



COMMUNITY DISCUSSION

# **A New and Improved Southtown Sub**

## **ABOUT SOUTHTOWN SUB**

**SOUTHTOWN SUB IS A CARRY-OUT QUICK SERVICE RESTAURANT LOCATED IN CHICAGO'S BRONZEVILLE NEIGHBORHOOD.**

Since 1994, Southtown Sub's food has been known for its freshness and its flavor. Our mission is to serve delicious, affordable, quality food to our patrons. Southtown Sub was started by Abdul Wajid, who had a vision to start a restaurant that served delicious American favorites that had as much flavor as the food from his hometown in Pakistan. After proudly serving the Bronzeville neighborhood for more than 23 years, Abdul has established a strong connection with the community and is always enhancing the menu to serve his loyal customers.

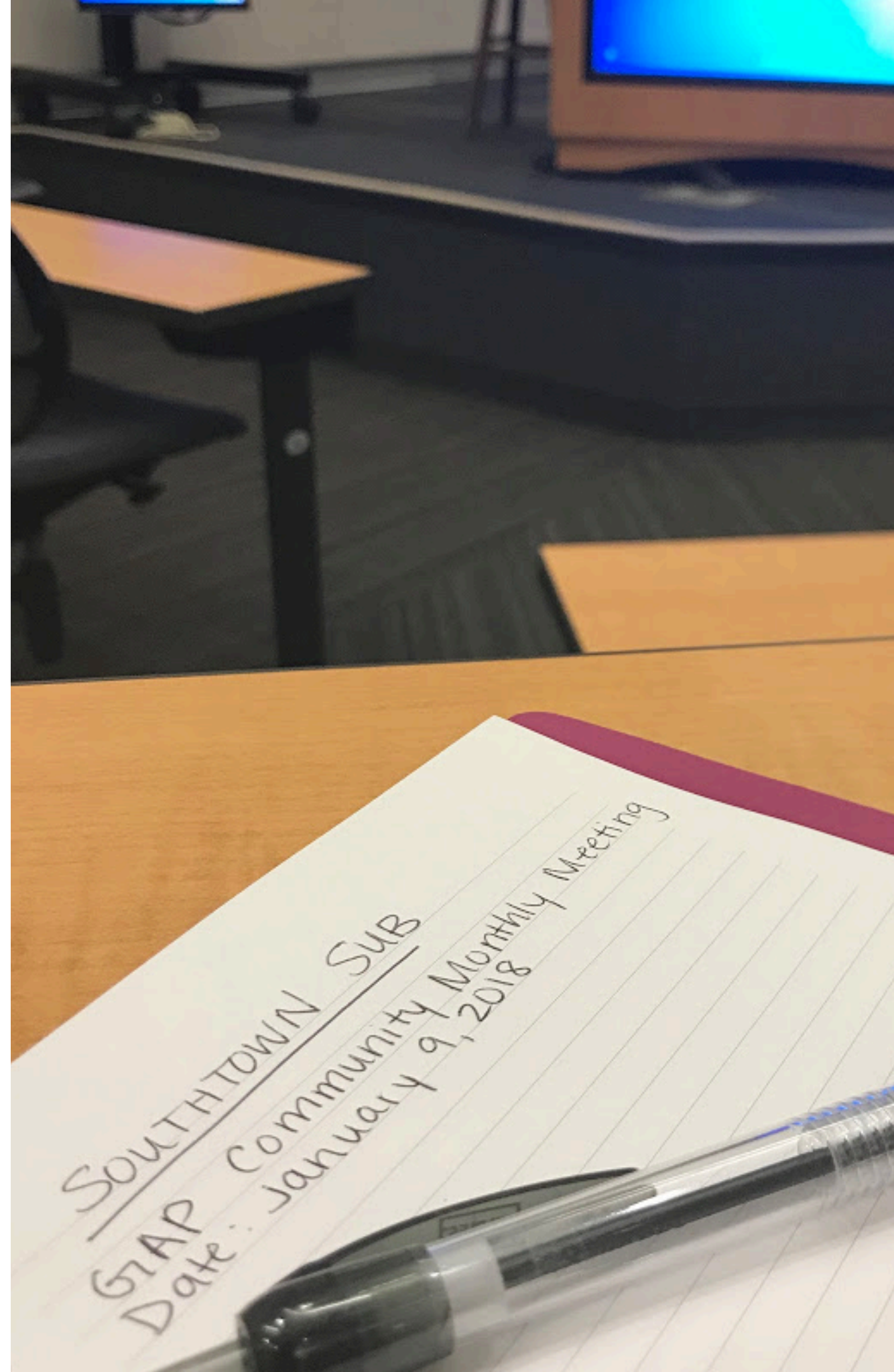




## A POSITIVE CHANGE

THANK YOU TO ALDERMAN SOPHIA KING, THE GAP COMMUNITY ORGANIZATION, AND THE RESIDENTS OF BRONZEVILLE FOR HELPING US REALIZE OUR POTENTIAL.

On January 9, 2018 it was brought to our attention that some of our neighbors and residents felt unhappy with the amount of loitering near our establishment. They also felt we could do more with our storefront, lobby, community involvement, and process of logging weekly business practices for cleaning, 911 calls, and inventory. If it wasn't for the community meeting at City Hall, we would not have realized how much potential we had for improving our business, both the physical space and our involvement with the community.





## OUR NEW VISION



Southtown Sub began with the simple mission to serve delicious food to our patrons. Since then, our vision has expanded. We are no longer just another restaurant to grab a bite to eat. Thanks to our loyal customers, we have become an important thread in the vibrant fabric known as Bronzeville. Southtown Sub resides in an area that is celebrated for its history of famous musicians, political figures, authors, artists, businessmen, groundbreaking newspaper publications, beautiful architecture, and now...its food. Our customers made our famous Gym Shoe sandwich the must-have food to try when visiting Chicago's south side (according to Thrillist, WBEZ, and Windy City Live). We believe our food adds to the rich history and culture of Bronzeville, but our branding, design, and community outreach need to reflect that.

**Our new vision reflects the modern renaissance of the Black Metropolis that celebrates Bronzeville's history and welcomes revitalization. The time for businesses to just sell a product to its customers and not play an active role in the fabric of the community is over. It's time to engage with the neighborhood that made us the business we are today and not just provide delicious food, but also an experience that fosters creativity, encourages youth development, maintains safety and security, and upgrades its establishment to bring ease and comfort to our patrons' experience at Southtown Sub.**


In order to transform our vision into a reality, we have outlined a 4-phase plan below to help us stay on track. With the support of Alderman Sophia King, The Gap Community Organization, and the Bronzeville community, we truly believe that our small restaurant can add to Bronzeville's future as a hub for food, culture, art, and entertainment.



# OUR NEW VISION | PLAN OF ACTION

PHASE I	
DESIGN	
Task	Progress
Rebranding: new logo and website	Completed
Measure and create digital model of current lobby space	Completed by Latent Design
Research material and develop concept for new lobby	Completed by Latent Design
Get feedback from community for design proposals	In progress
Design new exterior sign	Completed
Removal of hanging sign	Completed
Get feedback from community for exterior sign	In progress
BUSINESS MANAGEMENT	
Initiate log of calls to 911 to prevent loitering and soliciting in and around premises	Completed
Initiate log of cleaning in and around premises	Completed
Initiate log of inventory to make sure all food is fresh	Completed
Create Plan of Operation	Completed
YOUTH AND COMMUNITY ENGAGEMENT	
Attend CAPS and The Gap Community Organization meetings	On going
Find ways to involve youth and give back: Develop and announce Black History Month Art and Essay Contest for Gap Community High School students	In progress: meeting with community members with backgrounds in education for assistance
SAFETY AND SECURITY	
Hire security to decrease loitering	Completed
OEMC security cameras connected to Chicago Police Department	In progress: contacted City of Chicago OEMC, working on connecting existing 3 exterior cameras to their surveillance





**SOUTHTOWN SUB**

### Black History Month Art and Essay Contest

As a member of The Gap Community for over 23 years, Southtown Sub has come to know many of its residents, especially the youth. This year we would like to invite our youth to help us honor this month by sharing your story and using your creativity. By providing this platform we want you to get creative, partner with your teachers, and help us learn more about you, your family and the community we live in.

**Essay Contest Requirements**

- Attend one of Bronzeville's Gap Community High Schools\*
- Essay must be typed on 8.5" x 11" paper
- No more than 250 words
- Must be original writing piece done by the student
- Completed application form
- Must answer the prompt: "What does Black History Month mean to you?"

**Art Contest Requirements**

- Attend one of Bronzeville's Gap Community High Schools\*
- Size of artwork must be no larger than 8.5" x 11"
- Artwork must be 2-dimensional and can be made using any art supplies
  - Example: Markers, colored pencils, paint, etc.
- Must be original artwork done by the student
- Completed application form
- Must depict the theme: "What does Black History Month mean to you?"

**Rules/Deadline**

- Each student may enter only one category
- All artwork and essays must be dropped off by **Friday, February 2nd 2018** by 6:00pm:
  - Southtown Sub, 240 E. 35th Street, Chicago, Illinois 60616
- No late entries will be accepted
- One winner will be chosen from each category (art and essay)

**Prizes**

- One student winner from each category will receive a \$100 Amazon Gift Card
- The partnering teacher of each student winner will receive a \$200 Amazon Gift Card
- The winning essay and artwork will be displayed in the lobby of Southtown Sub, featured on our website ([www.southtownsub.com](http://www.southtownsub.com)), and shared on our social media pages.

No purchase necessary to enter. Each student may enter only one category. By entering the contest you hereby warrant and represent that (a) you own all rights to all entry materials submitted by you, and (b) all such entry materials are original works of authorship on your part and have not been copied, in whole or in part, from any other work and do not violate, misappropriate or infringe any copyright, trademark or other proprietary right of any other person or entity. By entering your work, you acknowledge that Southtown Sub shall have the right to use, modify, reproduce, publish, and display entry materials.

Page 1 of 3



# OUR NEW VISION | PLAN OF ACTION

PHASE II	
DESIGN	
Task	Progress
Begin lobby remodel	
Redesign paper menu with new branding	In progress
BUSINESS MANAGEMENT	
Continue 911 log, cleaning log, and inventory log	Ongoing
YOUTH AND COMMUNITY ENGAGEMENT	
Begin Southtown Sub scholarship fund for local high school students	Future
SAFETY AND SECURITY	
Host focus group (community residents): Has safety and security improved around Southtown Sub? What can we do to improve our area?	Future



# OUR NEW VISION | PLAN OF ACTION

<b>PHASE III</b>	
<b>DESIGN</b>	
<b>Task</b>	<b>Progress</b>
Completion of lobby remodel	Future
Create new branded merchandise for Southtown Sub	Future
<b>BUSINESS MANAGEMENT</b>	
Install Square (or similar brand) system to begin accepting debit and credit cards	Future
<b>YOUTH AND COMMUNITY ENGAGEMENT</b>	
Start report card promotion at Southtown Sub: Honor roll students receive a special discount	Future
Announce grand re-opening of Southtown Sub	After lobby is completed



# OUR NEW VISION | PLAN OF ACTION

<b>PHASE IV</b>	
<b>DESIGN</b>	
<b>Task</b>	<b>Progress</b>
Host a meeting at Southtown Sub to present lobby redesign	
<b>BUSINESS MANAGEMENT</b>	
Start delivery service through GrubHub, UberEats, or similar service	
<b>YOUTH AND COMMUNITY ENGAGEMENT</b>	
Grand re-opening of Southtown Sub	After lobby is completed



 **EXTERIOR UPGRADE | CURRENT PHOTOS**







## EXTERIOR UPGRADE | REDESIGN PLANS



New illuminated sign

Increased lighting

New door with increased  
visibility of interior

Removal of metal security  
gate

 **EXTERIOR SIGN | OPTION #1**





 **EXTERIOR SIGN | OPTION #2**





# LOBBY REDESIGN | CURRENT PHOTOS





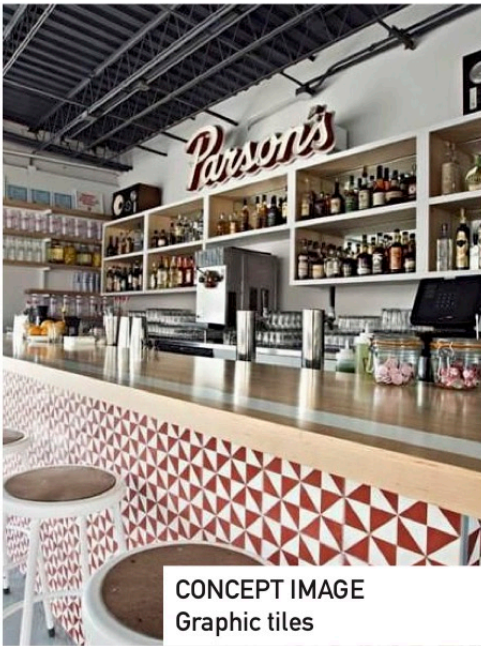
# LOBBY REDESIGN | CURRENT PHOTOS





# LOBBY REDESIGN | INSPIRATION

SPECIFICATION  
Additional Info



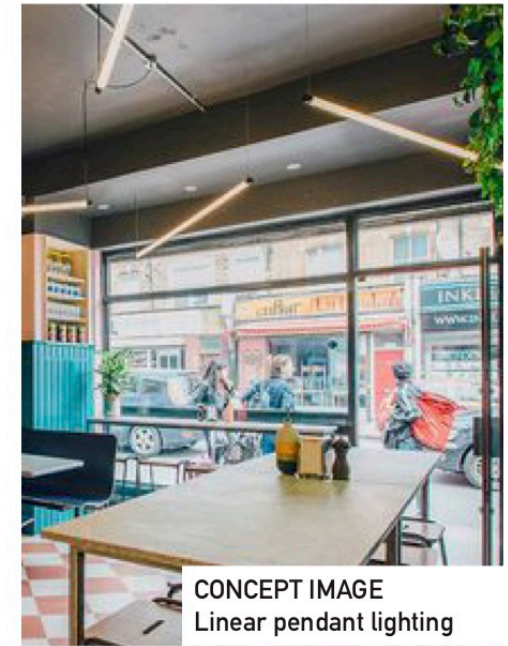
SPECIFICATION  
Additional Info



SPECIFICATION  
Additional Info



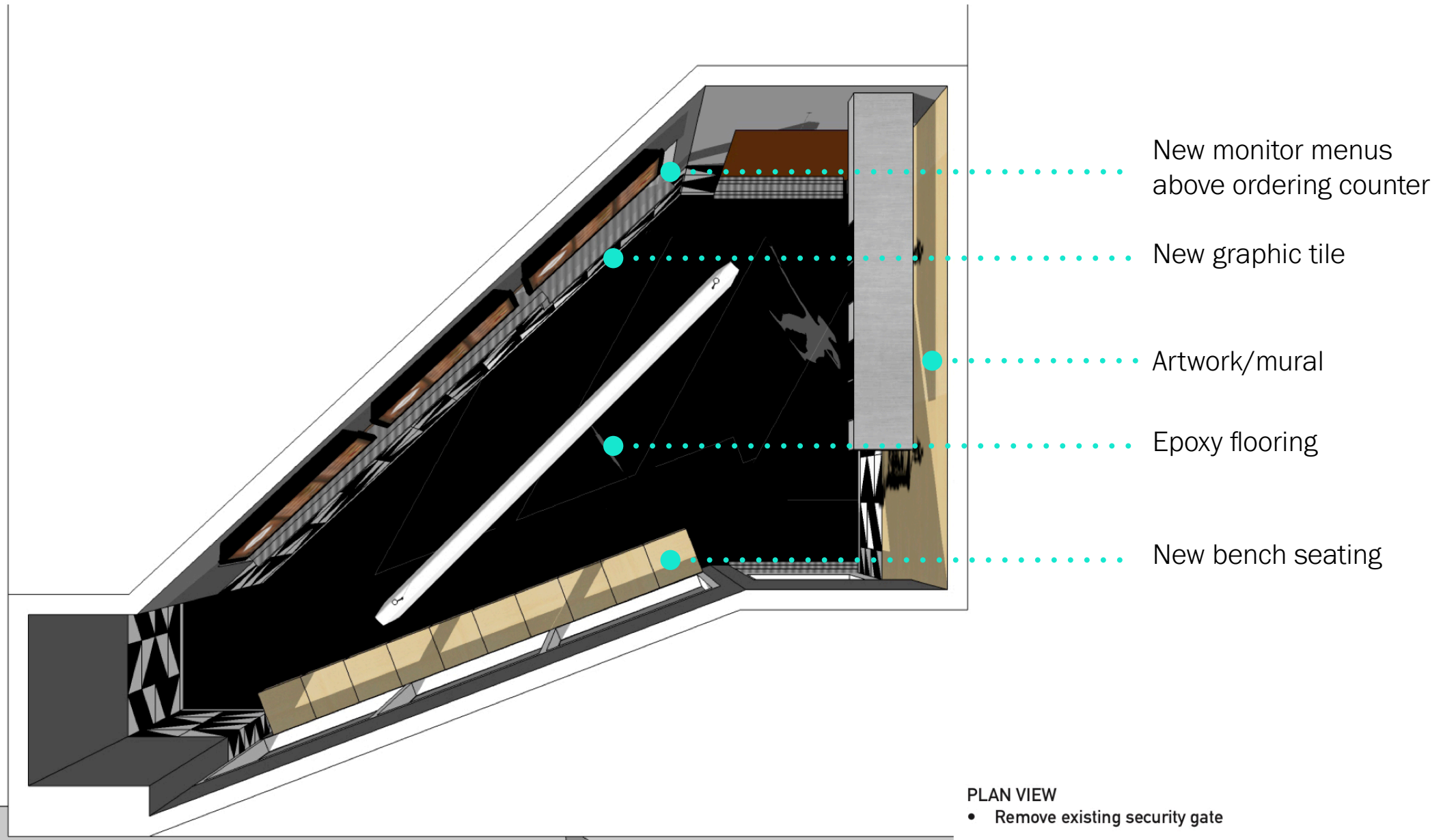
SPECIFICATION  
Additional Info







# LOBBY REDESIGN | LOBBY BIRD'S EYE VIEW





# LOBBY REDESIGN | INTERIOR



#### INTERIOR VIEW 03

- Remove and replace existing tile floor with epoxy
- Remove existing garbage can in corner
- Remove existing lighting and replace with linear LED fixture
- New graphic tile in 12", 9", 6" and 3" sizes
- Rebuilt storefront bench and tile to match
- Paint wall to match brand colors



#### INTERIOR VIEW 04

- New graphic tile in 12", 9", 6" and 3" sizes
- Paint wall to match brand colors
- Remove and consolidate menu
- Remove existing lighting and replace with linear LED fixture



**THANK YOU**

**THANK YOU FOR YOUR TIME.**

**PLEASE LET US KNOW YOUR THOUGHTS!**