

THE BURNHAM PLAN
CENTENNIAL

The Burnham Plan Centennial PROGRAM PARTNER GUIDE

One hundred years ago, Daniel Burnham and a group of committed civic leaders set a bold national standard for urban and regional planning and launched a new era for metropolitan Chicago. The Burnham Plan Centennial celebrates their innovative thinking and challenges our region's communities, leaders and institutions to come together to make metropolitan Chicago one of the world's best places to live and work. Our success in the global competition for jobs and prosperity depends on it.

More than 200 cultural institutions, municipalities, schools, youth programs, public agencies and others are already planning programs to commemorate the Centennial and to use this moment-in-time as a catalyst to advance plans that will measurably improve the region's quality of life. This document provides background and criteria for Centennial programs.

BUILDING ON SUCCESS

The 1909 Plan of Chicago inspired Chicago's leaders to take control of growth and shape their city according to a new vision. Best known for its comprehensive scope, the Plan focuses on six main elements:

- Improving the lakefront
- Creating a highway system outside the city
- Improving the freight and passenger railway systems
- Acquisition of an outer park system
- Systematic arrangement of streets
- Creation of a civic center of cultural institutions and government

One hundred years later, the climate for planning and action is different, but the Plan's enduring principles include:

- A regional approach to growth and development: “. . .from Kenosha on the north, around to DeKalb on the west, and thence to Michigan City on the south. . . this entire region might well be included in a metropolitan area.”
- An emphasis on quality of life as a key to economic success: “People flock to those cities where conditions of work are good, where means of recreation abound, and where there are attractions for the senses and the intellect.”
- A commitment to systematic implementation: “. . .what we as a people decide to do in the public interest we can surely bring to pass.”

The Burnham Plan Centennial is an opportunity to build on these principles and the Chicago region's continued tradition of planning and urban design excellence. In the spirit of the 1909 Plan of Chicago's call for "united action," we can achieve a better quality of life for everyone if we work across communities to accomplish big dreams and bold plans.

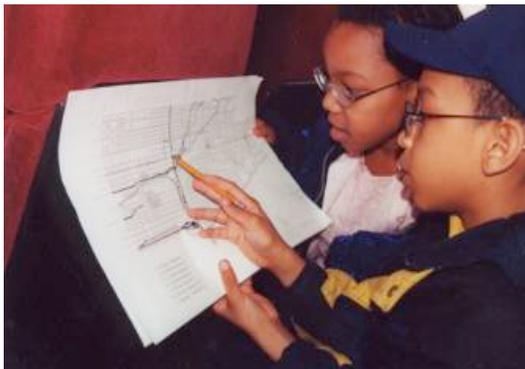
A FESTIVAL OF THE FUTURE

The Centennial will **inspire and educate** children and adults throughout the region about their opportunity – and responsibility – to make choices today that will define the way we live for the next century. The 1909 *Plan of Chicago* defined a broad region for action: from Kenosha, Wisconsin on the north; to DeKalb, Illinois on the west; to Michigan City, Indiana on the south. The Centennial will bring together the programs, plans and legacy projects of hundreds of partners throughout this region.



Centennial events will extend throughout 2009, including educational programming beginning in the winter and spring. More than 200 partners are planning exhibits, programs, tours, lectures, symposia, youth activities and more. The most visible events are scheduled to occur from June through October 2009. Highlights include:

- A regional celebration in June 2009 bringing together people from throughout metropolitan Chicago to Millennium Park to celebrate:
 - The opening of the Burnham Pavilions. Intended to symbolize Chicago's ongoing commitment to cutting-edge urban and design and to inspire dialogue about the future of public space and urban life, these temporary architectural installations will be on display through October 2009, when they will be dismantled and recycled.
 - The Grant Park Music Festival's commission of a work for Symphony and Chorus inspired by the Plan of Chicago.



- Exhibits about the Burnham Plan and its legacies in over 50 libraries throughout the metropolitan region and at O'Hare Airport.
- A model of Chicago using cutting-edge technology in the lobby of the Santa Fe building, where the 1909 plan was designed.
- Exhibits on water, transportation, art and design presented by Chicago's major and cultural institutions as well as neighborhood and suburban museums.
- Lectures, tours, symposia, school and

community-based programs, university classes and adult education offerings sponsored by multiple partners.

- A documentary film about Daniel Burnham and the Plan, web-based and video exhibits, interactive programs about both the historic Plan and visions of the future.
- Youth programs engaging children and teens in recognizing the historic choices that shaped metropolitan Chicago and in planning the future of their communities.

RESULTS

In 1909, the civic leaders behind the Burnham Plan launched an extensive marketing campaign that lasted for decades. Results included North Michigan Avenue, Wacker Drive and Chicago's spectacular lakefront parks, and regional forest preserves. In this tradition, 2009 is a moment-in-time to leave behind blueprints for action as well as completed legacy projects.



Goals for advancing **open space legacies** include:

- Advance major new open space preserves of regional significance
- Close gaps in the regional trail and greenway system
- Increase public access to the lakefront

In addition to these physical legacies, the Centennial will have **educational legacies**:

- Curricular units that examine Chicago's planning tradition and encourage young people to participate in making choices and changes today.
- Programs linking high school students to colleges, professionals in planning, architecture, design and public policy.
- Web-based classroom resources permanently on-line.
- Community showcase programs that build the capacity of local residents to tell their stories and celebrate the bold plans for the future of neighborhoods.

Finally, the Centennial will advance **Bold New Plans** for a sustainable future in terms of transportation, water, energy and quality of life issues. Daniel Burnham and the civic leaders who sponsored the 1909 Plan recognized their responsibility to participate in shaping the city. Today a far broader public recognizes its right to have a voice. In 2009, regional planning initiatives that will build on the tradition of private and public collaboration include:

- **Go to 2040** – The Chicago Metropolitan Agency for Planning (CMAP), will use the Centennial to encourage widespread participation in choosing policies and plans that will define the future of the seven-county Chicago metropolitan region.
- **Transportation Capital Plan** – If Chicago and Illinois are to stay competitive, we must have a world-class transportation system and a systematic approach to investing in roads and transit. Chicago Metropolis 2020 will work with public officials to make a new system a reality.
- **Combined Planning Frameworks** – 2009 is a time to bring multiple local plans together into unified documents and extract key overarching principles to shape future plans.



WHO IS ORGANIZING THE CENTENNIAL?

The Burnham Plan Centennial Committee was convened in late 2006 to build upon several years of planning by a group known as the Plan of Chicago Centennial Initiative. The Committee is composed of business and civic leaders. Staff support is provided by Chicago Metropolis 2020 with initial funding from the Chicago Community Trust. The Committee will:

- Facilitate planning and information sharing among partners.
- Identify opportunities for “packaging” activities to encourage collaboration, foster regional connections and avoid duplicative efforts.
- Coordinate the communications and marketing strategy for the Centennial.
- Provide leadership for opening and closing events and initiatives with major impact.

WHAT ARE THE NEXT STEPS TO BECOMING A PROGRAM PARTNER? CENTENNIAL PROGRAM RECOGNITION

Organizations can become Program Partners by contributing to a calendar of highly visible public events, educational programs, hands-on activities, legacy projects, planning and policy initiatives. Projects and programs may be history-focused or forward-looking, should fit the Centennial's "Bold Plans. Big Dreams" theme, and support its core underlying regional theme and objectives. Your contribution may be a new initiative, or a project that intersects with or expands programs already in place. Activities that are long- or short-term and large or small are welcome. We look forward to the bold plans and big dreams that emerge.

BENEFITS OF RECOGNITION

The Centennial will be an opportunity to reach broader audiences and increase the visibility of individual projects that contribute to a larger whole. Benefits of recognition include:

- Listing on the Burnham Plan Centennial official website as a Program Partner with a profile page and program calendar page for each activity.
- Inclusion in printed materials where appropriate.
- Inclusion in the overall public relations, marketing and communications plan.
- Permission to use the Burnham Plan Centennial logo for designated promotion and informational materials (specific guidelines will be provided).
- Letter of recognition from the Burnham Plan Centennial Committee for use in your organization's fund raising for your project.
- Invitations to special events, openings, etc. sponsored by the Burnham Plan Centennial Committee.
- Copies of promotional or education brochures and other collateral products for on-site use.

RECOGNITION PROCESS

The first step in the recognition process is to submit an *Intent to Participate* form (see page 8 or go to www.burnhamplan100.org to download as a word document.) Staff to the Burnham Plan Centennial Committee will review the project and contact you to suggest opportunities to collaborate and to shape the program to meet the criteria as needed. Once your program(s) are recognized Centennial staff will establish an account for your organization on the Burnham Plan Centennial Web site.

RECOGNITION CRITERIA¹

Recognized Centennial programs will be consistent with the Centennial's "Bold Plans. Big Dreams." theme as well as its vision, core emphasis, and objectives.

A. Vision: A recognized Centennial program will be consistent with the following vision: *The Centennial will inspire our region's communities, leaders and institutions to build on the success of the Burnham Plan and act boldly together to make our region one of the world's best places to live and work.*

¹ Projects that are ongoing will meet these criteria by demonstrating that they have incorporated distinct "Burnham content" into their content or if they reach a major milestone in 2009.

B. Beyond Boundaries regional theme: Recognized programs will embrace the Centennial's core idea to think and act *Beyond boundaries* to advance the region's quality of life. *Beyond boundaries* means:

- examining the full range of new possibilities
- having a regional mindset
- reinforcing the connections that bring our diverse region together

C. Core Emphasis: the physical environment: In keeping with the 1909 Plan, recognized programs will focus on the physical environment including, for example, open space, transportation, and urban design. The Plan stressed the importance of creating a cohesive, well-organized system of transportation and circulation. It also emphasized the importance of open space, beauty, and centers of civic life, arts, culture and recreation. It promoted civic engagement suggesting that we all have a responsibility to make choices that will shape the way we live for generations. Centennial projects should similarly focus on physical plans for a successful regional environment and quality of life that benefit everyone.

The Burnham Plan Centennial Committee recognizes that there are many essential elements of quality of life, including those related to the region's social infrastructure. Programs that frame these issues as they relate to physical design and planning are welcome. (Please see the Appendix for examples.)

D. Objectives: A recognized Centennial program will meet one or more of the following Centennial objectives:

1. **Inspire and educate** adults and children about both the legacy of the Burnham Plan and their opportunities to make bold new plans for the region's future.
2. **Advance enduring physical legacies** that complete elements of the Burnham Plan and contribute to the region's quality of life.
3. **Initiate bold plans** for the next century that will make the Chicago region one of the world's best places to live and work.

See Appendix, pages 6 to 7 for examples of the kinds of projects that fit these criteria.

For Further Information: Please visit www.burnhamplan100.org or contact:

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APPENDIX: Ideas and Examples for programs that can fit the Centennial criteria

Inspire and educate adults and children about both the legacy of the Burnham Plan and their opportunities to make bold new plans for the region's future. Programs may be history or future-focused.

History-focused programs include those that focus on, commemorate or draw inspiration from:

- The Burnham and Bennett Plan of Chicago, including specific elements of the Plan, people and institutions involved in creating and implementing the Plan.
- The legacy of the Plan as a document. This may include examining what elements were missing and how planning has changed over the past hundred years to take additional issues into account.
- Related urban and regional plans, such as Bennett's plans for Elgin, Waukegan, Winnetka, Joliet, Lake Forest and Gary, and Burnham's plans for Washington D.C., Cleveland, San Francisco, and Philippine cities of Manila and Baguio City.
- The historic context for the 1909 Plan of Chicago, including the history of planning and urban design also the social, cultural, economic and political developments around the 1909 decades.
- Burnham's and Bennett's careers and their urban design contributions to Chicago.
- History of urban and regional planning, especially in Metropolitan Chicago, before and since 1909.
- Physical elements of the Burnham Plan, such as lakefront parks, suburban forest preserves and/or rail transportation systems.

“The people of Chicago have ceased to be impressed by rapid growth or the great size of the city. What they insist on asking now is, how are we living?”

Future-focused programs will examine the physical plans, policies and processes needed to give metropolitan Chicago the quality of life that will enable it to succeed in the 21st century global competition for jobs and prosperity. For example, programs might raise questions such as:

- What is important to us about our neighborhoods, communities and region?
- What does it mean to be a resident of the region? Why are decisions in neighboring municipalities important to me? What do we want for our children and future generations?
- How do neighborhood, community, city and regional planning intersect in Chicago today? What makes them important in our daily lives?
- How do urban design, planning and policy decisions influence my quality of life?
- How do we want residents of our region to live fifty or one hundred years from now?
- Where can we find the best ideas for integrating design of physical space with programs that embrace cultural diversity and ensure widespread educational and economic opportunity? How can we apply these ideas here?
- Where are the best transportation systems, and how are they working?
- Are we growing in a way that makes sense given what we know about population and technology changes? Examples might include whether we are planning for affordable housing near job centers, or public transportation systems that offer equitable access to jobs, good and services.
- What is the balance between big, bold plans and community-based efforts?
- How can we create human scale environments with a sense of place while, at the same time, addressing large-scale policy issues that need regional solutions?
- What does it mean to be a sustainable region? How do successful urban regions balance concern for urban design, water and land conservation, energy use with economic opportunity, and social equity?

Advance enduring physical legacies that complete elements of the Burnham Plan and contribute to the region’s quality of life.

Programs under this objective include those that reach milestones during 2009 including ground breaking, ribbon cutting, dedication, and completion of a public approval or funding process. They will be projects that celebrate the lasting influence of the Burnham Plan principles, as well as set new directions consistent with the Centennial’s beyond boundaries theme in areas of open space and transportation.

These projects are high profile, will provide lasting major benefits and are models for future action. Projects will embrace the Centennial as a deadline to advance projects and to shine a spotlight on the contributions of open space to the region’s quality of life, economic health and green infrastructure.

“...the keynote of the nineteenth century was expansion, we of the twentieth century find that our dominant idea is conservation.”

Most open space legacy projects significant fall into three categories:

- | |
|---|
| <ol style="list-style-type: none">1. Closing Gaps in the Regional Trail System2. The Lakefront3. Regionally significant Open Space Preserves |
|---|

In addition, projects related to increasing access to public transportation that reach milestones during the Centennial year will be considered for recognition.

Initiate bold plans for the next century that will make the Chicago region one of the world’s best places to live and work. In addition to new public regional plans, programs in this area can include innovative and creative regional solutions designed to ensure that future generations can, for example:

- Benefit from comprehensive planning practices that recognize the interconnections between the built environment, nature, land use, transportation, sustainable economic development and our quality of life on a regional scale.
- Access a world-class transportation system for people and goods.
 - Enjoy parks, nature, continuous trails and greenways, and scenic open spaces.
 - Benefit from investments that strengthen existing neighborhoods and regional urban centers and the people who live in them.
 - Enjoy regionally grown food that promotes local jobs and preserves farmland.
 - Find affordable housing close to jobs and public transit.
 - Have access to clean and plentiful water.
 - Live in communities that are friendly to biking and walking.
 - Live sustainably and safely, benefiting from public policies that promote energy, water and land conservation and green design.
 - Benefit from a continuing tradition of urban design and architectural excellence.

“At no period in its history has the city far enough ahead... Therefore, no one should hesitate to commit himself to the largest and most comprehensive undertaking...”

THE BURNHAM PLAN CENTENNIAL PROGRAM PARTNER

INTENT TO PARTICIPATE

Complete and return this form (available for download at www.burhamplan100.org) via email to l.scott@burnhamplan100.org (preferred) or fax: 312.332.2626

DATE: _____
LEAD ORGANIZATION NAME: _____
MAILING ADDRESS: _____
CONTACT NAME AND TITLE: _____
PHONE: _____ EMAIL: _____
IF APPLICABLE: COLLABORATING ORGANIZATION(S) _____
ACTIVITY TITLE: _____ PROJECTED DATE (S): _____

PROJECT DESCRIPTION TELL US THE NATURE OF YOUR PLANS.
PLEASE REFER TO RECOGNITION OF CRITERIA AND EXAMPLES (Pages 4-8 in the Program Partner Guide) FOR GUIDANCE IN SHAPING YOUR PROJECT.

PROJECT IMPACT PLEASE PROVIDE A BRIEF STATEMENT ABOUT HOW THE ACTIVITY MEETS CENTENNIAL OBJECTIVES AND CRITERI

