

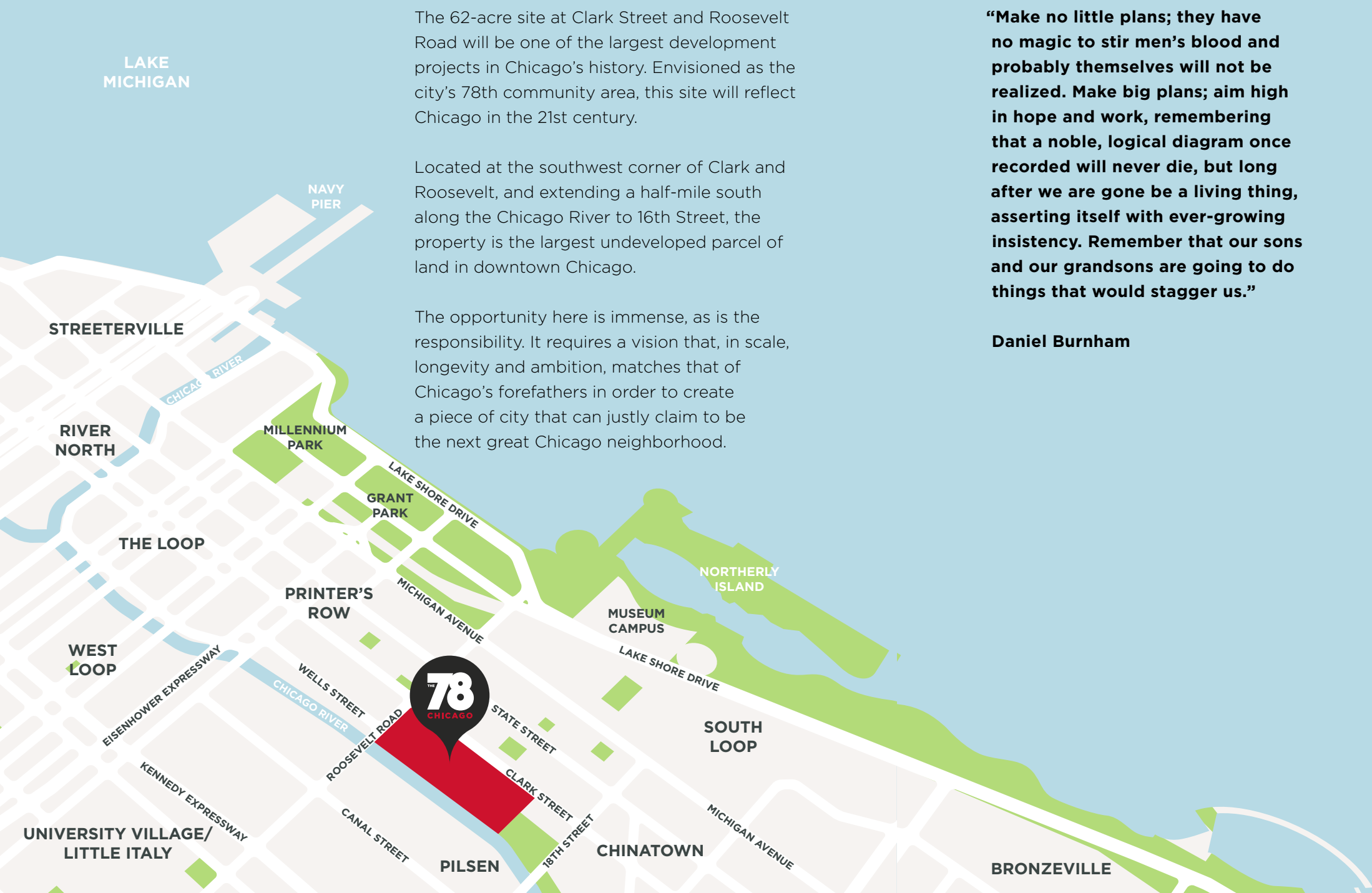
Making

THE **78**
CHICAGO

Our Guiding
Principles



Making The 78: Our Guiding Principles



The 62-acre site at Clark Street and Roosevelt Road will be one of the largest development projects in Chicago’s history. Envisioned as the city’s 78th community area, this site will reflect Chicago in the 21st century.

Located at the southwest corner of Clark and Roosevelt, and extending a half-mile south along the Chicago River to 16th Street, the property is the largest undeveloped parcel of land in downtown Chicago.

The opportunity here is immense, as is the responsibility. It requires a vision that, in scale, longevity and ambition, matches that of Chicago’s forefathers in order to create a piece of city that can justly claim to be the next great Chicago neighborhood.

“Make no little plans; they have no magic to stir men’s blood and probably themselves will not be realized. Make big plans; aim high in hope and work, remembering that a noble, logical diagram once recorded will never die, but long after we are gone be a living thing, asserting itself with ever-growing insistency. Remember that our sons and our grandsons are going to do things that would stagger us.”

Daniel Burnham

This is the most famous quote about urban planning there is. And it’s about Chicago.

It’s about this neighborhood, this legacy. We are the sons and grandsons, the daughters and granddaughters that Burnham references. This was written for us.

This is our manifesto. These principles are the landmarks, markers and waypoints that will guide us and help us achieve our mission. They represent the unique aspects of our project, our team and our opportunity that will help us make a place that is appropriate, progressive, successful and everlasting.

The following pages describe the dreams, guidelines and ambitions that will help us achieve our goal of creating The 78, Chicago’s next great neighborhood.



1.

Chicago soul

Chicago is a city with soul. Soul is the story of this city and its people. Their stories are beautiful and meaningful. Embrace them, enable them, utilize them and retell them.

A great life is a life of experiences and stories. Let's create, be part of and tell some great stories and celebrate this city's soul.

LET CULTURE BE YOUR FOUNDATION

COLLABORATE WITH ENTHUSIASTS
AND SPECIALISTS

THINK ABOUT PEOPLE FIRST
AND BUILDINGS SECOND

2.

Design what's next

Use Chicago's great history as a guide.

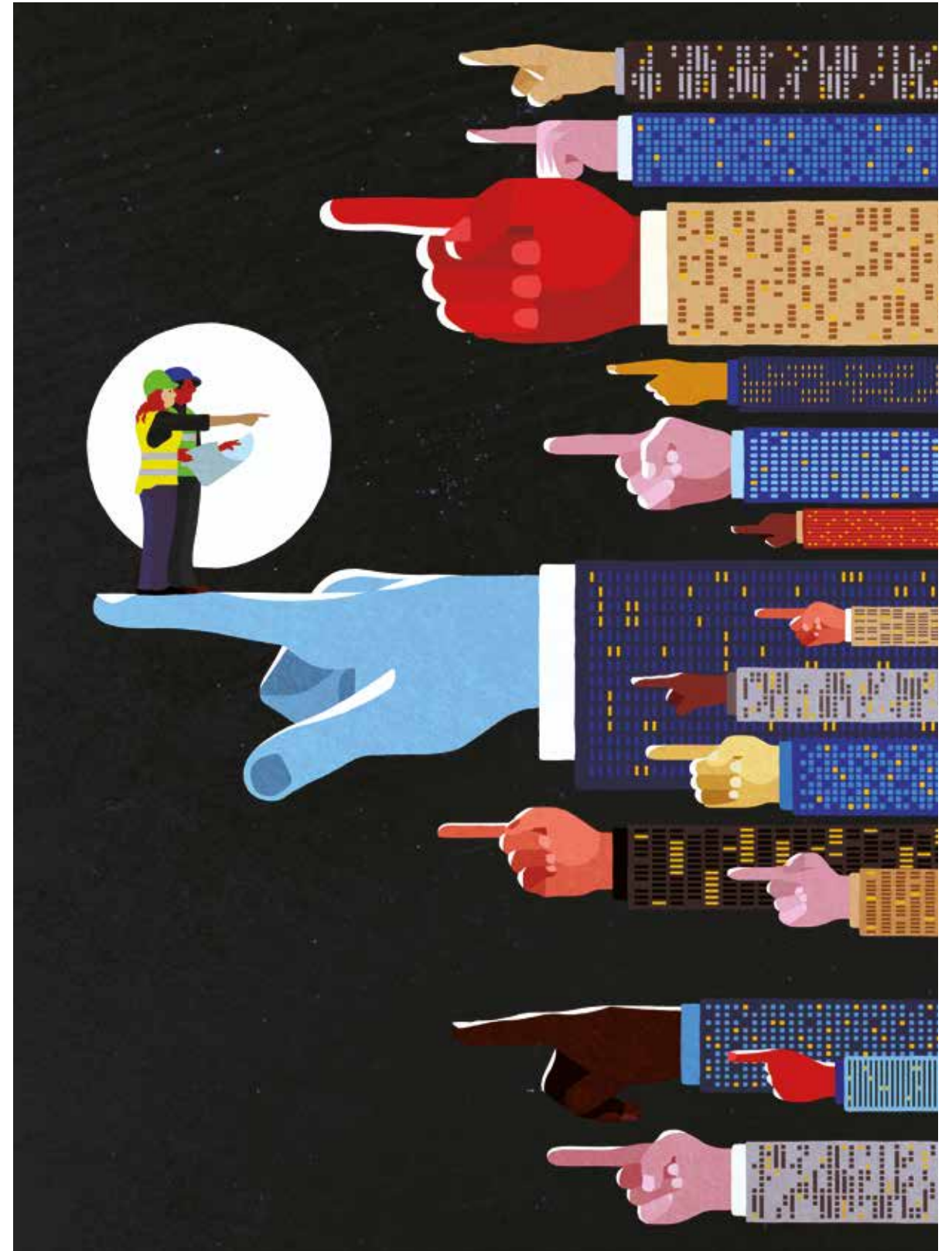
Think about the city of the future.
Think about how we are going to live,
love, work and exist — and design
what's next.

The Columbian Exposition, the Plan
of Chicago, the Chicago School, Frank
Lloyd Wright and Mies van der Rohe
— we've got precedent.

LOOK AROUND YOU
AND LEARN FROM OTHERS

BE INGENIOUS

SET NEW STANDARDS





3.

The melting pot

The best of Chicago is its diversity and proud immigrant foundation. Let's create the future together — integrated and connected.

Bring together different communities, ethnicities, ages and faiths. Make sure everyone feels they belong.

The 78 is for all Chicagoans.

PUT YOURSELF
IN OTHER PEOPLE'S SHOES

THINK ABOUT WHAT BRINGS
PEOPLE TOGETHER

HELP PEOPLE CELEBRATE
THEIR DIFFERENCES

4.

Rocks, pebbles and rocks made of pebbles

We need to create scale and beauty.
We need some rocks that can lay the foundation, but we also realize that small pebbles, the passions of individuals and independents, will make this place exciting and authentic.

We're going to collaborate with innovators, disruptors, creatives, businesses and institutions to make great things happen.

COLLABORATE, CURATE AND COLLECT

THINK BIG, BUT SWEAT THE SMALL STUFF





5.

Chicago's happy hour

This is Chicago's great riverfront destination. And it faces the sunset — one of the only stretches of waterfront in the city that does. It's a place to sit by the river, with friends, watching the sunset.

We must realize the full potential of our natural resources and the city around us by activating the riverfront.

CELEBRATE THE RIVER

DESIGN PLACES THAT BRING JOY

THINK ABOUT HOW TO
MAKE PEOPLE CONGREGATE



6.

Healthy, happy and local

We're going to explore what it means to live well.

We want to create a neighborhood of the future where people get the best of the city and enjoy the best of life.

We want to grow our own food, brew our own beer, bake our own bread and cultivate community gardens while leading happy, healthy lives.

REMEMBER THAT NATURE
IS THE KEY TO LIFE

LOOK OUTSIDE FOR INSPIRATION



7.

Welcome winter

We want to be a winter city that loves winter.

Make it great to be inside or outside in February so that Chicagoans look forward to winter and what they'll find here.

The 78 should celebrate both sand and snow, and be the best place in Chicago in summer and in winter.

BE THE DESTINATION IN FEBRUARY

ESTABLISH TRADITIONS THAT ENDURE

FACILITATE YEAR-ROUND ACTIVITIES

8.

Nurture community

We must nurture community by giving people the opportunities, tools and reasons to connect.

We will create inviting spaces that encourage engagement and participation.

The people who occupy these spaces will create the shared values, interests and spirit of our community.

STAND FOR SOMETHING MEANINGFUL

CREATE REASONS TO ENGAGE

CULTIVATE MEANINGFUL FRIENDSHIPS





9.

Cultivate curiosity

Everyone is in search mode.

Give them something to discover and share – arts, culture, sports, comedy and markets, as well as the riverfront and green spaces.

We will create a neighborhood and an experience that fills visitors and residents with surprise and delight – a place where they are compelled to return again and again.

SURPRISE YOURSELF AND
YOU'LL SURPRISE OTHERS

BE BOLD, INVENTIVE AND PROUD

SEEK OUT AND TRY NEW THINGS



10.

Authentic authenticity

You can't create authenticity;
you can only be authentic.

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