

Compelling Cultural Destination (Actions 1 - 6)

Develop new events, celebrations and festivals that appeal to Chicagoans, and other visitors; expanding collaborations relevant cultural and educational institutions to explore deeper meanings of the Greek culture; and, creating new spaces within Greektown that offer opportunities for cultural expression and interactions with the greater Chicago community.



ACTION #1

INCORPORATE GREEKTOWN INTO THE GREEN CITY MARKET

The Green City Market operates from June through October every Saturday from 8 a.m. to 1 p.m. and is Chicago's largest year-round farmers market. The market is already well established and would enable Greektown business owners to promote and sell their goods and access a larger pool of potential customers looking for sustainably-sourced Greek foods and products.



ACTION #2

ESTABLISH A GREEKTOWN FARMERS OR STREET MARKET

The Greektown SSA could establish its own weekly farmers market during the growing season at the Gladys Street pedestrian plaza. The market would feature goods from Greektown businesses, potentially creating new pedestrian traffic in Greektown and the greater demand for Greek or Mediterranean-related restaurants, retailers and services.



ACTION #3

DEVELOP A YEAR-LONG CALENDAR OF GREEKTOWN PROMOTIONS AND CULTURAL ACTIVITIES

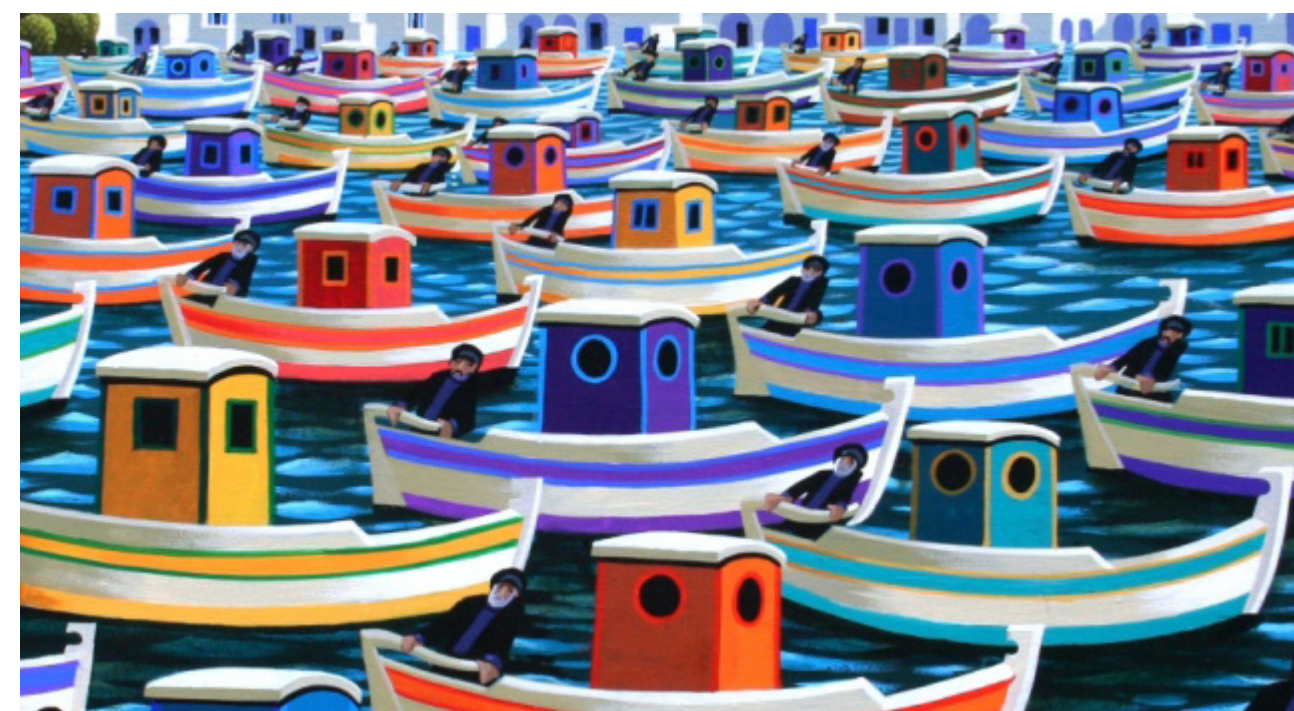
A calendar of recurring annual events should be maintained and expanded upon to promote Greektown cultural activities, including a mix of outdoor festivals, retail-oriented activities, cultural events, and ongoing marketing, social media and advertising efforts. Adding new promotional activities can serve to draw new visitors to Greektown and build on collaborations between the Greektown business and cultural communities.



ACTION #4

CONTINUE TO PROMOTE GREEKTOWN AS A UNIVERSALLY APPEALING CULTURAL DISTRICT

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



ACTION #5

ESTABLISH A GREEKTOWN ARTIST-IN-RESIDENCE PROGRAM

An artist-in-residence program typically sponsors an artist to live in a community for one or two years and is commissioned to produce artwork or to teach. A Greektown program would support a Greek or Greek-American artist to create art that could be installed in Greektown or displayed in the National Hellenic Museum.



ACTION #6

WORK WITH REGIONAL ORGANIZATIONS ON LIVE GREEKTOWN PERFORMANCES

To drive new pedestrian and restaurant traffic to Greektown, the SSA could partner with a Chicago theater company to stage live performances of Greek plays in vacant storefront windows at night. It is easy to imagine such performances becoming compelling attractions, driven by social media sharing and marketing.

Distinctive Place and Experience (Actions 7 - 10)

Efforts are needed to support Greektown's cultural identity and desired level of activity, such as additional spaces for outdoor dining and for festivals and neighborhood gatherings. A new level of investment in Greektown's public spaces will help improve gateways and wayfinding to the district; storefronts, signage and building appearances; and, new plazas and "people spaces" that spurs ongoing public gatherings in the heart of the Greektown commercial district.



ACTION #7

EXPAND THE GREEKTOWN BRAND

Although some design elements in Greektown convey a sense of cultural identity, much of the public realm is nondescript and does not fully support the neighborhoods unique cultural tradition. A well-designed family of urban design elements, which incorporates different versions of Greektown's current highly recognizable and culturally unique graphic brand is an effective way to promote a sense of place.



ACTION #8

SIGNAGE & WAYFINDING TO GREEKTOWN AND ITS DESTINATIONS

There are currently limited wayfinding elements to help visitors navigate to Greektown and, once visitors do arrive, there is often no clear directions for available amenities including parking. Improved wayfinding elements can provide a more seamless arrival sequence for first-time and returning visitors.



ACTION #9

ENHANCE GATEWAYS WITHIN AND AROUND GREEKTOWN

Gateways provide a unique opportunity for Greektown to better distinguish its commercial areas. 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.



ACTION #10

ENHANCE GREEKTOWN STREETScape

Greektown's streetscape environment improvements can ensure 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.



Vibrant Business District (Actions 11 - 21)

Achieving a vibrant commercial district that maintains its sense of cultural depth and identity involves active efforts in retaining and expanding the Greektown marketplace to include an array of Greek or Mediterranean-themed businesses In essence, Greektown needs to evolve as an authentic place that offers more diversity in it products and services. Greektown should also develop other businesses that offer a more immersive experience in Greek and mediterranean culture.



ACTION #11

ACTIVATE VACANT STOREFRONTS

Vacant storefronts contribute to a sense of inactivity and disinvestment within a commercial district. While these storefronts await future business, they can be transformed to pop-up cultural exhibit spaces or displays for local artists or creatively tell stories of the neighborhood and Greektown’s history.



ACTION #12

ESTABLISH DESIGN GUIDELINES FOR STOREFRONT REHABILITATION

Maintaining the vibrant architecture of Greektown’s commercial buildings, and creating lively, inviting storefronts is key. A set of design guidelines will help guide business and property owners in the pursuit of an attractive Greektown compatible with the overall design characteristics and scale of its existing and proximate buildings.



ACTION #13

ESTABLISH A COMPREHENSIVE GREEKTOWN PARKING PROGRAM

Parking needs in Greektown should be addressed comprehensively with the aim to securing shared off-street parking resources, communicating the available supply of public parking for out-of-town visitors and metering all prime on-street parking throughout Greektown.



ACTION #14

CREATE, FUND AND OPERATE A GREEKTOWN-WIDE VALET PARKING

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



ACTION #15

REPOSITIONS GREEKTOWN TO OFFER MORE DIVERSE GOODS AND SERVICES

A vibrant Greektown can embrace and offer a broader mix of goods and services that go beyond just Greek products, but that of other Mediterranean countries with an association with the Greek cuisine, including: *restaurants of all Mediterranean cultures, greek frozen yogurt, mediterranean food carts, live music, art galleries, performances, and mediterranean grocery products and prepared foods.*



ACTION #16

PROVIDE TECHNICAL AND FINANCIAL ASSISTANCE TO GREEKTOWN BUSINESSES

Technical and financial assistance programs can help create economic opportunites for new or exisating Greektown businesses in in a complex and changing regional and global marketplace.



ACTION #17

ESTABLISH A GREEKTOWN LAND TRUST

Land-management tools like a land trust can help maintain a neighborhood’s business character. A land trust is an entity that purchases and holds properties for the neighborhood’s benefit. Essentially, the land trust separates the value of the land from the value of the building.



ACTION #18

FACILITATE ESTABLISHMENT OF GROUND FLOOR CONDOMINIUMS

Several key properties in Greektown have seen longtime businesses close and these parcels become potential sites for future redevelopment. Retail condominiums can provide a tool to reduce commercial displacement through ownership of the ground floor space. The Greektown SSA should explore developer concessions where the ground floor is sold as a retail condominium to an independent business operator or to the Special Service Area.

Vibrant Business District (Actions 11 - 21) continued

Achieving a vibrant commercial district that maintains its sense of cultural depth and identity involves active efforts in retaining and expanding the Greektown marketplace to include an array of Greek or Mediterranean-themed businesses. In essence, Greektown needs to evolve as an authentic place that offers more diversity in its products and services. Greektown should also develop other businesses that offer a more immersive experience in Greek and Mediterranean culture.



ACTION #19

SET ASIDE SPACES FOR INDEPENDENT BUSINESSES

The West Central Association could negotiate developer concessions on new projects to set aside a portion of ground-floor commercial spaces for independent businesses.



ACTION #20

CONSIDER LEASE GUARANTEES FOR GROUND FLOOR SPACES

The Greektown SSA may be able to offer lease guarantees as a way of mitigating property owners' reluctance to lease to independent tenants over credit tenants, lowering the leasing barriers for independents.



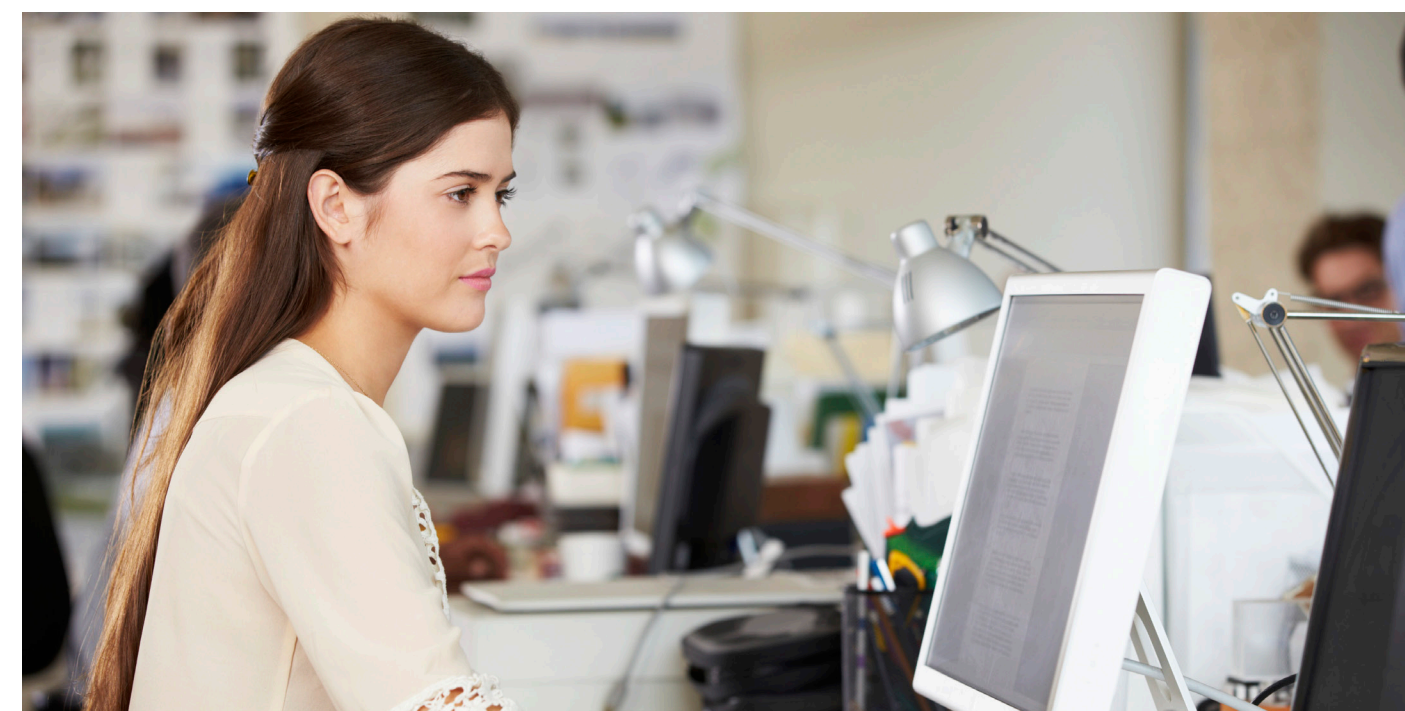
ACTION #21

ENACT A FORMULA-BUSINESS OVERLAY ORDINANCE

The Greektown SSA could consider proposing a formula-business ordinance that limits the number of chain businesses in the Greektown district. For a new chain business to enter, one must close or move.

Greektown as a Prosperous Community (Actions 22 - 23)

Greektown should be regarded as more than just four blocks of Halsted Street between Madison and Van Buren – it is part of larger growing Near West Side. Apart from the needed partnerships with other stakeholder groups, the SSA will need to expand its own capacity to facilitate change, implement projects, and communicate and engage with Greektown stakeholders. Such partnerships are a high priority.



ACTION #22

EMPLOY A FULL-TIME GREEKTOWN SSA MANAGER

The West Central Association's service boundary is quite extensive, covering the Near West Side and areas that compete with Greektown, like Fulton Market Innovation District. Additional staff resources are needed to facilitate business development and manage other Greektown revitalization initiatives.



ACTION #23

CREATE AND MAINTAIN A GREEKTOWN CHICAGO STRATEGIC PLAN PROGRESS WEBPAGE

A continued online presence is an important way in which residents, stakeholders, and business owners can access information about the plan and stay engaged through its implementation.