



Metropolitan **Planning Council**

80 Years of **Reinventing** the Region

Museum Campus Transportation Study Open House



IDEAS TO HELP PEOPLE FIND THE WAY

Finding the way: Visitor center/transport hub



Characteristics

- Multi-modal transfer point
- Provide information about all museums or other facilities

Precedents

- McDonald's Cycle Center, Chicago
- Bikestation, Washington DC



Finding the way: Thematic trails



Characteristics

- Turning travel from utilitarian to meaningful experience

Precedents

- Freedom Trail: Boston
- Walk of Fame: Hollywood



Finding the way: Unified sign program

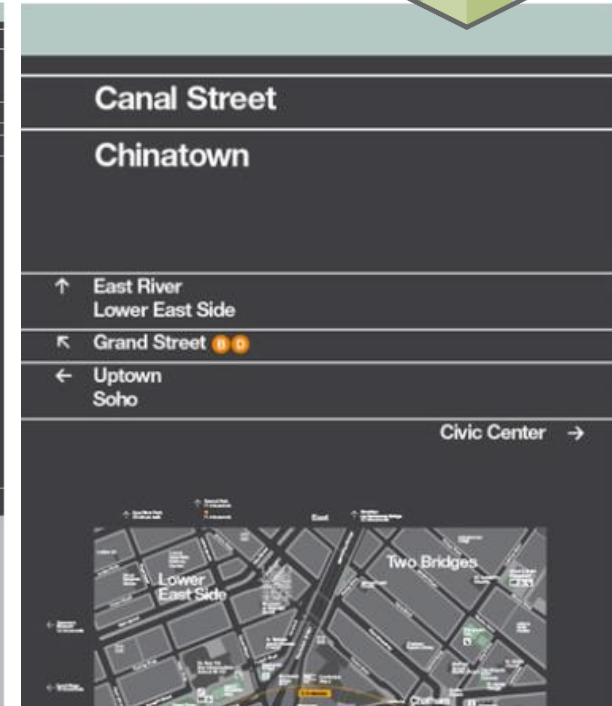
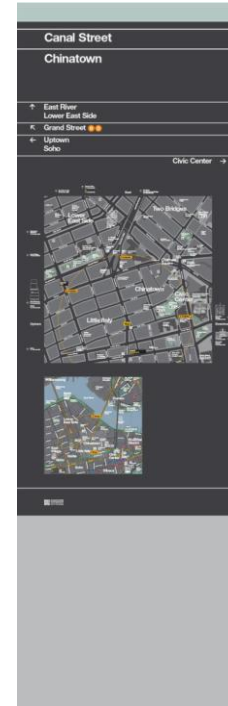


Characteristics

- Kiosks as navigating beacons
- Standardized information display

Precedents

- New York, Philadelphia, London, Toronto
- Airports
- University Campuses
- Transit systems



Finding the way: Wayfinding app



Characteristics

- Harness potential of GPS and augmented reality technology
- Cross indoor/outdoor boundary

Precedents

- myNav: Central Park



Finding the way: Wearable devices



Characteristics

- Merge potential of real-time and Big Data capabilities with behavioral economics

Precedents

- Disney MagicBand
- 50% of Disney World visitors use to skip lines, order food, access services, charge purchases





IDEAS FOR MENDING EDGES

Mending edges: Decking over infrastructure



Characteristics

- Create seamless continuation of environment over barriers
- Allows city context to extend across highways or railways

Precedents

- Klyde Warren Park: Dallas, TX



Mending edges: Bridging over infrastructure



Characteristics

- Create intermittent connections over barriers
- Can create landmarks and destinations of their own right

Precedents

- BP Pedestrian Bridge
- New 35th, 41st, 43rd Lakefront bridges



Mending edges: Tunneling under infrastructure



Characteristics

- Create intermittent connections through barriers
- Can create gateways and congregation points

Precedents

- Grant Park and South Lake Shore Drive Underpasses



Mending edges: New east-west connections



Characteristics

- Increase opportunities for access
- Distribute all forms of traffic



Mending edges: Barges and pontoons



Characteristics

- Flexible and temporary
- Distribute all forms of traffic

Precedents

- Queen Emma Pontoon Bridge, Curacao
- Emergencies and disasters





TRANSPORTATION INVESTMENT IDEAS

Transportation investments: Trolley circulators



Characteristics

- Branded fixed-route bus service
- Free or for a fare

Precedents

- Theme parks
- Tourist districts
- Former Chicago Lakefront program



Transportation investments: Mass transit – rail station



Characteristics

- Direct transit access
- Seamless pedestrian connections
- Potential for integrated public space

Precedents

- CTA Red Line: Wrigley Field & Cellular Field
- Target Field Station, Minneapolis, MN



Transportation investments: Streetcar



Characteristics

- Fixed-guideway system, typically operates in automobile lanes
- Integrate infrastructure into public realm

Precedents

- Grass tracks: Kenosha, WI; New Orleans, LA; Fort Collins, CO.
- Urban: Boston, Philadelphia, Seattle, San Francisco, DC, Toronto



Transportation investments: High-capacity streetcar/tram



Characteristics

- Ability to transition between contexts
- Compatible with urban, parkland, etc.
- Has an reserved right-of-way not shared with cars, but may operate in street median

Precedents

- Paris, Strasbourg, Barcelona



Transportation investments: Automated circulators



Characteristics

- At-grade, elevated, or underground
- Higher capacity vehicles
- Frequency can be adjusted at low additional operations cost

Precedents

- O'Hare Airport
- Downtown Miami and Detroit
- Getty Museum, LA



Transportation investments: Gondola/ropeway/aerial tram



Characteristics

- Minimal footprint
- Above grade
- Smaller cars, frequent service

Precedents

- Emirates Air Line, London
- Roosevelt Island Aerial Tram, New York City



Transportation investments: Shared micro cars



Characteristics

- Compact, lightweight, low cost
- Point to point

Precedents

- Golf carts
- MIT “hiriko” folding car



Transportation investments: Personal rapid transit



Characteristics

- Driverless pods on closed circuit
- Choose destination from list of stations

Precedents

- London Heathrow: 2.4 mile route from Terminals to parking
- 50% reduction in emissions compared to diesel bus





SHARE YOUR IDEAS WITH US TODAY

Log in at metroplanning.org/museumcampus



A screenshot of the CIVIC ARTWORKS website. The page title is "Museum Campus Transportation Study". Below the title, there is a brief description of the project and a map of Chicago. The page is divided into sections: "ADDITIONAL PROJECT INFORMATION", "PUBLIC OPEN HOUSE INVITATION", and "PROJECT TIMELINE". The "PROJECT TIMELINE" section is currently active, showing "Phase 1: Brainstorm", "Phase 2: Analysis", and "Phase 3: Illustration". Below the timeline, there are several idea cards. The first card is titled "idea" and has a sub-heading "Let us know what you think about Museum Campus Transportation Study". The second card is titled "IDEA: New 18th Street Gateway/Transit Center" and has 145 likes. The third card is titled "IDEA: Light Rail on Lake Shore Drive" and has 265 likes. The fourth card is titled "Add More Water Taxis" and has 117 likes. The fifth card is titled "CTA Gray Line Project" and has 18 likes. The sixth card is titled "Metropolitan Planning Council" and has 18 likes.

Submit an idea

Learn more about the project

Offer feedback on other ideas

Study co-chaired by City of Chicago Chief Operating Officer Joe Deal and Metropolitan Planning Council President MarySue Barrett

Staffed by Chicago Department of Transportation and Sam Schwartz Engineering



**KEEP UP WITH THE STUDY:
METROPLANNING.ORG/MUSEUMCAMPUS**