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
Characteristics
• Flexible and temporary
• Distribute all forms of traffic

Precedents
• Queen Emma Pontoon Bridge, Curacao
• Emergencies and disasters
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
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
Log in at metroplanning.org/museumcampus

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