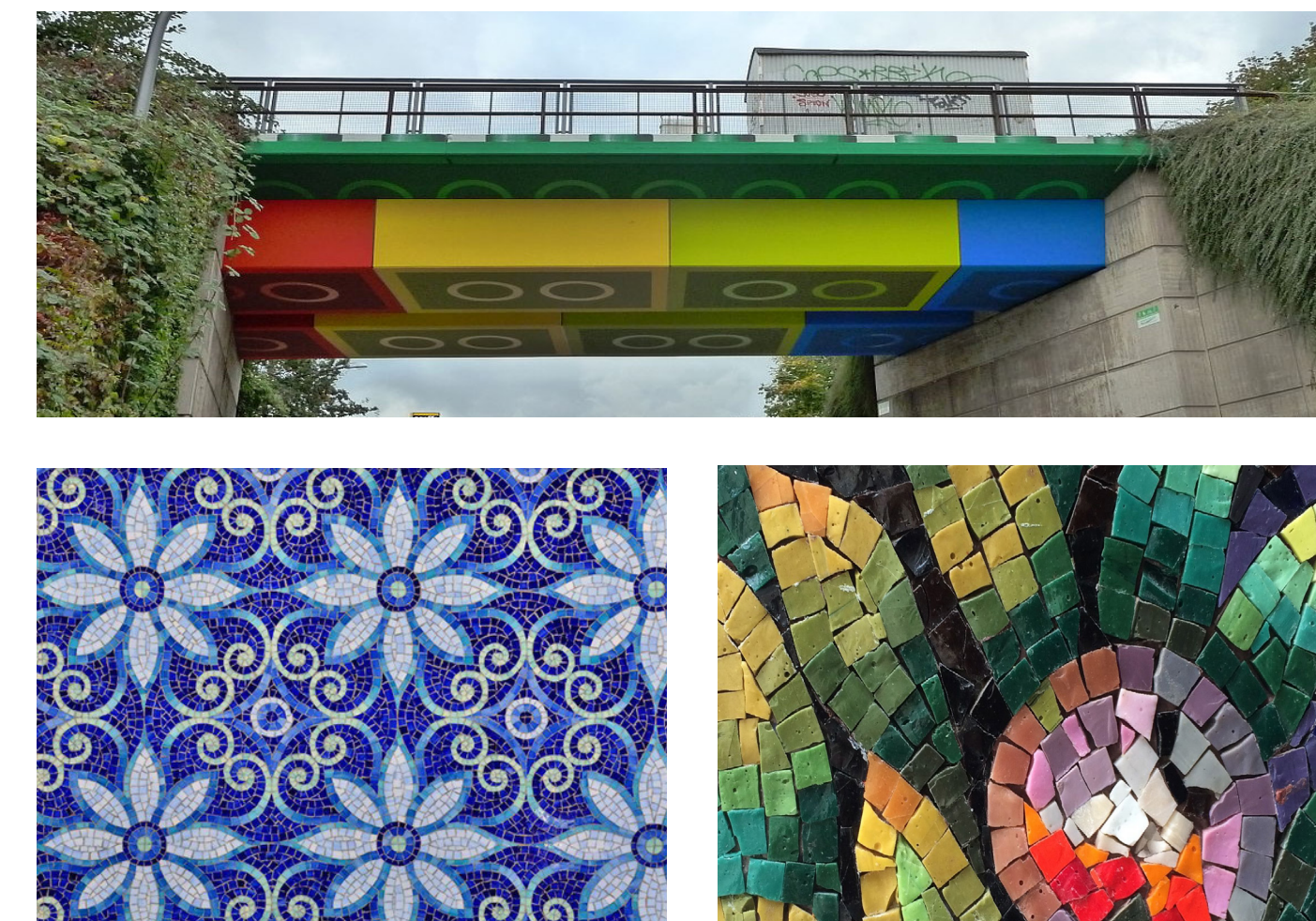
AFTER

### IMPLEMENTATION STEPS

- Coordinate with local business and property owners, and all regulatory bodies to develop gateway and identification elements for Greektown.
- Identify key locations to begin pilot implementation of gateway and identification element recommendations.



BEFORE



### ENHANCEMENTS

- 1 Branded overpass with Greek key and Greektown logo overlaid onto blue background. (Action item #7 & #8)
- 2 Mosaic tiles along sidewalk along bridge railing. (Action item # 7 & #9)