

CALUMET NATIONAL HERITAGE AREA MANAGEMENT PLAN AND WAYFINDING



Wayfinding Workgroup Meeting
October 24th, 2019



CALUMET NATIONAL HERITAGE AREA INITIATIVE

We believe the Calumet, bookended by Dunes National Park and Pullman National Monument, is a place of nationally significant natural, industrial, labor, and cultural heritage assets. If these assets are preserved and interpreted, they can advance economic opportunity and enrich the lives of residents and visitors from across the region and nation.

Until a national designation is achieved, a dedicated group of volunteers are committed to act as if it is an official heritage area, known today as the Calumet Heritage Area. This includes **management planning, legislation and advocacy, the brand and identity rollout, a traveling exhibit and other programming, building a website**, and many other efforts.

In order for the Calumet Heritage Area to achieve its greatest potential, we need as many stakeholders as possible to show support for the initiative and become involved in its efforts.



WHY SUPPORT THE CALUMET HERITAGE AREA?



- The amazing stories of the Calumet need to be told
- Increased visitation supports the local economy and brings economic development
- There's so much to explore in the Calumet
- A Calumet Heritage Area Brand gives the region a unified identity
- National Designation brings funding and puts the Calumet on the map



PROPOSED CALUMET NATIONAL HERITAGE AREA



From the new Pullman National Monument (2015) in Chicago to the Indiana Dunes National Park (the nation's newest national park), local and regional partners are working together to create the Calumet National Heritage Area, based in the core themes of:

1. *Nature Reworked: The Calumet's Diverse Landscape*
2. *Innovations and Change for Industries and Workers*
3. *Crucible of Ethnic and Working Class Cultures*



WHAT ARE NATIONAL HERITAGE AREAS (NHAS)?

- Large, lived-in landscapes where natural, cultural, and historic resources combine to form a cohesive, nationally important story
- Each NHA is individually designated by its own Act of Congress
- NHAs do not affect private property rights
- Grassroots, community-driven approach to heritage conservation and economic development, including preservation, education, interpretation, and recreation
- 55 NHAs in the US; the first created in 1984 (I & M Canal NHA)
- No federal ownership of land associated with NHA designation
- NPS provides administrative oversight (work plans, budgets, etc.).
- Managed by a separate Board (generally an NGO).
- Small staff (two to six people).
- Each NHA receives at least \$300,000 per year from NPS; must be matched 1:1



CALUMET NHA PROGRESS TO DATE

- Successful NPS staff review of Feasibility Study, received in 2018
- New vision statement crafted

The Calumet National Heritage Area is a place of nationally significant industrial, natural, labor, and cultural heritage assets, that are preserved and interpreted to advance economic opportunities and enrich the lives of its residents and visitors from across the nation.

- Management Plan in process
- Legislation and advocacy in progress

- New website launched with calendar-calumetheritagearea.org
- Regional traveling exhibition

**CALUMET / NATIONAL
VOICES / STORIES**

- Brand and identity roll out



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OVERVIEW OF MANAGEMENT PLANNING

What is a NHA management plan?

Management plans turn a National Heritage Area feasibility study into the “**who, what, when, where, and how**” that will guide the operations of a NHA for 5-10, sometimes 15 years. National Heritage Area management plans generally include long-range policies, goals, strategies, and actions; an implementation plan with short, mid- and long-range actions and performance goals; a business plan for the heritage area coordinating entity; and an interpretive plan. The CNHA management plan will have particular focus on regional impact, heritage development, economic impact, and better connectivity within and outside of the region.

Working Assumptions – Calumet NHA Management Plan

1. Build from and **flesh out Goals and Priorities identified in the Calumet NHA Feasibility Study.**
2. Try to **not re-invent the wheel.** Coordinate what was set forth in the Feasibility Study and find the sweet spot with existing plans.
3. Use **existing NPS management plan structure and guidelines**, while also letting the work take it where is appropriate for this region and its plans.
4. **Work with partners across the region** to inform planning processes and to inform advocacy.
5. The management plan should **be mutually beneficial and integrate well into existing plans.** Work with regional partners to review current plans and how the **Calumet NHA could plug in and help reach goals.**
6. The management plan will have **an eye toward regional impact**, heritage development, economic impact, and **better connectivity within and outside of the region.**



OVERVIEW OF MANAGEMENT PLANNING

General Components of Management Plans

Management plans generally contain the following contents, which can be structured in various ways and can be combined and separated based on each particular Heritage Area's priorities and legislative requirements.

- A. **Executive Summary/Introduction**
- B. **Strategies and Approaches:** Long range strategies, goals, priorities, and actions; organizational structure
- C. **Focus and Program Areas:** Such as environmental stewardship, cultural heritage, education, tourism
- D. **Interpretive Plan:** Identify themes, messages, target audiences, visitor experience objectives, recommended interpretive actions.
- E. **Implementation Plan:** Short, mid and long range actions and performance goals; evaluation
- F. **Business Plan:** Operations of the Coordinating Entity

OVERVIEW OF MANAGEMENT PLANNING

Management Plan Examples

Because each National Heritage Area has its own unique authorizing law, management plan requirements often differ. Specific heritage area plan are generally listed on that heritage area's website, or they can be accessed by contacting the National Heritage Areas Program Office in Washington D.C. Here are a few examples:

-[Looking for Lincoln National Heritage Area Management Plan](http://www.lookingforlincoln.com/pdfs/managementplan.pdf)

<http://www.lookingforlincoln.com/pdfs/managementplan.pdf>

-[Cache la Poudre River National Heritage Area Management Plan](https://www.poudreheritage.org/projects/management-plan/)

<https://www.poudreheritage.org/projects/management-plan/>

-[Baltimore National Heritage Area Management Plan](http://explorebaltimore.org/about-us/management-planning/)

<http://explorebaltimore.org/about-us/management-planning/>

- [Cane River National Heritage Area Management Plan](https://www.canerivernha.org/sites/default/files/CRNHA%20Management%20Plan.pdf)

<https://www.canerivernha.org/sites/default/files/CRNHA%20Management%20Plan.pdf>

MANAGEMENT PLANNING PROCESS

Partnership Structure

These partners have come together to create a management plan that will turn the potential captured in the Calumet NHA Feasibility Study into a set of defined, prioritized projects that the CNHA can focus on in the next five years.

Calumet NHA Coordinating Committee

Charged with forwarding the creation of the Calumet National Heritage Area, the Coordinating Committee works on management planning, as well as communications, programming, fundraising, and advocacy.

Management Plan Working Group

Under the oversight of the Calumet NHA Coordinating Committee, the Management Plan Working Group, led by the Field Museum in partnership with the Calumet Heritage Partnership and the Calumet Collaborative, guides and manages the management planning process, including producing the planning document.

Focus Area Planning Committees

Local and regional experts in one of the seven goal/priority areas identified in the Calumet NHA Feasibility Study, each committee will work to collaboratively identify the existing and potential scope of activities the CNHA should support and pursue, workshop a draft plan, and help to finalize this plan as a chapter in the management plan.

Liaisons and Consultants

The Management Plan Working Group consults with Heritage Area experts and National Park Service staff as needed throughout the process.



MANAGEMENT PLANNING PROCESS

Proposed Table of Contents for CNHA Management Plan

Chapters 3-9 address each of the goal/priority areas identified in the Calumet NHA Feasibility Study, and are the focus of the Focus Area Planning Committees. Interpretation may be incorporated into related chapters.

Chapter 1: Concept and Approach

Chapter 2: The Calumet Landscape

Chapter 3: Economy and Tourism

Chapter 4: Cultural Heritage and Historic Preservation

Chapter 5: Wayfinding and Branding

Chapter 6: Education

Chapter 7: Recreation

Chapter 8: The Arts

Chapter 9: Environment and Stewardship

Chapter 10: Business Plan, Marketing, and Communications





MANAGEMENT PLANNING TIMELINE

- September 2019

- Focus Area Planning Committees' first meeting on the 18th and 23rd
- Materials shared on Website; public input sought

- October 2019

- Focus Area Planning Committees' second meeting on the 21st, 23rd, and 24th
- Progress report shared at Calumet Heritage Conference on the 19

- November 2019

- Drafts distributed to FAPCs for input and review

- December 2019

- Focus Area Planning Committees' third and final meeting on the 9th from 4 – 7pm
- Drafts distributed to FAPCs for input and review
- Layout and design finalized
- Final draft submitted to Calumet NHA Coordinating Committee
- Final draft shared with National Park Service

WHAT IS WAYFINDING?

Wayfinding Goals

Build Awareness

How do we use tools like the Calumet Heritage Area Identity & Branding to raise awareness of the assets in the Calumet?

Attract Visitors to Gateways

What are the main gateways and attractions that will attract people to the region, and act as the “Hub” in the Hub & Spoke model?

Engage with Projects & Stories

What are the projects, stories and themes that we want people to see and learn about once they are in the Calumet?

Direct with Signage

What tools, like signage or digital maps, will we use to direct people from one place to another?



PREVIOUS WAYFINDING WORK

More than a signage plan - rather a strategy to help bring the people, businesses and governments of this vast region together to celebrate and promote its unique history, communities, and natural features

Wayfinding Strategies

1. Continue to develop strong, cohesive, and inclusive messaging
2. Employ meaningful community engagement
3. Implement on the ground improvements

Guiding Principles

1. Equity
2. Interconnectedness
3. Innovation

Hub & Spoke Example

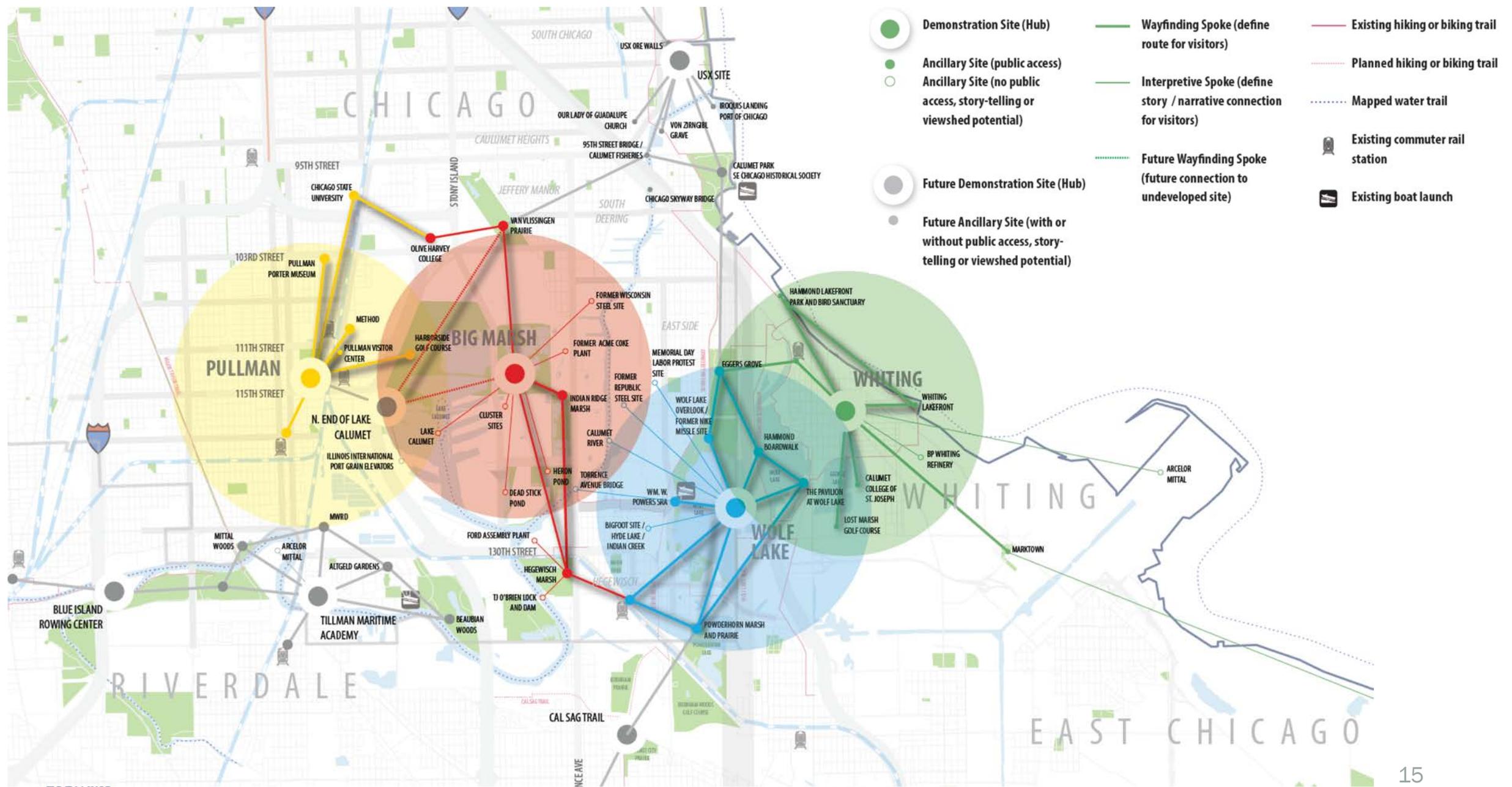
The Hub is a demonstration site

- Has great story-telling potential
- Is proximate to other interesting sites to help visitors explore the region in depth
- Has potential to engage the community in the interpretation and development of the site

The Spokes

- Other regional points on interest that radiate from the hub and fit within the regional narrative
- Invites visitors to explore other areas of the region, helping them to understand the geographic location and conceptual relevance of neighboring points of interest



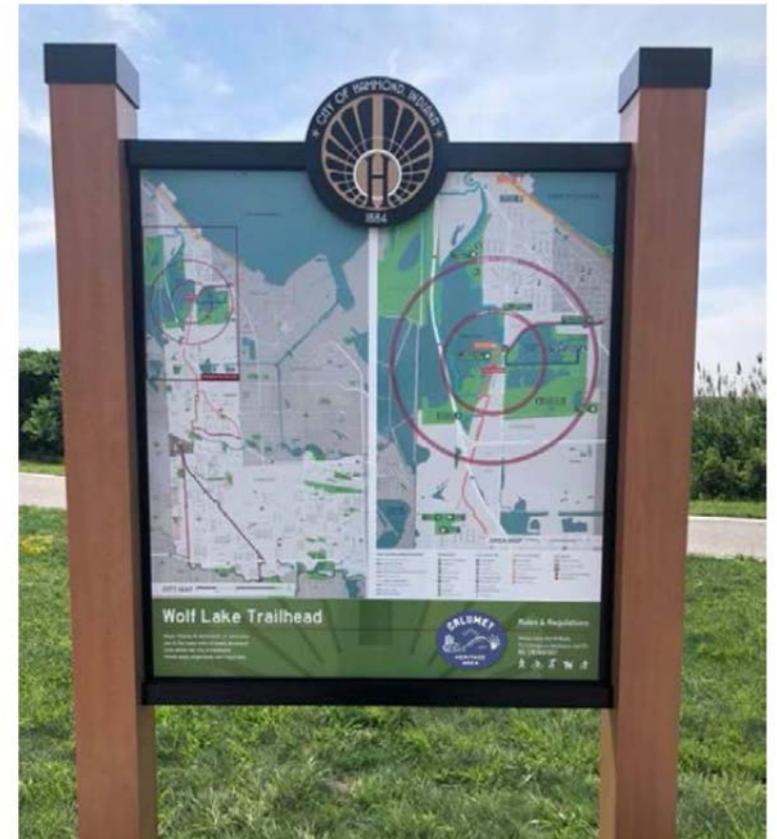




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IMPLEMENTATION STRATEGIES FROM IDENTITY & BRANDING PROJECT

- Incorporate Calumet Heritage Area logo on existing and into new partner signage
- Design branded Calumet Heritage Area wayfinding and signage
- Wayfinding inventory & prioritization map
- Maps & digital wayfinding
- Storefront window decals



Example of existing sign at Wolf Lake with adequate space to add Calumet Heritage Area logo (shown as applied vinyl sticker).



NHA WAYFINDING EXAMPLES

Examples of the Inclusion of Essex National Heritage Area logo



For more examples:

Essex National Heritage Area

https://essexheritage.org/sites/default/files/chapter6_ecsb_cmp.pdf

Freedom's Frontier National Heritage Area

<http://www.freedomsfrontier.org/uploads/resources/02%20Wayfinding%20Signage%20Tool%20Kit%20-%2009.28.18.pdf>

Delaware and Lehigh National Heritage Area Management Plan

- See INTERPRETATION and WAYFINDING sections, Pages 25-29

https://delawareandlehigh.org/wp-content/uploads/2015/11/D-L_MgmtPlanUpdate_July2013_FINAL_10-25-13.pdf

