



# Wayside Exhibit Plan

## Trail2Treasure Exhibits



Prepared by  
*106 Group*

Project Team  
*Anne Ketz  
Steve Boyd-Smith  
Chris Evans*

*Jacqueline Ashwell  
Mark Johnson*

## Project Status

This Wayside Exhibit Plan follows an extensive process defined by the National Park Service as the Proposal phase. All decisions from the Final Proposal, approved with comments dated 5/17/2012, still stand. That document outlines the content as well as very specific locations, angles, materials, and forms and should be considered as an ongoing complement to the Plan documents. We recommend that review of this document be considered side-by-side with the Proposal.

This Plan document has also been reviewed once by Mark Johnson and Chad Beale at Harpers Ferry and this addresses both their comments and the foundations set in the Proposal.

Complete and unified comments on this Plan are due to the 106 Group by August 31, 2012, as defined in Mod 1 to the contract. Another round of Plan and review will follow soon after.

## Review Notes

### General:

- The design of these panels is based on the T2T standards as requested.
- 106 Group strongly encourages the Park to send at least one person to the locations of the final signs and review these designs in their proper contexts.
- As is appropriate at this stage of a project, all images are low resolution. As a result, some of the transitions of color appear harsher than will be evident with final high resolution art.
- We bring particular attention to the need for KLSE to provide feedback on the historical accuracy of locations pinpointed on 004A and 001.

### Panel 001:

- As requested, we have provided two versions of 001, one with the sans-serif main headline and a second with the serif. Please let us know your preference and we will apply throughout.
- Also note a difference in the presentation of the chronological images between the two versions of 001. The first provides larger views of the images. The second arguably is more clearly a chronology. We seek your thoughts on these two points. We also suggest testing them on people with fresh eyes to gauge their perceptions.

### Graphic Source List:

- This document also includes a draft of the Graphic Source List. The list is a spreadsheet that, in truth, is much more

readable in digital format. We encourage you to download the Excel document from [http://bit.ly/KLSE\\_Plan2](http://bit.ly/KLSE_Plan2).

- We request that your team review this list to make sure that you're comfortable acquiring all of the images this fall per the schedule.
- Please note that the main image for panel 004A was provided by the Park but that we have not been able to determine the source. We would appreciate additional information on this.

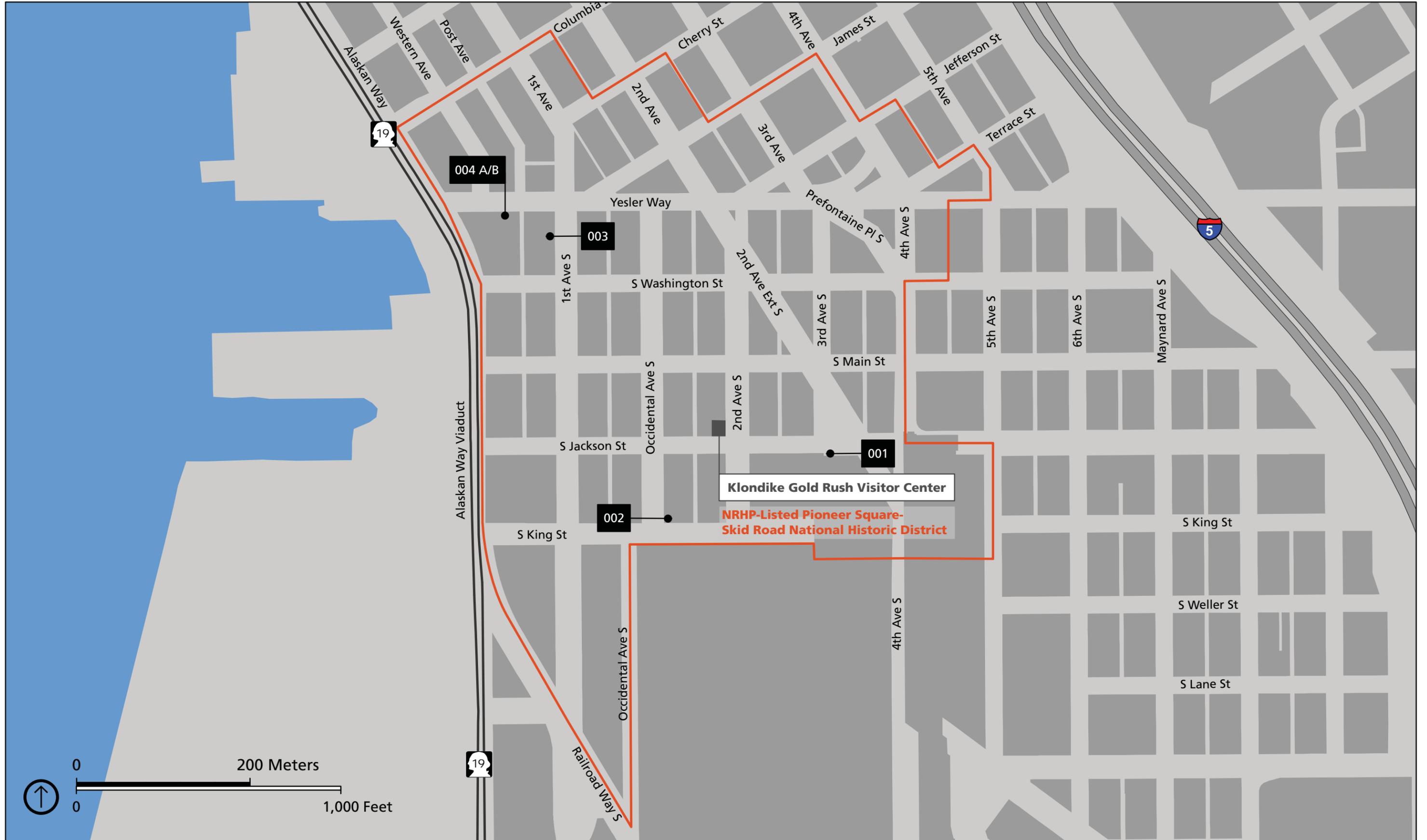
## Schedule

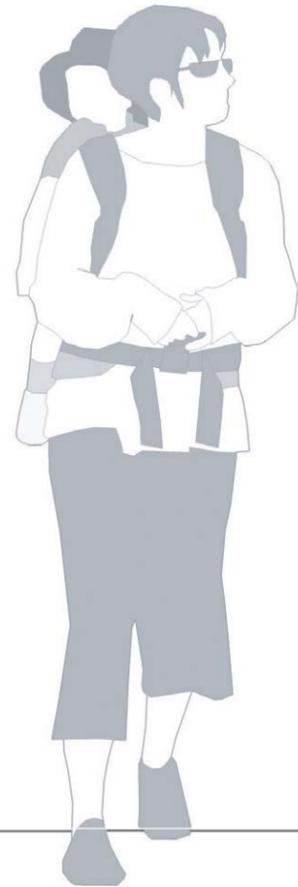
From Mod1

Description		Not Later Than
D.	Travel to Klondike Gold Rush Seattle NHP for the site visit	Complete
E.	Draft Wayside Exhibit Proposal (for COR review)	Complete
F.	Wayside Exhibit Proposal (for park staff & partner review)	Complete
G.	Final Wayside Exhibit Proposal	Complete
H.	Draft Wayside Plan (for COR review)	Complete
I.	Wayside Plan	Complete
<b>J.</b>	<b>Revised Wayside Plan</b>	<b>August 31, 2012</b>
K.	Full-size Maps	September 7, 2012
L.	Final Wayside Plan	October 7, 2012
M.	Draft production-ready files	November 4, 2012
N.	Production-ready files	November 23, 2012
O.	Wayside Panels	January 24, 2013
P.	Waysides Bases	January 24, 2013
Q.	Close-out package	February 3, 2013



KLONDIKE GOLD RUSH NATIONAL HISTORICAL PARK - SEATTLE UNIT | WAYSIDE EXHIBIT PLAN





**Base for Wayside 001**  
42" x 24" panel

Ground Level



King Street Station, about 1907. Its 242-foot tower was the tallest building in Seattle at its construction. This wasn't Seattle's first train station but its grand style marked the arrival of Seattle on the national scene.

# What makes a city?

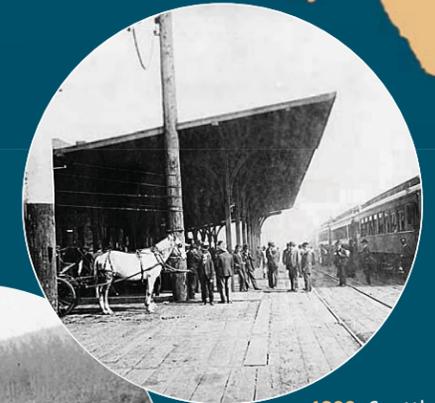
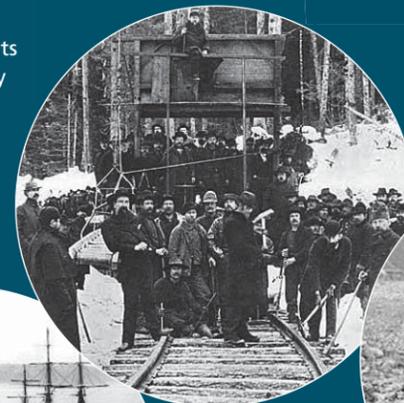
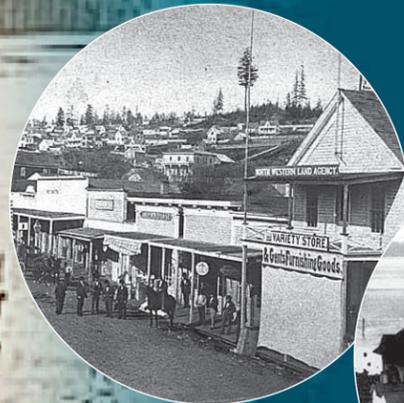
*The construction of King Street Station marks the moment when Seattle the boom town became Seattle the city.*

A growing, vibrant city requires a combination of independence and interconnectedness. Initially distant from the rest of the nation, Seattle developed a reasonably self-sufficient local economy. When the railroads finally reached Seattle in 1893, they provided the spark of connection, bringing more people and access to markets.



**1893:** The Great Northern's last spike ceremony connected Seattle directly to the rest of the nation.

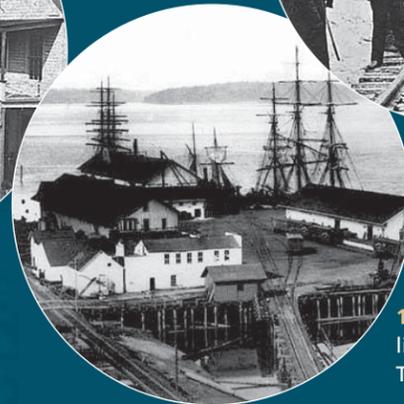
**By 1878:** Seattle developed as a diversified community with logging as its engine. All comings and goings were by expensive boat or arduous wagon.



**1899:** Seattle's first stations were simple structures.



**1897:** With the Klondike Gold Rush, trains brought "stampeder" to Seattle as their jumping off point to Alaska.



**1883:** The first transcontinental lines to the region arrived in Tacoma, not Seattle.

**LEARN MORE**  
Visit [Trail2Treasure.org](http://Trail2Treasure.org)

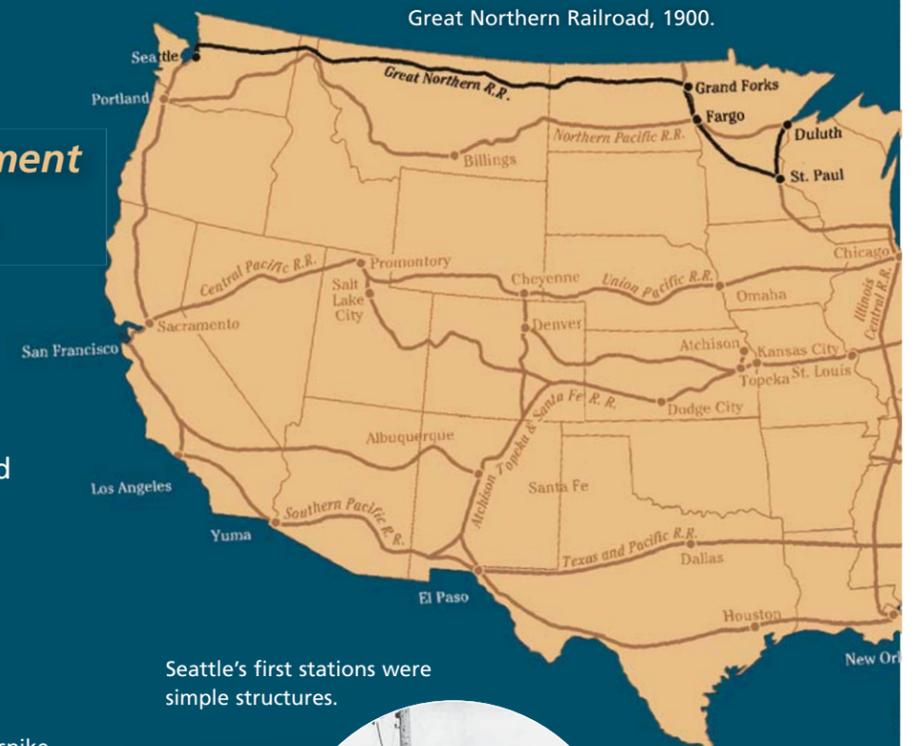
Visit the Klondike Gold Rush Visitor Center, two blocks away on the northwest corner of Jackson Street and Second Avenue.

King Street Station, about 1907. Its 242-foot tower was the tallest building in Seattle at its construction. This wasn't Seattle's first train station but its grand style marked the arrival of Seattle on the national scene.

# What makes a city?

*The construction of King Street Station marks the moment when Seattle the boom town became Seattle the city.*

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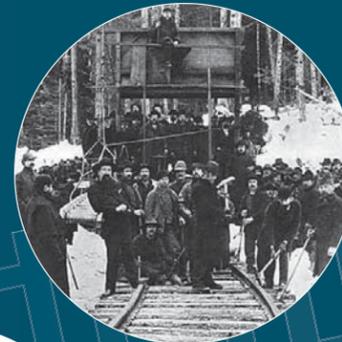
Seattle's first stations were simple structures.

The Great Northern's last spike ceremony connected Seattle directly to the rest of the nation.

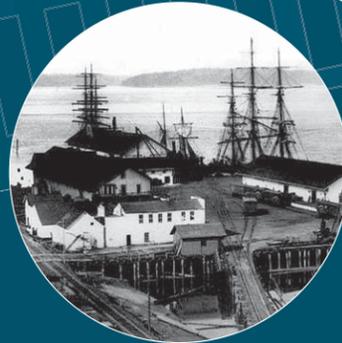
Seattle developed as a diversified community with logging as its engine. All comings and goings were by expensive boat or arduous wagon.



By 1878



1893



1883



1899

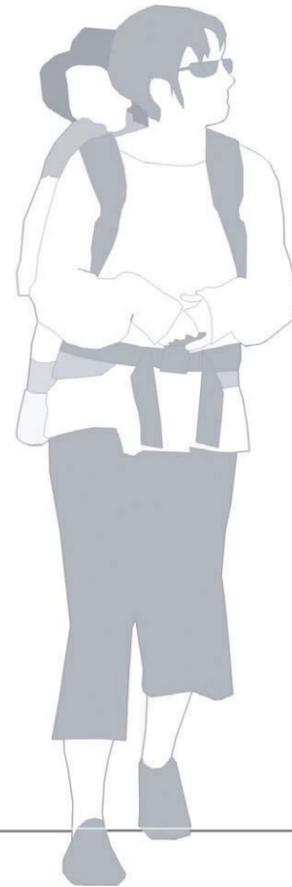
With the Klondike Gold Rush, trains brought "stampeder" to Seattle as their jumping off point to Alaska.

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**Base for Waysides 002-003**  
36" x 24" panel

Ground Level



# How did water turn into land?

*By moving 80 million cubic yards of earth from the hills to the tidelands—  
enough to fill in the Panama Canal.*

Starting in the 1890s, Seattle grew from a sleepy village to a significant metropolis. Accelerated by the arrival of transcontinental railroads and the Klondike Gold Rush, the city's boom was hindered by mucky wetlands and raw sewage.

With grand dreams, city leaders hatched a plan to protect the city from both nature and disease: add a modern water system and fill the tidelands and town with sawdust and the soil dug by leveling several natural hills.

ELLIOTT BAY

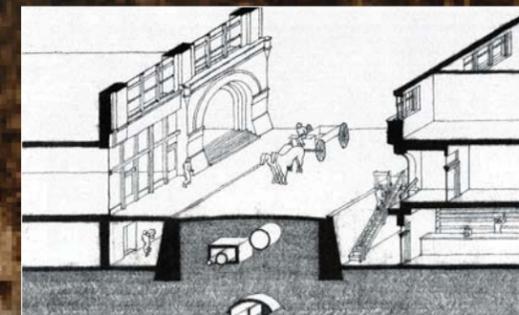
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*Visit the Klondike Gold Rush  
Visitor Center, two blocks away on  
the northwest corner of Jackson  
Street and Second Avenue.*

Current day stadiums

Occidental Park

You Are Here



Starting in the late 1890s, workers laid pipes and raised the streets from the center. Second floors became first and first floors became basements.



Regrading project as seen from King Street Depot, 1908.

# What do you need to rush for gold?

*One ton of gear, purchased from Seattle stores like Cooper & Levy, across the street.*

When the Klondike Gold Rush hit the nation's newspapers in 1897, about 70,000 "stampedeers" rushed to Seattle to catch ships going north to Canada via Alaska. They bought their supplies here and supported the city's hotels, saloons, and gambling dens. Seattle boomed. Between July 1897 and March

1898, Seattle's merchants recorded \$25 million in sales, up from only \$325,000 in all of 1896. This is where people got rich from the gold rush. Almost none of the stampedeers returned home richer than when they left, but the merchants and services did quite well. *The miners mined the gold; Seattle mined the miners.*

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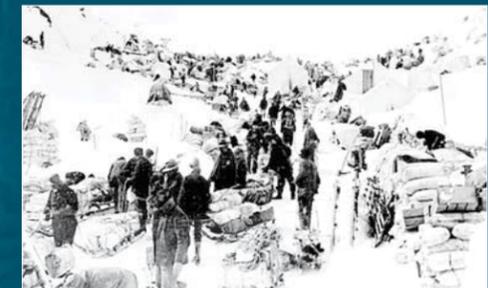
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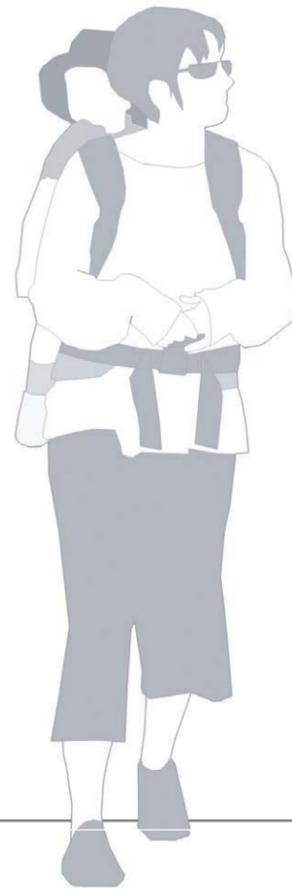
Bags of supplies like these contained flour, sugar, and beans.



This historical image shows the amount of camping gear, clothes, tools, and food carried by each stampedeer. It totalled almost one ton of weight.



Once in Canada, stampedeers had to carry their supplies over difficult terrain.



Base for Wayside 004 (double-sided)  
36" x 48" panel

Ground Level



# What was Yesler's Way?

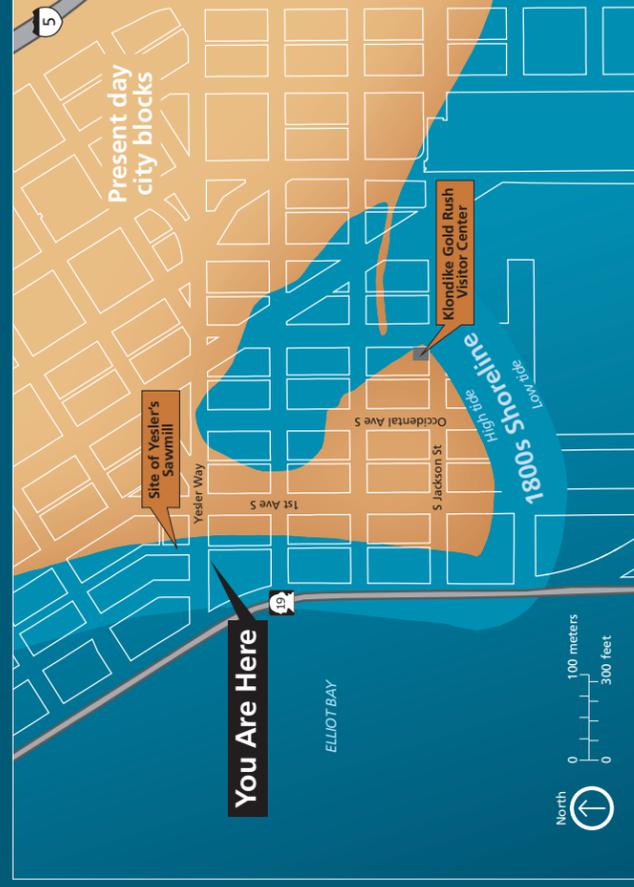
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*Seattle's first industry was logging and on this site Henry Yesler built the first powered sawmill, turning the area's logs into usable lumber.*

"Mill Road," now Yesler Way, was part of Henry Yesler's original tract of land, providing a downhill path for the logs from the hillsides to his mill. These skidded logs generated a nickname: Skid Road. Gradually, Skid Road (and its successor, Skid Row) became slang for a derelict neighborhood. Pioneer Square fit that description from the Great Depression until its restoration in the 1970s.



Oxen pulled logs from the hillsides. Notice the size of these logs...and the emptiness of the hills.



Before it was filled in, the location of this sign was both the site of Yesler's sawmill and the mucky edge between land and the water of Elliott Bay.



Henry Yesler's sawmill. From 1853, it became a key engine in Seattle's early development.

# What happened to that beautiful old hotel?

*The 19th century Hotel Seattle was replaced by the "sinking ship" parking garage ahead of you.*

Urban planning in the 1950s emphasized "urban renewal." Cities across the nation tried to clean up their old districts by demolishing classic buildings to make way for the possibility of new ones. In Seattle, the demolition of this historic hotel in 1961 led to an outcry that

stopped plans to level all the old buildings in the district. "Renewal" was replaced by "renovation." By 1970, many buildings had been refurbished and the Pioneer Square - Skid Road Historic District became one of the first on the National Register of Historic Places.

## The Seattle Times

Sunday, April 5, 1970  
Preservation Favored in Proposed Law

Tuesday, December 8, 1970  
Council OK's Building Despite Pioneer Square Opposition

Friday, January 25, 1974  
Pioneer Square Renaissance Achieves New Momentum



Pioneer Square in 1917. Smith Tower was then the tallest building west of Ohio. The triangular Seattle Hotel, built in 1890 on the ashes of the Great Seattle Fire, was demolished to make way for the current "sinking ship" parking garage.