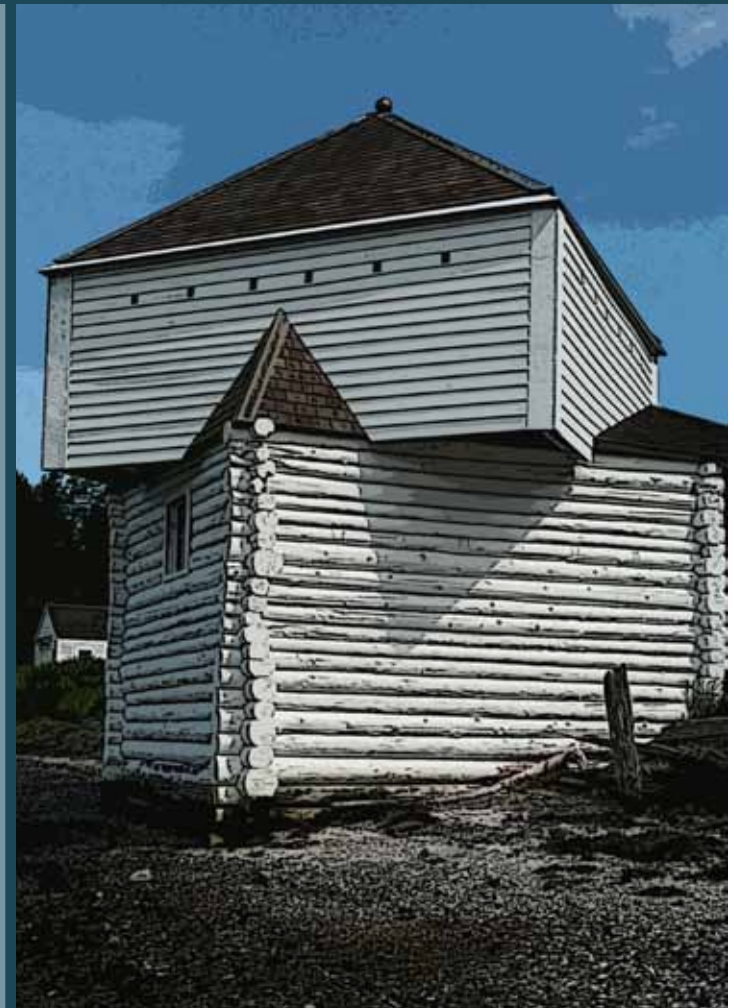


# ENHANCING VISITOR EXPERIENCE THROUGH INTERPRETATION AND IMPROVEMENTS

# 6





There are many important historic sites and cultural landscapes along the San Juan Islands Scenic Byway.



## *The stories of the San Juan Islands...*

started thousands of years ago. Natural and cultural events across millennia shaped the area's unique sense of place. From the geological processes that created the islands' diverse ecosystems and the marine-based cultural heritage of the Coast Salish tribes, to the early military and pioneer settlements, to today's rural lifestyles, the stories of the byway are complex and interrelated.

Recommendations for interpretation and improvements at sites along the scenic byway are presented in this section of the corridor management plan and include ideas and suggestions for communicating the many interesting stories of the San Juan Islands.

These interpretive activities and site improvements will enhance experiences and build lasting memories for those who travel the byway.

## **The Purpose of Interpretation**

Interpretation is the process of providing opportunities for people to personally and meaningfully connect with a place. Each person may connect in a different way. Some may connect immediately, while others may reflect on their experience later as part of their memory of the place. Interpretation forges

emotional and intellectual connections between the audience (in this case byway travelers) and meanings inherent to the resources along the byway. Interpretation can be conveyed through a variety of tools and methods to help inspire these connections and make them memorable.

The purpose of interpretation as part of the experience of the San Juan Islands Scenic Byway is to:

- Broaden awareness of the byway's unique stories and characteristics among visitors as well as residents; and
- Enhance each person's enjoyment and understanding of the San Juan Islands,

while at the same time inspiring a sense of stewardship and interest in preserving the characteristics that make this a special place.

The most effective interpretation translates information universally, so that it can be understood by people of all age groups and abilities. Interpretation should be creative, enjoyable, and interactive, and conveyed through a variety of media including exhibits, visitor centers, electronic

media technologies, audio/visual productions, publications, programs, and services such as guided hikes and tours.

Fundamental to the interpretive and stewardship program for the San Juan Islands Scenic Byway is the importance of fostering an appreciation of the unique environment by educating people about the significance of the islands' sensitive cultural, historical, and natural resources. Interpretation here will honor the First

Peoples who inhabited the islands and shaped the area's early history and cultural landscapes, as well as those who came later. Place-based interpretive messages will enlighten visitors about each location's unique past in relation to the resources there. Interpretation will also address present ways of life and goals for the future. Stewardship messages such as "leave only footprints" and "tread lightly" will continue to be integrated with the interpretation.

## WHAT IS INTERPRETATION?

*Paul H. Risk, of Yale University, defines interpretation as*  
***"the translation of the technical or unfamiliar language of the environment into lay language, with no loss in accuracy, in order to create and enhance sensitivity, awareness, understanding, appreciation, and commitment."*** And further states that ***"the goal of interpretation is a change in behavior of those for whom we interpret."***



Interpretation can be conveyed through guided hikes.

## The Purpose of Improving Site Conditions

Along with providing interpretation, there are opportunities to improve sites along the byway where the stories will be told to further enhance visitors' experiences. In many cases, the land managers who own and maintain these sites have developed management plans that assess and prioritize the needs for improvements and facilities. These needs are summarized later in this section, along with recommendations for interpretation and improvements at each site. Improving site conditions at key locations where the stories of the byway will be conveyed is important. Providing a sufficient level of facilities and services for visitors will help to:

- Ensure a positive experience of the islands and inspire an appreciation for the byway;
- Make people feel welcome and encourage them to return; and
- Enhance the process of learning and engagement between people and resources.

## Central Interpretive Themes

There are several central themes that represent the San Juan Islands Scenic Byway's unique stories and the essence of the visitor experience. An interpretive theme is a tool that helps interpreters reach their audience and express focused messages to help visitors understand. Well-defined interpretive themes are critical in providing meaningful and effective experiences for visitors. By focusing on these themes, interpreters hope to

### INTERPRETATION IN THE NATIONAL PARK SERVICE

*is based on three tenets, or general principles, that together constitute still another definition:*

***Tenet 1 - Resources possess meanings and have significance.***

***Tenet 2 - The visitor is seeking something of value for themselves.***

***Tenet 3 - Interpretation, then, facilitates a connection between the interests of the visitor and the meanings of the resource.***



inspire the audience to know that the resource is meaningful and to feel that its preservation matters.

The central interpretive themes also represent an opportunity to unify interpretation throughout the byway. By implementing individual interpretive projects that convey these themes in unique, context-driven ways specific to each site and its resources, visitors will gain

a cohesive experience. Key messages will be reinforced, helping to make their experience more memorable and meaningful.

The following central interpretive themes are suggested for the byway.

**Stewardship is a Way of Life in the Islands**—From the First Peoples, the Coast Salish tribes, who have lived sustainably in this area supported by the rich marine and land resources, to today's modern residents drawn by natural resources and agricultural opportunities, stewardship of the natural environment has always been part of the way of life here.

**There is a Strong Connection between Place and People Here**—The unique qualities of the San Juan Islands have attracted a diversity of cultures (Coast Salish tribes who



Visitors can experience marine wildlife from the Salish Sea route and island shorelines of the byway.

inhabited the area after the glaciers of the Ice Age receded, Europeans, Hawaiians, Chinese, British, Americans, Canadians, and others). Once here, many people have adapted a unique island culture strongly committed to sustainability and stewardship. Creative and independent people choose to live in the islands, from artists to farmers, to entrepreneurs. There is a tradition of giving and volunteering here (Friends of Moran, Land Bank donations, etc.), and that tradition has helped preserve the sense of place in the islands.

**This Unique Environment Provides Rare Experiences and Opportunities**—The abundance of rich cultural and natural resources in the islands, the remoteness, and the rural lifestyles here provide opportunities for rare and memorable experiences. Visitors can:

- Understand the connection between place and people;
- Become immersed in nature and surrounded by wildlife;
- Learn about the sensitivities of natural, cultural, and historical resources at risk;
- Observe sustainable ways of living in the islands;
- Experience local farming, products and goods that have been part of the culture and economy for centuries; and
- View and experience the marine environment and wildlife from the ferry routes of the byway.

**Diverse Transportation Options are Critical for a Sustainable and Livable Future in the Islands**—Diverse transportation options have been part of the history of the islands, including the canoe excursions of the Coast Salish tribes and the early passenger steamers of the Mosquito Fleet, later replaced by



ferries. Continuing to provide a variety of marine and land-based transportation options for visitors and residents is critical for a sustainable and livable future here and around the world. Visitors will be able to observe the commitment to eco-tourism, alternative transportation, and stewardship in the islands and extend that experience into their own communities when they return home.

**The Sensitive and Diverse Ecosystems of the San Juan Islands Need Your Care**—Your commitment to protect and preserve the sensitive and diverse ecosystems in the islands will help to ensure that the experience of this place will be available for future generations. Please leave only footprints, tread lightly, and visit sustainably. (Refer to Section 10 for more information about the San Juan Islands Visitors Bureau commitment to sustainable tourism and promotion of stewardship messages to visitors).



*Ferries provide a unique transportation option for visitors that enhances visits to the Scenic Byway.*

**Understanding the History and Culture of the Islands is Essential to an Authentic Experience, and Ultimately, to Preserve the Sense of Place**—We cannot appreciate, or strive to save, important places, species, traditions, or cultural objects unless we understand and embrace how they are unique and relevant to a place and people. Historic buildings, barns, docks, halls, lime kilns, churches, and cultural landscapes such as shell middens and pioneer farms are visible all along the byway. The byway provides opportunities for residents and visitors to engage in and protect these resources, and to remember the islands in meaningful ways.

## Interpretive Media

The most effective interpretation makes places come alive through brief and powerful communications. The best interpretation immediately gets to the core ideas —what is really significant and compelling about a place. It is important to avoid the tendency to over-interpret. Too many exhibits, signs, and displays and an over-abundance of elements placed at a site can detract from the peoples' experiences by overwhelming them with too much information. This can inadvertently draw their focus and attention away from the **place** they are trying to experience. Interpretation should be just enough to inspire our imagination. The best interpretation leaves us wanting to learn more, wanting to explore further, and wanting to return again.

Interpretive media, and the tools and methods that aid interpretation, are constantly evolving. Advances in technology that allow people to carry hand-held devices to access information over the Internet and to download specific programs are rapidly changing the way we experience natural and cultural

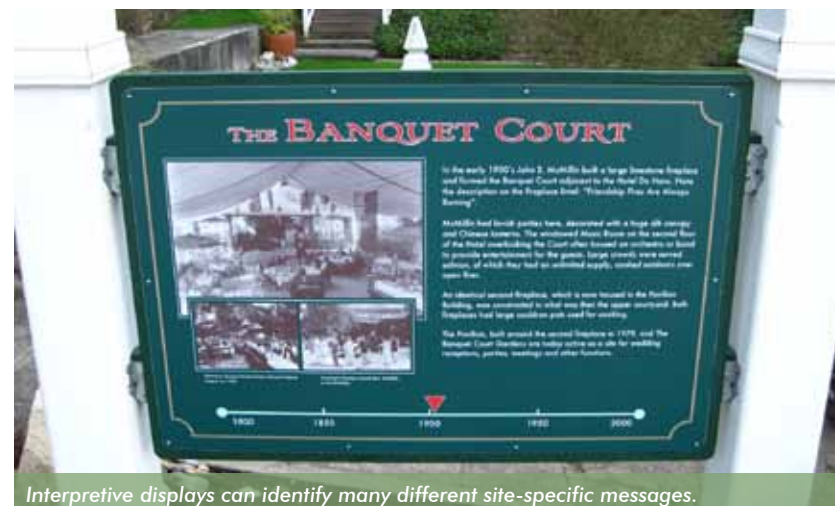
destinations across the globe. While traditional means such as static interpretive displays and brochures can be effective over the short term, the use of electronic technologies offers long-term opportunities for more sustainable ways to tell the byway's stories. An overview of various interpretive media is provided below.

## INTERPRETIVE PANELS/DISPLAYS/KIOSKS

Thematically-designed interpretive panels can identify, describe, and illustrate a variety of site-specific messages. The best interpretive displays are highly illustrative, relying more on pictures and graphics to tell the stories than extensive text. Maps and photographs integrated into these displays help connect people to the places they are learning about. There are a variety of technologies available for creating interpretive panels and displays, including digital methods that are very cost effective and can be easily updated and refreshed over time. Interpretive panels can be displayed in a number of ways, including on low-profile pedestals and upright kiosks. Low-profile displays (see Section 9) allow the opportunity for visitors to view and connect with the landscape being interpreted, and they also minimize impacts to scenic qualities. Kiosks are useful in covering multiple display functions and allowing more capacity for viewing. They are best placed in areas where visual intrusion is not an issue and where there is good pedestrian circulation and access around all sides.

## BROCHURES, GUIDES, AND MAPS

Brochures, guides, and maps can be designed and published to cover a number of different topics and themes. An overall scenic byway brochure/guide can highlight places of interest, as well as stewardship and interpretive messages. Specific brochures can highlight special touring routes (such as "Farms and Barns" and "Arts and Culture"), natural areas and wildlife, historic sites and



*Interpretive displays can identify many different site-specific messages.*

island heritage, and other topics. Byway visitors can be directed to hiking trails and other recreational experiences (with reference to other available guides such as maps from the San Juan Islands Trails Committee). Some people prefer printed materials, but being more resourceful and minimizing waste and energy use are part of being sustainable. As much as possible, brochures, guides, and maps should be made available online so visitors can access them through hand-held devices and personal computers. They can then choose to download and print the portions that they are interested in.

## LIVE INTERPRETIVE PROGRAMS/LIVING HISTORY REENACTMENTS/DEMONSTRATION PROGRAMS

The existing living history/reenactment programs at San Juan Island National Historical Park and elsewhere in the islands provide opportunities for visitors to understand stories of the Coast Salish Peoples, the military occupation era of the two



camp and events leading up to the Pig War crisis, and pioneer settlement in the islands, and other stories.

### MODERN DEMONSTRATIONS RELATED TO AGRICULTURAL OPERATIONS, ARTS, CRAFTS, AND CULTURE

Interpretive methods that celebrate today's ways of life at sites along the byway provide authentic experiences for visitors. These may include farming demonstrations, cooking and crafting sessions, presentations on cultural traditions, and other activities.

### AUDIO/VISUAL MEDIA

Audio and/or visual media, which may include DVDs, CDs, downloadable programs and podcasts, videos on Youtube, or other types of media, can be produced for the entire byway. An audio program is already available for the Orcas portion of the byway, but technology is changing rapidly. Tapes and even disks may eventually become obsolete. As the byway partnership plans toward sustainable methods for interpretation, it should consider how to implement more online, downloadable programs. Audio/visual media should be centered on a theme. For example, one program could focus on the natural environment, one could focus on historical stories and structures still present, and another could focus on today's lifestyles and cultural activities in the islands.

### SELF-GUIDED TOURS

Self-guided tours provide another opportunity to interpret the byway. Visitors and residents can take self-guided tours using island shuttle services, bicycles, or their own vehicle, stopping at various sites along the byway. Self-guided tours along trails and driving routes, or at specific sites, can be accompanied by a brochure or through website materials that can be printed. "Farms and Barns,"

"Arts and Culture," "History and Heritage," "Birds and Wildlife," "Outdoor Recreation," "Watchable Wildlife," (including shore-based whale watching), "Stewardship and Volunteering Opportunities," and others are all potential topics for self-guided tours.

### MULTI-LINGUAL INFORMATION

Information and interpretive media for non-English speaking visitors should be provided as practicable. For example, audio media can be translated in multiple languages. Look to byway partners such as the National Park Service as a model for adapting multi-lingual interpretive practices along the byway.

### ELECTRONIC TECHNOLOGIES

Today, Internet access and cellular phone connections in the islands are limited, and as such, high-tech interpretive opportunities are limited. But this will change and evolve over time. Technologies are rapidly improving all the time. Byway representatives should continue to monitor opportunities to integrate electronic technologies into interpretation.



The San Juan Island National Historical Park is home to live reenactments of the Pig War.



Visitor reads interpretive panels next to the Anacortes Ferry Terminal.

## Recommendations for Interpreting the Byway's Stories and Improving Conditions at Key Sites along the Byway

Ideas and opportunities for providing interpretation and promoting stewardship at specific sites along the byway are summarized below. Recommendations for site and facility improvements to enhance the visitor experience are also described for each location. These recommendations are largely based on a review of adopted management plans for the sites.

### Marine/Salish Sea Route

#### **ANACORTES WASHINGTON STATE FERRIES TERMINAL—**

The Washington State Ferries (WSF) terminal at Anacortes is a primary gateway to the byway. The terminal provides an unstaffed visitor information center with brochures, maps, guides, and other information. Restrooms, water, a café and other facilities are available for public use. There are wall spaces and existing kiosks where byway maps and information could be displayed, and there may be available outdoor space for a new byway specific kiosk, if the byway organization were to receive independent funding for a project of this type. (Further coordination with WSF is needed, and WSF has stated that its agency does not have funding for additional kiosks.) The terminal area also provides outdoor picnicking facilities and shoreside access areas along the water, as well as paths and trails.

### Recommended Interpretation:

- Provide interpretation and stewardship messages in available spaces at the terminal. This could include existing blank wall space and existing kiosk display space, as coordinated through Washington State Ferries. Possible topics to be addressed include:
  - Transportation history (Coast Salish canoes, Mosquito Fleet, ferries, people working in camps and canneries in Anacortes)
  - Transportation options available in the islands
  - Sensitive environments and wildlife in the islands ("Threatened and endangered species you may encounter along the byway include marbled murrelet, orca, salmon, birds, mammals, fish, and other marine life.")
- Provide marine resource interpretation along the shoreside waiting area adjacent to the vehicle waiting area.

### Other Recommended Improvements and Actions:

- Treat the terminal as a primary gateway and information hub for the byway and coordinate with Washington State Ferries to provide a display space where feasible both indoors and outdoors specifically devoted to scenic byway related information and interpretation (maps, brochures/guides, stewardship messages, natural and cultural resources information, etc.). Information should be provided at the cafe' building, as well as the restroom area near the staging lanes.
- Provide additional shoreside picnicking facilities and natural resource interpretation adjacent to the vehicle waiting area.

**ONBOARD THE FERRIES**—A variety of different vessels serve the San Juan Islands, but each provides basic facilities such as restrooms, seasonal food and beverage service, seating, and opportunities for scenic views from inside or outside decks. Informational displays (static and video) are provided on some ferries.

Recognize the key role of the ferries as a place to capture the attention of arriving visitors to the islands. Continue to coordinate with Washington State Ferries to provide onboard information for visitors using a variety of media and techniques.

### Recommended Interpretation:

- Provide interpretation and stewardship messages onboard ferries through posters and temporary displays, onboard docents/volunteer programs, and eventually through hand-held device technology.
  - Support the existing docent and volunteer programs onboard to interpret the scenery and wildlife (similar to the Alaska Marine Highway ferries program, which partners with the National Park Service).
  - Consider the use of portable displays (such as mini kiosks and panels with lockable wheels) that can be moved between vessels.
  - Coordinate with video media contractors to include public announcements/messages as part of their programs.
  - Monitor technological advances and opportunities for information and interpretation onboard via hand-held devices.



- Potential topics:
  - Transportation history (Coast Salish canoes, Mosquito Fleet, ferries)
  - Sensitive environments and wildlife in the islands, including the shorelines, eel grass beds, and other environments that can be viewed from onboard
  - What am I looking at? There is an opportunity to develop an electronic application with GPS technology that could help visitors understand where they are along the marine route and what islands and features they can see from their viewpoint.
  - The history of settlement and contemporary use/ownership of the islands along the ferry routes



Current displays onboard ferries

## **FERRY TERMINALS AT SHAW AND LOPEZ ISLANDS AND SIDNEY, BRITISH COLUMBIA (VANCOUVER ISLAND)—**

The ferry terminals at these locations are also gateways to the San Juan Islands Scenic Byway. Each location provides visitor information displays, restrooms, water, and other facilities.

### **Recommended Interpretation:**

- Highlight unique aspects of natural and cultural history that relate to each island in ways that visitors can quickly understand and remember as part of their tour of the islands.
- Interpret the stories of the Coast Salish peoples, including historic times when the tribes traveled seasonally throughout the islands when there were no international boundaries and modern times of cultural celebration such as the annual opening of passage to Sidney and the Canoe Journey event.

### **Other Recommended Improvements and Actions:**

- Recognize the key role of these locations as gateways/portals to the scenic byway and provide information about the byway (maps, brochures, etc.), using existing available display space.
- Continue to coordinate with Washington State Ferries as a key partner to the scenic byway.

## **TELLING THE STORIES OF THE COAST SALISH PEOPLES—**

The San Juan Islands Scenic Byway organization will coordinate closely with the tribes of the region to integrate stories of Coast Salish tradition and culture into interpretation throughout the byway—including on the Salish Sea/marine route, as well as land routes on San Juan Island and Orcas Island. It is anticipated that this interpretation will honor the past and present ways of life of the tribes,

as well as their goals for the future. The byway will provide support to the tribes to develop and tell these stories at appropriate locations. The tribes' preferences related to topics, themes, and methods for interpretation will direct how these stories are integrated. A variety of potential opportunities are envisioned, such as:

- Content for the byway website
- Downloadable podcasts with stories people can view and listen to while onboard the ferries
- Integration of Coast Salish stories at various interpretive waysides
- Living history reenactments and demonstrations (such as storytelling, basket making, etc.) onboard the ferries and at specific sites

**SCENIC BYWAY INTERPRETIVE PROGRAMS AND SELF-GUIDED TOURS**

—A multitude of experiences in the San Juan Islands can be offered to visitors through special interpretive programs and self-guided tours that extend across the Salish Sea, San Juan Island, and Orcas Island segments. These programs and tours can be timed to coincide with the shoulder seasons (spring and fall) or winter season to help disperse visitation throughout the year. The scenic byway organization is excited about the potential to work with various partners to develop interpretive and tour programs focused on:

- Historic Farms and Barns and Farm Stands Open to the Public
- Arts and Cultural Sites and Events
- Historic Sites and Cultural Landscapes
- Natural Resource Areas and Important Ecosystems
- Opportunities for Stewardship and Volunteering

These are just a few ideas that arose during the scenic byway planning process. Other ideas and opportunities for programs and events may be identified as byway planning and coordination continues.

## San Juan Island

**SAN JUAN ISLAND/FRIDAY HARBOR FERRY LANDING/TERMINAL**

—The ferry terminal building and landing area provide space for visitor information. Public restrooms are located in the terminal building and next to the vehicle waiting/staging lanes. This site is the key portal/gateway to the San Juan Island segment of the byway. Visitors also spend time here waiting to board the ferry for passage to other islands.

**Recommended Interpretation:**

- Provide visitor interpretation related to topics, such as:
  - Welcome to San Juan Island/stewardship message
  - Historic structures visible from here
  - History of the waterfront

**Other Recommended Improvements and Actions:**

- Provide a specific scenic byway information display (in similar style to the one proposed for the Anacortes Ferry Terminal) with maps, stewardship messages, cultural and natural resource interpretation, etc.). Look for opportunities to display information in the terminal buildings, where people walking off and on the ferry will see it, as well as near the vehicle waiting/staging areas for people who are waiting to drive on.
- Continue to coordinate with Washington State Ferries as a key partner to the byway.

## **FRIDAY HARBOR MARINA/PORT OF FRIDAY HARBOR**

This area provides a variety of facilities and enhancements for visitors, including Jack Fairweather Park, the Portals of Welcome cedar house posts by Coast Salish artist Susan Point (honoring thousands of years of Native American presence in the San Juans), other artwork, and various paths, picnic tables, seasonal music programs, and water access. The Port building includes restrooms and showers for visiting boaters.

### **Recommended Interpretation:**

- Provide more descriptive interpretation related to the Portals of Welcome cedar house posts to help visitors understand the artwork and its background.
- Provide interpretation about Port history and modern uses.

### **Other Recommended Improvements and Actions:**

- Identify this location as a key byway site on maps, brochures, website, etc.
- Provide a scenic byway information display/poster for visiting boaters in a prominent location.

## **HISTORIC TOWN OF FRIDAY HARBOR**

Friday Harbor is a picturesque village with historic buildings and the main commerce center and county seat of the islands. The town is walkable with many restaurants, lodging, galleries, museums, theaters, bicycle/moped/car rentals, access to shuttles and taxis, boat and kayak rentals, historic walking tour, various parks and public spaces (including Memorial

Park honoring veterans, Sunken Park, and Cahail Park), and West Street with a view of the harbor and picnic area. Restrooms, water, fuel, and other facilities and services are available at various locations in town. The Chamber of Commerce office in Friday Harbor serves as a hub for visitor information and concierge services. Friday Harbor is also home to The Whale Museum and the San Juan Historical Museum.



The working boats of Friday Harbor have been replaced by pleasure craft of every type.



### Recommended Interpretation:

- Develop a gateway “exploration center” with interpretive displays (either staffed or self service), which could be located on a historic site in Friday Harbor. Potential locations include: 1) Brickworks (proposed Ag Guild renovation project – Nichols@ Sunshine Alley), 2) Destaffany House (Spring Street), or another location.
- Provide byway kiosks with visitor information and interpretation at selected locations in town (including the selected exploration center location). Possible sites include Brickworks, Chamber of Commerce, The Whale Museum, San Juan Historical Museum, and other community gathering places and popular destinations in town.
- Provide ongoing guided and self-guided walking tours of the Friday Harbor Historic District, including the waterfront. Develop and install low profile interpretive displays that provide information about key tour sites.
- Provide additional interpretive content related to the town’s history and important historic sites to be displayed on byway-related websites,

brochures/guides, and through electronic media.

- Implement a historic landmarks program throughout the town with signs/plaques at historic sites (would tie in with walking tour project above).
- Develop and install information and interpretive exhibits related to the scenic byway at key locations in town. For example, the Brickworks may be one potential location for a byway related display. Interpretation there also could address the building being constructed of concrete block manufactured by the Friday Harbor Brick and Tile Company. The byway information and interpretive display at the Brickworks and at other sites in Friday Harbor should include a map of the town showing the byway route, the historic walking tour route, and various sites and buildings in the historic district.
- Explore the possibility of painting murals on the side of buildings that reflect key interpretive themes and historical scenes. For example the side of the drug store, corner of Spring and Second Streets, could

depict the byway and welcome visitors. The “leave only footprints” message could be integrated into the mural design.

### Other Recommended Improvements and Actions:

- The town is a primary portal to the scenic byway. The arrival and departure experiences for all modes of transportation need to be further evaluated. Some clarifications to pedestrian and bicycle routes may be needed to enhance safety.
- Continue to promote car-free visits and continue to work with transportation providers to serve scenic byway visitors (refer to Section 7 for more information).
- Continue to provide and promote guided and self-guided walking tours of the Friday Harbor Historic District, including the waterfront (using the online self-guided resource [www.historicfridayharbor.org](http://www.historicfridayharbor.org)). Develop and install low profile interpretive displays that provide information about key tour sites.
- See recommendation for potential gateway “exploration center” above.

- Provide additional visitor information and interpretive content for historic sites to be displayed on websites, brochures/guides, and through electronic media.
- Provide byway kiosks with visitor information and interpretation at selected locations in town (see above under Recommended Interpretation). The kiosks should be designed to include some display area for historic interpretation in addition to byway maps and visitor information. Kiosk design style should be similar to that proposed for the Anacortes terminal and the San Juan Island and Orcas Island ferry landing areas – setting a specific, recognizable identity for the byway.

## **THE SAN JUAN HISTORICAL MUSEUM**

This local museum highlights the history of the San Juan Islands, including both indoor and outdoor exhibits and self-guided tour opportunities. Special programs and events are occasionally held.

### **Recommended Interpretation:**

- Support the Museum's interpretive and educational programs.



### **Other Recommended Improvements and Actions:**

- Identify and promote the site as a key visitor destination on scenic byway maps, brochures, guides, websites, and displays.

**THE WHALE MUSEUM**—This unique museum offers exhibits of whales and marine mammals of the Salish Sea, as well as marine-themed art, books and gifts in the museum store.

### **Recommended Interpretation:**

- Support The Whale Museum's interpretive and educational programs

### **Other Recommended Improvements and Actions:**

- Support The Whale Museum and continue to identify and promote it as a key visitor destination along the byway on maps, brochures, guides, websites, and displays.

## **HISTORIC ARGYLE AVENUE AND THE SAN JUAN COUNTY FAIRGROUNDS/ CHILDREN'S PARK & SKATEPARK**

Location of annual County Fair and other events during the year.

### **Recommended Interpretation:**

- Interpret Argyle Avenue, Friday Harbor's most intact historical residential neighborhood.
- Provide interpretation about artwork at the fairgrounds.
- Interpret history of the County Fair and its importance to the San Juan Islands culture.

### **Other Recommended Improvements and Actions:**

- Promote the County Fair as a fun annual event along the byway and engage island communities in byway activities annually as part of the Fair.



Contestants compete in the chicken race at the San Juan County Fair.

- List the fairgrounds as a visitor destination in byway maps, brochures, and websites, and provided information about the facilities there (Children's Park, Skatepark, etc).

### **AQUARIUM – SPRING STREET**

**PIER**—The Aquarium at the Spring Street Pier, which is a smaller scale aquarium compared to those found in many cities but still a unique and interesting destination for visitors, highlights the diverse marine life of the

area, with displays offering scientific information, as well as tile art by island children. Public restrooms are available. This facility is owned and maintained by the Port of Friday Harbor.

### **Recommended Interpretation:**

- Support the Aquarium's interpretive and educational programs

### **Other Recommended Improvements and Actions:**

- Identify and promote the Aquarium

and Spring Street Pier as a visitor destination on the byway. Note the availability of public restrooms in byway promotional materials (on maps, brochures, websites, etc.).

**JACKSON BEACH**—This popular local park and shoreside access point on the outskirts of Friday Harbor provides picnic tables, grills, restrooms, and scenic vistas across Griffin Bay, as well as a boat ramp and nonmotorized vessel access to the water. (Rowing and sailing clubs use the site as their headquarters.) This is the closest location for beach access to Friday Harbor.

### **Recommended Interpretation:**

- Interpret the history of Jackson Beach—the harbor, the former fishing sites and cannery, and the gravel industrial site/environmental impact to the hill and potential future use

### **Other Recommended Improvements and Actions:**

- Identify and promote Jackson Beach as a byway visitor site. Note the availability of public restrooms in byway promotional materials (maps, brochures, websites, etc.).





The San Juan Island National Historical Park's General Management Plan calls for replacement of the small, modular building at American Camp with a permanent visitor center.



### **SAN JUAN ISLAND NATIONAL HISTORICAL PARK**

San Juan Island National Historical Park provides two primary visitor destinations: English Camp and American Camp. Each area provides a visitor center, parking, trails, preserved historic and natural resources, interpretation, picnicking, and other facilities described in more detail below. The Park provides six miles of publicly accessible shoreline. All facilities are day use, and open year-round.

- **English Camp Unit**—Facilities include the historic barracks, where the seasonal visitor center is located, and a historic walking tour passing by the old hospital, commissary, block house, formal garden, officers' quarters, English Camp Cemetery, and Young Hill. There are two sets of restrooms (one set at the visitor center and one set near the Bell Point Trailhead). There are also hiking trails, overlook points, interpretive displays and picnicking facilities. This unit of the San Juan Island National Historical Park was recently expanded to include an additional 312 acres of woodlands and trails in the Mitchell Hill area. The trail system provides a variety of opportunities for multiple use.

- **American Camp Unit**—This area includes a visitor center, a historic walking tour passing by the officers' quarters, the redoubt, laundress quarters, Hudson's Bay Company farm site, and other features, three sets of restrooms (one set at the visitor center, one at the South Beach picnic area, and one at Fourth of July Beach). There are multiple picnicking and parking areas (including horse trailer parking near Fourth of July Beach), as well as nature walks and trails near Jakles Lagoon and Mount Finlayson.

The Park's primary year-round visitor center is located at American Camp. The 1,400 square-foot, pre-fabricated, modular building was installed in 1979 to serve as a temporary visitor center, but the facility has become permanent even though there is a strong need to expand visitor services and park operations space. The interior of the visitor center building is divided into three sections: an 800 square foot public interpretive area, a 350 square foot office, and a 250 square foot office. Three employees work in the offices year-round with as many as six

employees during the summer. Although the Park's General Management Plan (2009) proposes replacing the visitor center with a new permanent building, the National Park Service has not yet had the resources to be able to allocate funding for a new visitor center.

The Park's General Management Plan proposes a number of other actions, summarized below, including continued preservation and management of sensitive cultural and natural resources and additional buildings open to the public for interpretation, such as:

- Preservation and stabilizing the Crook house at English Camp;
- Rehabilitation the hospital and opening it to the public for interpretation;
- Relocation the educational camp;
- Rehabilitation the Officer's Quarters duplex with space for interpretive exhibits;
- Relocation of military-era collections; and
- Repatriation of historic buildings from the encampment period (moved to other island locations after the military occupation).

Additional new facilities, trails, and programs will provide opportunities for visitors to understand the Park's natural surroundings, including:

- Restoration of the prairie with native plant species;
- Acquisition and management of the intertidal zone within the Park and establishment of a Marine Preserve at both camps; and
- Additional staffing to support Park management, resource protection, and visitor interpretation and education.

**Park Needs Assessment**—A resource assessment completed by the National Parks Conservation Association (NPCA) in 2007 (*State of the Parks, San Juan Island National Historical Park*) underscored the need for improvements proposed by the Park's general management plan. Consistent with NPCA's mission, "Protecting our National Parks for Future Generations," the State of the Parks program provides information to policy-makers, the public, and the National Park Service to improve conditions in national parks. Key findings from the assessment included the following.

- The Park's budget has not kept pace with rising expenses. Cost increases have exceeded funding increases by about four percent per year. In 2007, the Park's deferred maintenance backlog was about \$1.66 million. Additional funding is needed to support park operations and maintenance.
- Staff positions have gone unfilled due to a consistent lack of funding. Additional staffing is needed consistent with the park's general management plan, which cites the need for seven additional staff (for resource management, law enforcement, maintenance, and interpretive duties).

- Though much cultural resources work has been done, additional archaeological resources remain undiscovered and undocumented. An archaeological overview and assessment is needed to provide information to help staff interpret and protect the cultural resources of the Coast Salish peoples.
- Funding is needed to support research of international archives to learn more about the historic boundary dispute between the United States and Great Britain.
- Funding continues to be needed to support ongoing ecosystem and resource protection and restoration efforts, including addressing damage caused by non-native European rabbits and non-native invasive vegetation species. Prairie restoration at the Park is a top priority.
- Surrounding residential development poses a significant threat to the natural resources and cultural landscapes at the Park (including the prairie and Garry oak woodland wild and rare habitats).
- Funding is needed to restore the laundress quarters at American Camp.
- The "temporary" modular building (installed in 1979) serving as the visitor center at American Camp needs to be replaced with a permanent visitor center and expanded interpretive and visitor facilities.

### Recommended Interpretation:

- Support the Park in continuing to manage, maintain, and offer interpretive facilities and services, including ongoing living history programs. Refer to the Park's General Management Plan for specific interpretive recommendations.





Trail at English Camp

Interpretation should focus on visitors' areas of interest. According to a study conducted by the National Park Service (NPS) Cooperative Park Studies Unit, the interpretive facilities and services most used by visitors were:

- Historical buildings/features (86 percent)
- Visitor centers (72 percent)
- Outdoor exhibits (71 percent)

And the subjects that visitors stated they would most like to learn about included:

- Natural history (68 percent)
- Native American inhabitants (64 percent)
- History of early settlers (63 percent)

And the most preferred methods of learning about the cultural and natural history in the future were trailside exhibits (63 percent) and visitor center exhibits (62 percent).

## Other Recommended Improvements and Actions:

- Partner with and support the Park with volunteer resources and joint funding applications to help address the needs described above. Addressing these needs will benefit byway visitors and island residents.
- Partner with the Park to support development of a new visitor center at American Camp with expanded visitor information and interpretive facilities and services.
- Display information about the byway (including a byway map) in visible locations at English Camp and American Camp, such as near the interpretive center.

- Continue to identify the following specific locations within American Camp as distinct visitor destinations
  - American Camp/visitor center
  - South Beach
  - Fourth of July Beach
  - Jakle's Lagoon

### **CATTLE POINT INTERPRETIVE AREA AND LIGHTHOUSE—**

The Cattle Point Interpretive Area is also the location of the 1920s radio compass station used to aid ships in the fog. There are marked trails to the lighthouse and beach. The interpretive area and lighthouse are managed by the Bureau of Land Management (BLM).

#### **Recommended Interpretation:**

- Provide interpretation about the history of the area, including the radio compass station and its importance to navigation.
- Interpret the background and history of the lighthouse, as well as its modern uses.

#### **Other Recommended Improvements and Actions:**

- Continue to promote this location as a key destination of the byway, identifying it on maps, brochures, guides, websites, etc.
- Support the BLM in seeking resources (including a "Friends" group) and funding to restore the lighthouse.

### **LIME KILN POINT STATE PARK (AKA WHALE WATCH PARK) AND LIGHTHOUSE—**

Known as one of the best places in the world to see orca whales and other marine mammals and wildlife from land, the Park receives intensive visitor use

and provides a seasonal interpretive center (open Memorial Day through Labor Day) and interpretive trails, a stunning lighthouse (tours Thursday and Saturday during the summer), historic 1800s lime works, picnic tables, restrooms and other facilities.

#### **Recommended Interpretation:**

- Refresh outdoor interpretive exhibits and enhance the site-based interpretive experience.
- Emphasize stewardship messages and the benefits of shore-based wildlife watching.
- Provide additional interpretation pertaining to the lime kilns, geology, lime/cement industry and importance to the local history.
- Support ongoing interpretive center operations, as well as docent and volunteer programs.



View from inside Lime Kiln Point Lighthouse

### Other Recommended Improvements and Actions:

- Continue to promote the Park as a key location for shore-based whale watching and as a key visitor destination along the byway on maps, brochures, guides, websites, etc.
- Display information about the byway (including a byway map) in visible locations in the Park, such as near the interpretive center and restrooms.

**SAN JUAN COUNTY PARK**—As a twelve-acre regional park on San Juan Island, San Juan County Park provides facilities for residents as well as visitors, including 20 campsites. It is designated as one of three County campgrounds on the Cascadia Marine Trail. The Park also provides public restrooms (two sets) and showers, along with other recreational amenities (boat ramp, bicycle rack, walking paths, picnic shelter and tables, benches, and water access). A visitor station, office and residence building also exist. Visitors can enjoy expansive views to the west of Haro Strait, Victoria, and Vancouver Island.

### Recommended Interpretation:

- Provide interpretation related to the surrounding natural resources visible from the Park.
- Interpret the historic Brann Cabin and other historical and cultural information relevant to the setting.
- Orient visitors to the Park's location within the Cascadia Marine Trail system.

### Other Recommended Improvements and Actions:

- Continue to promote the Park as a key visitor destination along the byway on maps, brochures, guides, websites, and in other displays and publications.

- Display information about the byway (including a byway map) in a visible location in the park, such as at the visitor contact station.
- Consider the potential to expand camping with acquisition of additional land for park expansion, if feasible.
- Support the Park's efforts to restore the historic Brann Cabin.
- Refer to the *Parks, Trails, and Natural Areas Plan* for additional recommendations, and support County Parks in implementing these recommendations.

**HISTORIC ROCHE HARBOR RESORT**—This historic village and resort provides a self-guided walking tour brochure and signage, open to the public year-round. There is also a gas station at the resort, as well as a small grocery store, shuttle bus stop, and lodging accommodations, restaurants, and shops.



The McMillan Family Mausoleum at Historic Roche Harbor Resort





The marina includes public facilities such as restrooms, showers, and a public dock area with marine access and services for boats, as well as kayak rentals and whale watching tours. Trails lead to interesting areas near the village, such as to the San Juan Islands Museum of Art and Sculpture Park and to the Mausoleum. Remnants of the historic limeworks are also visible on the grounds. The limeworks was the largest west of the Mississippi at one time, leading to the development of this company town, which later became a full-service resort.

## Recommended Interpretation:

- Continue to provide and support the existing site interpretation/historic walk brochure.
- There are a number of topics that could be further expanded upon in interpretation—either in an expanded brochure, or through an electronic podcast or audio/visual media program. Potential topics include:

- History and culture (past and present) of the Coast Salish tribes
- The history of Roche Harbor settlement and evolution into today's destination resort; and
- Lime Kiln operation history.
- Provide additional interpretation about the Art and Sculpture Park.

## Other Recommended Improvements and Actions:

- Continue to promote the historic resort, as well as the San Juan Islands Museum of Art and Sculpture Park as key visitor destinations along the byway. Identify these sites on maps, brochures, guides, websites, and displays.
- Display information about the byway (including a byway map) in locations visible to visitors (such as at the marina, shuttle bus stop, and near the resort's centerpiece—the 1886 Hotel de Haro), in cooperation with the resort owners.

### **SAN JUAN COUNTY LAND BANK PROPERTIES ON SAN JUAN ISLAND**

Several properties and preserves throughout the islands are owned and managed by the San Juan County Land Bank. The Land Bank has requested that these properties not be actively promoted to scenic byway visitors, at least for the time being. The primary reason for this is that many of these sites contain very sensitive natural and/or cultural resources, as well as limited or no space for visitor access, parking, or other facilities. Many of these sites are in the early stages of ownership and management and visitor facilities have not yet been developed.

While the Land Bank has prepared management plans that call for interpretation and improvements to better serve visitors at many of these sites, the preference for now is to not actively promote these sites to visitors. “Passive” promotion is acceptable. This involves showing the site locations/names on byway maps, but not actively mentioning, describing, or promoting them in other materials (brochures, guides, websites, etc.).

As planning and management activities for the scenic byway continue, byway partners (including the San Juan County Land Bank) should monitor conditions at the Land Bank properties, and determine if any should become more actively promoted with time, or if they should continue to be passively promoted. The partners may also determine to not promote these sites at all (not showing locations on maps) if there are concerns about visitor use.

The Land Bank sites on San Juan Island are briefly described below, along with plans for interpretation and improvements as known at this time.

- **Frazer Homestead Preserve**—The stewardship goal for this 68.2-acre property is to maintain its scenic qualities and agricultural productivity, conserve soil, water, and priority ecological resources, and provide some limited low-intensity public access. The preserve also provides the opportunity to construct a trail connecting Friday Harbor with the American Camp unit of San Juan Island National Historical Park.
- **Beaverton Marsh Preserve**—The stewardship goal for this 135-acre property is to maintain its outstanding ecological and scenic qualities while providing opportunities for agricultural use and low-impact public access. The management plan calls for the preserve’s natural areas to become as accessible to the public as appropriate and feasible. A small parking area is proposed off of Roche Harbor Road to accommodate 4 to 6 vehicles.
- **Westside Road Scenic Corridor and Deadman Bay**—This area is open to the public with walking trails, preserved for the purpose of human enjoyment of the properties while preserving their beauty and natural diversity for this and future generations. This site is connected to Lime Kiln Point State Park, and as such the state park should be promoted as the key public destination to byway visitors. (The state park has parking, restroom and visitor facilities.)
- **Lime Kiln Preserve**—Another Land Bank preserve accessible from Lime Kiln Point State Park with the stewardship goal of maintaining the property’s outstanding natural, historical, and scenic qualities while providing opportunities for limited, low-impact recreation. The preserve provides a system of rugged trails along shore and old lime rock quarries. Some areas are open to the public, but



other areas are not safe. Existing pull off areas along Westside Road provide access points to the preserve. Westside Lake is open to nonmotorized watercraft. As with the Deadman Bay area, this area should not be actively promoted as a key destination to byway visitors. Rather, Lime Kiln Point State Park should be designated location for public access due to the parking and visitor facilities there.

## Recommended Interpretation:

- Support the Land Bank in achieving its interpretive goals and in developing interpretive experiences as proposed in the adopted management plans for Land Bank properties and preserves.
- Potential topics:
  - Frazer Homestead--Viewshed interpretation and ongoing agricultural operations
  - Beaverton Marsh--History of agriculture in the islands, as well as wetlands and riparian areas
  - Westside--prairie habitat interpretation



*Restored lime kiln at Lime Kiln Point State Park*

- Lime kiln--dovetail with state parks on history of area and lime kiln operations

## Other Recommended Improvements and Actions:

- Support the Land Bank in achieving its stewardship goals and managing its properties and preserves in accordance with adopted management plans. Support the Land Bank's plans for improvements to accommodate proposed site uses.
- Given the low-intensity public access anticipated, do not actively promote these areas as key byway destinations but show site locations that have public access features on byway maps.
- Work with the Land Bank, San Juan Island Trails Committee, San Juan Island National Historical Park, and other partners to implement trail improvements in the vicinity of Land Bank sites (directing trails away from sensitive areas and designing trails to minimize impacts to wildlife and habitat areas). For example, the development of a trail paralleling Cattle Point Road and connecting with the proposed trail into American Camp for nonmotorized transportation and recreation use (for multiple uses by bicyclists, pedestrians, and equestrians) is a current priority project.



## WHAT IS STEWARDSHIP?

The byway organization and its partners are committed to fostering a strong sense of stewardship among those who visit and travel along the San Juan Islands Scenic Byway.

In order to encourage stewardship, it is important to understand what it means and the value it provides.

Following are some common definitions.

***Stewardship is an ethic that embodies cooperative planning and management of environmental resources. Through the efforts of organizations, communities, volunteers, and others, stewardship can help to prevent the loss of habitat and facilitate recovery in the interest of long-term sustainability.***

- Adapted from Fisheries and Oceans Canada, Stewardship in Action Program

***Environmental stewardship is the responsibility for environmental quality shared by all those whose actions affect the environment. To be a steward and to act as a steward to an object is known as stewardship.***

- Environmental Protection Agency



## Orcas Island

### **ORCAS VILLAGE/FERRY TERMINAL—**

The ferry landing and terminal building provide space for visitor information, and public restrooms are located nearby. This is the key portal/gateway to the Orcas Island land segment of the byway. Visitors also spend time here waiting to board the ferry for passage to other islands. The village and docks provide a variety of facilities and services for visitors, including lodging, shops, restaurants/snack bars, groceries, boat and kayak tours (including wildlife/whale watching), moped and auto rentals, and access to a seasonal shuttle bus.

### **Recommended Interpretation:**

- Visitor information/interpretation on byway kiosk; potential topics:
  - Welcome to Orcas Island/ stewardship message
  - Historic structures visible from here
  - History of Orcas Village

### **Other Recommended Improvements and Actions:**

- Provide a specific scenic byway kiosk with displays and information

about the byway (maps, stewardship messages, cultural and natural resource interpretation, etc.). The kiosk would have a consistent look to other kiosks installed throughout the byway (see design guidelines in Section 9).

- Support San Juan County's and the village's plans for improvements at the landing.
- Identify and promote Orcas Village as a key visitor destination along the byway on maps, brochures, websites, and displays.
- Continue to coordinate with Washington State Ferries as a key partner to the byway.
- Implement a walking tour around the village with a clearly delineated pedestrian path.
- Clearly delineate and sign pedestrian routes to alternative transportation options.

**DEER HARBOR**—A public marina and a scenic 1.25-mile walking path that starts south of the marina are available for public use. Kayak and boat rentals, bicycle rentals, wildlife/whale watching tours, restrooms, and other facilities and



*The historic Deer Harbor Inn*

services are available at the marina, as well as a deli and small store. Lodging and restaurants are also available.

## Recommended Interpretation:

- Provide interpretation about the history of the Deer Harbor community.

## Other Recommended Improvements and Actions:

- Support Deer Harbor's efforts to implement the Hamlet Plan, including improvements to the pedestrian and bicycling network.
- Identify and promote this site as a key visitor destination along the

byway on maps, brochures, guides, websites, and displays.

- Display information about the byway (including a byway map) in a visible location at the marina.
- Increase public parking and enhance access by transit to this site, which is a terminus of the byway.

**MAP CORNER**—This is a community art site with a large map of Orcas Island. The property is owned by San Juan County and maintained by the Orcas Island Chamber of Commerce. It is a popular pull off area for bicyclists, as well as motorists.

**Recommended Interpretation:**

- Provide interpretation related to the history of Map Corner – how it started and how it is part of local culture/traditions.
- Provide information about the nearby “Exchange” and let visitors know the days/hours it is open to the public. (“Stop by the Exchange for a taste of local culture.”) Tie this story in with a message about living sustainably on the islands through

reuse and recycling – part of the local way of life.

- Define ongoing interactive public art opportunities at the site.

**Other Recommended Improvements and Actions:**

- Continue to periodically refresh the large-scale map on display through the effort of local artists/volunteers.
- Identify the site as a key location for visitor information and provide

byway information (brochures/maps) with stewardship messages. Provide a byway kiosk at this location.

- Explore the possibility of expanding facilities at this site to include vault toilets and a formalized, safe pull off and parking spaces. Maintain picnicking facilities.

**EASTSOUND – ORCAS ISLAND CHAMBER OF COMMERCE AND VILLAGE GREEN**—

Located at the corner of North Beach Road and A Street, the Chamber of Commerce is the go-to location for visitor information in Eastsound. The central public space in Eastsound, the nearby Village Green, is a 1.2 acre site that serves as a common venue for community events. Mostly open space, there are also restrooms, a bandshell and stage, and picnic tables, and the site is adjacent to the Orcas Island Historical Museum. The Library Fair, Farmers’ Market, performances, and holiday celebrations are held here. Nine heirloom apple trees grow in the Green.

**Recommended Interpretation:**

- Provide interpretation (through website, brochure, and/or onsite display) about the Village Green.



Farmers’ Market at the Village Green



Potential interpretive topics:

- Heirloom apple trees in the Green
- Design of the bandshell
- History/background of the Farmers' Market and information about its current operations – a “taste” of local culture
- Historic preservation of buildings, structures, objects, and sites in and near the green.

## Other Recommended Improvements and Actions:

- Identify site as a key location for visitor information and provide byway information (maps, brochures, guides) with stewardship messages.
- Provide a byway kiosk in the vicinity of the Chamber of Commerce so people have an opportunity to orient themselves to the byway experience outside, 24-7.
- From here, refer visitors to byway displays at other locations in Eastsound.
- Support San Juan County in implementing the *Parks, Trails, and Natural Areas Plan*, which calls for

the following improvements at the Village Green:

- Paint and repair restrooms
  - Install park entry sign
  - Install dumpster enclosure
  - Plant street trees along frontage
  - Upgrade accessible parking with ramp to sidewalk
  - Provide three to four benches and include accessible seating opportunities connecting with a hard-surface pathway
  - Provide a hard-surface connection to the bandstand
  - Upgrade and install bicycle racks
- Provide a byway kiosk here with information about the scenic byway and stewardship messages on the display.

**EASTSOUND WATERFRONT PARK, VIEWPOINT PARK, INDIAN ISLAND (WITH LINKAGES TO ADJACENT LAND BANK PROPERTIES)**—This area is made up of multiple parcels, some owned by the Land Bank and some by San Juan County. Together these public properties provide over 500 feet of publicly accessible shoreline located

between Main Street in Eastsound Village and Fishing Bay. Visitors can enjoy views to publicly-owned Indian Island, a popular kayaking destination, from picnic tables and seating wall. At low tide, you can walk to Indian Island, but the marine environment is sensitive.

## Recommended Interpretation:

- Coordinate with property owners on the design and development of interpretive displays for this area.
- Consider the advantages of “low profile” interpretive displays that minimize visual intrusion and allow visitors to look beyond the panel toward the resources being interpreted (see Section 9 for examples).
- Interpretation should address the natural resources and biological values and processes of the shoreline ecosystem and Indian Island.
- Stewardship messages should be integrated into the interpretation.
- Support efforts to create a marine education/interpretive center near this site.
- Support and promote the Beachwatchers environmental education program active at this site.



Waterfront Park and Indian Island in Eastsound

- Provide interpretation that stresses the sensitivity of the marine ecosystem here.
- Coordinate with the Lummi Nation and other Coast Salish tribes to provide protective interpretation related to the shell midden in this vicinity and to address important cultural considerations related to nearby Madrona Point.

#### Other Recommended Improvements and Actions:

- Support improvements proposed by the County (including installation of a low profile interpretive display and bench. Displays should be low profile, not vertical to avoid impacts to views, and should be minimal to avoid landscape clutter).
- Provide information about the scenic byway and stewardship messages on the display if space permits.
- At Viewpoint Park, support the County in the efforts to install treatments and native landscaping to reduce erosion (per the *Parks, Trails and Natural Areas Plan*).

### **ORCAS ISLAND HISTORICAL**

**MUSEUM**—This local museum highlights the history of Orcas Island with various displays. Special programs and events are occasionally held.

#### **Recommended Interpretation:**

- Support the Museum’s interpretive and educational programs

#### **Other Recommended Improvements and Actions:**

- Identify the site on byway maps, brochures, guides, websites, and displays.

### **EASTSOUND LIBRARY/LIBRARY**

**PARK**—The Eastsound Library is a popular destination for visitors because Internet access is available. There are also public restrooms and a small public park adjacent to the Library with benches, a walking path, and a memorial plaque(s).

#### **Recommended Interpretation:**

- Provide interpretive displays either on a byway kiosk or on a set of low profile panels. Potential interpretive topics:
  - How Eastsound has changed over the years and what the community is doing to encourage

smart growth and sustainable planning and development (refer to Eastsound Partnership project/brochure)

- Building uses over time
- History of Prune Alley
- Historic preservation of buildings, structures, objects, and sites in and near the village

#### **Other Recommended Improvements and Actions:**

- Promote as a public facilities location to byway visitors.
- Provide byway kiosk with information and interpretation.

**HISTORIC ROSARIO RESORT**—The historic 54-room Moran Mansion and estate was built from 1909 through 1932 and is now listed on the National Register of Historic Places and operated as a resort. The building and grounds are open to the public. The Moran Mansion is operated as a museum at the historic resort. Visitors can view the original home with its antique furnishings and photos of the life of Robert Moran, an extraordinary man who built the estate and donated the land for Moran State Park. Dining,

snacks, and sundries are available as well as art displays and concerts with historical narratives on the 1,972-pipe Aeolian organ and the 1900 Steinway grand piano in the Mansion Music Room.

#### **Recommended Interpretation:**

- Support the potential installation of a few additional outdoor interpretive displays on the grounds (in areas open to the public). Interpret the unique history of the resort, including the relationship with the Moran family and Moran State Park.

#### **Other Recommended Improvements and Actions:**

- Continue to coordinate with the resort owners and operators to promote this unique and interesting historic site as part of the byway experience.
- Identify and promote this site as a key destination along the byway on byway maps, brochures, guides, websites, and displays.

**MORAN STATE PARK**—With over 5,000 acres of public land, trails, recreation facilities, picnic areas, camping facilities, and restrooms/comfort stations, Moran



State Park is a key visitor destination along the byway. The Park is open year-round, and experiences high levels of use during the summer season. The camping area includes 136 camp sites, 15 primitive/bicycle sites, restrooms/comfort stations (including accessible facilities) and an RV dump station. The Park has 1,800 feet of saltwater shoreline and 45,300 feet of freshwater shoreline with boat docks and launch areas, as well as swimming beaches and bath houses. The Cascade Lake and Mountain Lake day use areas have restroom facilities and boat rentals open during summer, and also a visitor

information booth at Cascade Lake is open during summer. Over 40 miles of trails (and roads) provide access to Twin Lakes and Summit Lake, as well as thousands of acres of forested uplands. The Civilian Conservation Corps (CCC) built features are visible throughout the Park. There is also an Environmental Learning Center at the Park with a capacity of 155 that includes a dining hall/kitchen, a restroom/comfort station, nine cabins, and three duplex buildings. There is a Kokanee Fish Hatchery with a recently completed viewing window. Future expansion of the fish hatchery is planned, but not yet fully

funded. There are also residences and cabins in the Park. The Park provides Junior Ranger programs with funding from the Friends of Moran State Park when a naturalist is available to lead the programs. A *Guide to Moran State Park* is available at the visitor registration booth and other areas in the Park and the community. The *Guide* provides information on the park services, Park history, and maps of trails, lakes, and picnic areas.

**MOUNT CONSTITUTION**—As the highest mountain in the San Juan Islands, a drive or hike to the 2,409 foot summit and the stone observation tower built by the CCC affords outstanding panoramic views of the San Juans, Cascade and Olympic Mountains, Northern Puget Sound, and Vancouver Island, British Columbia. This is truly a one-of-a-kind experience for visitors. The 1956 log cabin at the summit serves as the Friends of Moran State Park-operated Summit Gift Shop.

#### Recommended Interpretation:

- Support the development of additional interpretive displays at the visitor center, within the tower, and outside in appropriate locations on the grounds at the summit. Potential interpretive topics.



Cascade Lake in Moran State Park

- Robert Moran's legacy of the Park and his/his family's life on the island; Robert and Melissa Moran's donation of nearly 4,000 acres and the park opening in 1921
- The CCC's role in building Park features
- Human history of the area, including culture and traditions of the Coast Salish peoples
- Ecological resources and processes within the Park, including those associated with the surrounding forest ecosystem
- Orientation to the views from the grounds at the base of the tower—help visitors better understand the features they are viewing from that location (and from the top of the tower).
- Support the Park's need for interpretive specialists to guide walks and programs and for ongoing funding to support the Junior Ranger Program.
- Provide interpretation via on-site displays, as well as in brochures, on the byway website, and through electronic venues when technology permits.

## Other Recommended Improvements and Actions:

The Park has a long list of needed improvements and projects in various stages. The Friends of Moran State Park provides support to the Park and is focusing on several priority projects. Washington State Parks is experiencing a severe funding crisis, and there is growing concern about the backlog of maintenance and improvement needs at this popular state park. The list of needed improvements identified by Moran State Park staff and the Friends of Moran State Park includes the following.



Visitors take in the view on top of Mount Constitution.



- Completion of displays for the Interpretive Center at the Mount Constitution summit (in the old KVOS building) with visitor information and interpretation devoted to natural and cultural history
- Mount Constitution road repairs and guardrail replacement
- Rehab/restoration of the historic day use shelter
- Expanding/improving summit parking
- Historic stone tower renovation
- Fish hatchery expansion in the future
- Environmental Learning Center buildings – roof repairs, painting
- Small restroom building/vault toilet at Little Summit

*Note: that while all of these needs are important, several of the highest priorities are identified in the Action Plan for the scenic byway (Section 11). In addition to these improvements, the following actions are recommended.*

- Support the Park as a key partner and assist in seeking funding for and providing volunteer support for projects at the Park.
- Identify and promote site as a key destination along the byway for visitor information. Provide byway information (brochures, guides, maps, and displays) and stewardship messages on either existing kiosks or new byway specific kiosks (in the lower day use area as well as up at the top of the summit).

**OLGA: HISTORIC STRAWBERRY PACKING PLANT AND EAST OLGA COUNTY PARK (BUCK BAY)**—This historic building has been restored and currently houses an artists' cooperative and café. Historical information about the packing plant is on display inside the building. Not far from the corner where the historic

strawberry packing building exists, there is a small, one-acre County-owned site on the east side of Buck Bay along E.J. Young Road, also known as Orcas Buck Bay Park. The *Parks, Trails and Natural Areas Plan* calls for entry and wayfinding signage to be located at this park, and for the beach staircase to be renovated. There is local interest in promoting these sites to byway visitors based on comments received at community meetings.

#### Recommended Interpretation:

- Develop an interpretive wayside at Olga Corner with outdoor interpretive displays and a byway information kiosk. Potential interpretive topics include:
  - History of the strawberry packing plant, including the years it was built and operated
  - History of the Olga hamlet and historic buildings/properties there
  - Why “Olga” was settled and information about its earlier days

#### Other Recommended Improvements and Actions:

- Wayside improvements could include a small vault toilet at the Olga Corner site to reduce pressure on the building's indoor restroom facilities. Other amenities, such as picnic tables and landscaping could also be included to accompany the byway kiosk, interpretive displays and restroom. Provide information about the scenic byway and stewardship messages on the kiosk display.
- Support San Juan County in implementing recommendations of the *Parks, Trails and Natural Areas Plan* for the East Olga County Park. The Park currently has very limited facilities



(minimal parking) and is hard to identify. Additional parking and facilities are needed, along with signage to identify the park and to focus public use at the Park property. It may be best not to promote this Park to byway visitors until these improvements are made.

**OBSTRUCTION PASS STATE PARK**—80 acres of woods with 400 feet of beach south of Olga. Hiking trail under tall cedars leads down to shore. Picnic tables, grills, and public restrooms are available.

## Recommended Interpretation:

- Provided interpretation about natural resources at the Park or visible from the Park.

## Other Recommended Improvements and Actions:

- Support Washington State Parks in implementing planned improvements and projects.
- Promote as a byway site to visitors and show on byway maps, website, guides, brochures, and displays.
- Provide information about the scenic byway and stewardship messages on a kiosk display at the Park.

## OLGA STATE MARINE PARK—

### Recommended Interpretation:

- Provide interpretation about the history of Olga along with general information and a map of the byway to orient visitors walking up from the water. Interpretation and information can be displayed on an existing kiosk or a new byway specific kiosk could be installed here.

## Other Recommended Improvements and Actions:

- Support Washington State Parks in implementing planned improvements and projects.

**HISTORIC DOE BAY RESORT**—This scenic location overlooking beautiful Doe Bay provides resort and retreat facilities including waterview cabins, camping, soaking tubs, sauna, yoga studio, a café, and store. Restrooms are available for customers, but there is a need for more public restroom capacity at this site (more visitor/public demand than the resort restrooms can accommodate). WiFi is available.

## Recommended Interpretation:

- Cultural history of Doe Bay and the resort area
- Specific site history



Visitors relax at the historic Doe Bay Resort.

### Other Recommended Improvements and Actions:

- Promote the site as a key destination/terminus of the scenic byway and show on byway maps, website, guides, brochures, and displays.
- Coordinate with resort owners to install wayside improvements, including a byway information and interpretive kiosk outside the resort. Provide information about the scenic byway and stewardship messages on the display.
- Support the resort owners and help seek funding for outdoor restrooms (vault toilets) for public use.

### SAN JUAN COUNTY LAND BANK PROPERTIES ON ORCAS

**ISLAND**—As discussed previously in this section, San Juan County Land Bank properties and preserves will not be actively promoted as key destinations along the scenic byway. “Passive” promotion that involves showing the site locations/names on byway maps, but not actively mentioning, describing, or promoting them in other materials (brochures, guides, websites, and displays.) is recommended. Land Bank sites on Orcas Island are briefly described below, along with plans for interpretation and improvements as known at this time.

- **Turtleback Mountain Preserve**—The Land Bank’s stewardship goal for this 1,578-acre preserve is to maintain the property’s outstanding ecological and scenic qualities while providing opportunities for low-impact public, educational, and scientific access. The preserve provides limited public access with rugged hiking and great views, for hikers only. Dogs must be leashed. Enter from two trailheads: North Entrance—on Crow Valley Road, north of the Crow Valley Schoolhouse (entrance sign on an unmarked gravel

road); South Entrance— on Deer Harbor Road, drive through West Sound for 2.4 miles to the intersection with Wild Rose Lane, turn onto Wild Rose Lane. Parking is very limited on the right at the top of the field. Portable toilets are provided at each parking lot, and in the future installation of vault toilets will be considered as an alternative.

- **Deer Harbor Preserve**—The Land Bank preserves this property with the objective of maintaining the diverse habitats in good ecological health. The public currently enjoys the area as a scenic viewshed with views across Deer Harbor to the Wasp Islands and along the undeveloped beach. While the preserve offers a rare opportunity for public shoreline access on Orcas, it also contains fragile natural and cultural/ archaeological resources that could be impacted by public access. The area is managed for low intensity public use. The



Atop the Turtleback Mountain Preserve

management plan states that the existing small driveway off of Deer Harbor Road currently provides maintenance access and may be expanded to accommodate limited parking of no more than four vehicles. A footpath paralleling Deer Harbor Road is a community priority and essential for pedestrian safety in this area of the hamlet.

- **Judd Cove Preserve**—The Land Bank’s stewardship goal for this property is to maintain its outstanding ecological and scenic qualities while providing opportunities for low-impact public, educational, and scientific access. Low-intensity recreation that does not detract from the site’s outstanding cultural, aesthetic, and natural qualities is proposed in the Land Bank’s management plan. A loop trail at Judd Cove Preserve that features the property’s habitat diversity and interprets the history of the lime kiln era will be a key piece of formal public access. A small parking area has been installed for five to six vehicles. The need for vault toilets will be evaluated as patterns of use develop.
- **Crescent Beach Preserve**—The Land Bank’s stewardship goal for this property is to maintain its outstanding ecological and scenic qualities while providing opportunities for low-impact public, educational, and scientific access. The public currently enjoys the preserve as a scenic viewshed with open views across Ship Bay. Occasional hikers explore the upland forest area, while the beach is visited by a few locals and sporadically by visitors. While the preserve offers a rare opportunity for public shoreline access on Orcas, it also contains fragile ecological resources that could be disturbed if public access is not effectively managed. There are three small parking areas along the waterfront, in addition to more formal parking for approximately four vehicles off of Mount Baker Road and a connecting trail.



Early morning at the Crescent Beach Preserve



### Recommended Interpretation:

- Support the Land Bank in achieving its interpretive goals and in developing interpretive experiences as proposed in the adopted management plans for Land Bank properties and preserves.
- Some ideas for interpretive topics submitted during the scenic byway planning process:
  - Judd Cove – history of the area and log rafts
  - Crescent Beach – history of oyster farming, orchard land in preserve
  - Stories of the Coast Salish peoples and their historic uses of these areas

### Other Recommended Improvements and Actions:

- Support the Land Bank in achieving its stewardship goals and managing its properties and preserves in accordance with adopted management plans. Support the Land Bank’s plans for improvements to accommodate proposed site uses.
- Given the low-intensity public access anticipated, do not actively promote these areas as key byway destinations, but show site locations that have public access features on byway maps.
- Support the Land Bank’s implementation of improvements proposed in the management plans for these properties and preserves (such as signage directing visitors to stay on maintained trails and away from sensitive areas, vault toilets, naturalistic benches and/or viewing platforms in some locations).
- Continue to work with the Land Bank to explore the potential for expanding multi-use trails (bicycling and pedestrian) in various locations if the criteria stated in the management plans can be met.

### LOCAL PARKS, POCKET PARKS, AND COUNTY ROAD ENDS—

Various local parks, pocket parks, and public spaces at County road ends exist on San Juan Island and Orcas Island. These sites provide open space, recreational amenities, and public access to water for local residents. While many of these parks have restrooms and facilities that might be attractive to visitors, they are primarily for use by local residents.

### Recommended Improvements and Actions:

- Do not promote these parks as sites for byway visitors since they are primarily for use by local residents. Key sites along the byway, as identified and described in Section 4 of the corridor management plan, should be actively promoted to visitors, but these local parks and sites should be somewhat “invisible” to visitors – not places they should be attracted to.
- Refer to the *Parks, Trails and Natural Areas Plan* for additional recommendations related to local parks, pocket parks, and county road ends.

## Implementing Interpretive & Site Improvement Projects

Important steps for implementing interpretive and site improvement projects are summarized on the following pages. This general guidance is provided to help the scenic byway partnership get started with moving projects forward. Local, state, and federal requirements should be verified at the beginning of every project. Check with the jurisdictions and agencies involved in your project to confirm specific requirements that apply. Also refer to Section 12 for additional guidance for implementing projects along the byway.

STEPS 1-3 TO COMPLETING INTERPRETIVE PROJECTS

	ACTIVITY	YES	NO	N/A	TEAM MEMBER(S)
<b>1</b>	<b>Know Your Visitors</b>				
<b>2</b>	<b>Develop Topics, Themes, and Messages for the Project Site</b>				
<b>3</b>	<b>Conduct Research, Gather Information, and Write Interpretive Content</b>				

STEPS 4-6 TO COMPLETING INTERPRETIVE PROJECTS

	ACTIVITY	YES	NO	N/A	TEAM MEMBER(S)
<b>4 Match Content to Visitors</b>	Is the information relevant for the target audience?				
	In particular, does it “connect to” their previous knowledge and experiences?				
	Does interpretation build on experiences visitors may have had at other sites/attractions in the area?				
	Is the interpretation sensitive to the different social and cultural backgrounds of visitors?				
	Does the interpretation take into account the needs and limitations of special groups (e.g., families, visitors with disabilities, etc.)?				
<b>5 Assess Readability</b>	Are sentences short and easy to understand?				
	Does the level of language match the reading ability of the target audience?				
	Are there any sentences that could have double meanings or be interpreted in a manner not intended?				
<b>6 Design and Format Interpretive Panels in Accordance with Design Guidelines</b>	Have you selected the design style and coordinated with the scenic byway partnerships as well as the local jurisdiction, where specific design guidelines and standards may apply?				
	Is the font and size of text easy to read?				
	Is the text well spaced?				
	Do the text colors, fonts, and formatting adhere to the design guidelines for the byway (see Section 9)?				
	Do the colors chosen for text, illustrations, and background match the interpretive display’s content and tone?				
	Do illustrations match and enhance the content?				
	Are illustrations clear and easy to see?				



STEPS 6-9 TO COMPLETING INTERPRETIVE PROJECTS

	ACTIVITY	YES	NO	N/A	TEAM MEMBER(S)
<b>6</b>	<b>Design and Format Interpretive Panels in Accordance with Design Guidelines</b>				
	Are photographs of high enough quality to reproduce well at the final size?				
	Does the placement of text and illustrations look balanced?				
	Are the colors used appropriate for the available lighting conditions?				
	Refer to the design guidelines in Section 9 for other requirements				
<b>7</b>	<b>Assess Accuracy</b>				
	Has the spelling of all text been checked electronically and thoroughly proofread?				
	Have all facts presented been checked and verified?				
	Has written permission been obtained for the use of photographs and illustrations?				
	Have artists and/or copyright owners been credited for the use of their work?				
<b>8</b>	<b>Base/Stand Designs and Pre-Production QA/QC</b>				
	Do the materials specified reflect the “look and feel” of the sign/display content and adhere to the design guidelines for the byway?				
	Are the materials durable enough for the intended purpose?				
	Have issues of maintenance, vandalism, and longevity been considered?				
	Are the materials appropriate for the site and weather conditions?				
	If sensitive archaeological resources are present, have you considered using a base/stand design that won’t require excavation? (Such as electronic interpretation or displays mounted on rocks or logs on top of the ground)				
	Are the design details and specifications for materials, fastenings, and hardware sufficient for heavy-duty, outdoor use and conditions?				
	Refer to the design guidelines in Section 9 for additional requirements and considerations.				
<b>9</b>	<b>Fabricate Interpretive Panels and Bases in Accordance with Design Guidelines</b>				

STEPS 10-12 TO COMPLETING INTERPRETIVE PROJECTS

ACTIVITY		YES	NO	N/A	TEAM MEMBER(S)
<b>10</b>	<b>Inspect Workmanship and Accuracy of Interpretive Panels and Bases Immediately Upon Receipt from Vendor</b>				
<b>11</b>	<b>Field Check Proposed Display Locations Before Finalizing the Site Plan or Installing*</b>				
	Will displays be placed where visitors will see them (e.g., in direct line of vision, at natural stopping points)?				
	If displays aren't directly in front of the attraction, are they within easy viewing distance and clearly matched to the feature/s being described?				
	Could some visitors (e.g., children and those in wheelchairs) have difficulty accessing signage and/or interactive displays?				
	Is there enough space for people to view the displays in comfort?				
	Have seats/benches been provided where appropriate?				
<b>12</b>	<b>Prepare Site Plan*</b>				
	Does the site plan drawing show the detailed location of each display and the direction it faces?				
	Does the drawing specify key materials, distances, and dimensions (e.g., the distance from sign posts to the edge of pavement [or road centerline], measured distance between displays and nearby landmarks, the height of the top edges of the sign and sign bases, and the depth of footings)?				
	If any site environmental approvals, special permits, and/or plan design certification(s) are necessary (e.g., cultural resource clearances, SEPA/NEPA, biological assessments, traffic engineering, structural engineering, architecture, landscape architecture), have they been prepared and submitted for approval?				
	Has the site plan been submitted for review to the agency with jurisdiction for approval and/or permits (federal, state, county, city, tribes, as applicable)?				

\* These steps can be completed earlier in the process, concurrent with interpretive panel content development and design.

STEPS 13-15 TO COMPLETING INTERPRETIVE PROJECTS

	ACTIVITY	YES	NO	N/A	TEAM MEMBER(S)
<b>13</b>	<b>Install Interpretive Displays</b>				
	Have the required permits been obtained prior to installation?				
<b>14</b>	<b>Inspect Workmanship and Accuracy of Interpretive Panels and Bases Installation Immediately Upon Completion</b>				
<b>15</b>	<b>Announce the Opening of the Interpretive Site</b>				
	Submit press releases announcing the project's opening and describing it to news organizations, tourism-related organizations and agencies, National Scenic Byway Program, and others as appropriate.				
	Don't forget to celebrate successful completion of your project!				