

Marshall “Major” Taylor Trail

Urban Planning & Design

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OVERVIEW

The purpose of this community planning effort, as expressed by CNIP-Chicago, is to improve the experience along the Major Taylor Trail and to increase traffic at the riverfront destination. Brook Architecture was tasked with the following goals\

- Coordinate with CCFP, CDOT and CPD to brand the MTT
- Engage with an art planning association to develop creative place making strategies utilizing functional artwork and coordinate with CCFP, CDOT and CPD
- Identify best practices for monitoring increased traffic
-

In order to accomplish these goals, the work was broken up into the following three phases:

1. Investigation – What are we working with?
2. Information gathering – What do the people want?
3. Planning and design – What can this look like?

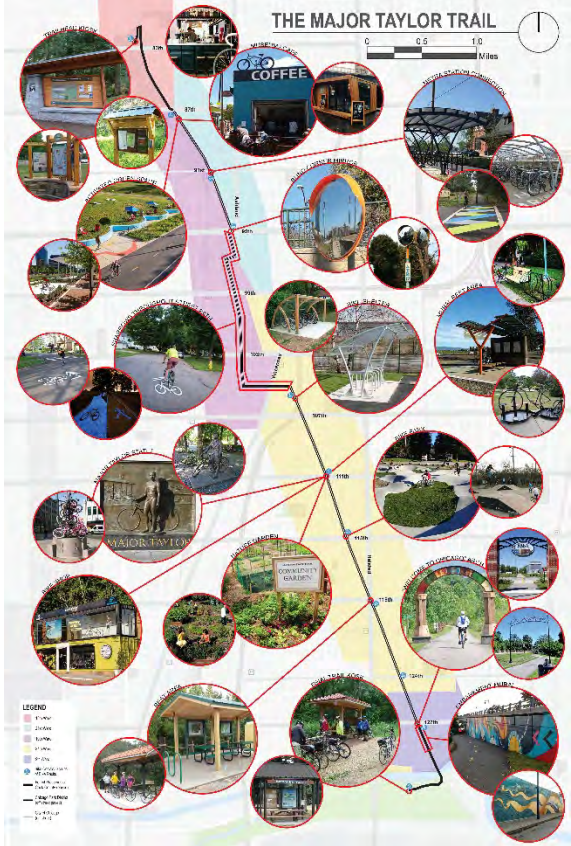
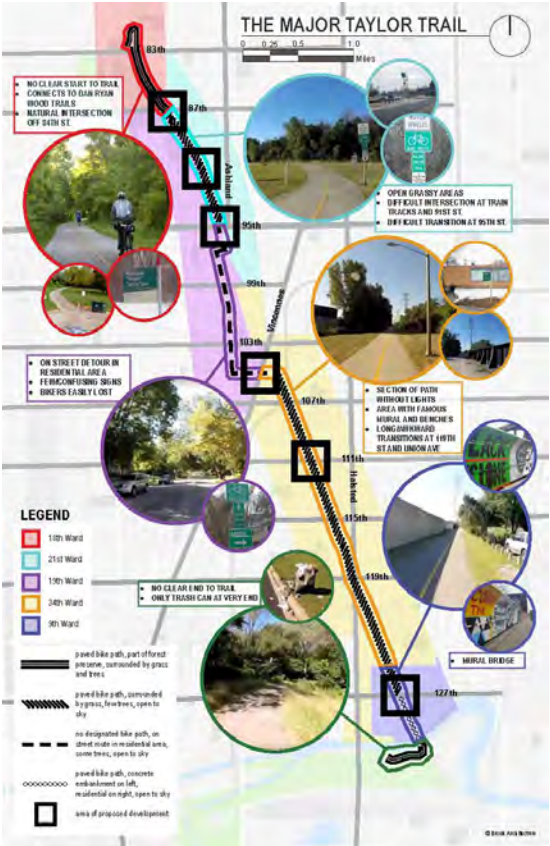
As the first step in the planning process, Brook Architecture surveyed the trail to identify its defining characteristics and opportunities for potential scope. This information was used to create a base map of the study area (Exhibit A). Next, Brook identified community stake holders and researched existing documentation on place making opportunities for the identified areas of interest. This research was used to create an inspirational map of potential development along the trail (Exhibit B).

The two maps of the trail were presented in a community charrette organized to gather input from residents, municipal agencies and additional stake holders. Participants were asked to share their thoughts, ideas and concerns about the trail through various exercises.

With all of the information gathered, a final trail map was created to identify opportunities for branding and place making. Brook Architecture collaborated with a graphic designer to create an overall sign strategy and thematic options for the Major Taylor Trail. Brook also researched the best practices for monitoring the increased pedestrian and cyclist traffic.

INVESTIGATION

As the first step in the planning process, Brook Architecture surveyed the trail to identify its defining characteristics and opportunities for potential scope. This information was used to create a base map of the study area (Exhibit A). Next, Brook identified community stakeholders and researched existing documentation on place making opportunities for the identified areas of interest. This research was used to create an inspirational map of potential development along the trail (Exhibit B).



INFORMATION GATHERING

A community design charrette was held at Ridge Park on Monday, March 18th, 2019. Members

Listening Session

Participants were asked to discuss the aspects of Major Taylor that they think should be celebrated along the trail. The key and significant observations from this discussion are summarized as follows:

- **Things about Major Taylor to celebrate**
 - is typically presented as hunched over his bike and working hard – there is interest in more images of him standing tall and appearing more victorious as opposed to more weak
 - He was very religious, didn't drink, refused to race on Sundays
 - He was the “Michael Jordan” of his time, was very wealthy and yet used his platform to fight for what he believed in – a true civil rights activist, way ahead of his time
 - He was a family man
 - He was a trail blazer and a self-made man – he truly found his calling
 - He was an author and wrote his autobiography because he felt that he had an important story to tell
- **Words/phrases that remind you of Major Taylor**
 - Reflection
 - Victorious
 - Civil rights
 - Family man
 - Tenacious
 - Wealthy
 - Privileged lifestyle
- **Ideas for the trail**
 - Would like to have “you are here” maps along the trail instead of just the two at the trail ends
 - Want to embrace “place making” – like the community logos
 - Mile markers could be made using Major Taylor's silhouette
 - Breaking the trail into sections/rooms that speak to different aspects of Major Taylor's life
 - Creating an extended timeline of Major Taylor's life throughout the trail – history lessons throughout the trail
 - Trail signage could incorporate quotes from Major Taylor

INFORMATION GATHERING

Existing Trail Walk-through

Participants were presented with two maps of the trail: one documenting the existing conditions and one with examples of developments that could happen along the trail. Participants were encouraged to leave comments on the maps with sticky notes and to mark what they did and did not like with stickers -green dots indicating good and red dots indicating bad.

- **Comments**
 - support funding for extension of trail from trail head north to the loop following railroad rights of way
 - need trail head signs at both forest preserves' parking entrance
 - business district signage at 95th and 99th
 - inconsistent sharrows throughout on street portion of the trail, Vincennes is the only street with bike lanes on it
 - very few garbage cans
 - no bathrooms or water fountains.

- **Green dots (good)**
 - on street path between 95th and 103rd
 - trail signs
 - shelter with seating
 - mileage markers
 - bike tune up stations
 - transit signs

- **Red dots (bad)**
 - transition where the trail crosses Vincennes
 - overflowing garbage can
 - image of what the trail looks like at the very end

INFORMATION GATHERING

Breakout Groups

P Participants were split into two groups to focus on specific sections of the trail. The groups would discuss their ideas for a particular section while a scribe would draw them out on a map. Group A started with the south side of the trail and Group B started with the north side of the trail. After 15 minutes the groups switched.

87th Street

- Group A
 - Implement more native plants instead of just turf grass
 - Use existing building for potential Major Taylor museum
- Group B
 - Turn existing building into a community space for the arts with a café
 - Activate the green space adjacent to the existing building with seating
 - Add signage for the trail that connects to the Dan Ryan Woods visitor center and future treehouse adventure course

91st Street

- Group B
 - Existing winery currently has a problem with non-patrons parking in the winery parking lot – create a path from the winery to the parking lot of the ranger’s house that will become an incubator. This would then connect to another existing walking path in the Dan Ryan Woods
 - Establish a connection to the existing Metra station – provide bike racks and promote commuting via bike and train
 - Incorporate the idea that trains were the main form of transportation when Major Taylor was alive
 - Establish a connection to the future Bryan Piccolo park
- Group A
 - Create better signage at the train track intersection to prevent losing the trail

95th Street

- Group B
 - Create a barrier with signage to avoid bike flying into traffic
 - Provide for people to engage with the surrounding businesses more easily
 - Provide better signage and more sharrows along on street path

- Group A
 - Create a way for residents to cross the trail and go to the Jewel without having to create a hole in the fence or travel an inconvenient distance
 - Provide a mirror at the blind corner that extends from the existing fence to avoid collisions

- **111th Street**
- Group A
 - Add water fountain, shelter area and statue on Northwest corner
 - Mural on Northeast corner
 - Café and bike shop on Southwest corner
 - Bike kiosk/bike repair station
- Group B
 - Natural garden with native plantings North of 111th
 - Provide a way to race Major Taylor with either a light or some sort of mark for people to compare their speed with Major Taylor's ability
 - Turn existing house into a museum with garden on Southwest corner
 - Bike coop
 - Connection to school
 - Access from the community
 - 115th street: consider bike/skate park near a future school on 115th
 - 107th street: bike shelter from sun north of 107th, near park at 106th Throop

- **127th Street**
- Group A
 - Nature zone – wildlife area, plant trees
 - Native plant area
 - Bike coop, indoor green house, urban farming
 - Development business on the trail
 - Install a Welcome to Riverdale/Chicago signage
- Group B
 - Create a large arch that says welcome to Chicago
 - Add bike lanes, signage with blinking lights to slow down
 - Public art at each intersection
 - Mural along National Processing building

PLANNING AND DESIGN

With all of the information gathered, a final trail map was created to identify opportunities for branding and place making. Brook Architecture worked with a graphic designer to create an overall sign strategy and thematic options for the Major Taylor Trail. Brook also researched the best practices for monitoring the increased people traffic.

Traffic Monitoring

Brook Architecture researched best practices for monitoring pedestrian and bicyclist traffic. The following products from Eco Counter are recommended:

Urban MULTI – Permanent pedestrian and bike counter for the urban environment

- differentiates between pedestrians and cyclists
- measures direction of travel
- is a turn-key solution
- supports seamless data transmission to software
- is battery powered
- works in all weather conditions
-

Mobile MULTI – a mobile counter for short-term traffic and mode-share studies

- stand-alone and mobile bicycle/pedestrian counter
- counts and classifies users
- installs in under 30 minutes
- non-intrusive technology
- range: up to 6m (20') for bicycles and 4m (13') for pedestrians



Urban MULTI



Mobile MULTI

Identity and Wayfinding

Key Takeaways:

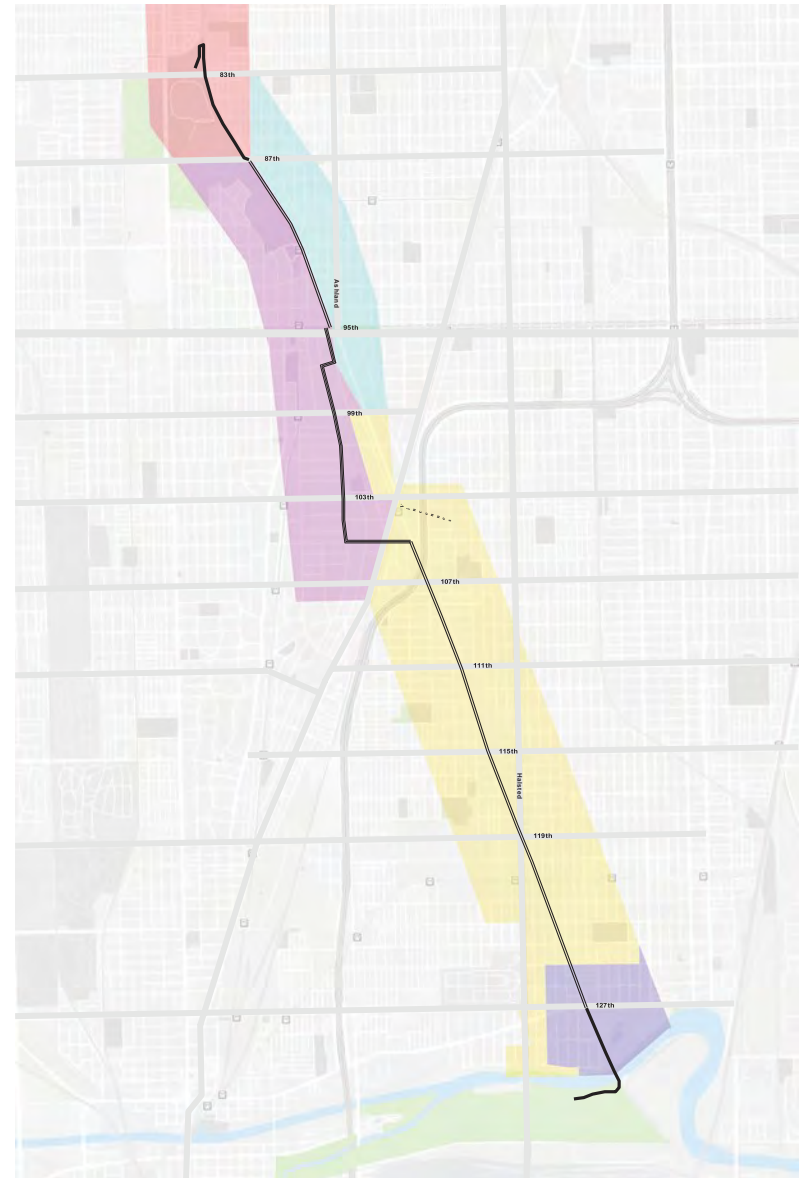
- 1) Give users **locators** on the trail so that they know where they are
- 2) Create a **recognizable** look that will
- 3) Guide users and create clear **direction** for the trail.

Major Taylor Trail has park spaces on either end and runs through several neighborhoods. Along this trail there are opportunities to direct as well as brand its length. There are places where the route should be clearer and, of course, opportunities for recognition and celebration.

With the logo and a recognizable system of signing, create markers and places that help the user navigate and punctuate the experience with knowledge. Signing can enhance the trail experience and create a top-level system.

In this document we will identify sign types and locations on the trail to **DIRECT** and **INFORM** users.

In addition to traversing many of Chicago's neighborhoods the trail touches five Wards and runs through Chicago Park District (CPD) lands, Cook County Forest Preserves, and shares streets with the Chicago Department of Transportation maintained thoroughfares.



THE LOGO

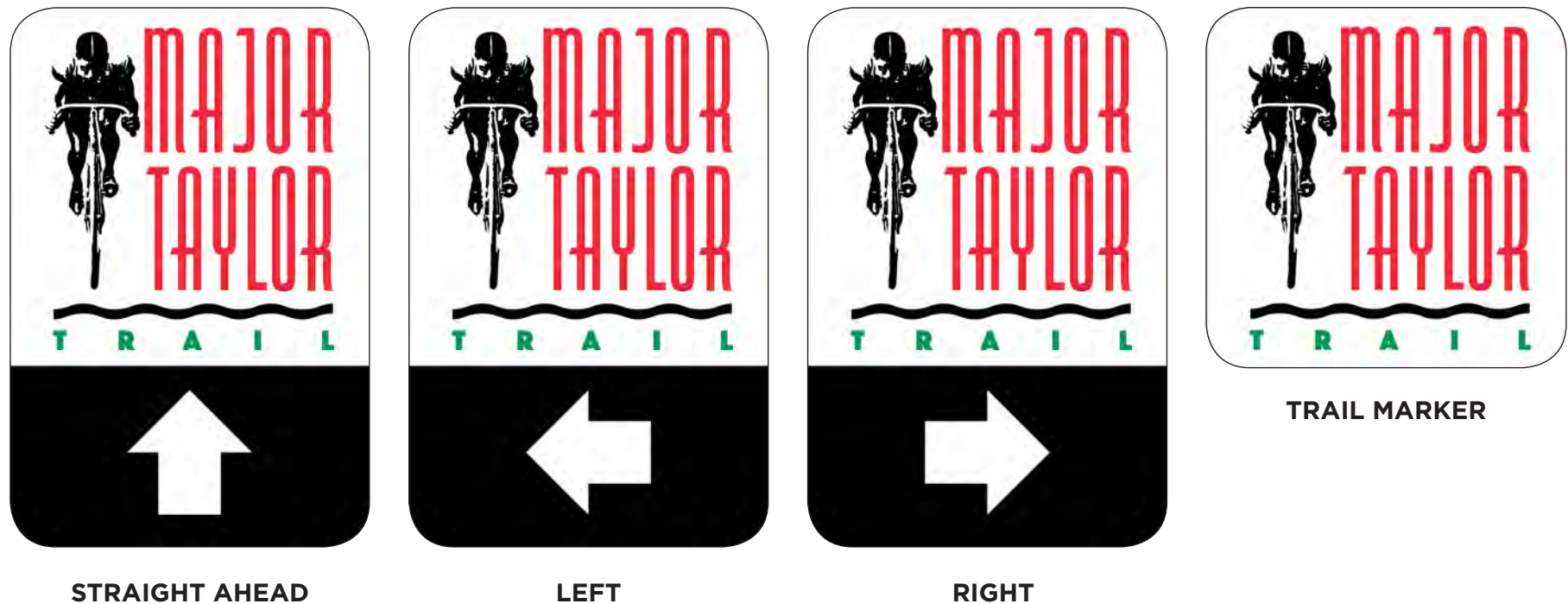
The **BRAND IDENTITY** for the Marshall “Major” Taylor Trail depicts him driving forward as he cycles to victory.

Trail users will see this image marking their progress — it directs and celebrates.



DIRECT: Branded Sign Markers

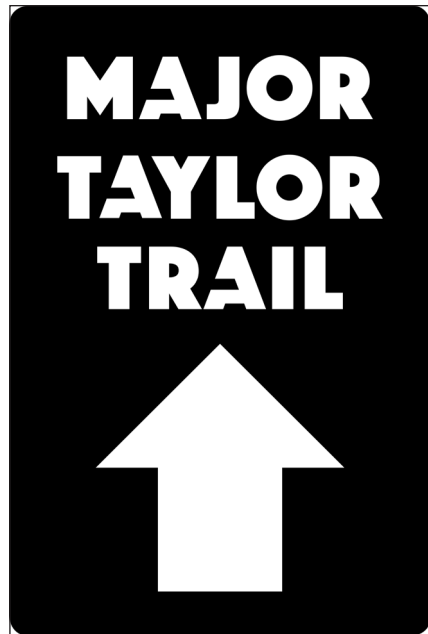
The primary function of the branded markers along the trail will be to **DIRECT** users with a clear point of reference that they are on the trail. As the trail is both an urban and nature -way there are at locations where the importance of direction is key to progress. In addition to CDOT markers the branded maker with a directional element will assist trail navigation, becoming a shorthand and underscore to the trail.



Location: Existing signs, street lights, and new poles at identified locations

DIRECT: Branded Ground Markers

In addition to signage, taking advantage on-the-road surface using SHARROWS is a useful opportunity. Especially important at intersections where street traffic interrupts and the trail's next step is not direct.



STRAIGHT AHEAD



LEFT

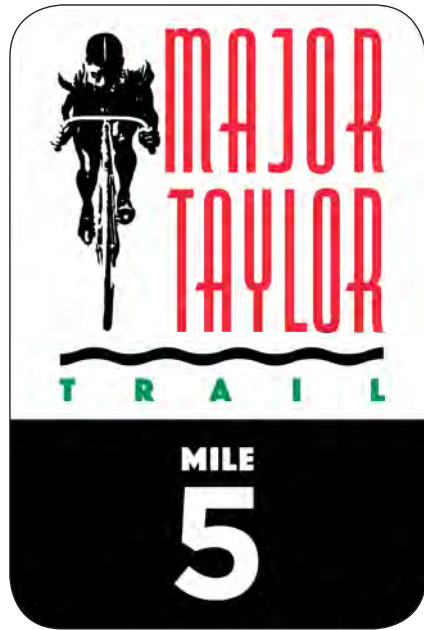


RIGHT

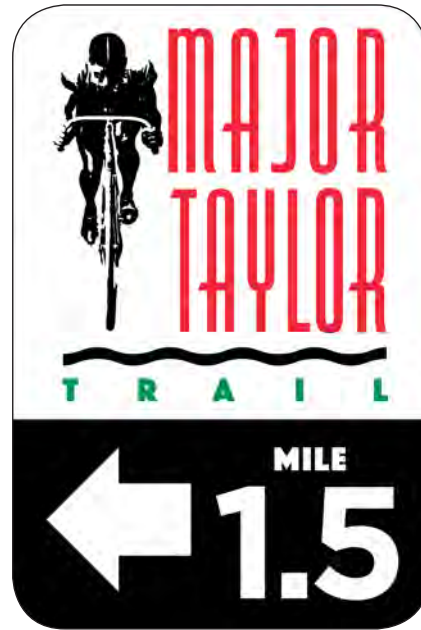
Location: Street traffic trail entries, crosswalks and bike lanes

INFORM: Branded Mile Markers

When on the trail marking progress is important to some users. They may already have apps and devices to count steps, progress and distance traveled. The addition of mile markers helps, especially for those traveling end-to-end.



INTERVAL MARKER



DIRECTIONAL WITH
INTERVAL DETAIL

Location: Existing signs and new poles at identified locations

DIRECT: Branded Markers

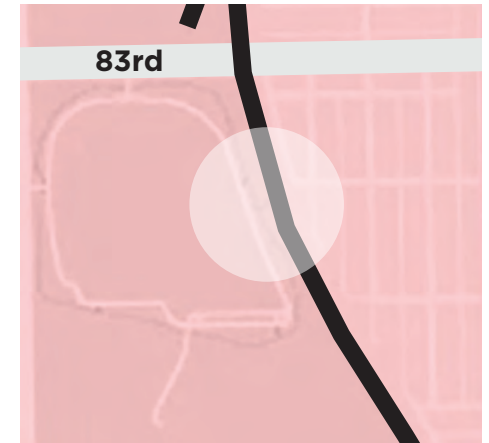
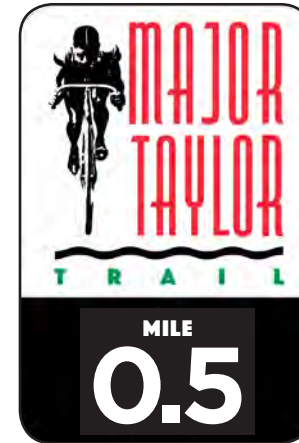
DIRECTIONAL SIGNS

Location:

Trail Entrance from Dan Ryan Woods Parking Lot

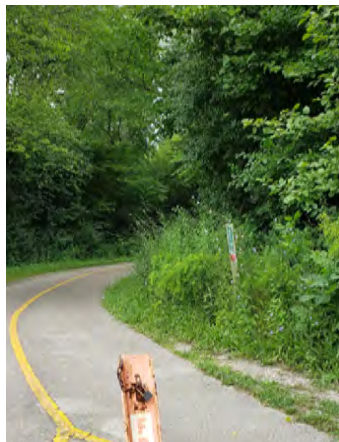


Add to existing stop sign



Location:

Trail entrance 87th Street north side

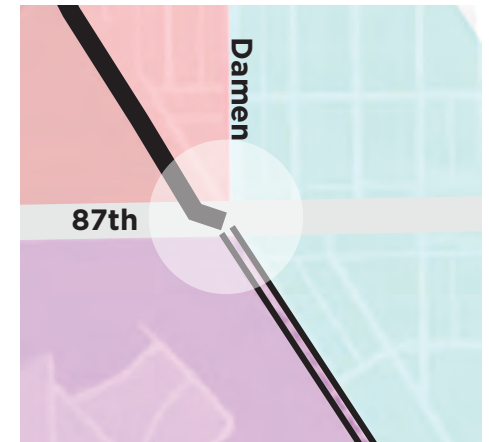


Add new sign at trail bend



Location:

Trail entrance 87th Street south side (CCFP)



DIRECT: Branded Markers

DIRECTIONAL SIGNS

Location:

91st and South Hermitage north side

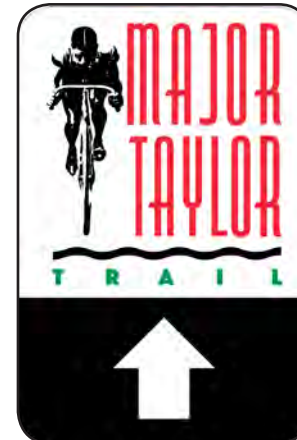


NOTE:

Key is to see a marker across the tracks. The southbound sign while traffic correct is confusing to a user as there is another trail and sidewalk once you round the corner. Recommend replace with the branded sign or a CDOT arrow straight ahead; combine with sharrows if possible.

Location:

91st and South Hermitage south side

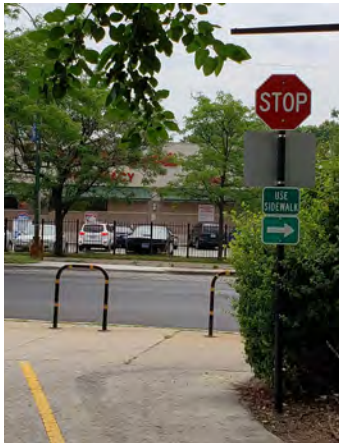


DIRECT: Branded Markers

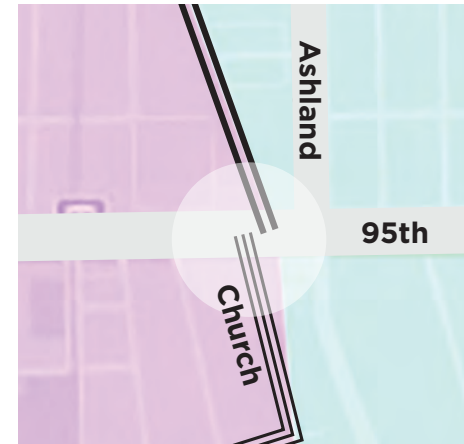
DIRECTIONAL SIGNS

Location:

95th and South Ashland intersection north side



Add branded sign to existing signs and traffic lights

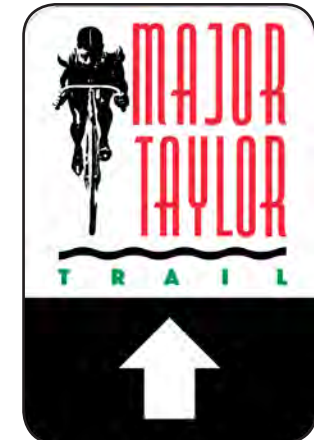


NOTE:

Key is to see trail marker across the street. The south bound sign to the Charles crosswalk could be clearer. Recommend replace with appropriate arrows and combine with sharrows if possible.

Location:

95th and South Ashland intersection south side



DIRECT: Branded Markers

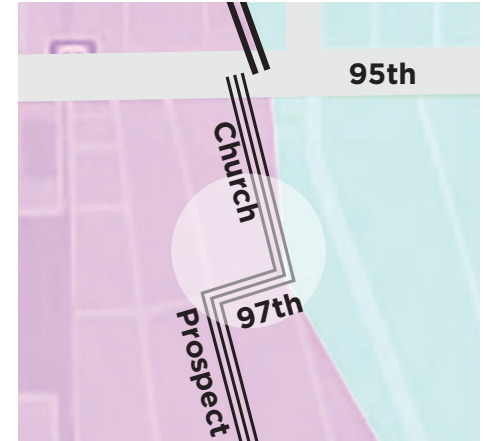
DIRECTIONAL SIGNS

Location:

Charles south to 97th



Add branded sign to light poles add to existing CDOT signs with directionals



Location:

97th west to Prospect

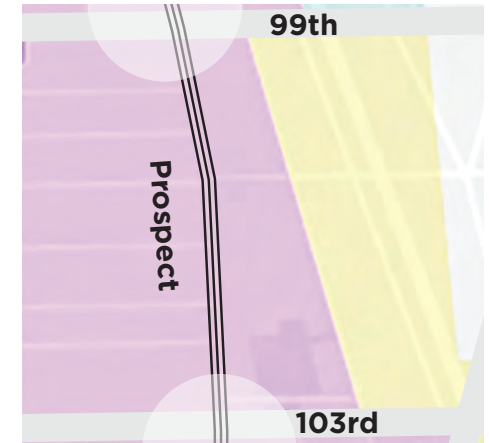


DIRECT: Branded Markers

DIRECTIONAL SIGNS

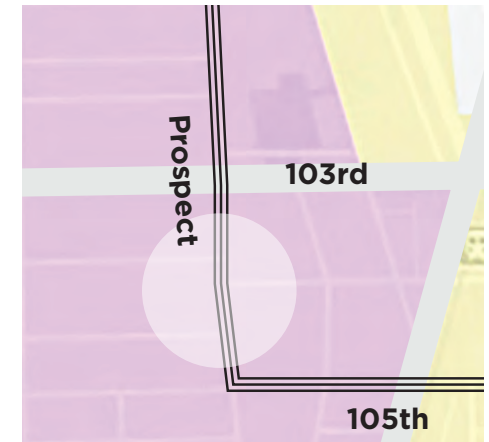
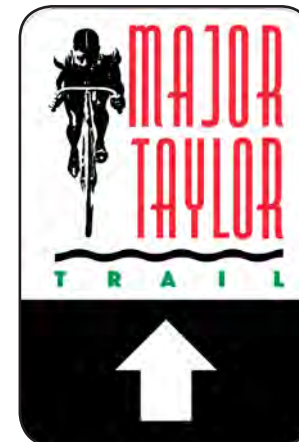
Location:

Prospect south 99th to 103rd



Location:

Prospect south 103rd to 105th

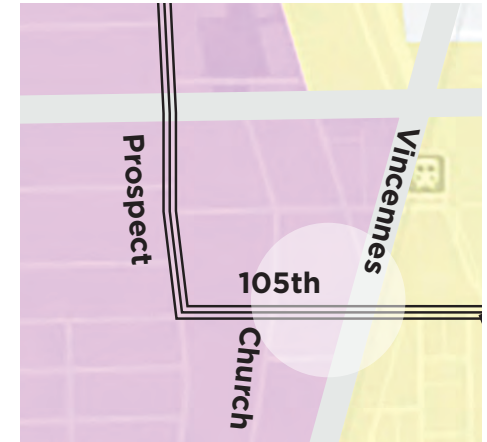
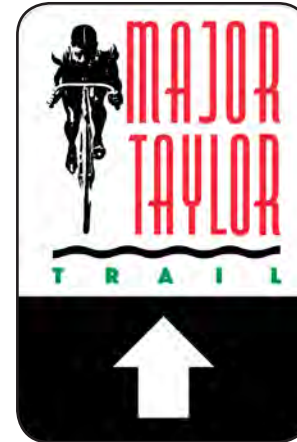


DIRECT: Branded Markers

DIRECTIONAL SIGNS

Location:

105th east to Church



Location:

105th west to Vincennes



NOTE:

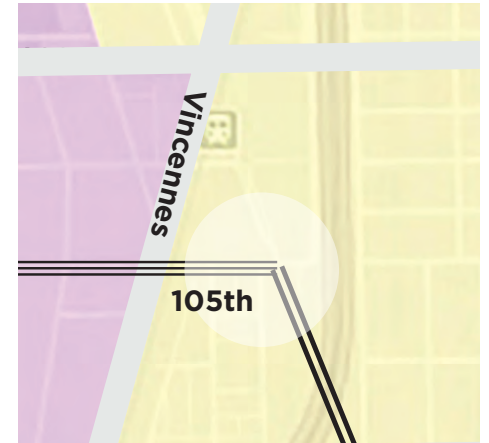
Key is to see a marker across the tracks. New branded signs on posts. Including sharrows if possible.

DIRECT: Branded Markers

DIRECTIONAL SIGNS

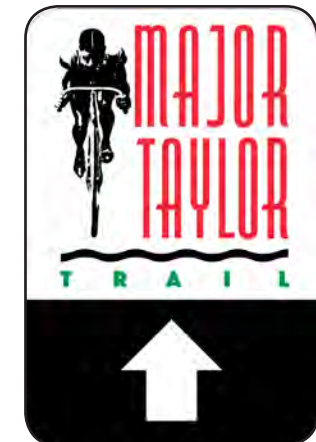
Location:

105th east to Throop



Location:

CPD trail entrance on 105th north and south views

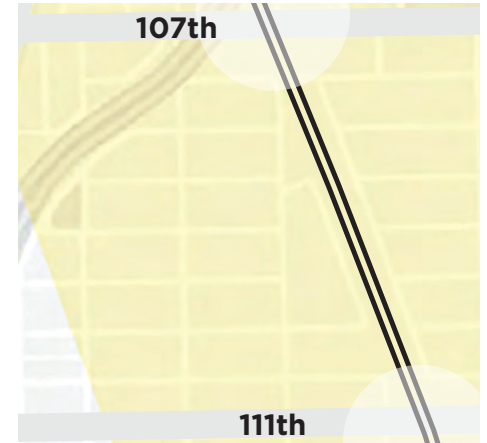


DIRECT: Branded Markers

DIRECTIONAL SIGNS

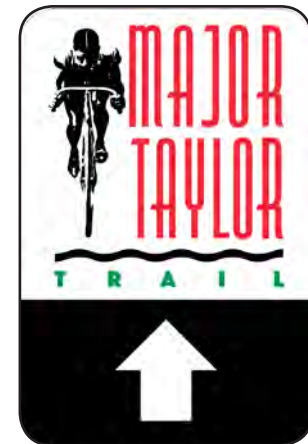
Location:

CPD 107th intersection north and south



Location:

CPD 111th intersection north and south



DIRECT: Branded Markers

DIRECTIONAL SIGNS

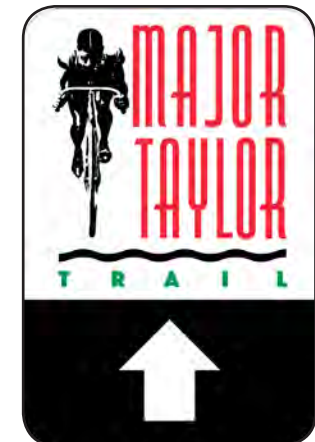
Location:

CPD 115th intersection south to 117th



Location:

CPD 118th intersection north and south

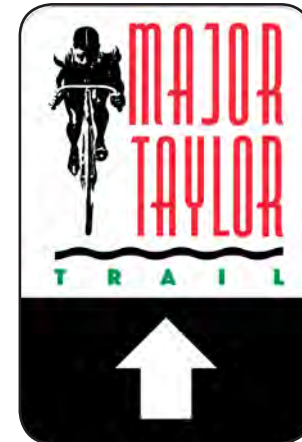
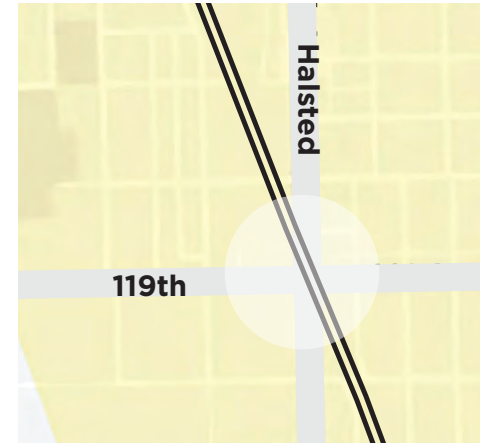


DIRECT: Branded Markers

DIRECTIONAL SIGNS

Location:

119th intersection south views



NOTE:

Key is to see a marker across the intersection. Recommend rather than cross south and then east, southbound users cross east and then south and north then west when traveling northbound. Replace existing CDOT and CPD with branded signs or add new CDOT arrow. Combine with sharrows if possible.

DIRECT: Branded Markers

DIRECTIONAL SIGNS

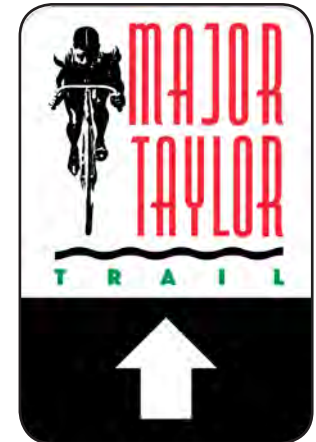
Location:

119th intersection north views



Location:

CPD 120th intersection north and south



DIRECT: Branded Markers

DIRECTIONAL SIGNS

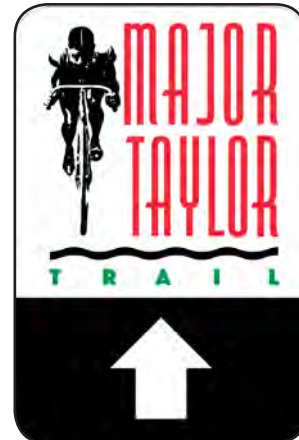
Location:

Union south to 121st heading south



Location:

CPD 121st intersection north and south



NOTE:

Trail runs into Union at the tracks. CDOT signs and branded signs to give clear direction in an otherwise unmarked stretch to 121st. If possible use sharrows.

DIRECT: Branded Markers

DIRECTIONAL SIGNS

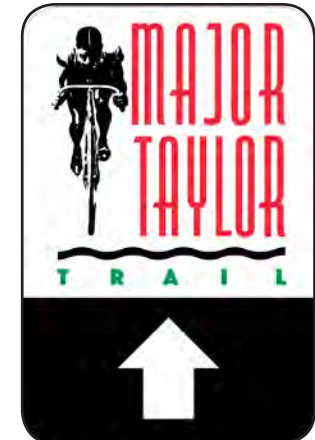
Location:

122nd intersection north and south



Location:

123rd intersection north and south

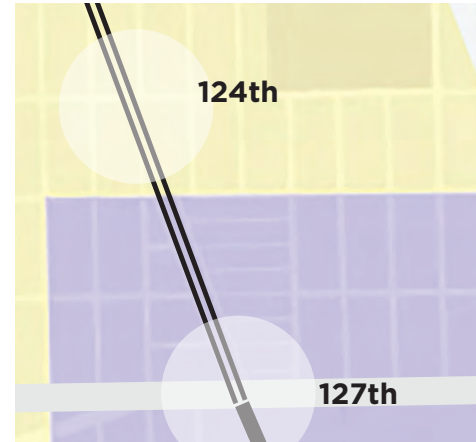


DIRECT: Branded Markers

DIRECTIONAL SIGNS

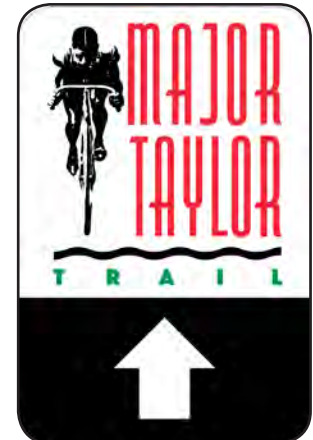
Location:

124th intersection north and south



Location:

127th intersection north and south

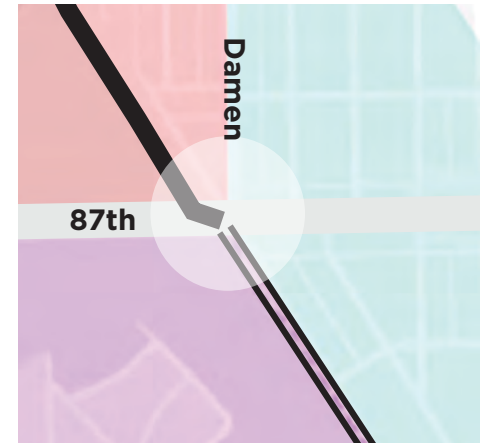
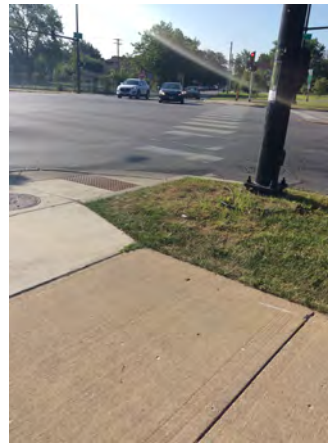


DIRECT: Branded Markers

SHARROWS

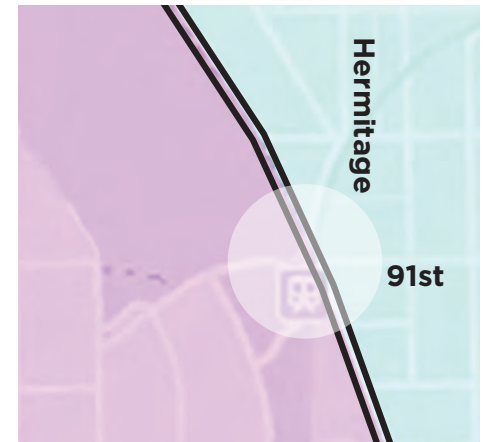
Location:

87th and South Damen



Location:

91st and South Hermitage

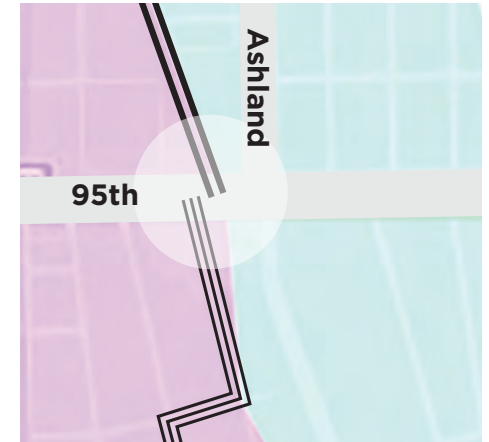


DIRECT: Branded Markers

SHARROWS

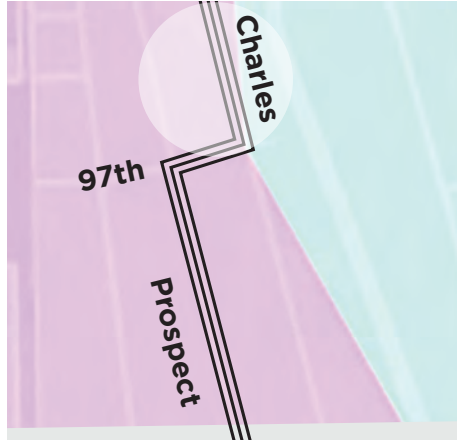
Location:

95th near S Ashland



Location:

SB Charles to 97th

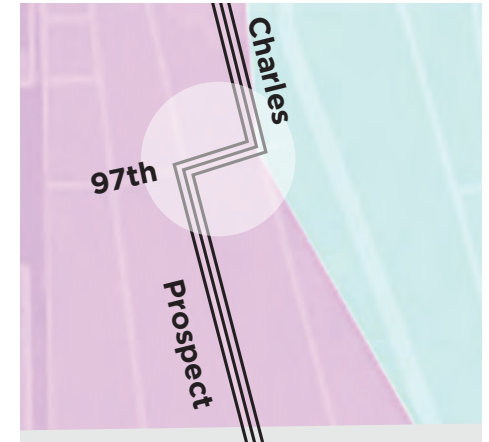
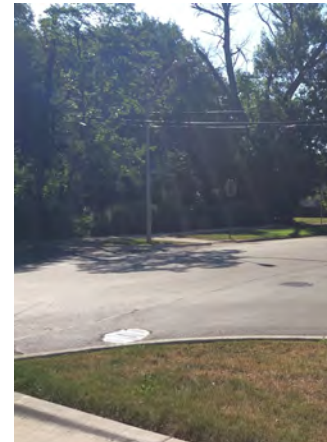


DIRECT: Branded Markers

SHARROWS

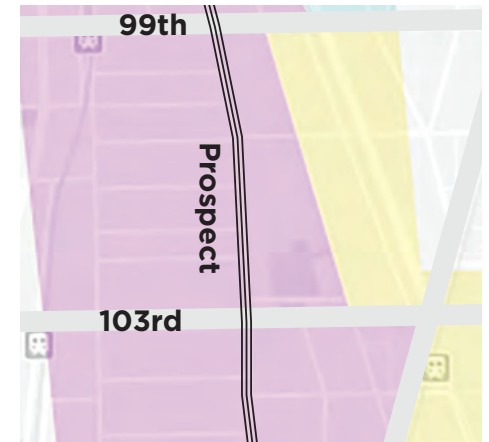
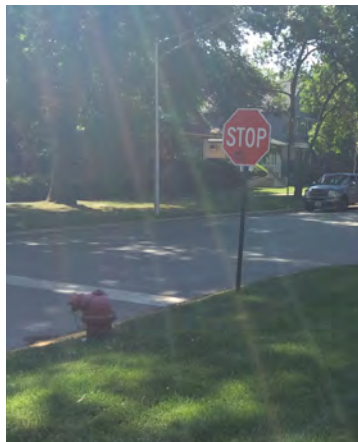
Location:

97th to Prospect



Location:

Prospect from 99th - 104th

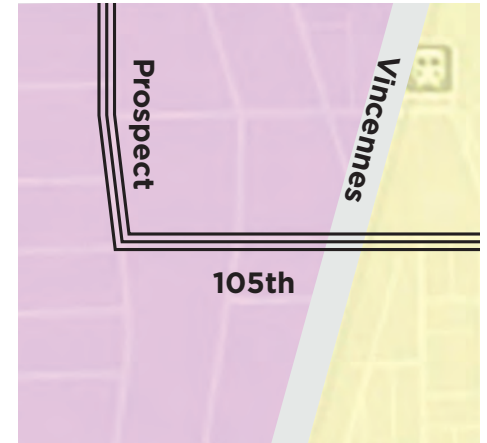


DIRECT: Branded Markers

SHARROWS

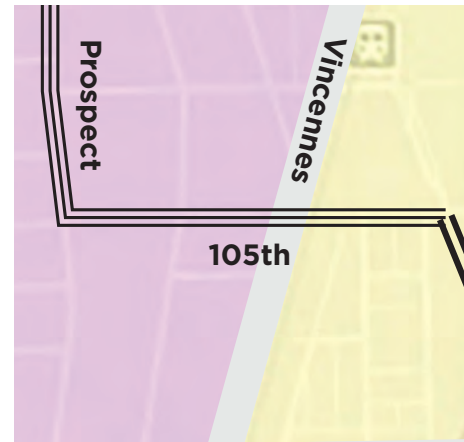
Location:

105th between Prospect and Vincennes



Location:

105th Vincennes to Throop



DIRECT: Branded Markers

SHARROWS

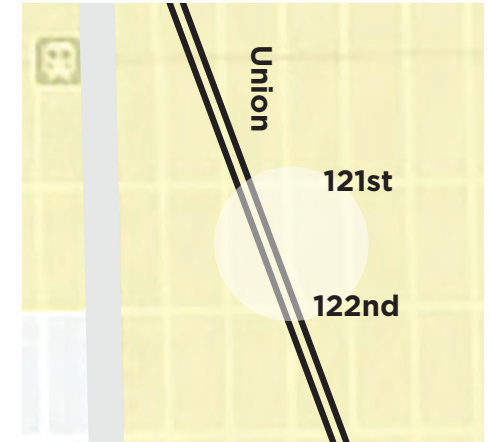
Location:

119th and Halsted



Location:

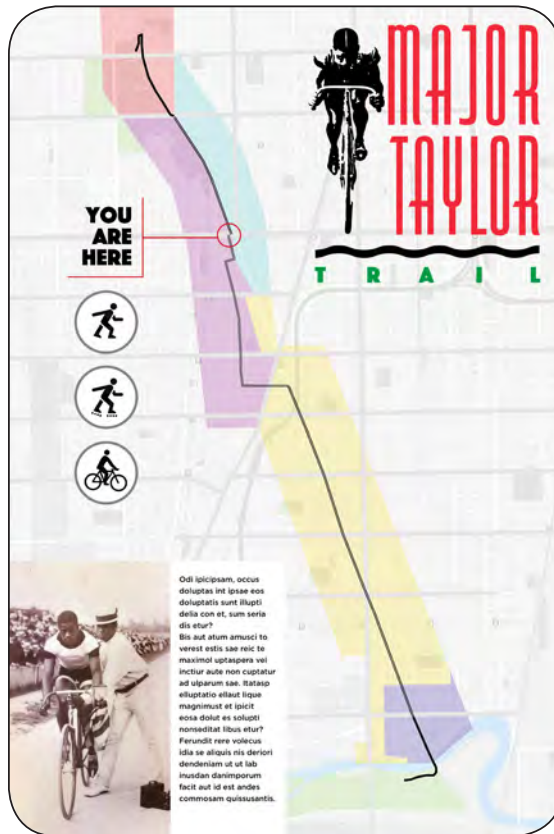
121st and Union to 122nd



INFORM: Branded Locator Maps

Provides context to the trail, informs users and encourages use.

Use preferred signage standard when on CPD and CCFP territory.



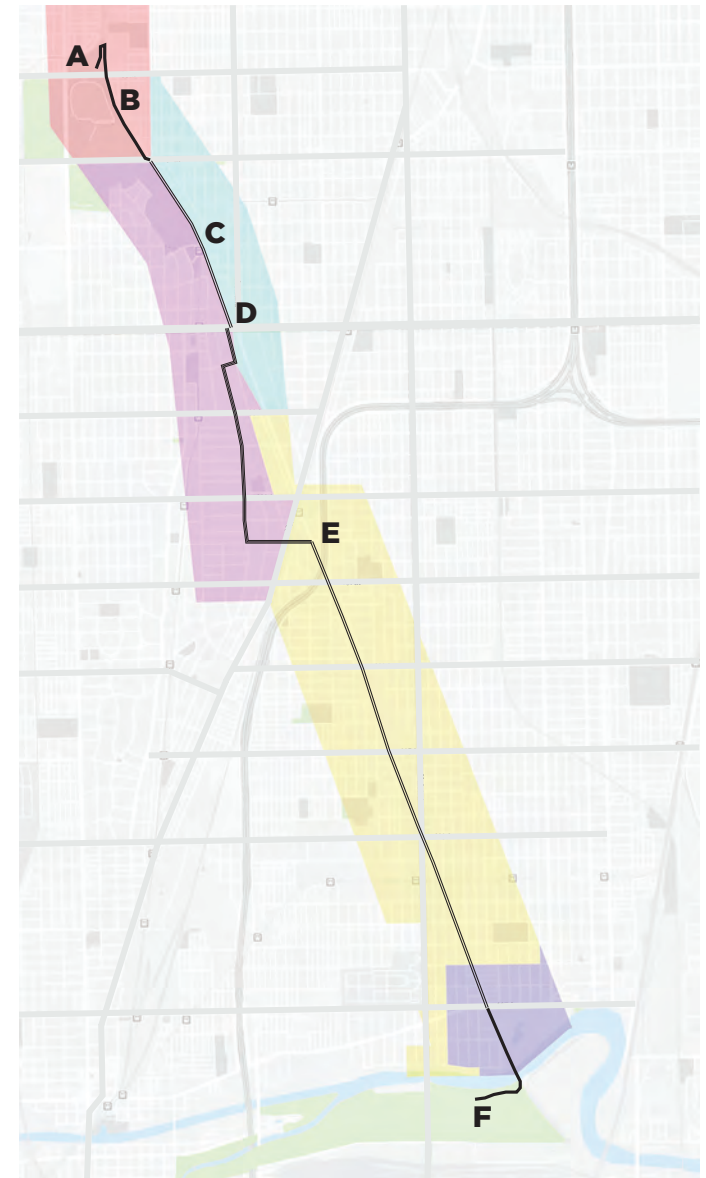
**LOCATOR MAP WITH
INTERPRETIVE CONTENT**

Location:

Install at key access points

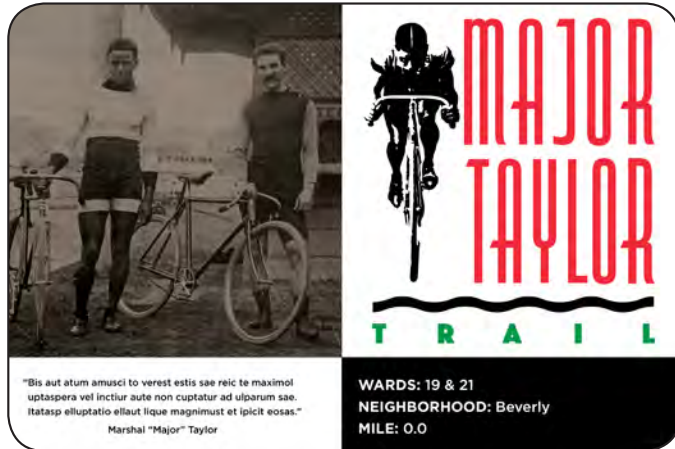
- A.** Trail Head 83rd Street CPD
- B.** Train entrance from 87th street
CPD parking lot
- C.** South Hermitage and South
Beverly Boulevard at 91st Street
- D.** 95th Street north side entrance
- E.** 105th Street CPD entrance
east of Throop
- F.** Whistler Woods CCFP entrance

Consider adding a QR code or
shortlink, if possible.



INFORM: Branded Interpretive Signs

The trail is an opportunity for recognition and education. Use preferred signage standard when on CPD and CCFP territory.



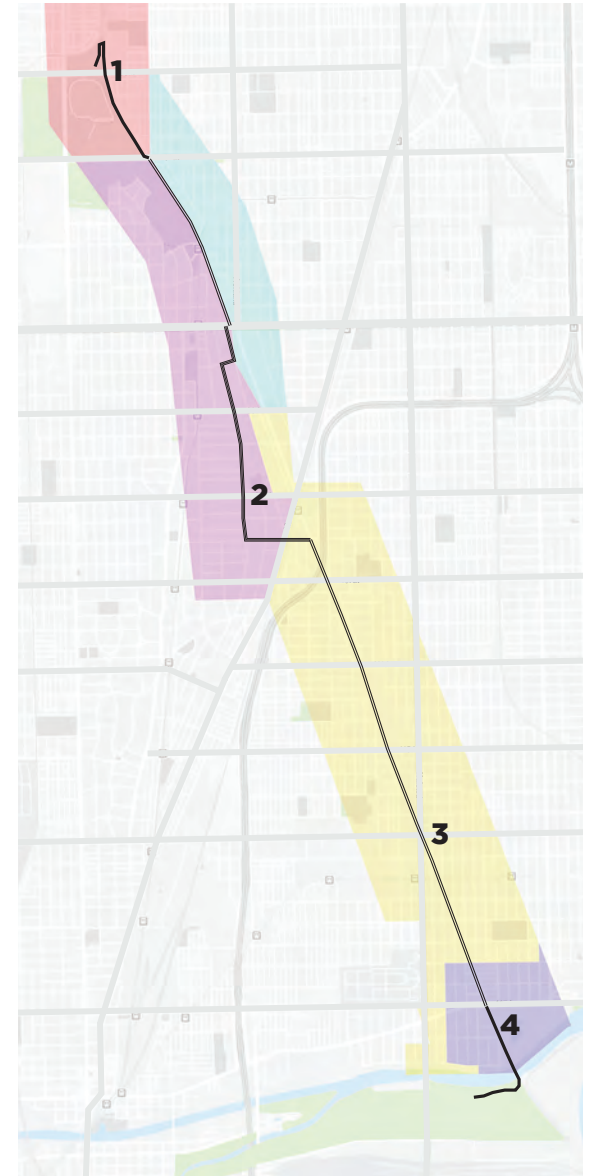
INTERPRETIVE SIGN

Location:

Installed at key access points and select intersections

1. 83rd Street overlook CPD
2. 103rd near Graver Park
3. 119th Street south entrance
4. 127th Street intersection

Consider adding a QR code or shortlink to a trail map if possible.



INFORM: Cook County Forest Preserve

Maps and content provide context to the trail, informs users and encourages use.



Marshall "Major" Taylor Trail

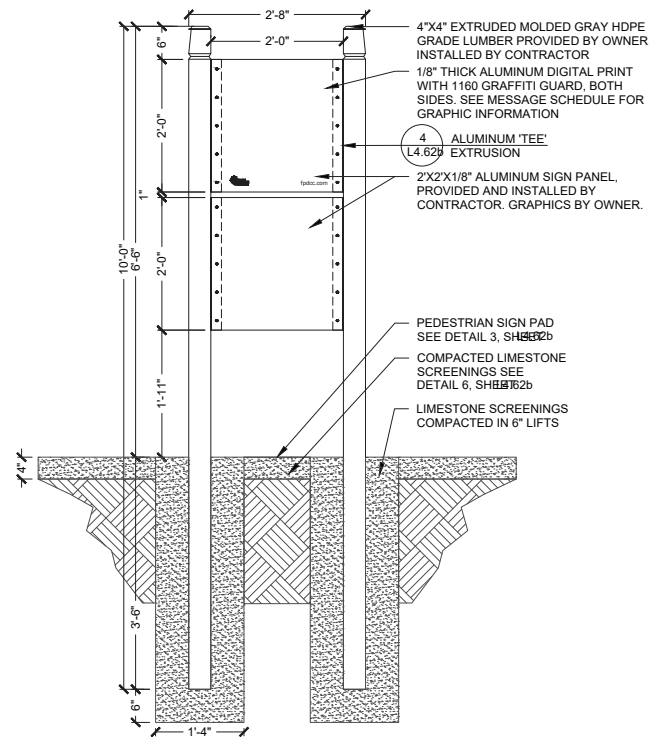


Vella que optat fugit, alibus debisquo et prem ut mos ma nimus ra num doluptatem as expedit aerehen danda con secea vel es siminli defesti voluptatus pro omnimax iminct em. Dolorisc Sum, volorep ut mos ellaborrum adictibus, sun disitates seceatur alicaturiam hitatis ilistuste iunto volores siminli doloratibus modit milla ntem latendis eur rem que nostinus, sitendisi cus dolor atis evelibus acitor renducilliest ant quost, ut mos sincimpor autem reped estion ut mrerum quaepeel. Dolo risc Sum, volo rep ellab orrum adictibus, sundisitates seceatur.

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24" X 24" PANELS WAYFINDING MAP

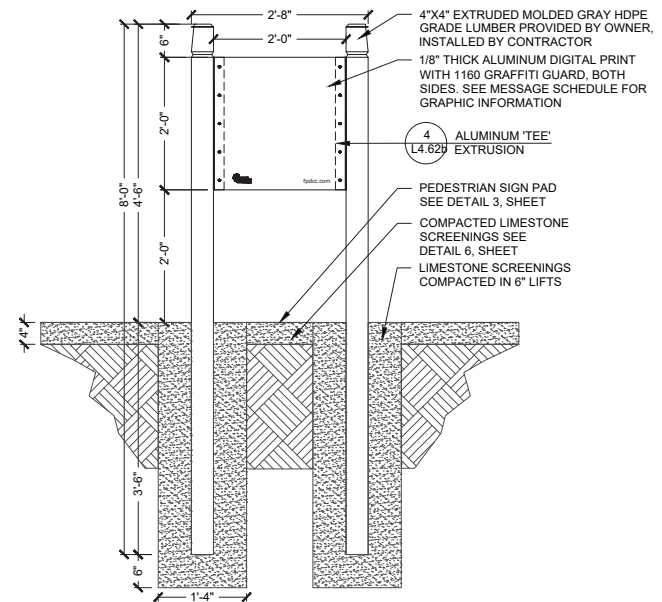



Marshall "Major" Taylor Trail

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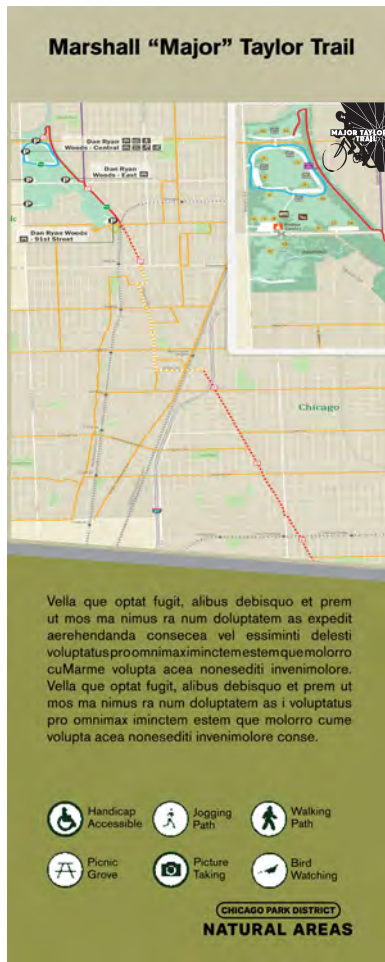
Ibus estiber femat atur alibus eos pratusiet qui te nim incient eum atureperum sus simustium hiciis et unt aut la dia il minctae pe preptatur, sim entibti omninus et enias corerum non pos res pellandei ma dicae m remolup turerum et voluptureum oluptat ofcienis vellabor repelesequi conse poreici.

24" X 24" PANEL INTERPRETIVE CONTENT



INFORM: Chicago Park District

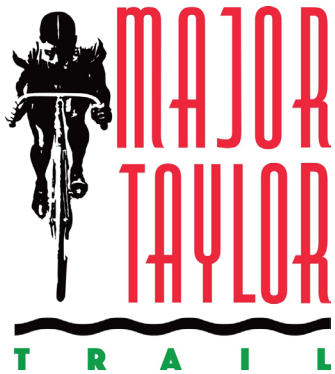
Maps and content provide context to the trail, informs users and encourages use.



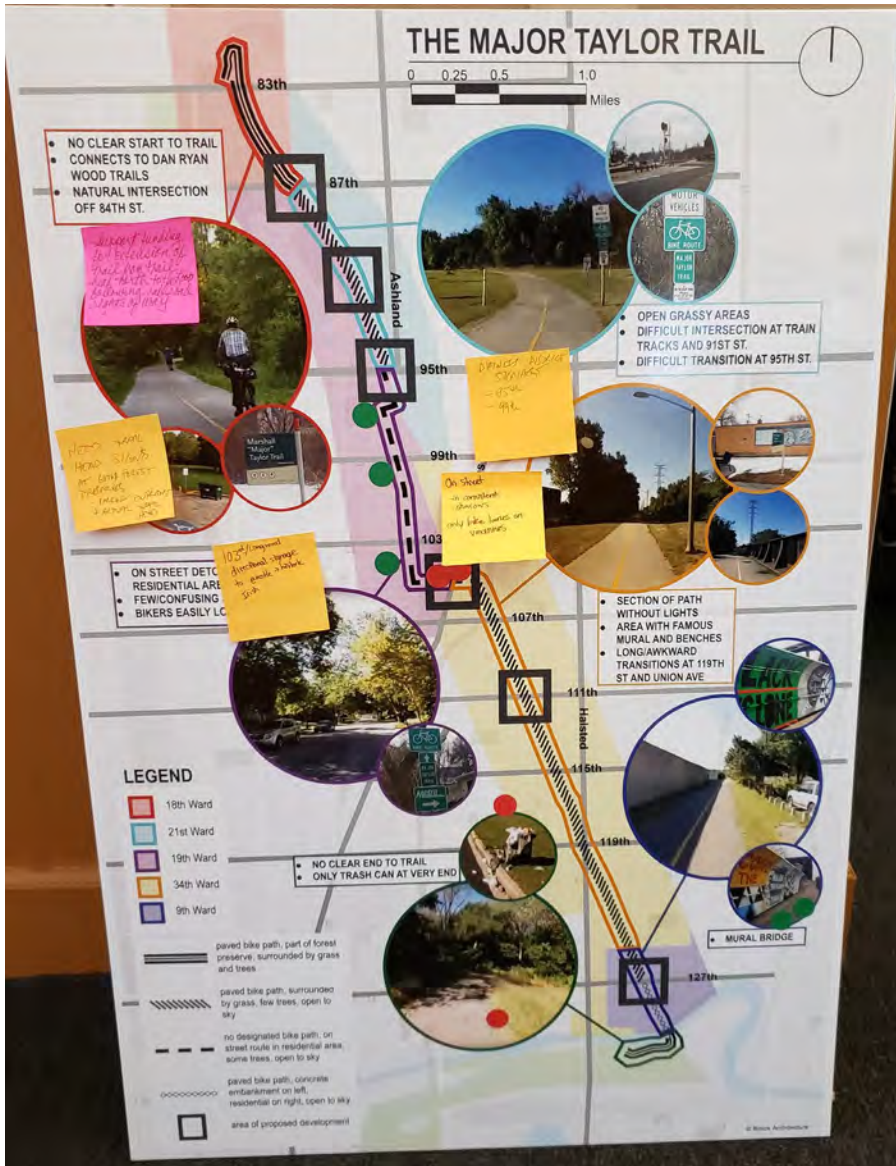
**12" X 30" PANEL
WAYFINDING MAP**



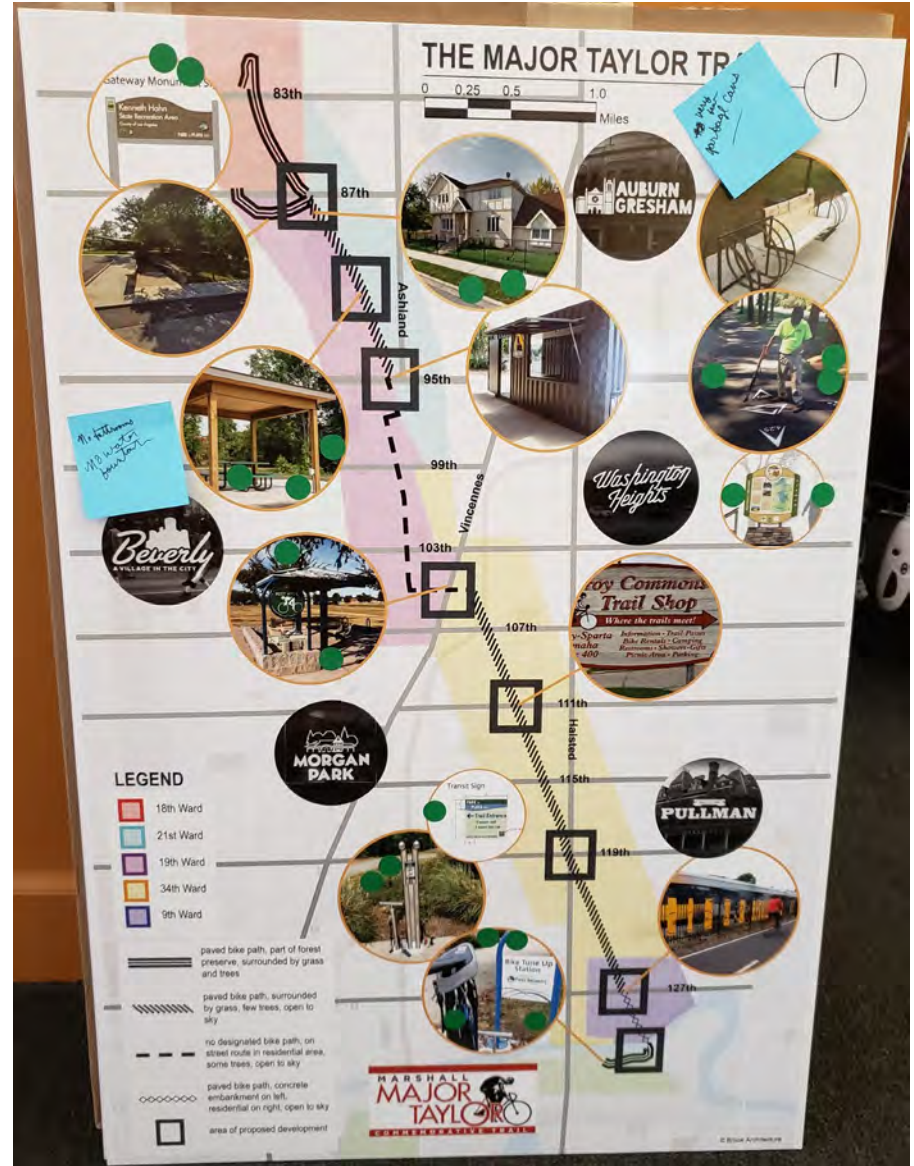
**18" X 12" PANEL
INTERPRETIVE CONTENT**



Marshall “Major” Taylor Trail *Appendix*



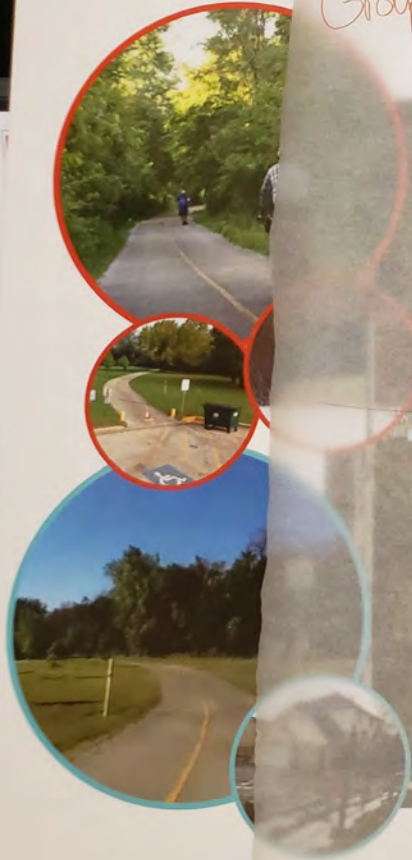
Existing Map with comments from Design Charrette



Inspiration Map with comments from Design Charrette

Group A

87th Street



87th Street – Group A

87th Street

Group B



87th Street – Group B

Group A

91

91st Street

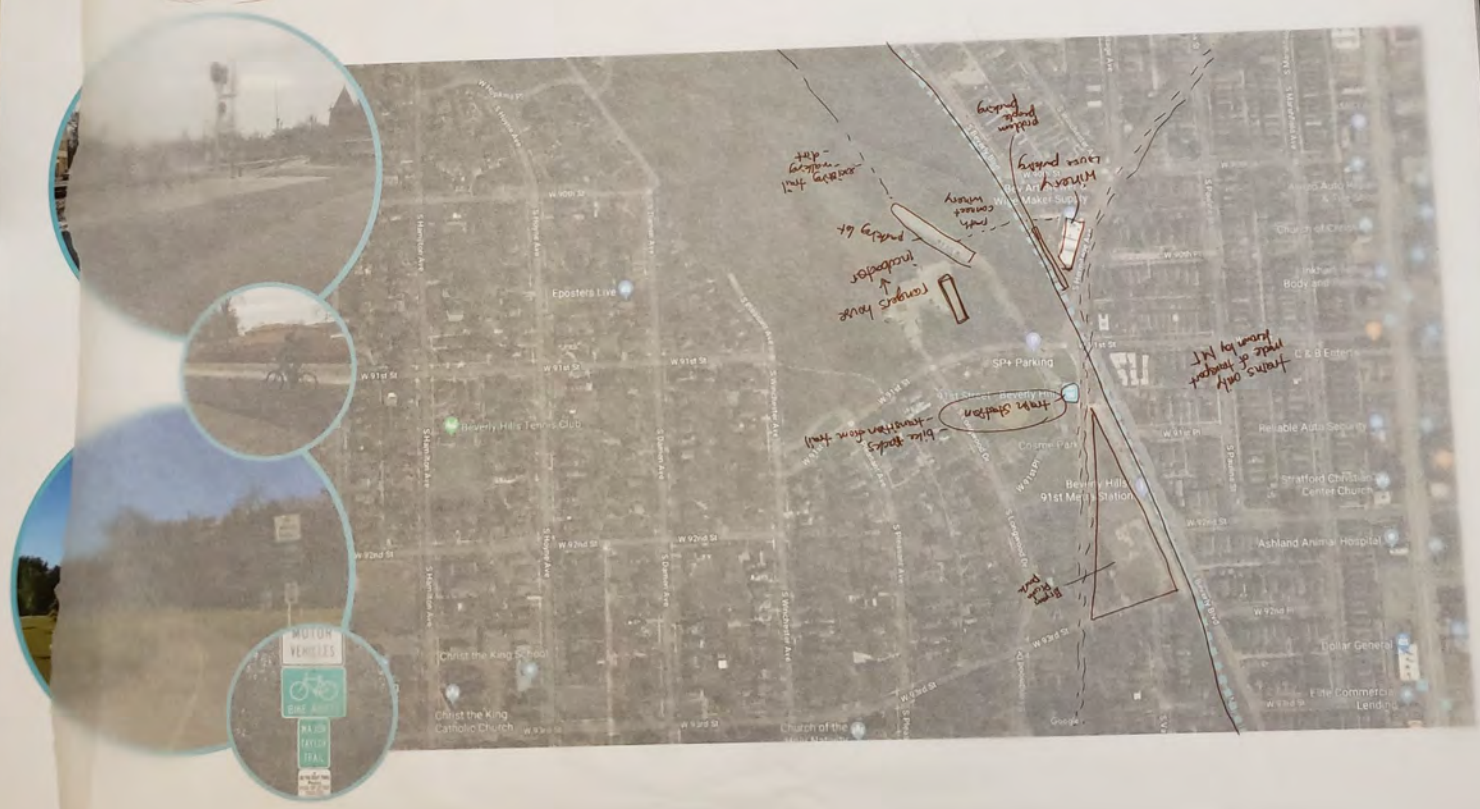


91st Street – Group A

Group B

91

91st Street



91th Street – Group B

95th Street



95th Street – Group A

Group B

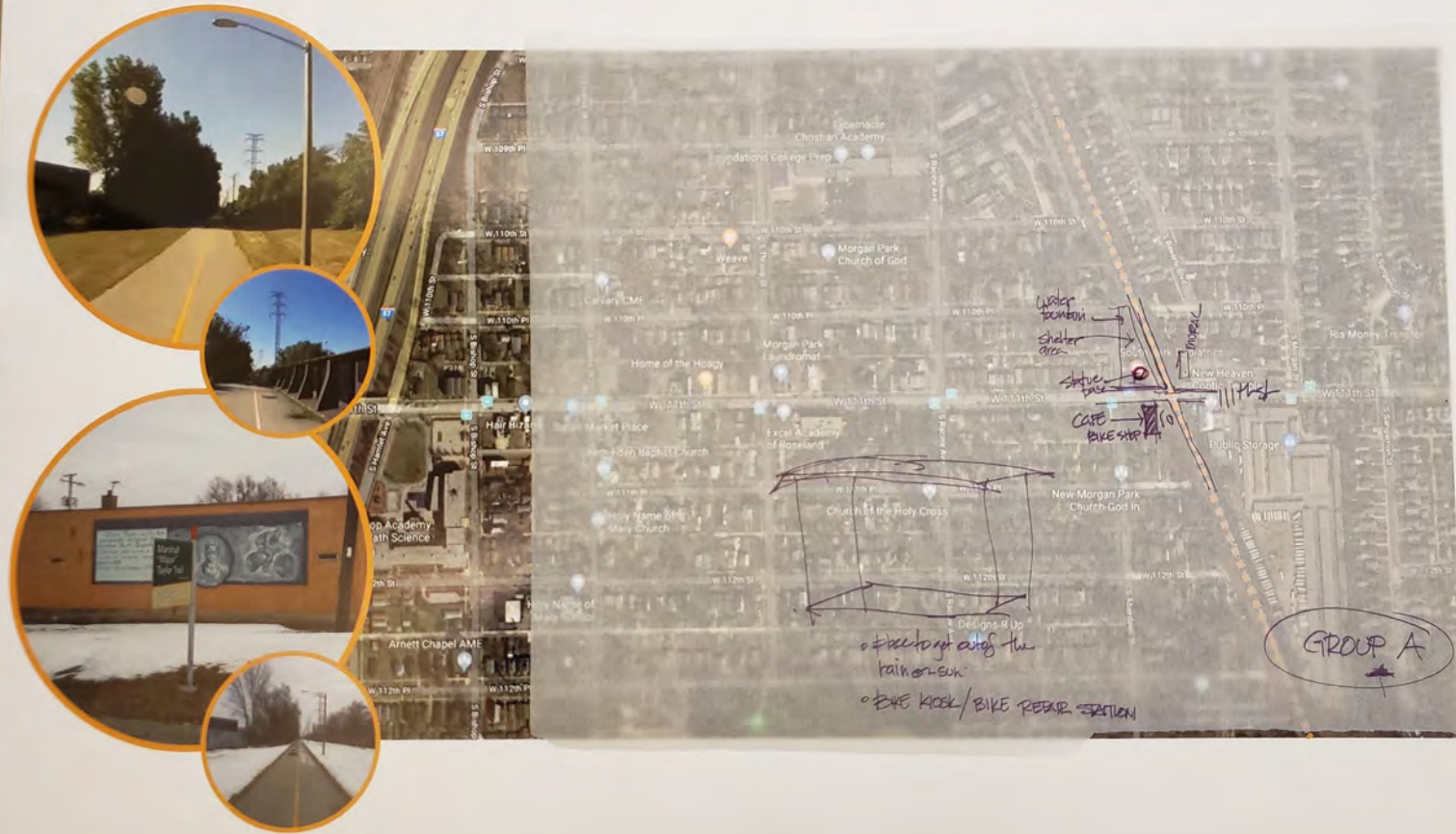
95

95th Street



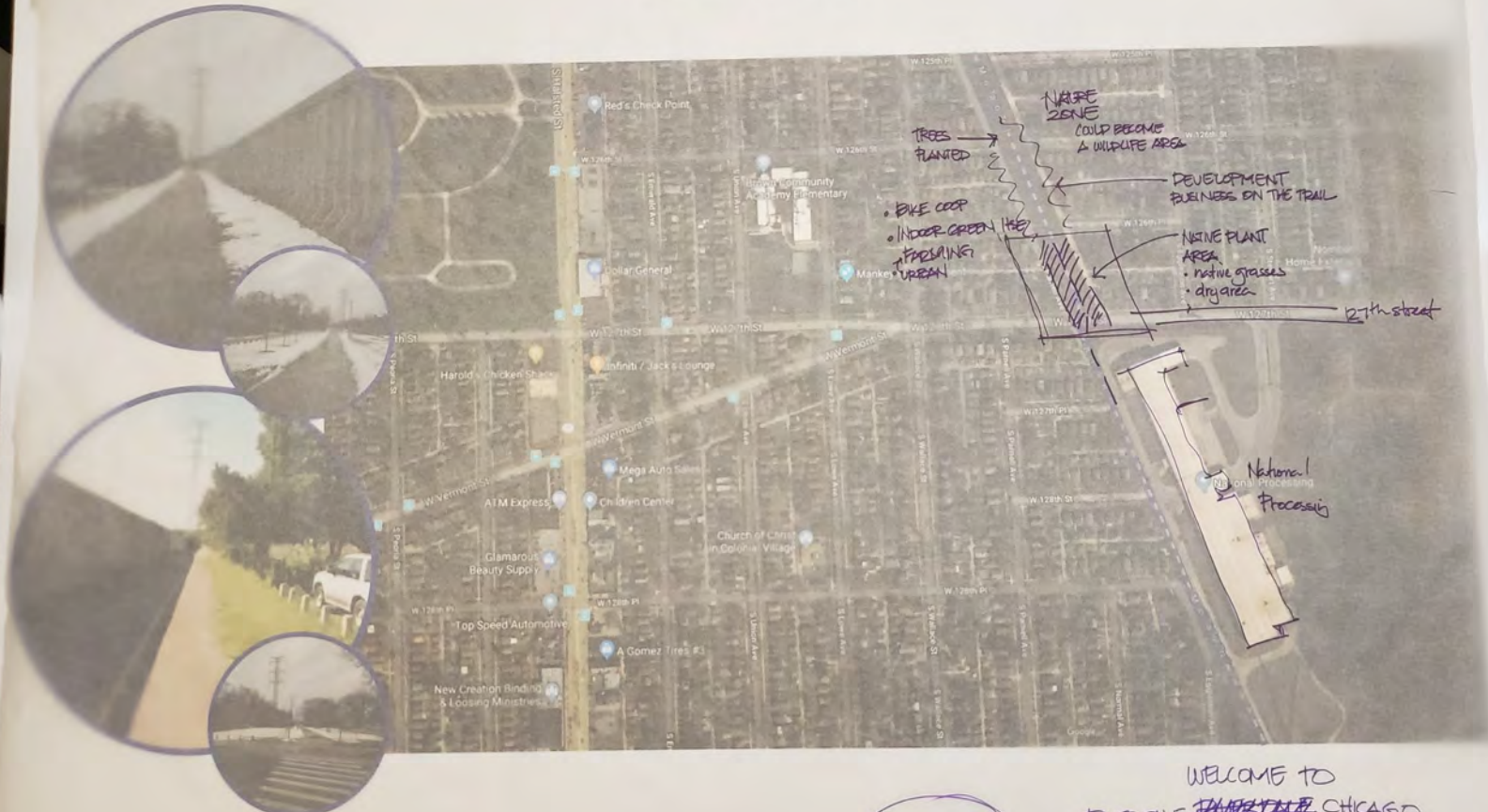
95th Street – Group B

111th Street



111th Street – Group A

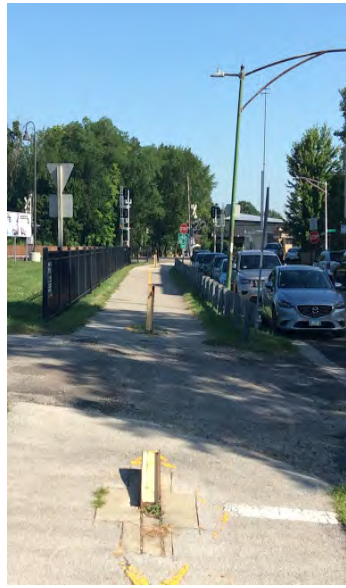
127th Street



CROOPA

WELCOME TO
RIVERDALE ~~CHICAGO~~ CHICAGO
SIGNAGE

127th Street – Group B



91st and Hermitage

CDOT sign wrong direction
should show across the street

Add sharrow

There is no sidewalk

Can't see bike directional sign until you're standing in the street. Add second arrow in the opposite direction

Branded sign to clarify both sides of the entry. Double-sided not under the trees

Good place to add historic marker

Figure of Major Taylor standing or/on a bike on each corner

At 93rd St. branding opportunity



97th and Charles/Prospect

Cdot directional arrow straight ahead
Like 97th and Prospect
Add CDOT straight ahead girl at 97th and prospect on Prospect southbound



Prospect and 99th

Example of a properly done CDOT sign

Need to replicate northbound

Branding sign at Prospect and Beverly Glen Parkway



100th and Prospect

Alternate Vincennes ???



101st and Prospect

Straightahead directional bike route southbound present Northbound needed



102nd and Prospect

Directional signs and/or branding opportunity that street light



103rd and Prospect

No signs northbound or southbound in the intersection.
Definite branding opportunity
Talk to Park District about historic opportunity for Graver park



104th and Prospect

Branding marker on light post
No directional northbound
add straightahead arrow on southbound
Maybe add a branding on 104th Pl. on Prospect



105th and Prospect

Vincennes Alternate Signs

Add left turn as you approach 105th St.

add a straight ahead on eastbound 105th sign



105th and Church

Add branding marker



105th and Vincennes

Do you take the northbound street if so it needs a directional arrow pointing straight ahead if you're supposed to go down 105th we need a marker there

There are sharrows along 105th as you approach the trail pick up for the park district

Consider marker like at 91st Street with historical context



Bridge at 107th St.

Opportunity for art



122nd and Union

No northbound signage



MAJOR TAYLOR TRAIL

1.1 Considering the north-west to south-east movement of the trail and incorporating bicycle spokes.

MAJOR
TAYLOR
~~~~~  
T R A I L

---

1.2 A font evoking the period of his career over an accent trail





---

1.3 Determined, focused, driven athlete



1.1a Major Taylor emerges from the north-west to south-east movement of the trail; bicycle spokes.



Color Inspiration: City of Chicago Flag



Color Inspiration: Pan-African Flag



Color Inspiration: Neutral/Bright

