

MUSEUM OF SCIENCE AND INDUSTRY:

Transportation & Accessibility Study

---

The firm, in association with McDonough Associates Inc., addressed options for improving access to the museum, and expanding its market. Chicago is home to at least eight major museums, as well as many smaller museums with specialized or ethnic collections. Because the Museum of Science and Industry is farther from the central area than most of the others, its leadership is interested in taking positive steps to maintain and increase its attendance, particularly in light of Chicago's growth in tourism. Our work entailed gathering data, analyzing trends, identifying options for enhancing information and access, and identifying the most viable short and long-term approaches. Recommendations focus on enlarging the market area served by direct CTA service to the museum (implemented immediately); enhancing lighting, signs and pathways connecting the Metra station to the museum; and implementing special shuttle services during holiday and other peak periods.

COMMUNICATION ISSUES:

Bus Shelter at Museum,  
Minimal Signage



Obscured Sign at  
Metra Station Exit



Trolley to Museum Poorly  
Identified



ACCESSIBILITY ISSUES:



No Signs at the Metra Platform



Obscured View of Museum



Nearest Entrance to Metra  
Station Closed, No Signs

Project Completed: 2000  
Client: Museum of Science and Industry