



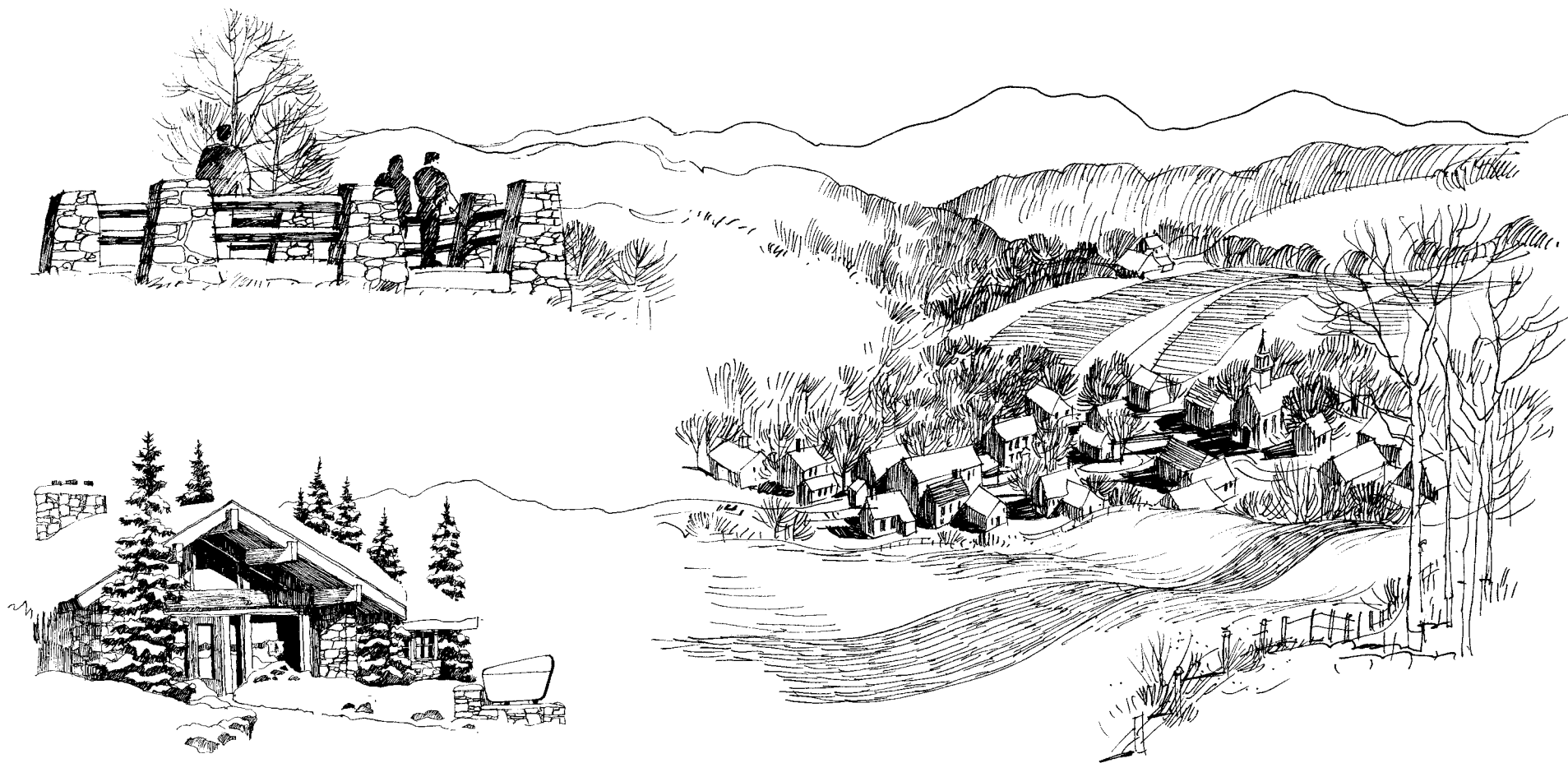
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The Built Environment Image Guide

FOR THE NATIONAL FORESTS AND GRASSLANDS



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Built Environment Image

THE USDA FOREST SERVICE PHILOSOPHY...

The built environment, as used in this guide, refers to the administrative and recreation buildings, landscape structures, site furnishings, structures on roads and trails, and signs installed or operated by the U.S. Department of Agriculture (USDA) Forest Service, its cooperators, and permittees.

The elements of the built environment constructed on national forest lands and grasslands, or those used for administrative purposes

in rural areas, towns, and cities, shall—to the extent practicable—incorporate the principles of sustainability, reflect their place within the natural and cultural landscape, and provide optimal service to our customers and cooperators.

These elements will:

- *Be located, planned, and designed with respect for the natural systems in which they reside.*
- *Aesthetically integrate their natural, cultural, and experiential context.*
- *Contain design elements, including appropriate signs, that reinforce a national agency identity.*
- *Emphasize efficiency of energy and materials consumption in construction and operation.*
- *Serve as premier examples to interpret conservation of natural resources and sustainable development.*
- *Create environments for people to enjoy and gain increased appreciation for the natural environment, and in which employees work productively, experiencing the connection to the resources they manage.*

In so doing, the USDA Forest Service built environment will strengthen and reinforce the image of the agency as an international conservation leader.

Reader's Guide

The *Built Environment Image Guide* can be read in different ways, depending on how, and by whom it will be applied. The following will aid the reader in selecting the sections most applicable to their needs.

<i>Section</i>	<i>Page</i>	<i>Content</i>	<i>Purpose</i>	<i>Primary Audiences</i>
Chapter 1 Image and the Built Environment	1	Establishes the Intent of the guide, why it is needed, and describes common applications . Outlines major elements of a positive image	To motivate those involved in facility management to utilize the guide	Everyone involved in authorizing, planning, designing, operating, and maintaining facilities
Chapter 2 Origins of the National Forest Built Environment	9	An overview of influences on and traditions of Forest Service facility design from early park design through the CCC era to present-day environmental considerations	To enhance understanding of the origins of Forest Service design traditions and appreciation for contributions of design to agency image	Project sponsors (Forest Service line officers, permittees, and partners) and designers (engineers, landscape architects, and architects)
Chapter 3 The Sustainable Image: Responses to Context	19	Explanations of the primary components of context that drive design —ecological, cultural, and economic—and an overview of the design process	To ensure thorough consideration of the primary components in the site-specific design of facilities	Project designers , both internal and external
Chapter 4 Architectural Character Guidelines for the Nation and the Provinces	31	Regional Architectural Character Types that incorporate the components of context are illustrated for a range of facility types and settings	To provide graphic examples of the regional character types to be incorporated in all built environment designs	Everyone involved in authorizing, planning, designing, operating, and maintaining facilities
Chapter 5 Integrating Architectural Character With the Facility Management Process	231	The sequence of planning, design, operations, maintenance, and deconstruction of facilities , along with roles and responsibilities of everyone involved in developing and maintaining them	To enhance understanding of relationships and roles , along with appreciation for each participant's contributions to creating and maintaining an appropriate facility image	Everyone involved in authorizing, planning, designing, operating and maintaining facilities

<i>Section</i>	<i>Page</i>	<i>Content</i>	<i>Purpose</i>	<i>Primary Audiences</i>
Appendix A Built Environment Case Studies	239	Examples of administrative and recreation projects that incorporate character guidelines	To illustrate successful Forest Service projects for peers to see and discuss	Project sponsors, designers, operators, and maintenance personnel
Appendix B Forest Service Manual (FSM) and Handbook (FSH) Direction	249	Cites FSM 2330 and 7310 for recreation and administrative facilities	To reinforce USDA Forest Service policy for the built environment	Forest Service line and staff officers, designers
Appendix C Recreation Opportunity Spectrum (ROS)	253	Indicates appropriate site furnishings, construction materials, development scale, and density for the ROS classes	To integrate ROS considerations with architectural character to provide facilities and furnishings appropriate with the desired setting	Forest Service line and staff officers, designers, and maintenance personnel
Appendix D Glossary	263	Definition of terms used in the handbook	To clarify terminology for external cooperators and those not in design fields	All readers
Appendix E References	269	References for quotations used in the handbook	Provide sources for quotations	All readers
Appendix F Acknowledgments	271	Names of the individuals and teams who helped develop this guide	Acknowledgment	All readers

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