



## CHAPTER 3: WAYFINDING

### SUMMARY

Part of this project is about Signage and Wayfinding. Wayfinding is defined as providing direction for people in motion. It considers all the tools you use to share wayfinding information with visitors: print and broadcast media, the Web, new technology, as well as signage in the environment. Properly designed, it ties together verbal and visual cues throughout a facility: architecture and materiality, lighting and landscape design all play meaningful roles. The elements that will be addressed will be:

- Navigational and blaze signage – essentially ways to get users to the Trail (the signage on the trail itself is mandated by IDOT standards and must be complied with.)
- Gateways would be designed for placement at each agency’s jurisdictional limits. Uniform in design, they would be durable and vandal resistant. Further, the objective is that the gateway design influences the design of elements for other existing and proposed trail systems, which will link with the Cal-Sag Trail.
- Community information signs which will communicate important facts, locations of services and hospitality, upcoming events, QR Code connectivity and the like. The URS Project Team is working with the Coalition to determine how interactive such installations might be.
- Interpretive signage elements would have messaging developed that conveyed the rich natural and cultural history present in all of the communities along the Corridor. Essential for educational programming, these elements would be also be a strong draw for the historic and ecology based tourism so often pursued these days on bicycle and on foot by persons from near and far – sometimes very far.

### LOGO DESIGN

The current logo, pictured below, was developed by the Coalition and the Friends of the Calumet-Sag Trail during the development of the Inter-Governmental Agreement and the formation of the Friends as a certified 501(c)(3) organization. The goal behind the logo was to celebrate the iconic truss bridge form and to incorporate water as a theme. Since then, the logo has been incorporated within various digital media applications, and on hats, shirts and banners.



ORIGINAL LOGO

Although it is only three years old, the logo has acquired a strong recognition factor. However, the Coalition realized that the logo was prepared quickly and economically, and did not have the benefit of in-depth graphic design expertise in its development

The Friends engaged a graphic designer to investigate refinements to the logo in Spring 2011. The three preferred schemes were selected and provided to the URS Project Team as they advanced the development of the logo. Early on, it was recognized that the logo needed to be effective across all media and on all platforms. It was also recognized that the iconic bridge needed to remain as a central image, and the inclusion of the water and sun imagery were also important. The revisions to the logo investigated a circular form instead of the rectangular form and proposed a more stylized rendition of the central bridge imagery as well as the sun and water. Additionally, the border incorporates the terms “Saganashkee” and “Calumet”, which identify the termini of the Channel, which has become, over the years, shortened by most who know it as “Cal-Sag”. Up to this point, the Coalition and the Friends were steadfast in wanting to retain “Calumet” in the brand rather than the shortened “Cal”, even though all involved knew that just about everyone referred to the Channel and the proposed Trail by its short-hand name. By citing both “Calumet” and “Saganashkee” in the border, the historical termini were identified making

it now possible accept the popular nomenclature. The Coalition formally adopted the terminology “Cal-Sag Trail” in its August 16, 2011 meeting. The first generation of logo studies are illustrated, below.



FIRST GENERATION OF LOGO DESIGN STUDIES

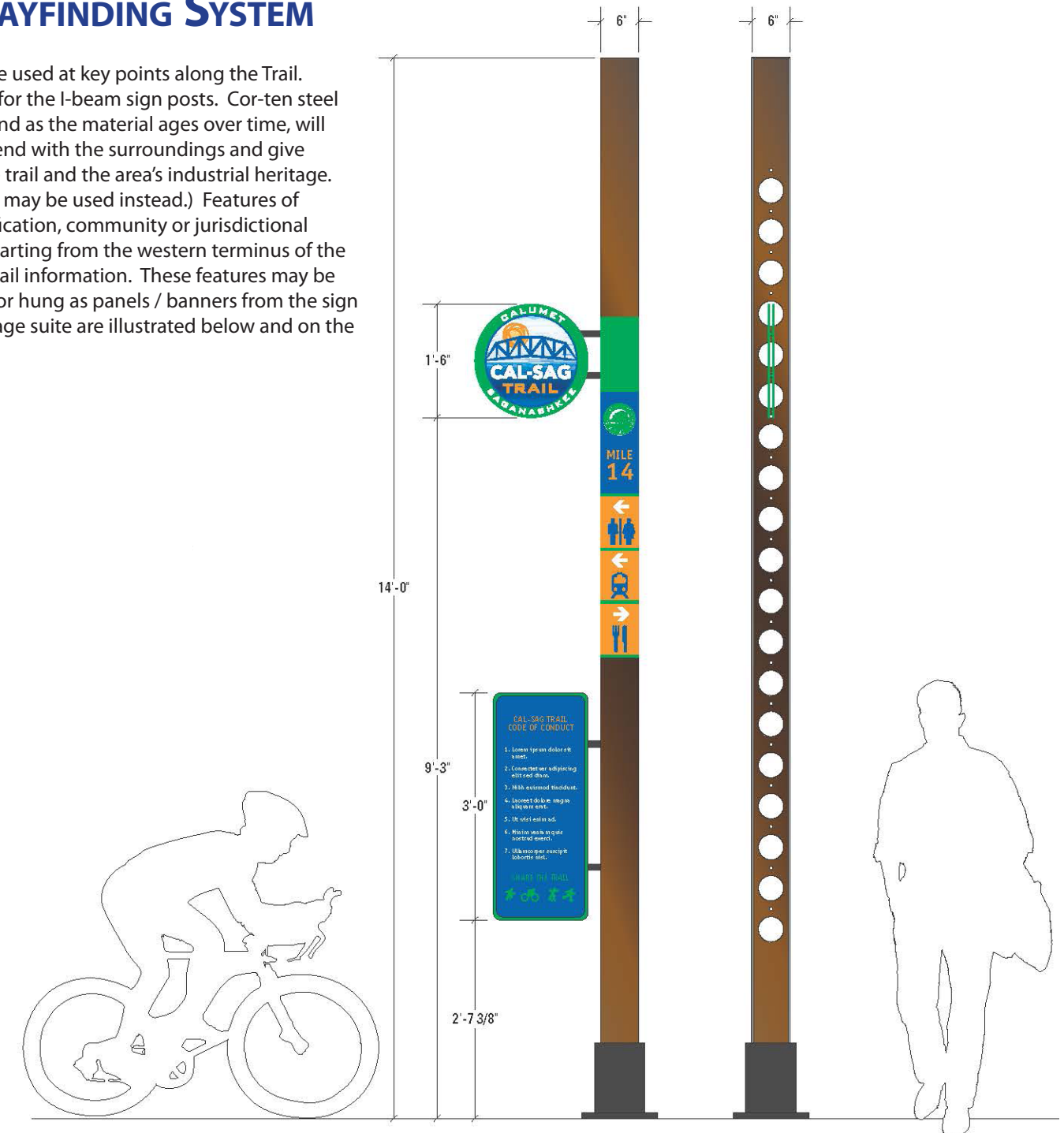
The logo has continued to be refined and the final version is shown below. The final revisions have been performed to make the logo useable across a variety of sources and uses including digital media, print media, clothing and furnishings, equipment, signage (wayfinding, regulatory, identifier) en situ materiality (metal blade, bronze medallion, precast concrete, etched stone or paver) as well as others foreseen and unforeseen. The logo was accepted as an official service mark of the Cal-Sag Trail by the Coalition.



FINAL NEW LOGO

## SIGNAGE AND WAYFINDING SYSTEM

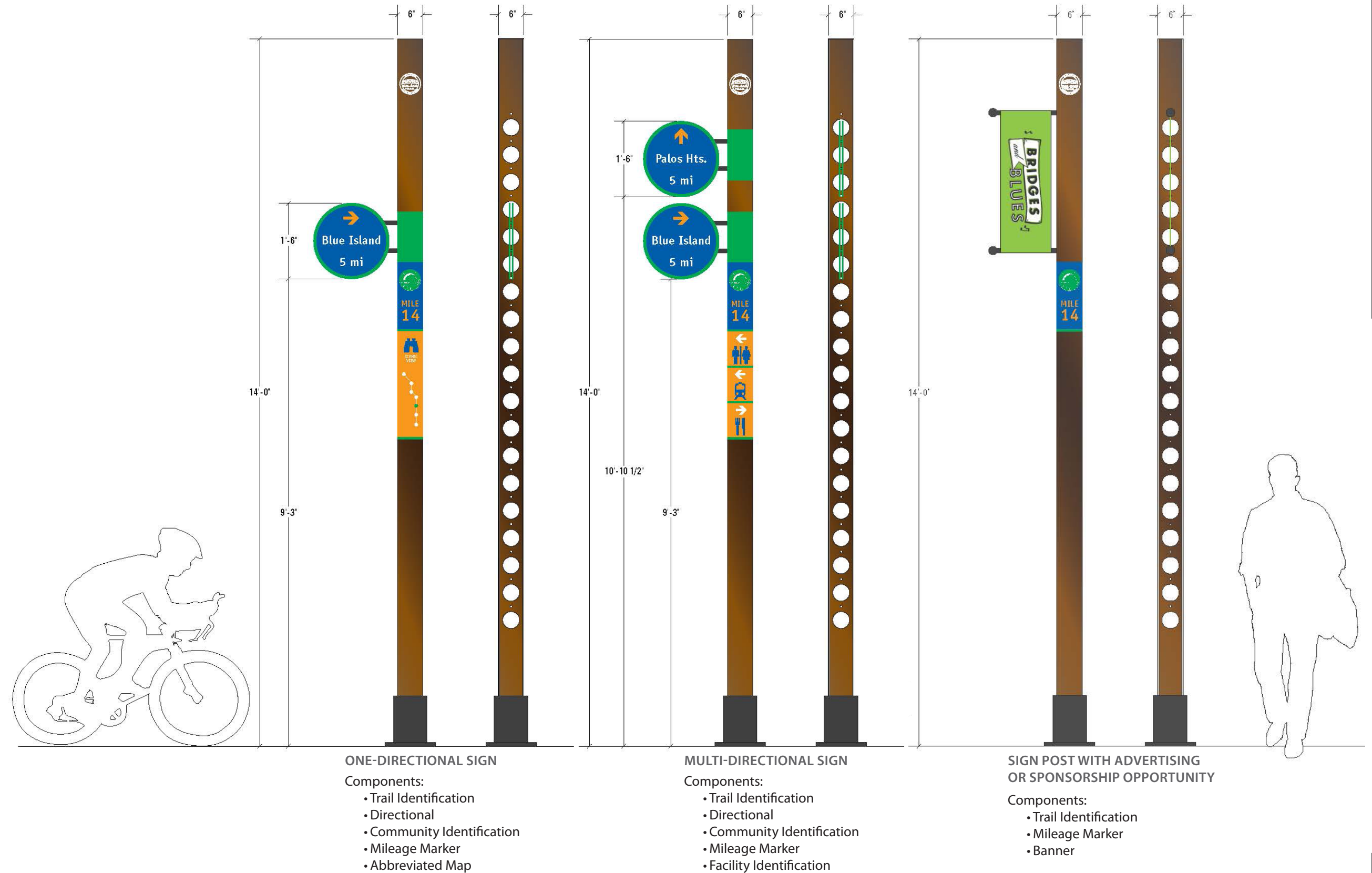
A suite of wayfinding signs will be used at key points along the Trail. Brown Cor-ten steel will be used for the I-beam sign posts. Cor-ten steel requires minimal maintenance, and as the material ages over time, will develop a rust patina that will blend with the surroundings and give homage to the bridges along the trail and the area's industrial heritage. (Alternatively, painted aluminum may be used instead.) Features of the sign suite include trail identification, community or jurisdictional identification, mileage marker (starting from the western terminus of the trail), facility identification, and trail information. These features may be affixed directly on the sign post, or hung as panels / banners from the sign post. Four variations of this signage suite are illustrated below and on the following page.



### DIRECTIONAL / INFORMATIONAL SIGN

Components:

- Trail Identification
- Community Identification
- Mileage Marker
- Facility Identification
- Trail Information



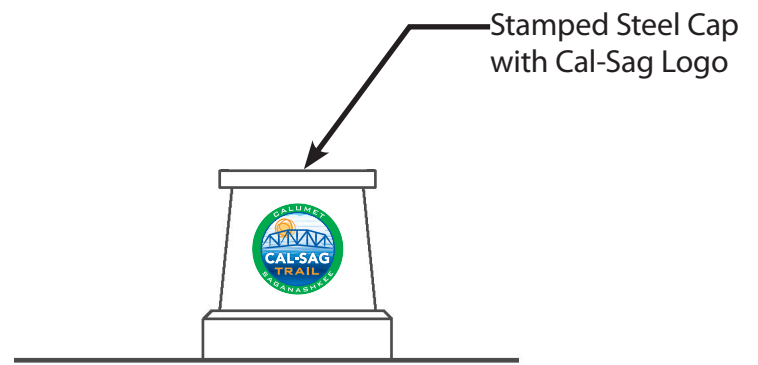




The Secondary Gateway will be a single compact column located at the key points described previously. The materiality and form of the column will reflect the columnar structure of the Primary Gateway. The finish of the column base is expected to be rock-face limestone, with a decorative cap of the Cal-Sag Trail logo in stamped steel. The logos of the municipality will be featured on the side facing the trail. The Secondary Gateway is illustrated, below.

## COMMUNITY INFORMATION KIOSKS

Kiosks are Community information signs which will communicate important facts, locations of services and hospitality, and upcoming events. These signs may also feature QR code for connectivity by Trail users' smartphones. The URS Project team is working with the Coalition to determine how interactive such installations should be.



FINAL SECONDARY GATEWAY DESIGN

## INTERPRETIVE SIGNAGE

### INTERPRETIVE PLAN

Interpretation will involve more than the story of the Calumet-Sag Channel and the Little Calumet River. The Channel and the River are the organizing elements for the Cal-Sag Trail and for this Signage and Wayfinding Plan. The presence of the Little Calumet and Grand Calumet Rivers and the development of the Calumet-Sag Channel definitely are key contributors to the heritage of the area. However, the Interpretive Plan needs to look beyond these waterways and find ways to tell the important stories of the region's geology and natural history, as well as the stories of the native civilizations, the successive waves of immigration, of agriculture and manufacturing, of arts and education, of environmental challenges and evolving stewardship, and of present-day cultural values. It can be seen that most of the stories of the region are interwoven through a theme of transportation.

### GOALS AND OBJECTIVES

The goal of the Interpretive Plan is to identify the significant stories and find effective ways to convey these stories – both in digestible bits for those who are on the Trail, and in a more comprehensive way for greater understanding when one is not on the Trail.

The first objective of conveying these stories will be the standard approach of designing, fabricating and installing Interpretive Signage. The preliminary designs for these elements are shown below. The messaging on interpretive signage will be developed by historians, both amateur and professional, and will include imagery and narrative. These compositions will be developed during the second phase of the Project.

The design of interpretive signage will be

The Coalition has been interested in making these interpretive signage elements more interactive and able to convey more information than the narrative and imagery on the panel. Towards that end, the use of QR Codes is proposed. QR Codes, incorporated into an interpretive signage panel, can be scanned and provide linkage to sources of far more comprehensive information than can be conveyed on the panel itself.

But, where are the sources of this greater amount of information and where do they, or where will they, reside? Unfortunately, the information is currently in small pieces, residing in libraries, historic societies, in unfinished manuscripts or books long out of print, and, most alarmingly, in the memories of some of the more elderly members of the communities of the Corridor and of the Calumet Region.

Therefore, the second key objective of the Interpretive Plan, beyond the initial crafting of interpretive signage, must be:

- An identification of the sources of information
- An organization of these sources of information
- Development of digitally-accessed videos and presentations of the information by professional videographers and historians
- Development of a bibliography of source materials for interpretation
- Specifying a repository for these digital sources of information – the website of Friends of the Cal-Sag Trail may be the logical choice as a central point – although links to other sources would be likely and welcome
- Engage in a comprehensive oral-history project for all of the communities in the corridor, capturing the stories and memories of those who remember or participated in the events of the region

This second objective will be a complicated undertaking and an implementation strategy will be developed in the second phase of the project. This effort will become an objective of the Capital Plan pursued by the Friends of the Cal-Sag Trail. Building on the Implementation Strategy developed in the second phase of this Project; the Friends will pursue funding from foundations, corporations and philanthropists to support the development of a comprehensive interpretive program for the Cal-Sag Trail communities and the Calumet Region.

### INTERPRETIVE SIGNAGE OPPORTUNITIES

Through its research and from the results of the Public Meetings conducted in all the Corridor communities, the Project Team has been able to identify significant themes and sites where interpretive signage may be sited and what the subject material may include. The following is a list of these themes and sites, organized by jurisdiction, from west to east.

#### PALOS PARK

- Palos Springs: Located south of the intersection of Route 83 and Southwest Highway, these were the original springs in the area
- Conley town site: A small town site predating Palos Park locating along the former Wabash Railroad right of way.
- Landforms and Palos area geology: The unique topography of much of the Palos Park area
- Kean Avenue – the passageway through the Saganashkee: The former Kean Avenue Bridge was part of the sole overland route through the swampy areas of the Saganashkee Slough – considerably larger than they are today.
- Paddock Settlement: The first Anglo settlement in the Palos Park area
- Palos Improvement Club: A focal point for the artist colony that emerged in the 1920's. By 1940, the Village had become a center for artists, writers and intellectuals. From early on, the art colony in Palos Park played a pivotal role in the personal and artistic development of the community.
- Historic earthworks and fortifications: Four separate sites of historic

earthworks, developed by the French, exist in the area around and within Palos Park

- Joliet and Marquette: Passageway for Joliet and Father Marquette on their return from exploring the Mississippi in 1673. The Saganashkee Swamp, threaded by the stream later known as the "Canal Feeder," made a waterway to Stony Creek at Blue Island, which, by short portage, connected with the Calumet River and thence to Lake Michigan.
- Historic early settler families (and why they left Palos)

#### PALOS HEIGHTS

- Valparaiso Moraine Geology: Low-lying swampy areas flanking the Valparaiso Moraine, (which later would become the route of the Calumet-Sag Channel) stretched across the northern part of the Palos Heights region which discouraged development. By the 1860s, the more level parts of the area were farmed by
- German, Irish and Dutch Settlement Patterns: Farming, pasturing and timber were the primary early occupations
- Robert Bartlett and Southwest Highway: While the area continued as farmland and pasture in the 1920s, the completion of the Southwest Highway in 1928 improved automobile access and led to development. In 1935, developer Robert Bartlett laid out a grid of streets flanking Harlem Avenue. The Great Depression was at full strength and the stagnant housing market needed a shot in the arm. Subdivision featured quarter-acre "farmettes" that included tree saplings, grapevines, and early buyers also received several incubated chicken eggs, for chicken farming – an early focus on sustainability.
- Education in Palos Heights: School District in 1901, and Trinity Christian College and Moraine Valley Community College (Palos Hills)

#### ALSIP

- Potawatomi Indians
- French explorers and missionaries: Marquette and Joliet visited the area during the 15th and 16th centuries, establishing a Catholic mission church here in 1696, near what is now 122nd Street and Loveland Avenue
- German and Dutch Settlement: In the 1830's these first settlers pursued truck farming in the area
- Burr Oak and Restvale Cemeteries: Alsip developed at the fringe of the built environment of Chicagoland, and as with many other communities which developed similarly, it had many acres devoted to cemeteries. The cemeteries in Alsip are noted for the extremely large number of famous blues musicians who are buried here, as well as the final resting place of Emmett Till, whose slaying ignited a wave of civil rights protests.

#### BLUE ISLAND

- Stony Creek, Stony Creek Bridge, former Ann Street Bridge: This trio of natural and built elements is located adjacent to the site of the former Blue Island Gas Plant, built by Samuel Insull. That land has been re-mediated. The on-land portion of the Ann Street Bridge remains and has been identified as a potential lookout over the Channel, affording strong views of rail and Channel traffic. The Stony Creek Bridge,

an historic iron bridge, will be part of the Trail. Anecdotal evidence suggests that a consistently used Native American camp may have existed on the east side of Ann Street. Stony Creek was the origin of the Calumet Feeder Canal and location of a portage used by early French voyageurs and trappers, including Joliet and Marquette.

- **Fay's Point:** The promontory of Fay's Point is claimed to be a Potawatomi Indian council grounds, and also the site of a 1769 battle between Chief Pontiac's Ottawa with Potawatomi, Chippewa, Fox, and Saux tribes allied against the Illini. The fight carried downstream, culminating in the Illini defeat at Starved Rock. The Fay family farmed this tract of land until the 1930s.
- **Calumet Feeder Canal and Dam site (at Aulwurm Drive):** The earthworks remain of this dam, infamously blown up by irate Indiana farmers in 1874. The Calumet Feeder canal was one of the main sources of water to maintain levels in the I&M Canal.
- **Historic buildings of Blue Island:** The City has an impressive collection of designated historic buildings, both residential and commercial, and most are very close to the Trail, allowing for side trips into the neighborhoods and business district.
- **Blue Island and the history of Transportation:** Transportation is inextricably linked with the history of Blue Island across all mode and by all peoples
- **Geology of Blue Island:** The geologic origins of the Blue Island area are tied to the prehistoric shorelines of Lake Chicago and the Great Outflow. Users of the Trail will pass these ancient shorelines and can understand why the Calumet-Sag Channel was located through this valley.
- **The Illinois Waterway:** The Calumet-Sag Channel was part of the Illinois Waterway, also known as the Lakes to the Gulf Waterway. Once completed, it replaced the I&M Canal. Blue Island, as a location of the locks and as the origin of the Calumet Feeder, is the best choice to provide a deep interpretation of the Calumet-Sag Channel, and the best location to tell this story may be at Fay's Point. Across from Fay's Point, in Calumet Park, the north wall and gatekeeper houses of the former locks exist, which can add to the strength of this message.

#### RIVERDALE:

- **Lake Riverdale:** A noted habitat for a variety of migratory avians and waterfowl
- **Major Taylor Trail:** In addition to being a linkage to a significant local trail, there is an opportunity to note the life and times of Marshall "Major" Taylor, the first African-American sports superstar and a cycling great, buried in Mount Glenwood Cemetery
- **Ivanhoe Subdivision:** Developed as a planned community, it grew in the post WWII era and remains a strong and distinctive neighborhood today.
- **Ferry Crossing and Dolton Bridge:** 1836 ferry crossing of the Little Calumet River and the 1842 toll bridge
- **Clay and Terra Cotta works:** The distinctive dense blue clay of the region led to the development of brick and terra cotta works as well as pottery makers, highly regarded regionally and nationally

#### DOLTON

- **Lincoln Avenue:** An important route of the Underground Railroad and a connection to the Michigan City Road, often used by Freedom Seekers on their route to Canada
- **John Ton and the Calumet River crossing to the Ton Farm:** A Calumet River crossing from the south bank to the Ton Farm was used by Freedom Seekers. The Ton Farm was a documented site on the Underground Railroad. On both banks, these areas are within the City of Chicago; however the south bank site is close to the Trail and can be accessed on Cottage Grove Avenue to 138th Street

#### CALUMET CITY

- **Native American settlements**
- **Schrum Family Farm:** Calumet City's first resident, Hans Johann Schrum, a German immigrant, arrived here in 1863. Schrum and his wife, the former Louise Schuringa, amassed ownership of 600 acres between what is now State Line Road and the Little Calumet River (in the alignment of the Trail). The Schrum family counted maple syrup and potatoes among its crops, and also operated the Calumet Dairy and the Calumet Pickle Works. The family businesses brought wealth to the Schrums and attracted other families to the area.
- **German heritage:** Original settlements, houses of worship and newspapers kept German culture alive and strong, even during WWI and prevalent anti-German sentiment
- **West Hammond:** The original name of Calumet City, the community gained a reputation as a "Sin City," where gambling, prostitution, and illegal booze joints created a disreputable strip on State Street. Al Capone and others built on this base when Prohibition became law. Hardworking residents were so dismayed by the town's bad reputation that they voted in 1923 to change the name to Calumet City.