

Scenic Byway Interpretive Planning

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Co-presenters

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US Forest Service
**Center for Design and
Interpretation**





**The US Forest Service
Rocky Mountain Region**

Center for Design and Interpretation (CDI)

**is a service team bringing together the design
disciplines of:**

- » Architecture
- » Landscape Architecture
- » Interpretive Planning
- » Graphic Design
- » Engineering

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Webinar Objectives

As a result of participating in this webinar students will be able to:

- Define what Interpretation is
- Identify the purpose and benefits for doing an interpretive plan
- Identify the components of an interpretive plan
- Have a basic understanding of the process for developing a plan

What is Interpretation?

According to NAI interpretation is:

- A mission based communication process that forges emotional and intellectual connections between the interest of the audience and the meaning inherent in the resources.

The Goal of Interpretation is

- To Provoke, Relate and Reveal...the inherent meaning of the resource
- To addresses the “So What” question
- To engages the visitor in a multi-sensory, experience



Exercise – “So What?”

Tangible - Intangible





Why Do Interpretive Planning?

- **An Interpretive Plan** takes ideas, resources and people and organizes them
- **It creates a common vision**
- **It establishes unifying goals, objectives and messages**
- **It prioritize projects & funding**
- **It allows the byway to brand itself**



Who Should Be Involved

- Project Leader
- Core Team (Interpretive Planner, Landscape Architect, Staff Officer)
- Specialists
- Key Stakeholders (partners)
- Public
- Decision Makers

Components of an Interpretative Plan

- Introduction
- Visitor Experience
- Statements of Significance
- Themes, Sub-themes, and Storylines
- Recommendations (media and site location)
- Implementation
- Monitor & Evaluate

Introduction



- Provide background on the project
- Identify the purpose and need for the planning
- Define the scope –included parameters and planning assumptions
- Define both management and visitor goals & objectives

Visitor Experience



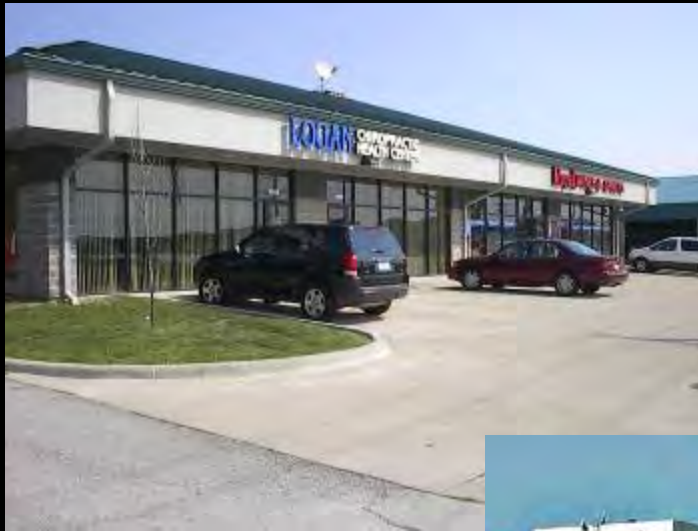
Ask yourself

- Who is coming and why?
- What are their expectations?
- What are they doing once they get here?
- What other opportunities does the byway have to offer?
- How did they learn about the byway?
- What issues can be addressed with interpretation?

Think about your own experiences

- Why did you plan a trip to your last vacation spot?
- What did you want to see, do, and experience?
- Did it meet your expectations?
- Was it easy to get around? Did you get lost?
- Would you do it again?
- Would you recommend it to someone else?

Sense of Place

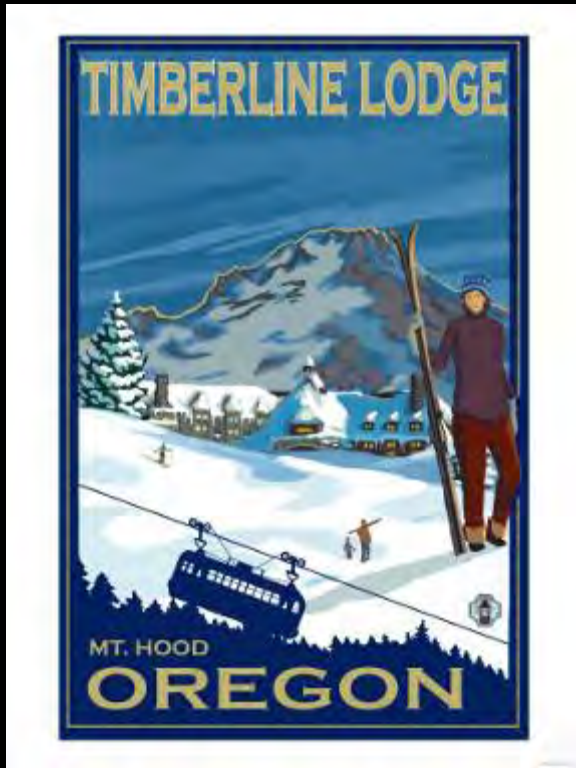


When somewhere
becomes anywhere
it becomes nowhere



Different is Good!

Ask yourself what is **unique**, **special**, **rare**, **indigenous**, or **iconic**, about the resources and experiences on your byway?



What makes you different
- makes you special
(and worth the trip)!



Design Guidelines

- Design Guidelines, brand your byway and create a sense of place.
- They create a consistent look and feel for all products and facilities, helping visitors identify you and your services.



More examples



Welcome to
TIMBERLINE LODGE



Timberline Lodge, built in the 1930s through the efforts of the Works Progress Administration (WPA) and Civilian Conservation Corps (CCC), sits at 6,000 feet on Mt. Hood. It is a masterpiece of craftsmanship and legacy of dedication. The Lodge is perched at timberline on Mt. Hood with

BUILT FOR BEAUTY

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LODGE FOR ALL

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MT. HOOD National Forest
Caring for the Land and Serving People




Welcome to the
MT. HOOD SCENIC BYWAY

Exploring the Mt. Hood Scenic Byway
The Mt. Hood Scenic Byway is 105 miles of beautiful country! On this byway, volcanoes once erupted and mammoth floods scoured deep gorges. Discover geologic wonders, waterfalls, temperate rain forests, and wild rivers. Explore pastoral valleys with farm-fresh produce. Experience the formidable last leg of the Oregon Trail, the Barlow Road. Enjoy this bountiful wonderland that the pioneers called 'paradise'.


So Many Things to See and Do!




A great mountain view




View spring blossoms from the trail




Take a trail in the woods






Scenic view of a lake




Driving a winter wonderland



Enjoy a scenic view of a lake

MT. HOOD National Forest
Caring for the Land and Serving People



What message would we send if we used all three of these structures along the same byway?



Before Planning



After Planning

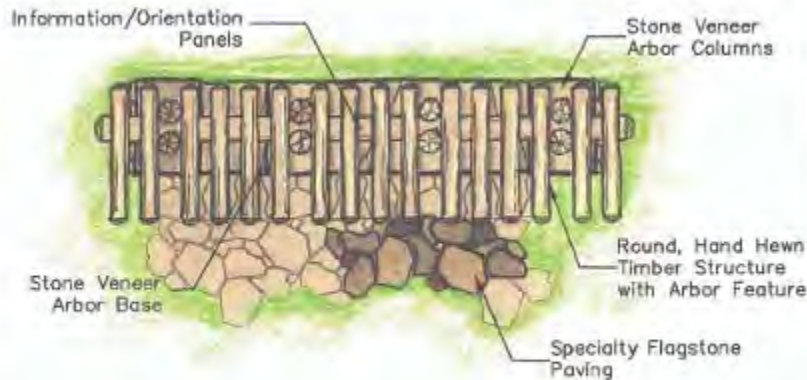
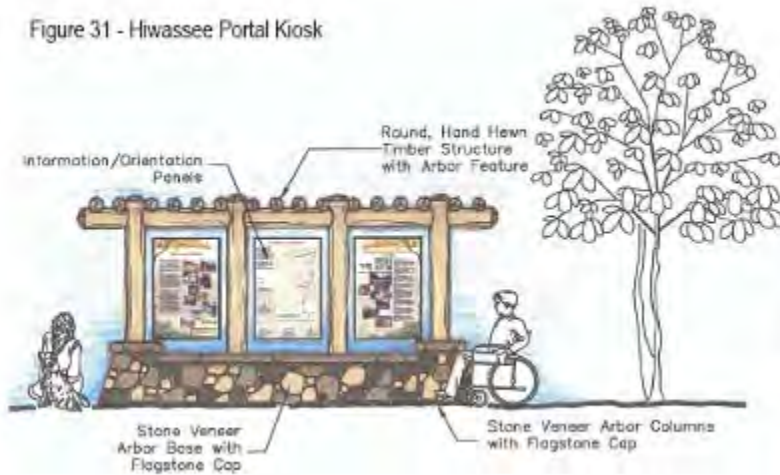


Components of a Design Theme

- Structural prototypes
- Colors
- Logos and slogans
- Fonts

Structural Prototypes show the architectural concept and materials

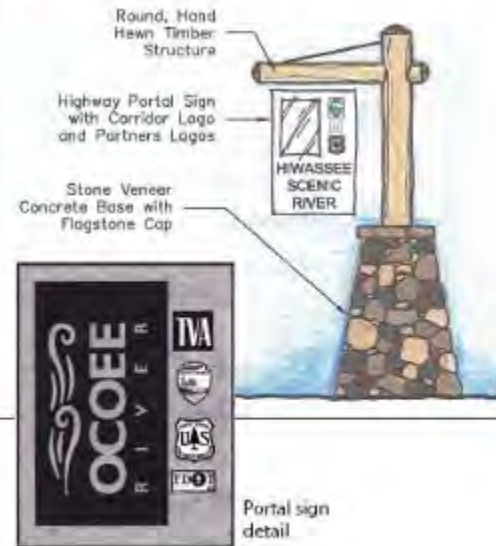
Figure 31 - Hiwassee Portal Kiosk



The Hiwassee concept is influenced by the CCC-era of recreation, incorporating rounded timbers and stone



Figure 32 - Hiwassee Portal Sign



A color palette should specify a Pantone Matching System (PMS) menu

The Catchy Title

Catchy Subtitle

>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wis enim ad anim veniam, quis nostrud exerci tation ullamcorper uscepi lobortis nisi ut aliquip ex ea commodo consequat. Duis autem vel cum inure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et justo odio dignissim qui blandie praesent luptatum zzril delenat augue duis dolore te feugiat nulla facilisis.

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Catchier Subtitle

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Color Palette:

575	576	577	7489
470	7411	1235	1225
4635	154	458	1215
637	636	635	

Fonts: Title: Futura; Subtitle: Casual; Main Body: Garamond; Captions: Bookman Old Face; Drop-cap letters: Forest; Name: American-Script

Daniel Boone NATIONAL FOREST

RED RIVER GORGE

U.S. Department of Agriculture

575	576	577	7489
470	7411	1235	1225
4635	154	458	1215
637	636	635	

MORE THAN A SCENIC VISTA



Medicine Bow National Forest



Take a drive on the historic Stage Coach Road and learn about the scenic views and history of the area.



This scenic view is a great example of the beauty of the Medicine Bow National Forest.



THE SNOWY RANGE

The Snowy Range is the highest and most rugged of the Rocky Mountains. At 12,033 feet, Medicine Bow Peak is the highest point in the range.

The Snowy Range includes several peaks over 10,000 feet. They are important in providing water to homes through snowmelt. The water supports trees, plants, wildlife, fisheries, and people.



Charles Bellamy, one of the pioneers in the Medicine Bow National Forest, was the first to explore the Snowy Range for water supplies in the early 1870s. Bellamy is the first professional engineer and land surveyor in 1870.



View from the Snowy Range, 1870s



The first paved road over the range was completed in 1920 and is now the Snowy Range Scenic Route.

MEDICINE BOW National Forest



FOREST TO THE CITY



WATER FROM THE FOREST

Water is important in the high altitude forests of the West where annual rainfall is only 10-15 inches. Water collected during spring runoff from mountains provides a critical water source. In the West, water is often used for irrigation.

The system must be large enough to collect a year's worth of water in a few short weeks during spring when the snow is melting.

GRAVITY MOVING WATER

The people of the West are dependent on water from the forest. The water systems use gravity to transport water across their mountain ranges and over 90 miles through a series of pipes, canals, dams, and reservoirs.



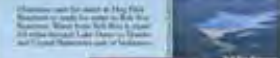
Water pipe in the forest



Map of the West showing water systems



Dam in the forest



Reservoir in the forest

MEDICINE BOW National Forest



UNDERWATER ALIENS



Watering Forest

The watering forest helps to keep the water clean and fresh.



Watering forest helps to keep the water clean and fresh.

WHAT'S BITING?

To make that most delicious meal, you need to know what's biting. Trout, salmon, and steelhead are the most popular fish in the West. They are also the most popular fish in the West.

A fish biologist carefully studied the lake in the 1960s. They began studying trout with 33,000 steelhead trout in the lake. Regular stocking of all three species continues today. The Watering Forest and Fish Department runs the fishery at one of the lakesides in the area.



People fishing in the lake



FAVORITE FOOD

Trout are a favorite food of fish. When trout are young, they eat algae and other small organisms. As they grow, they eat larger organisms like insects and other fish.



Person fishing in the lake

MEDICINE BOW National Forest

Logos and slogans set sideboards for graphic elements



- PMS 293
- PMS W3.6



- PMS 293
- PMS 730



- Black



“Take a Drive on the Wild Side of Florida”

Wildwater, Wildflowers, Wild Adventure, Wild Vistas,
Wildlife, Wildfires, Wild Rides, Wild Wild West



“Caring for the Land and Serving People”

Fonts aid in readability/legibility,
and give your media a “mood”

- Specify a font families and sizes for Titles and Subtitles (Kozuka Mincho Pro, 32 Regular)
- Specify another for body text (Myriad Pro, 24 Regular)

Design Guidelines help you avoid
trendy, **FADDDISH**, or **HARD-TO-READ FONTS**.

Statements of Significance

- Statements of significance capture the unique nature and intrinsic qualities of the byway.
- They address what's so special about the area and what makes it distinctive.
- They set the stage for the development of themes and storylines.

Interpretive Themes

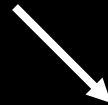
Theme

- The **theme** is the plot to the story. It provides an over-arching umbrella to all interpretive programs and media.



Subtheme

Subthemes further develop the central theme, and allow a logical progression into storylines.



Storyline or Key Message

Storylines carry the threads of the stories that will be told with the interpretive media or program.

Mount Hood Theme

- The majestic Mt. Hood dominates the landscape and its character shapes the land, people, and history of the area.



Subtheme 1: The active geological processes, topography and hydrology of Mt. Hood, continues to influence the landscape and ecological systems of the area.



A. Storyline: Mt. Hood is a potentially active volcano, with venting fumaroles, deformation and debris flows (caused by melting glaciers and heavy rainfall). Scientists expect the mountain will have another eruption sometime in the future, although smaller than what has previously occurred.

Recommendations

Media

Recommendations

- Wayside Exhibits
- Podcasts
- Ranger-led Walks
- Exhibits
- Websites
- Demonstrations



Putting it All Together

Secondary Entrance Portals

Site	Location	Purpose/Objective	Existing Media/Facilities	Recommended Media/Facilities	Priority
TBD	Sandy	<ul style="list-style-type: none"> Provide information and orientation to the byway To highlight historic events in the Sandy area including its role on the Barlow Road 	<p>Chamber information</p> <p>Pioneer and logging history</p> <p>Restrooms and drinking fountain</p>	<ul style="list-style-type: none"> Add approach signs Add external kiosk in new plaza highlighting Sand as the Gateway to Mt Hood 4 - 36" x 48" x 1/8" High Pressure Laminate (HPL) signs Orientation map of Byway Commercial opportunities (dining, lodging, shopping, agriculture, outfitters, skiing, etc.) Encouraging visitors to slow down and stay awhile. Highlight Clackamas County/Mt. Hood Territory significance and unique opportunities including Christmas Tree Capital, U-Pick-Farms, Cultural History, etc. 	High
Zig Zag Ranger Station	Zig Zag	<ul style="list-style-type: none"> To provide information and orientation to the Mt Hood National Forest, in particular the Zig Zag Ranger District and Mt. Hood National Scenic Byway To provide collection permits and recreation passes 	<p>Restrooms</p> <p>Exterior kiosk</p>	<ul style="list-style-type: none"> This site will replace the Mt. Hood Visitor Information Center The facility will undergo a major remodeling of its lobby and exterior kiosk New interior exhibits will focus on recreation opportunities and the natural and cultural history of the area. Exterior kiosk panels will include: <ul style="list-style-type: none"> Orientation map of Byway Welcome and Introduction panel Commercial opportunities 	High

Interpretive Sites Traveling from Troutdale to Hood River

Clackamas and Multnomah County Roads

Site	Location	Theme(s) and Storyline(s)	Existing Media/Facilities	Recommended Media/Facilities	Priority
West Entrance Portal - McMenamins Edgefield	2126 S.W. Halsey St., Troutdale	1-3 Highlighting 2. K 3. F, G	Restaurants, micro-brewery (Oregon's 1 st), winery, organic gardens, vineyards, pub course, lodging, artwork, spa and movie theatre	<ul style="list-style-type: none"> Primary Entrance Portal (see above) Provide approach signs 	High
Dodge park	Milepost 15.4	1. B, C, D, F 2. C, G, H	<ul style="list-style-type: none"> 3-Panel Kiosk - highlights the Sandy River Gorge; National Wild & Scenic River and State Scenic River Waterway; and "A Bridges Life Story" (located on bridge outside of park) Historic restrooms, fountain and recreational facilities 	<ul style="list-style-type: none"> Install approach signs Move "A Bridges Life Story" to Dodge Park Expand the interpretation to include information on Bull Run (Portland's watershed); Stream & Fishery Restoration and the Inter-urban trolley line (and future bike path) 	Med
Jonsrud Viewpoint	Milepost 23.0	2. B, C, D	<ul style="list-style-type: none"> 3-wayside exhibits - First House West of the Cascades; The Devil's Backbone; Sandy River Crossing Drinking fountain 	<ul style="list-style-type: none"> Excellent views of Mt Hood Provide wayfinding to site Redesign and fabricate existing signs using high pressure laminate 	Low

Monitor & Evaluate

Money Talks

- Increased visitation (longer stays, return visits)
- Increased revenues
- Word-of-mouth advertising
- Happy Campers!



Planning Process

- **Identify the Participants**
 - Project Manager
 - Core Members
 - Specialist
 - Key Stakeholders
 - Public
 - Decision Makers

Planning Process Continued

- Identify participation process
- Inventory
 - Important resources
 - Existing interpretation & Facilities
 - Current visitation
- Identify purpose, significance, policies, goals, objectives, planning assumptions
- Compile and submit for validation w/Decision Makers

Planning Process Continued

- Draft 30%
- Review
- Draft 60%
- Review
- Draft 90%
- Final Review
- Develop Implementation Plan
 - Timeframe
 - Cost Estimates
- Monitor & Evaluate

How much will it cost?

Typical Overall Cost Range: \$5,000 - \$100,000

- **Factors Affecting Cost:**

- Complexity
- Scope of Plan
- Level of Detail
- Number of Reviewers and Revisions
- Partnership Involvement
- Graphic Design Work
- Remoteness of Site

How long will it take?

6 to 18 months

Factors:

- Complexity of the unit, facilities, desired components
- Public and partner involvement and collaboration
- Commitment and availability of team/staff
- Priority and funding

Happy Trails



Good interpretative planning will bridge the gap between you, the visitor and your scenic byway experience

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