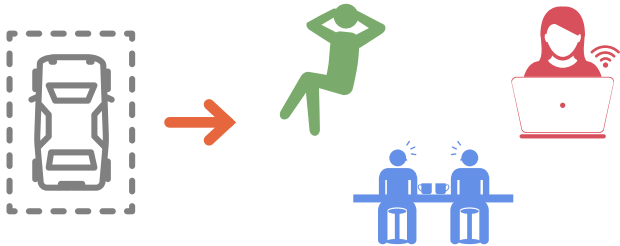


Chicago's People Spots

In 2014, the Metropolitan Planning Council and Sam Schwartz Engineering observed 450 visitors at Chicago's nine People Spots. We interviewed 100 visitors and almost 40 adjacent business owners.

When a parking spot becomes a People Spot...



Watch a video and read the study at metroplanning.org/peoplespots

80%

of businesses found People Spots brought more foot traffic and customers



some businesses found a People Spot caused a **10 to 20% increase in sales**

34%

of visitors made unplanned food or beverage purchases



33%

of visitors would be at home if not for the People Spot



43%

of visitors traveled **1/4 mile or less**



57%

walked



11%

biked

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E. 47th St.