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## **“The Gateway” opens in Chicago’s Loop**

### **Colorful placemaking activation from Chicago Loop Alliance is part of city’s Make Way for People initiative**

CHICAGO (June 7, 2013)—**Chicago Loop Alliance (CLA)** opened today **The Gateway**, a colorful placemaking activation of a median in Chicago’s downtown Loop that invites visitors and residents to explore the vibrant business and cultural district. Located on State Street between Lake Street and Wacker Drive and conceptualized by CLA’s **Placemaking Committee**, the new public space is filled with bright blue and red canopied tables and chairs, flowerboxes, trees and banners welcoming pedestrians to the Loop. CLA will actively manage The Gateway with a cleaning team and support staff from 7 a.m.-10 p.m. each day through the end of September.

The Gateway is supported through funding from the **Chicago Loop Alliance Foundation**, a 501(c)(3) corporation whose mission is to develop, support and promote the use of art, design and technology to activate public space in the Loop, benefitting businesses, individuals and stakeholders within in the service area of Chicago Loop Alliance. The Gateway was made possible by 42nd Ward Alderman **Brendan Reilly** and Chicago Department of Transportation (CDOT) Commissioner **Gabe Klein**. CDOT’s **Make Way for People** initiative, which aims to create public spaces that cultivate community and culture in Chicago’s neighborhoods through placemaking, was the impetus for The Gateway. In addition to improving street safety and promoting walkable communities, Make Way for People supports economic development for Chicago’s local businesses and neighborhoods.

“Placemaking and place management have emerged as key priorities in Chicago Loop Alliance’s ongoing strategic planning process,” said CLA Executive Director Michael Edwards. “The Gateway is our first major experiment activating a public plaza in the Loop, and represents CLA’s commitment to enriching the urban experience for the Loop’s many audiences.”

“The Gateway contributes to balanced urban planning in our neighborhood, as well as preserving vital downtown green space,” said Alderman Brendan Reilly. “It will benefit residents and visitors throughout the 42nd Ward.”

“We are happy to designate The Gateway as our first ‘People Plaza’ in the Make Way for People initiative,” said CDOT Commissioner Gabe Klein. “This is one of a series of activations that will introduce new programming and retail opportunities to existing city-owned malls, plazas and triangles, reinvigorating our urban environment.”

**Chicago Loop Alliance** is a business organization that represents Chicago's most dynamic mixed-use district—the Loop—and advocates for the rapidly growing central business area. CLA is focused on promoting and uniting Loop businesses and organizations to support one another in creating a vibrant, flourishing Loop where people live, work and play. The chairman of CLA’s Board of Directors is Martin Stern, executive vice president and managing director at U.S. Equities Realty.

CLA's **Placemaking Committee** consists of urban planners, architects, property owners, academics, technologists and other downtown stakeholders who meet regularly to seek ways to enrich the public's experience of the urban environment—ultimately creating a strong sense of local character. The committee is co-chaired by David Broz of Gensler and Cassandra J. Francis of Kariatid, LLC.

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