

Final Plan (“Recast Western/Ogden”) Poster

What

Poster summarizing and visualizing the final plan produced in a Plan-making Studio course at UIC. I was a member of the design team and took the leading design role for all aspects of the poster, including layout, color scheme, and aspect ratios. The final plan (“Recast Western/Ogden”) was a hypothetical master plan for a Chicago industrial corridor with a twenty-year timeframe.

Work Performed

- Drafted and executed the poster layout.
- Integrated key graphics into a cohesive & attractive.
- Summarized key aspects of the plan into concise text.

Why

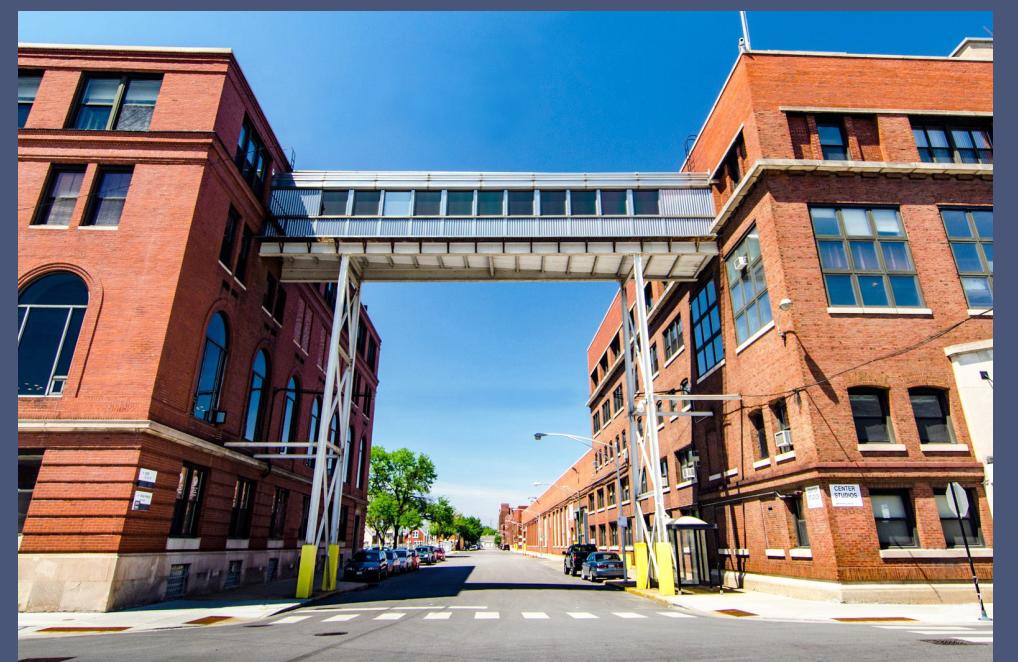
- Adobe Suite (Photoshop, Illustrator, Indesign)
- Design aptitude
- Group collaboration & teamwork

Recasting Western/Ogden

An Industrial Corridor's Role in the 21st Century

In 2013, the City of Chicago unveiled the Industrial Corridor Modernization Initiative. This initiative is the first effort by the city to evaluate the industrial corridor system since its inception in the 1980s and raises the fundamental question of what the role of the Industrial Corridor system is within the city's future.

Ground Up Associates' plan, *Recasting Western/Ogden*, grapples with this question, establishing a vision that situates the Western/Ogden Industrial Corridor, regionally, while remaining sensitive to local realities.



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GOALS

Resiliency & Innovation



To maintain a more resilient and innovative corridor, our proposals support the growth of the emerging industries while preserving existing ones. Through innovative zoning, targeted tax breaks, and a new Special Service Area, we provide a blueprint to overcome the corridor's barriers.

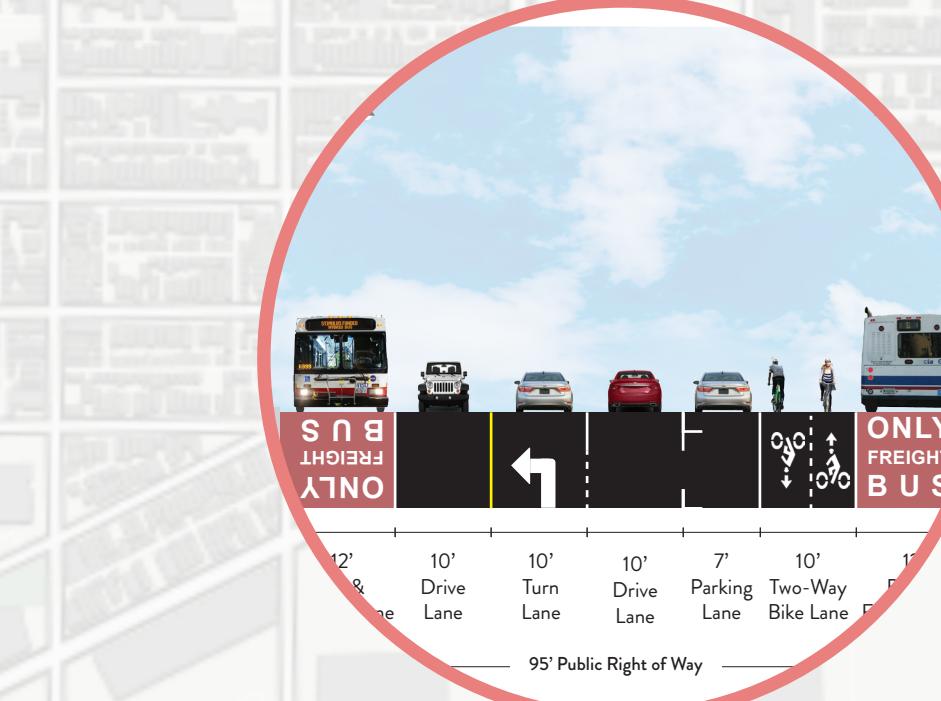
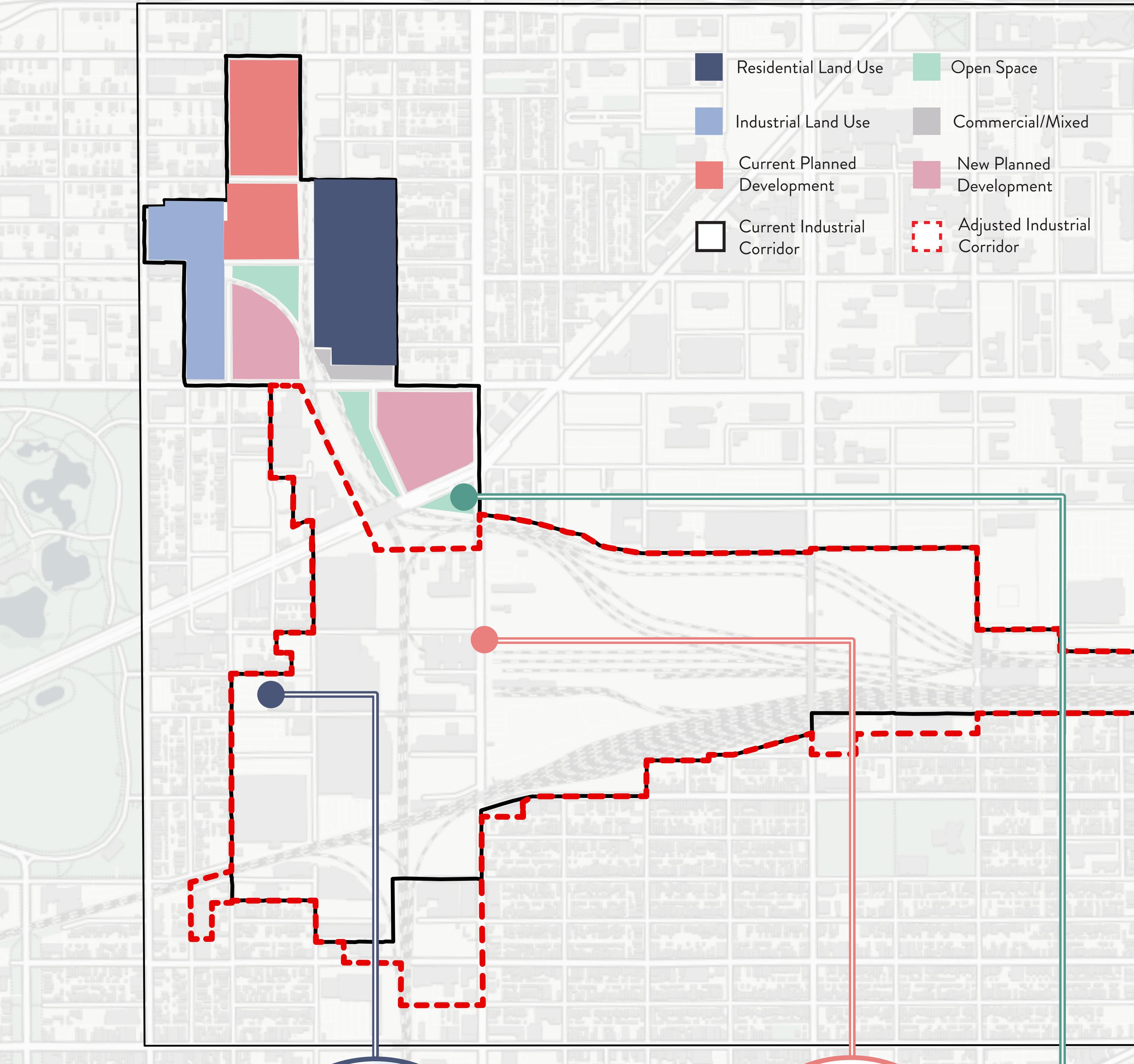
Access

Providing Chicagoans and visitors with streets in working condition, streamlined traffic management, and an environment that is inviting and welcoming towards pedestrians, allows for a more equitable and smoother commute into and throughout the corridor.



Quality of Life

Promoting a more sustainable environment prepares the corridor to become resilient in the face of impending climate change predictions. We create a community that is beautiful to live in and visit, an environment for business to thrive, and ensure that neighbors live in safety.



Recommendations

Resilience & Innovation

R1: Foster Growth of Emerging Industries

R2: Create SSA to Foster Connections, Preserve Industry and Support Sustainable Growth

Access

A1: Modernize Transit Infrastructure

A2: Encourage Active Transit in the Plan Area

A3: Improve Access to the Intermodal

Quality of Life

Q1: Promote Sustainability through Green Infrastructure

Q2: Beautify the Corridor and Surrounding Neighborhoods