

Interpretive Plan

for the Nehalem Bay State Park Group



Interpretive Plan

for the

Nehalem Bay State Park Group

Submitted by:

BCUY Associates

In cooperation with

**Cascade Interpretive Consulting
Inside Outside, Inc.**

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Introduction

Overview

The Nehalem Bay State Park Group is comprised of the following nine (9) units on the northern Oregon Coast:

- Manhattan Beach State Recreation Site
- Nehalem Bay State Park
- Oswald West State Park
- Hug Point State Recreation Site
- Arcadia State Recreation Site
- Tolovana Beach State Recreation Site
- Ecola State Park
- Saddle Mountain State Natural Area

All of these units contain outstanding cultural resources, outstanding natural resources, outstanding recreational opportunities or a combination of the three. For example, Hug Point State Recreation Site contains a historic wagon road blasted around a headland; Saddle Mountain is a key cultural heritage site for Native Americans and contains many species of plants found nowhere else in Oregon; Ecola State Park is associated with Lewis and Clark and contains key offshore habitat for nesting seabirds; and Nehalem Bay State Park serves more overnight visitors than any other State Park on the coast. Most of the units are heavily used, so they are excellent locations to reach the public with key messages regarding OPRD and stewardship.

Interpretive planning for the Nehalem Bay State Park Group is one in a recent series of efforts by OPRD to develop and/or upgrade the quality and array of interpretive opportunities in Oregon State Parks. These efforts will enhance the recreational experience of all visitors and communicate information valuable to managing the resources.

Why This Plan Now?

OPRD is entering a new phase in its interpretive history; it is striving to attain a vision that places interpretive opportunities worthy of national recognition within the fabric of a visitor experience at **all** state parks within the system. To accomplish such a vision requires sound planning that integrates all aspects of the visitor experience including the infrastructure, amenities, and delivery systems. Parks in the system with high visitation and/or visibility are critical to establishing and moving in the proper direction quickly. Parks on the coast, especially Nehalem Bay State Park, Oswald West State Park and Ecola State Park fit, in this category.

Purpose of Plan

This plan is a first step in a series of actions to fully integrate interpretive opportunities into all visitor experiences at sites within the Nehalem Bay State Parks Group. It provides guidance in the form of a set of recommendations plus design concepts for interpretive, orientation, and wayfinding strategies that support the visitor experiences at the sites and also support the agency's mission.

While reading the Plan, please consider the following points:

- This is a *plan*, not a design. An Interpretive Plan provides a manager with sufficient information to make decisions regarding funding priorities and a designer with sufficient information to design.
- Although environmental education is an integral part of the Oregon State Parks system, this is an interpretive plan – not an education plan. It does not address environmental education programs, other formal education opportunities, or educational standards.
- The format of this plan is consistent

with other interpretive plans currently being prepared for OPRD and the content of this plan reflects the current vision for interpretation in the system of Oregon State Parks.

- This plan represents a snapshot in time. The recommendations represent our best professional guess based on information and circumstances that are true *at this time*. They are intended to be guidelines to suggest direction and are not set in stone. As circumstances, audience, goals, and information change, the plan should be modified accordingly.

Organization of the Plan

The plan is organized based on the 5-M model of interpretive planning introduced by Lisa Brochu in the book “Interpretive Planning: The 5-M Model for Successful Planning Projects.” However, in some cases only parts of the information gathered and analyzed are presented within the main document. In such cases, the headings reflect the specific content. For example, information on mission, goals and objectives is gathered and analyzed within the context of Management, as is information on budget, staffing, and other management issues. Since only the information on goals is included in the body of the document, the section is entitled “Goals and Objectives.” This document contains plans for 9 different units, but all of those plans are based on a common set of goals and objectives. Consequently, the goal section is presented first followed by the specific plans for each unit.

Organization of themes

The elements of the theme hierarchy reflect the direction for theme development in Oregon State Parks. There are four types of themes in this hierarchy:

Primary Theme

This is the key concept reflecting the significance of the park.

Themes

These are the ideas or concepts that together support the primary theme. Ideally, all visitors will understand at least one of the themes based on their specific area of interest (cultural history, natural history, etc.)

Sub-theme

These are the concepts that support a theme.

Supporting Stories

These are the stories that communicate a sub-theme or theme.

ADA versus universal access

The intent of ADA provisions is to promote equal access to the built environment for those with impairments. Braille and audio supposedly address the needs of those with visual impairments; elevators, lifts, grade and surface of trails, and other modifications to the physical environment address the needs of those with mobility impairments; and visuals and text, including captioned multi-media programs, address the needs of those with auditory impairments. However, most of the ADA provisions focus on physical access to information, not content. They also do not address the needs of these audiences at the experiential level. We prefer to use a universal design approach, which focuses on creating experiences that can be enjoyed by all parts of the target

audience, including those with impairments. This approach involves integration of multiple delivery strategies that include all senses. The result is an overall experience with opportunities that meet the needs of the few while enhancing the experience of everyone. When this project moves to the design phase, a universal design approach should be used by the designer.

Goals

The following documents, all of which can be found in Appendix B, provided a basis for developing the Goals and Objectives in this section:

- OPRD Mission Statement
- OPRD Target 2014 Goals relating to interpretation
- Probable Management Goals

Overall Goals

The following goals provide the basis for the interpretive themes and strategies prescribed by this plan.

Goal #1: Protect and conserve natural and cultural resources while using them to provide recreational, interpretive, and educational experiences.

Goal #2: Increase public support and strengthen the constituency for OPRD in general, and for the efforts at individual units.

Goal #3: Increase the number of visitors taking advantage of interpretive opportunities, both fixed and programmatic.

Overall Objectives

Accomplishing the following objectives will lead to achieving the goals of the Interpretive Plan.

**Goal #1:
Protect and conserve natural and cultural resources while using them to provide recreational, interpretive, and educational experiences.**

Objective 1-1: An increase in the sense of personal value to visitors for a unit and the interpretive opportunities provided at that site. This can be accomplished in part by making visitors aware of the value of intact cultural resources as a tool for discovering the ‘story’ of our past, and the value of intact natural resources in helping to maintain the aesthetic quality of the area while providing habitat for native fauna.

Objective 1-2: An increase in user awareness of positive and negative personal impacts to the resources at a unit and ways the negative impacts can be minimized. This will contribute to a better stewardship ethic and a decrease in destruction due to ignorance both at the site and elsewhere.

Objective 1-3: An increase in appropriate use patterns and stewardship behaviors among users of a site and those who take part in interpretive opportunities within those sites. At Saddle Mountain, the specific desired outcomes would focus on not picking wildflowers and staying on trails to reduce erosion and impacts. At sites with access to rocky intertidal areas – Tolovana Beach, Ecola, Arcadia, Hug Point, and Oswald West – desired outcomes would focus in large part on not collecting or trampling organisms in those areas. At sites with access to sea bird nests on offshore rocks and rocky cliffs – Ecola Point, Tolovana Beach (Haystack Rock), Oswald West, Arcadia, Hug Point – desired outcomes would include avoiding behaviors

that would disturb the birds. At Nehalem Bay State Park, desired outcomes would include avoiding snowy plover nesting areas.

Objective 1-4: An increase in stewardship behaviors by visitors once they leave the park unit and a commensurate decrease in negative behaviors both within the park units and after visitors leave such as harassing wildlife, walking in streams, leaving dog excrement, picking wildflowers, littering and other such actions.

Goal #2:
Increase public support and strengthen the constituency for OPRD in general, and for the efforts at individual units.

Objective 2-1: An increase in visitor's personal value of a park and associated interpretive opportunities.

Objective 2-2: An increase in awareness of the identity of the OPRD as the entity responsible for the preservation, restoration and management of a site, and for the interpretive opportunities provided at that site.

Objective 2-3: An increase in visitor satisfaction as a result of the upgraded and expanded interpretive and wayfinding information network at each site.

Objective 2-4: An increase in appreciation/approval of OPRD due to providing high quality interpretive, recreational, and/or educational experiences associated with a park unit.

Objective 2-5: An increase in the number of people volunteering time and/or donating money to State Parks in support of preservation, restoration and interpretation.

Objective 2-6: Build a constituency of citizens who will support and sustain Oregon State Parks into the future.

Objective 2-7:
An increase in the support for management actions regarding protecting and/or enhancing fish and wildlife habitat. Habitat preservation/enhancement is important at all sites with access to rocky intertidal areas, all sites proximate to sea bird nesting areas, Nehalem Bay (snowy plover), and Saddle Mountain.

Objective 2-8: An increase in numbers of visitors who visit other State Parks.

Goal #3:
Increase the number of visitors taking advantage of interpretive opportunities, both fixed and programmatic.

Objective 3-1: An increase in the awareness of potential travelers regarding the array of desirable visitor opportunities, especially interpretive opportunities, associated with a visit to any one of the units in the Nehalem Bay State Park group. This can be accomplished in part by creating more high quality opportunities, developing a more visible and powerful outreach program, and/or creating a more effective orientation and wayfinding network. Increased opportunity awareness is especially important for Manhattan Beach and the Day Use area at Nehalem Bay State Park because they are underutilized. It also may be important for Saddle Mountain because it does not receive high usage relative to the other sites, but the fragility of that environment may dictate that we do not attempt to attract more people to the site but rather try to manage those people who do come.

Objective 3-2: An increase in the perceived value of the interpretive experiences associated with each park unit. This can be

accomplished by increasing the *array* of opportunities, by increasing the *quality* of experiences desired by target markets, by making certain that visitors are aware of those opportunities or by any combination of the three.

Objective 3-3: An increase in the number of people from communities in the North Coast Area using interpretive opportunities associated with the park units. Area residents are an important market because a major reason people travel is to visit friends and relatives. Having residents take visitors to interpretive opportunities at the park units will increase word-of-mouth advertising, which can lead to greater visitation from target markets from outside the area, thus increasing the visibility of the park. This can be accomplished by increasing the number of opportunities tailored to the interests of residents and the characteristics of that target market. In this case, catering to local communities is probably most important for Nehalem Bay State Park and Ecola State Park.

Messages and Media

Prescription: Individual Units

Manhattan Beach State Recreation Site

Background

Description of Unit

Manhattan Beach State Recreation Site is a Day Use Area with beach access located in Nedonna Beach (north end of Rockaway Beach). It is a long narrow unit with a large parking area, several picnic sites along the edge of the parking lot, a restroom and a single trail to the beach. Currently the stand of trees between the parking and picnic area and the foredune ridge is relatively dense. These trees may prevent people understanding/discovering that the site has easy beach access. Some tree removal and pruning may help to increase use of this site.

Key Foundation Information

The following are key points that affected the decisions regarding this site. A complete list of site-specific parameters is included in Appendix A.

- **The site does not receive much visitation.** The site should have an upgraded set of orientation and wayfinding strategies. Developing interpretive opportunities for this site should be delayed until visitation warrants such an investment.
- **The site is not visible from the highway.** Manhattan Beach should be highlighted at other State Parks in the region to help increase usage.
- **The beach and foredune ridge are not visible.** Prior to increasing visual access to these features through vegetation manipulation, signage needs to be upgraded to clearly identify the beach access trail along with the distance to the beach.

Site-specific Themes

Primary Theme

The easily-accessible, unique treasures of the Oregon Coast provide heart-pounding adventure, wildlife sanctuary, the excitement of discovery and relaxing getaways. Where will your visit take you?

Theme 1: Unique adventures await you at each of the State Parks on the northern Oregon coast.

Sub-theme 1-1: Unique adventures await me at this park.

Theme 2: The Oregon coast is a haven for unique wildlife, but remember when you visit, you are a guest in their home.

Theme 3: The Oregon coast can be a dangerous destination for careless adventurers, but it doesn't have to be if you play it safe.

Information Network

The layout, size and visitation at Manhattan Beach suggest clustering information near the restrooms and beach access trail. The following compares the current experience with the visitor experience after the plan is implemented.

Current Experience

Visitors arriving at Manhattan Beach State Recreation Site will often find themselves relatively alone in a large parking area. All they can really see is a set of restrooms and a standard large wooden structure with generic coastal signs. If they look closely, they will see the sign identifying the trail to the beach, but without visual access to the foredune ridge, they are not sure of the length of the trail. Although the site has picnic tables, many visitors miss them because of the vegetation surrounding them.

Future Experience

Visitors arriving at Manhattan Beach State Recreation Site are immediately welcomed by a sign that identifies the site. It also includes directionals to the picnic area and the beach. Visitors are drawn first to the area around the restrooms, partly because of the facilities and partly because the main trailhead to the beach (marked by a sign). A cluster of low-angled panels is also located in this area, which increases the attraction power. Upon closer inspection, visitors find an Oregon Coast Trail panel, an Exploring Oregon's Beaches panel, and an OPRD Regional Orientation panel. Regulatory signs are also clearly visible, but they do not dominate the visual scene.

Summary and Description of recommended actions

1. Prune/thin the vegetation so:
 - a. The picnic sites are more visible from the parking area and are more inviting;
 - b. The stand of trees between the foredune ridge and the parking area is more open.
2. Develop a 'Welcome and Identification Sign' as noted.
3. Develop directionals as noted.
4. Eliminate the large board with regulatory information and develop a smaller structure that will hold all necessary information to cover legal liability. Locate this structure between the restrooms and the trail to the beach.
5. Develop the following information strategies.

Oregon Coast Trail Panel

Location

Near the restrooms

Objectives

After interacting with this opportunity, visitors will:

- Be motivated to find out more about the Oregon Coast Trail;
- Be motivated to hike a section of the trail.

Description and Concept

Concept already established in previous project.

Exploring Oregon's Beaches Panel

Location

Near the restrooms

Objectives

After interacting with this opportunity, visitors will:

- Be aware that OPRD manages the beach;
- Act appropriately regarding the key hazards associated with the beach;
- Avoid disturbing wildlife and marine organisms;
- Know that Oregonians are lucky in that over 90% of the coast is publicly owned.

Themes

- The Oregon coast is a haven for unique wildlife, but remember when you visit, you are a guest in their home. (**Theme 2**)
- The Oregon coast can be a dangerous destination for careless adventurers, but it doesn't have to be if you play it safe. (**Theme 3**)

OPRD Regional Orientation Panel

Description and Concept

One concept is to use an oblique angle backdrop of the Oregon Coast depicting people enjoying different activities. The accompanying text would indicate public ownership and other OPRD sites providing beach access. The sign should also include images depicting potential hazards along the coast, such as driftwood rolling in the surf, sneaker waves, and incoming tides. A sidebar should highlight that this is home to a variety of species of wildlife that should not be disturbed. The species used as examples in the panel should be ones that are likely to be encountered on this beach, and/or are highly sensitive to disturbance.

Detailed Content Outline

Lead with basic content that Oregon's beaches are beautiful and exciting places to explore. *Your attention to the landscape will be rewarded!* [Supports primary theme]

Key body content about the key factors in the beauty and excitement that affect the safety of human use: sometimes heavy surf carves dramatic headlands with unstable cliffs (visit nearby Oswald West State Park for dramatic headland views); occasional "sneaker" waves may suddenly run far up the beach and swamp walkers or lift or roll crushing driftwood; retreating tides will return, possibly drowning a tidepooler's path to shore (visit nearby Hug Pont State Recreation Site for tidepools). Visitors should pay attention to their surroundings and take heed.

Additional body content about the frailty of native flora and fauna likely to be encountered at this site, namely, sea birds and resting pinnipeds. Visitors should avoid disturbing plants and wildlife (for example, the baby seals are just resting, not abandoned), should respect spot closures and other restrictions.

Take away message: "Some of the processes/inhabitants that make this so beautiful also require my caution."

Location

Near the restrooms

Objectives

After interacting with this opportunity, visitors will:

- Be motivated to explore State Parks in the north coast region;
- Be aware of all the major interpretive opportunities at each park;
- Be aware of the opportunities that are fully accessible.

Themes

- Unique adventures await you at each of the State Parks on the northern Oregon coast. (**Theme 1**)
- Unique adventures await me at this park. (**Sub-theme 1-1**)

Description and Concept

One concept is to use a stylized oblique aerial perspective of the north coast region as a backdrop for enlarged visuals highlighting State Parks in the region, including parks to the south as well, perhaps down through the Three Capes Scenic Loop. Supporting text focuses on marketing the interpretive and recreational opportunities at each site while emphasizing the outstanding nature of the resources and opportunities and the active management of each site. Ideally, a guide to State Parks in the north coast region is distributed from a brochure dispenser on the panel. Figure 1 depicts a concept for this panel.

Detailed Content Outline

Lead with basic content that Nehalem spit is where "it all comes together": land and water; fresh water and saltwater; people and resources.

Key body content about Nehalem Bay State Park as the place to start explorations of a wide variety of places—beach, bay, wetlands, nearby mountains. Describe at least one specific interpretive (or recreational) opportunity at each; reference to historical use should be included if space allows.

Additional content about the physical and biological dynamics of such a nexus (including human effects)—the beach, estuary, and the spit between are

especially dynamic. Details about planting European beach grass (photo caption, for example),

Take away message: “I’m in the center—I can explore from here.”
[Supports site-specific theme addressing the site as a recreational hub.]

Link to more at NBSPPG: learn more about other regional State Parks at the Interpretive Facility and Welcome Center.

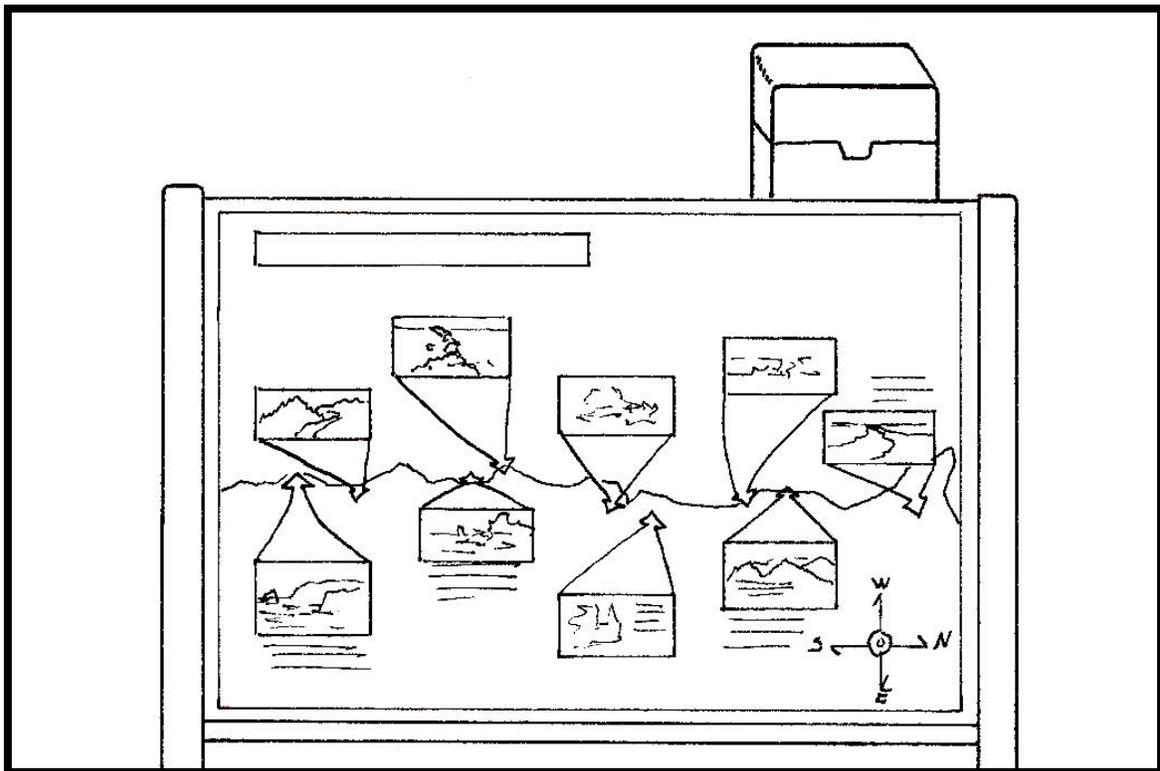


Figure 1: Concept for OPRD Regional Orientation Panel

Site Specific Parameters

General parameters affecting this site are included in Appendix A.

Physical Infrastructure and Layout

PI-1: Manhattan Beach currently has the following infrastructure that by presence or location could affect the interpretive network:

- Access trail to beach – this will be a natural draw so interpretation at the trailhead or along the trail is likely to be seen by visitors.
- Restrooms in close proximity to trailhead – restrooms are a natural draw so orientation and thematic overview in the area of the restrooms is likely to be seen by most visitors.

PI-2: Manhattan Beach is a long narrow Day Use site with parking virtually the entire length. The restrooms and trail access are at one end with picnic sites located along the parking area at the edge of a narrow strip of coastal forest. The layout is not conducive to a centralized hub for information. Consequently, the best location for information is probably at the restrooms.

Location and Access

LA-1: Manhattan Beach is located just off US 101 in Nedonna Beach (north end of Rockaway). However, it is not immediately visible from the highway (in contrast to Oswald West, Arcadia and Hug Point) so visitors do not have any idea what type of site it is. The site would benefit from some outreach strategies to attract visitors.

LA-2: Upon accessing the site, the trail to the beach is not clearly visible, so it is not apparent that beach access is available. Clear identification and directional signage to make people aware that it is only a short walk to the beach would be beneficial.

Other

O-1: The site does not appear to be heavily used. The issue with light use is that people assume that the park does not have much to offer so they may not stop other than to use the bathroom. It may be a good idea to re-configure or landscape the picnic area to be more visible and inviting and perhaps make the trail to the beach more visible. Outreach marketing and awareness strategies would help increase visitation.

Interpretive Opportunity Summary

Based on the prominent visuals (foredune ridge, built environment), human history, and current situation, the following appear to be the key stories that can be communicated effectively within an interpretive network at Manhattan Beach.

Human impacts

The foredune ridge is the most prominent feature at this unit. Consequently, it can be used to tell the story of the introduction of European Beach Grass. The vegetation in the deflation plain can be used to focus on a story of succession, beginning with the planting of the beach grass, thus conveying the sense of linkages – changing one aspect of an environment has a ripple effect through the system. However, this is not a story unique to this site; it is a story that can be told at almost every beach in Oregon.

The fact that a parking lot for a recreation site now sits where the log deck was located could be used to focus on the story of the

impacts of initial resource extraction economies and the impact on the environment, and on the shift in how this culture values natural resources.

The beach as habitat

A wide variety of organisms depend on beach as part of their habitat. Signs of wildlife and actual species that can commonly be seen can be used to introduce this story and caution visitors about disturbing wildlife.

Nehalem Bay State Park

Background

Description of Unit

Nehalem Bay State Park is a major developed campground located on the Nehalem Spit. In addition to tent camping, RV sites, an equestrian camp and a hiker/biker camp, it contains a boat ramp accessing the Nehalem River Estuary, a Day Use Area, a concessionaire offering day excursions by horse back, and miles of trails. It can be used as a base of exploring the nearby area, which includes Oswald West State Park and Neahkahnie Mountain.

Key Foundation Information

The following are key points that affected the decisions for this site. A complete list of site-specific parameters is included in Appendix A.

- **The park is located 2 miles off US 101.** Most visitors coming to this park are not drop-ins – they already know about the park.
- **The park is not located near places that attract younger crowds.** The park tends to be frequented more by retirees and families.
- **Most use is by activity oriented visitors, such as equestrians and boaters, or by overnight users.** The interpretive program will primarily serve those staying at the park.
- **A Welcome Center and associated Interpretive Facility are being planned.** The interpretive network must take into account that the area with those two facilities will be a hub of visitor activity.
- **A Native American longhouse will be planned and constructed in the area.** Although public access will be

controlled, this will be a focal point of visitor interest so both the topic and the location must be considered in developing an integrated interpretive network.

- **The park may have important nesting habitat for snowy plovers.** This is a story that can be interpreted to highlight OPRD's active management of resources, but it must be done in such a way as to avoid increasing impact on the habitat.
- **A prominent Native American village was located in the park.** Culturally sensitive areas are an issue.

Site-specific Themes

Primary Theme

The confluence of river and ocean at Nehalem Bay has nurtured dynamic cultural activity for thousands of years.

Theme 1: The voices of the Nehalem River Estuary- reflecting a variety of cultures- tell a story of exploration, adaptation, struggle, interaction, and accomplishment.)

Sub-theme 1-1: For the Native Americans who lived at Nehalem Bay, the bay and estuary were the supermarket, the school, the hardware store, the playground, and most importantly, their home.

Examples of Supporting Stories:

The cultural traditions of the Native Americans who lived on the estuary, including their resource gathering activities in the estuary and bay.

Sub-theme 1-2: (Early pioneers and later settlers and entrepreneurs found prosperity in land, timber, fish and tourism.

Examples of Supporting Stories:

The early logging, fishing and tourism activities that fueled the economy and led to the platting of Nehalem Spit.

Sub-theme 1-3: Today you can find a recreational activity to please every member of your family at Nehalem Bay.

Examples of Supporting Stories:

Focus on the wide range of recreational opportunities available, including camping and Day Use at the State Park; the opportunities for equestrian activities, beachcombing, kayaking, fishing, hiking Neahkahnie Mountain and boating.

Theme 2: As the physical landscape at Nehalem Bay changes, the flora and fauna adapt to the new conditions.

Examples of supporting stories:

Focus on the river continuing to shape the sand bar; the ocean shaping the coastline; the wind shaping the trees; and other natural forces that have shaped the coastline, such as plate tectonics. Also focus on the impact of humans, including Native Americans burning Neahkahnie Mountain, the planting of the sand spit, construction of the jetty, and other less common impacts by humans. With all of this, include adaptations to the changing environment by flora and fauna.

Theme 3: The Oregon coast is a haven for unique wildlife, but remember when you visit, you are a guest in their home.

Theme 4: The Oregon coast can be a dangerous destination for careless adventurers, but it doesn't have to be if you play it safe.

Theme 5: Unique adventures await you at each of the State Parks on the northern Oregon coast.

Sub-theme 5-1: Unique adventures await me at this park.

Information Network

The basic concept is a hub and spoke. The emphasis is on the hub, which is the area encompassing the Interpretive Facility, amphitheater and Welcome Center. Secondary interpretive and orientation hubs will be located in the Day Use Areas, and secondary orientation hubs will be located in each overnight area. The following is a contrast of the current experience with the future experience, after the plan is implemented.

Current Experience

Visitors arriving at Nehalem Bay State Park currently find their way to their desired destination. For people in the camping units, interpretive opportunities are primarily programmatic, with evening programs in the amphitheater and a Junior Ranger program. Little else is offered in terms of area-wide orientation to opportunities or interpretation.

Future Experience

Most visitors arriving at Nehalem Bay State Park experience the Welcome Center, which handles fee collection for Day Use and overnight visitors, assigns camping units and distributes maps and relevant literature. Entering the facility, they encounter a Trip Planning Exhibit that provides orientation and wayfinding information for key opportunities at Nehalem Bay State Park and nearby State Parks. Overnight visitors encounter a Site Orientation Panel at the restrooms in their loop that encourages them to visit the Interpretive Facility to begin their experience. At the Day Use Areas, visitors encounter a similar Site Orientation Panel, Thematic Overview Panels covering the cultural and natural history of the spit, an OPRD Regional Orientation Panel and an Exploring Oregon's Beaches panel.

At the interpretive hub, which is accessible to day use and overnight visitors, the Interpretive Facility offers an opportunity to ask questions of a staff person, check out an exhibit on the different habitats and associated wildlife in the area, find out what is happening at the park and spend some time in the Naturalist’s Corner. They can also find out about evening programs, the Junior Ranger program and other opportunities, as well as pick up any relevant publications for exploring. Outside the facility, Thematic Overview Panels, Site Orientation Panel and OPRD Regional Orientation Panel are available so visitors have access to this information regardless of whether the center is open. A changeable display outside the facility contains information on evening and upcoming programs and opportunities. In addition, the area serves as the trailhead for the “Adaptations” Interpretive Trail. The interpretive trail winds from the interpretive hub to the edge of the estuary, interpreting the use of the area by humans over time, and the relationship of wildlife to the changing habitat. In the evening, programs are offered at the amphitheater.

Summary and Description of recommended actions

This assumes the new facilities are built and the traffic re-routed as recommended in the Master Plan.

1. Review this plan after the longhouse is constructed, and work with the Tillamook/Clatsop tribes to determine the best place and strategies for interpreting the new structure.
2. Remove the existing signs on the trail.
3. Install a changeable board as noted.

4. Develop the following interpretive strategies:

OPRD Regional Orientation Panel

Locations

At the Interpretive Facility, in the camping area and at both Day Use Areas

Objectives

After interacting with this opportunity, visitors will:

- Be motivated to explore State Parks in the north coast region;
- Be aware of all the major interpretive opportunities at each park;
- Be aware of the opportunities that are fully accessible.

Themes

- Unique adventures await you at each of the State Parks on the northern Oregon coast. (**Theme 5**)
- Unique adventures await me at this park. (**Sub-theme 5-1**)

Description and Concept

One concept is to use a stylized oblique aerial perspective of the north coast region as a backdrop for enlarged visuals highlighting State Parks in the region, including parks to the south as well, perhaps down through the Three Capes Scenic Loop. Supporting text focuses on marketing the interpretive and recreational opportunities at each site while emphasizing the outstanding nature of the resources and opportunities and the active management of each site. Ideally, a guide to State Parks in the north coast region is distributed from a brochure dispenser on the panel. Figure 1 in the section on Manhattan Beach depicts a concept for this panel.

Exploring Oregon's Beaches Panel

Locations

In the Day Use Areas and at the interpretive facility. This panel could also be put on the information kiosks in the camping loops and areas.

Objectives

After interacting with this opportunity, visitors will:

- Be aware that OPRD manages the beach;
- Act appropriately regarding the key hazards associated with the beach;
- Avoid disturbing wildlife and marine organisms;
- Know that Oregonians are lucky in that over 90% of the coast is publicly owned.

Themes

- The Oregon coast is a haven for unique wildlife, but remember when you visit, you are a guest in their home. **(Theme 3)**
- The Oregon coast can be a dangerous destination for careless adventurers, but it doesn't have to be if you play it safe. **(Theme 4)**

Description and Concept

One possible design concept is to use a backdrop of a coastal scene for enlarged images of people engaging in appropriate and inappropriate behaviors. Driftwood rolling in the surf, sneaker waves and being trapped by incoming tides should all be included. A sidebar should highlight that this is home to a variety of species of wildlife that should not be disturbed. The species used as examples in the panel should be ones that are likely to be encountered on this beach, and/or are highly sensitive to disturbance.

Site Orientation Panel

Location

In the Day Use Areas, on secondary information kiosks at the restrooms in each loop, and at the Interpretive Facility.

Objectives

After interacting with this opportunity, visitors will:

- Be aware of the interpretive and recreational opportunities at Nehalem Bay State Park;
- Be aware of which opportunities are fully accessible;
- Be motivated to visit the Interpretive Facility and/or Welcome Center to get more information;
- Be motivated to engage in interpretive opportunities at the park.

Themes

Unique adventures await me at this park. **(Sub-theme 5-1)**

Description and Concept

As with other orientation panels, one possible design concept is to use a stylized oblique aerial perspective as a backdrop for enlarged images highlighting features and opportunities in the park. Supporting text should identify the opportunity and provide a tidbit of information to motivate people to engage in that opportunity. The Nehalem Bay State Park Orientation Map/Brochure should be distributed from a dispenser on the sign.

Note: It will be important to put a "you are here" on each panel based on where it is located.

Interior Trip Planning Exhibit

Location

In the Welcome Center

Objectives

After interacting with this opportunity, visitors will:

- Be aware of all interpretive and recreational opportunities at Nehalem Bay State Park and at surrounding State Parks, especially, Oswald West State Park;
- Have all information necessary for selecting and planning excursions within the park and using the park as a base for exploring other State Parks, such as hiking the Neahkahnie Mountain Trail and using the Nehalem Water Trail;
- Have all literature available to support their excursion.

Themes

- Unique adventures await you at each of the State Parks on the northern Oregon coast. (**Theme 5**)
- Unique adventures await me at this park. (**Sub-theme 5-1**)

Description and Concept

This is the place to plan your stay, whether it is for a day or a week. One design concept is to use a stylized mural of the coastline, with an enlarged isometric perspective of Nehalem Bay State Park in the center, as a backdrop for enlarged images highlighting activities in the park and in nearby State Parks. Below the mural, matching the parks/activities noted, are the relevant brochures and other literature to facilitate engaging in that activity. Interpretive teasers will accompany the activities to highlight the fact that interpretive opportunities are available. Places to sit to review brochures and maps and make plans complete this opportunity.



Figure 2: Trip Planning Exhibit

The “Adaptation” Interpretive Trail

Location

From the interpretive hub to a point on the estuary near the airstrip

Objectives

After interacting with this opportunity, visitors will:

- Be aware that species of flora and fauna are all linked with one another in an ecosystem, and therefore depend on other species for their survival.
- Be aware that disruptions to habitat from human activities and other forces cause changes in the flora and fauna that live there.
- Know that humans have used the resources of the area, including the estuary, to support their lifestyles for thousands of years.

Themes

- The voices of the Nehalem River Estuary- reflecting a variety of cultures- tell a story of exploration, adaptation, struggle, interaction, and accomplishment.) (**Theme 1**)
- As the physical landscape at Nehalem Bay changes, the flora and fauna adapt to the new conditions. (**Theme 2**)

Overall Description and Concept

This trail uses interpretive panels to draw attention to adaptations by flora, fauna and humans to the habitat and to changing economic and social conditions. The trail is set up with interpretive nodes containing clusters of panels and a bench. Possible stops include a set of panels highlighting different species of flora in the planted part of the spit to focus on adaptation of that species to the environment while also focusing on the fauna that depend on that

species of flora. This approach can also be used for habitats consisting of multiple species of flora and fauna. The latter is important because we do not want to give the impression that if you plant a specific species of flora, it will always support a specific species of fauna. While it is true that planting a specific native plant may provide habitat needed for a specific butterfly, we want to convey a more complete understanding of the cause and effect relationship between plant communities and wildlife. For example, if two panels focused only on pine trees and cougars, visitors might get the impressions that pine trees alone would support cougars. Another cluster could focus on the species in the more forested environment. Another cluster at the edge of the estuary should focus on Native American adaptation to the environment and how that affected their lifestyle. Another cluster should focus on the progression of EuroAmerican uses and the outside influences that catalyzed change. Figure 3 depicts how a panel cluster at the end of the interpretive part of the trail might look.

Panel Description and Concept

Panel 1: This panel focuses on the Native American lifestyle with emphasis on their relationship with the natural environment, and especially on the importance of the waterway – this is what links all humans to this site. One approach is to use the view from this point as a backdrop for enlarged individual images highlighting Native Americans interacting with the landscape, such as harvesting salmon in the estuary, collecting reeds and other plants, traveling along the coast, etc. Supporting text will focus on the importance of the river, bay and ocean in their lifestyle.

Detailed Content Outline

Lead with basic content about the estuary as a center of Nehalem (Native American) life.

Key body content about transportation, food stuffs, and material resources from the estuary, uplands, and sea. A canoe would make a fitting icon. (Due to space concerns, will likely need to select among stories.)

Additional content about prefix “ne” or “neah” meaning “place” in Clatsop/Nehalem languages. (“What’s in a name?”)

Take away message: “This place has been a hub for a very long time.”

Link to more at NBSPPG: learn more about the Clatsop/Nehalem people at Saddle Mountain State Natural Area; you can also visit the authentic Clatsop/Nehalem canoe (being carved) at Camp Rilea, near Warrenton.

Panel 2: This panel focuses on EuroAmerican lifestyles through their short history in the area with emphasis on their relationship with the natural environment and how that changed over time. Again the emphasis is on the importance of the river, bay and ocean. One possible design concept is to use a sequence of vignettes highlighting the area as it might have looked in specific eras of EuroAmerican history. The Resource Extraction Era would highlight logging and fishing. The next era could highlight early tourism and would include the platting of the spit. The next era would highlight the present. The final vignette could be a question mark, with supporting text focusing on the fact that we don’t know what happens next, but that the person reading the panel has a role in the future of the area.

Detailed Content Outline

Lead with basic content about the power of water as a transportation

route continuing with early Euro-American life.

Key body content about how the Nehalem Estuary’s connection of the sea and uplands figured in logging, fishing, and tourism. Special note should be made about planting European beach grass to control sand movement around the mouth of the estuary.

Additional content about the direct benefits of Nehalem Estuary resources—fishing and recreation/tourism.

Additional content (perhaps as a caption) about the legend of Neahkahnie Mountain treasure.

Take away message: “This place has been a hub for a long time.”

Link to more at NBSPPG: learn more about regional pioneer history at the Tillamook County Pioneer Museum.

Panel 3: This panel focuses on changes over time to the physical landscape, but with a link to the adaptation story. One approach is to focus on the erosion of the spit as a highly visible change and use that as a basis for introduction other agents of change and the resulting impact on flora and fauna. A historical photo of the old trail can be used along with the remains of the trail visible from this vantage point to visitors can contrast the “then” with the “now.” An additional illustration could depict the river cutting through the spit with a “?” to indicate that this might happen. Supporting text and smaller images could introduce other agents of change, such as uplift.



Figure 3: Panel cluster on Nehalem Bay

Amphitheater Programs

Location

In the amphitheater

Objectives

These will vary depending on the program, but at a minimum, when visitors finish engaging in a program at the amphitheater they will be aware that OPRD is managing the site and is responsible for the high quality program just presented.

Description and Concept

Varies, but programs should focus on the themes.

Thematic Overview Panels

Location

In the Day Use Areas and outside the Interpretive Center. Figure 4 depicts the location of the panels in the south Day Use Area.

Objectives

After interacting with this opportunity, visitors will:

- Know that the Nehalem River and Bay were a focal point for Native American activity;
- Know that in early EuroAmerican history the Nehalem River and Bay continued to be a hub of activity and commerce;
- Understand that human activity has had a big impact on the physical landscape and the flora and fauna that live here;
- Be inspired to learn more about the cultural and natural history of the area;
- Be motivated to visit the Interpretive Facility.

Themes

- The voices of the Nehalem River Estuary- reflecting a variety of cultures- tell a story of exploration, adaptation, struggle, interaction, and accomplishment.) (**Theme 1**)
- As the physical landscape at Nehalem Bay changes, the flora and fauna adapt to the new conditions. (**Theme 2**)

Description and Concept

We anticipate the following three panels at this time:

Panel 1: This panel focuses on the Native American lifestyle with emphasis on their relationship with the natural environment. One possible design concept is to use an isometric mural of the Bay as it would appear from an aerial perspective just off the coast looking east. Individual images would highlight Native Americans interacting with the landscape, such as harvesting salmon in the estuary, collecting reeds and other plants, traveling along the coast, etc.

Panel 2: This panel focuses on EuroAmerican lifestyles through their short history in the area with emphasis on their relationship with the natural environment and how that changed over time. One possible design concept is to use a sequence of vignettes highlighting the area as it might have looked in specific eras of EuroAmerican history. The Resource Extraction Era would highlight logging and fishing. The next era could highlight early tourism, and would include the platting of the spit. The next era would highlight the present era. The final vignette could be a question mark, with supporting text focusing on the fact that we don't know what happens next, but that the person reading the panel has a role in the future of the area.

Panel 3: This panel focuses on human activity as an agent of change with emphasis on the changes to the spit over time and the consequent changes to the flora and fauna. Again, a sequence of vignettes could be used to depict different stages in the development of the ecosystem on the spit. Each vignette should focus on the changes in the ecosystem due to human activities as a way of conveying the concept that everything is linked, so as one element changes, a ripple effect occurs that affects other components of the ecosystem.

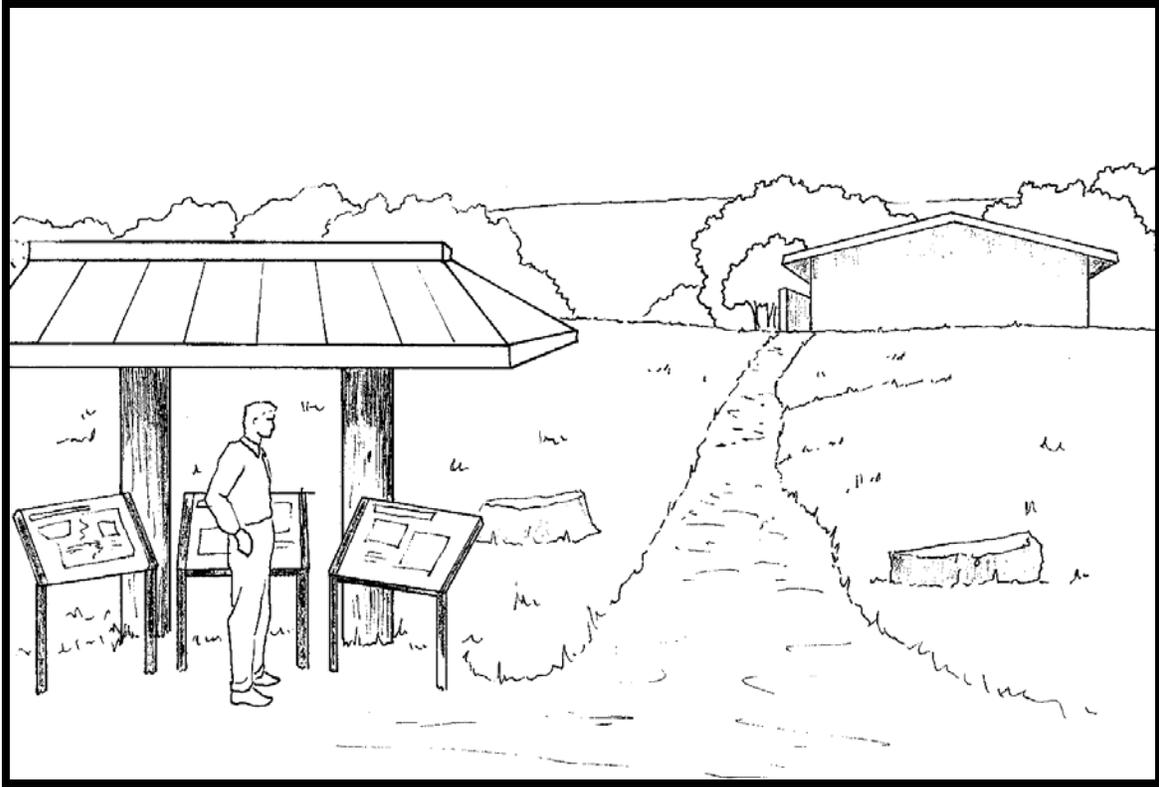


Figure 4: Panels at south Day Use Area

Interpretive Center

The Master Plan calls for a new Interpretive Center to be located adjacent to the new amphitheater. This facility will be relatively small and will house offices, public restrooms and a limited amount of exhibit space. Figures 5, 6 and 7 depict the concept for this facility.

Synopsis of Building Design

The center is set in an east-west orientation along a paved roadway and parking lot, developing a 'defensive' position to the prevailing winds of the region. The center is housed in two structures: A cast-in-place concrete structure that houses restrooms and a wood clad structure housing interpretive, classroom and staff spaces. A low slung shed roof spans the length of these structures forming a breezeway which provides access to these areas, interpretive trails and passage south to the proposed amphitheater nestled in the trees. The roof extends out further east to shelter an outdoor area directly adjacent to the classroom, allowing for activity to extend into a shaped landscape.

Generous windows along the north, south and east ends of the center provide daylight into the interpretive and classroom areas. Large wood barn doors, with applied primary color stains, animate the building elevations and serve to protect these windows during off-hours. The staff area projects out to the south allowing for daylight to filter into the building through side and clerestory windows. This south wall and the restroom building, in cast-in-place concrete, become canvas to native plantings to establish a complexion that weaves the building into the landscape.

Sustainable Strategies:

- Light colored roof to minimize heat island effect for the building
- Local/Regional materials for the building
- Recycled wood products, formaldehyde free

- Recycled steel products
- Fly ash content in concrete
- Low/No VOC content in all sealers (paints)
- High efficiency mechanical systems in conjunction with natural ventilation
- Lighting controls in conjunction with natural light
- Water collection for grey water use
- Interpretation within the building discussing sustainable strategies implemented, powered by photovoltaic arrays set on the roof

Interpretive Opportunities

Within that space we recommend a Naturalist's Corner with a changeable exhibit focusing on "What's New at Nehalem Bay;" an exhibit focusing on habitats; and a Welcome Desk for distributing guidebooks, laminated identification cards for plants in the area and other such strategies, and for selling or checking out Explorer's kits, with magnifying glasses, binoculars etc.



Figure 5: Concept for Interpretive Center



Figure 6: Concept for Interpretive Center

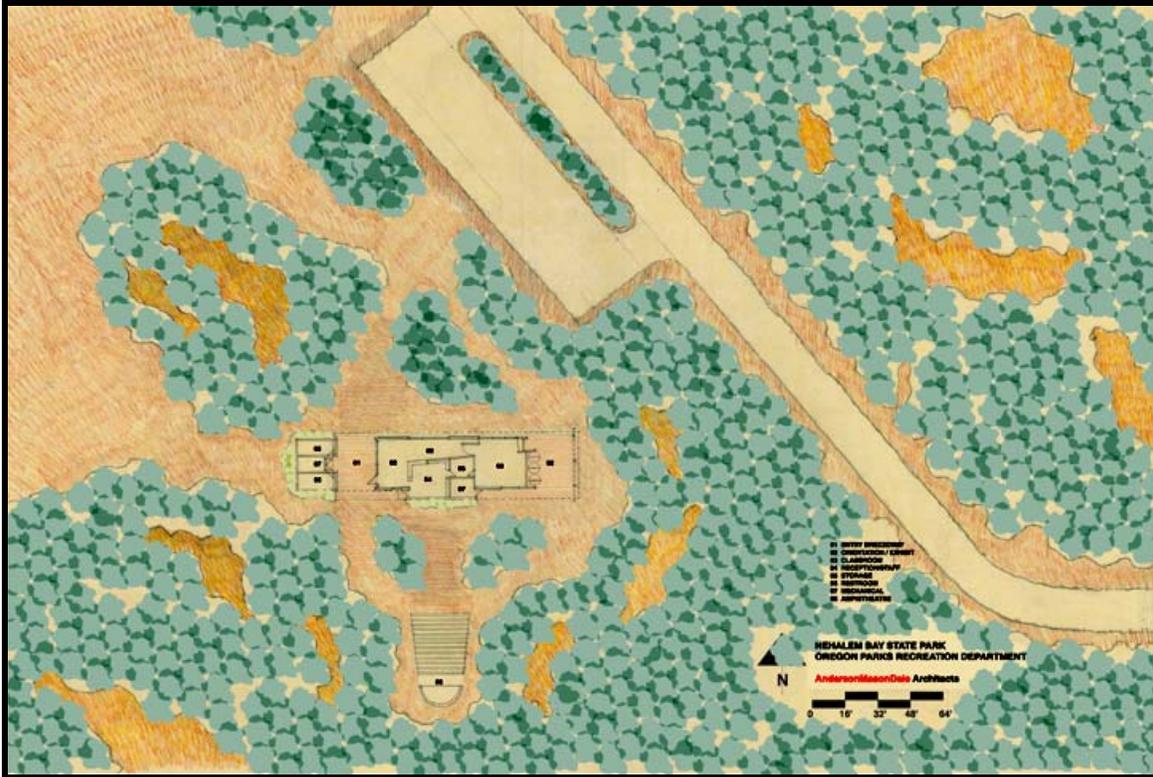


Figure 7: Site Plan for Interpretive Center

Habitats Exhibit

Location

Within the new interpretive facility

Objectives

Everyone who interacts with this exhibit will:

- Be motivated to explore some part of the exterior environment;
- Be aware that this park and area have a lot of different habitats and that each supports different flora and fauna;
- Understand the links between fauna and habitat;
- Be aware that OPRD is responsible for the quality experience within the interpretive facility.

Themes

- The Oregon coast is a haven for unique wildlife, but remember when you visit, you are a guest in their home. **(Theme 3)**
- Unique adventures await me at this park. **(Sub-Theme 5-1)**

Description and Concept

One possible design concept is to use a series of stations representing the different types of habitat found in the park, and possibly on Neahkahnie Mountain. At each station a visitor can feel the bark of trees that grow there, feel leaves of plants that grow there, listen to bird calls, and/or smell scents associated with that ecosystem and view images of wildflowers and plants. In all cases, the information will be presented in such a way as to motivate visitors to go out and engage in exploring the habitats on their own. Figure 10 depicts a concept for this exhibit.

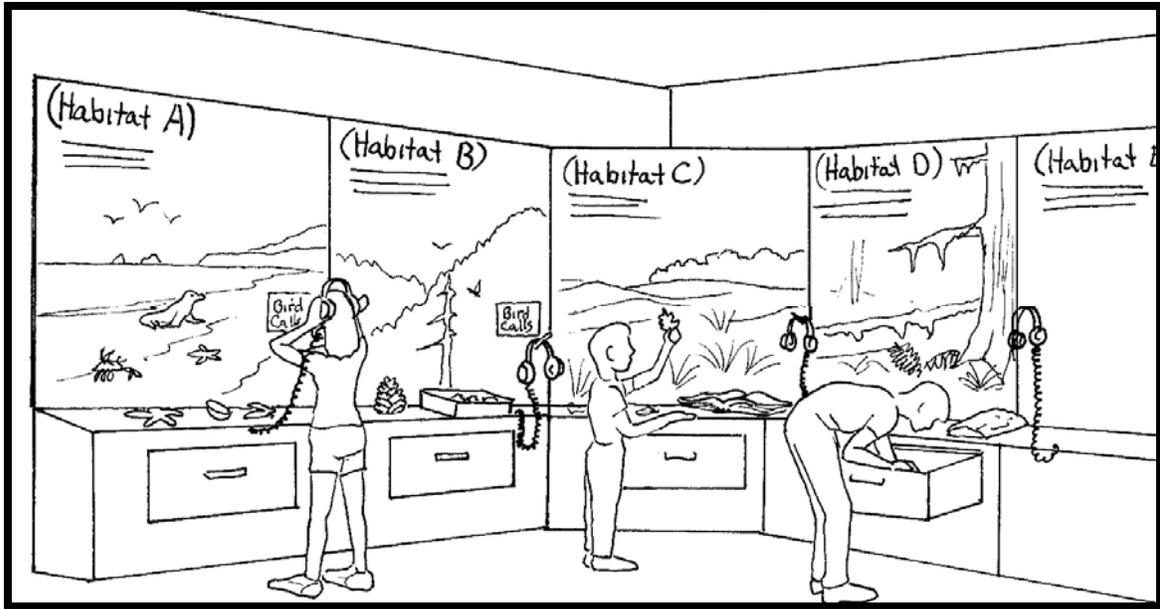


Figure 10: Habitats Exhibit

Detailed Content Outline: main text block

Lead with basic reference to the European beach grass stabilizing the spit and starting a succession that will ultimately end in a forest.

Key body content about the changes in habitat bringing changes in wildlife and birds.

Additional content about the wide range of habitats in different stages of succession in the large Nehalem River watershed—all connected by the course of the Nehalem River.

Sidebar content (caption, perhaps) about Native Americans managing the vegetation with fire.

Take away message: “There are a lot of places to explore in this area where I might see different plants, birds, wildflowers, wildlife and other interesting stuff!”

Link to more at NBSPPG: learn more about the various habitats in the region by visiting these nearby Oregon State Parks:

- Rocky shore — Hug Point
- Near-shore meadow — Neahkahnie Mountain
- High meadow — Saddle Mountain
- Rainforest — Oswald West

Naturalist’s Corner

Location
Within the new interpretive facility

Objectives
Everyone who interacts with this exhibit will:

- Be motivated to explore some part of the exterior environment;
- Be aware that OPRD is responsible for the quality experience within the interpretive facility.

Themes

- As the physical landscape at Nehalem Bay changes, the flora and fauna adapt to the new conditions. **(Theme 2)**
- The Oregon coast is a haven for unique wildlife, but remember when

- you visit, you are a guest in their home. (**Theme 3**)
- Unique adventures await you at each of the State Parks on the northern Oregon coast. (**Theme 5**)

Description and Concept

The center has very limited space so it must focus on facilitating an outdoor experience rather than trying to offer an extensive indoor experience. With that in mind, we suggest providing motivation to excite the visitor about exploring the exterior environment and then providing tools to facilitate that exploration. Opportunities might include:

- Movable carts with changeable exhibits on top (such as pelts).
- An interactive exhibit with sand (or simulated), water, wildlife, and vegetation so visitors can “build” a spit or make animal tracks from stamps.
- A small interactive scale model of the sand spit on a cart. A visitor can pull up “cores” from the model to see and learn about the geologic story of the sand spit and the forces that shape it, and/or open flip plates that reveal images of areas of the park during different seasons.
- The Naturalist’s Corner could have a changeable component entitled “**What’s New at Nehalem Bay?**” This part of the exhibit focuses on what can be discovered in the park now. It includes a journal where visitors log their sightings of birds, wildlife and flowers in bloom. (One option for a bird exhibit is the “eBird Trail Tracker” kiosk developed by the Cornell Lab of Ornithology.)
- A magnetic board that allows visitors to create a visual representation of what they saw and where they saw that attraction.
- A sample “Discovery Pack” with instructions on how to check one out. The pack contains binoculars, identification cards, a magnifying glass and a map of the park so visitors can explore.

- Keys for plant, bird and wildlife identification. Figure 8 depicts a concept for this space. Figure 9 depicts a concept for the Welcome Desk associated with this exhibit.

Detailed Content Outline – Main text block for Naturalist’s Corner

Lead with basic content that the life and processes of the Nehalem Bay area are worth exploring; give specific details, such as watching shorebirds or examining sand movement patterns.

Key body content about specific tools and resources that make such explorations easier—changed every couple of months to reflect changing seasons.

Additional body content: other places to explore, especially Oswald West State Park, Neahkahnie Mountain, and Hug Point.

Take away message: “I should spend more time here seeing/learning about X.”

Link to more at NBSPPG: learn more about the various habitats by exploring through NBSP trails and access points:

Detailed Content Outline – Main text block for What’s New?

Lead with basic content that the life and processes of the Nehalem Bay sandpit are dynamic.

Key body content about what’s different or special about this time or this season (such as: what’s currently blooming or migrating through, weather; “normal” and “remarkable” past events)—to be changed every several weeks.

Additional body content: what to expect next month.

Take away message: “I should come back so I can see/do X.”



Figure 8: Naturalist's Corner



Figure 9: Welcome Desk

Site Specific Parameters

General parameters affecting this site are included in Appendix A.

Physical Infrastructure and Layout

PI-1: Nehalem Bay State Park currently has the following infrastructure that by presence or location could affect the interpretive network:

- Day Use Area with picnic tables, restrooms and beach access. This would be a good place for information.
- Trail ride (equestrian) concessionaire.
- Amphitheater for evening programs
- Paved biking/walking trail system that could be used for interpretive trails
- Enclosed meeting room that could be used for programs
- A boat ramp and parking area that could be used as a start point for self-guided or guided kayak tours.

PI-2: Based on the preliminary planning ideas, the park may add another campground loop and re-locate the horse camp and hiker biker camp. A new north Day Use Area with a beach access parking area is also proposed. The template for the interpretive network (orientation and overview at Day Use Areas) should be considered if these proposals are accepted.

Existing Interpretive Opportunities

EO-1: Nehalem Bay State Park includes the following interpretive opportunities:

- Evening programs seven days a week during the summer

- Junior Ranger Program with activities (7 days a week during the summer)
- Interpretive sign on tsunamis near Site 33 in Loop B
- An existing DVD on “Early Years Along Nehalem Bay” and another entitled “Celebrating Oswald West State Park”
- Two “You are Here” signs on the interpretive trail

Location and Access

LA-1: Nehalem Bay State Park is located a few miles off of US 101. Interpretation will serve those who are coming to the park rather than casual drop-in visitors.

Other

O-1: A new Interpretive Center and Welcome Center are being planned. The interpretive plan will have to take the possibility of such facilities into account.

O-2: The Park is currently involved in a Master Planning process. The interpretive plan should complement and be integrated with the Master Plan.

O-3: The summer season is very crowded. The interpretive program should not be attempting to attract more people to the site during this season, but rather serve who is already coming.

O-4: A water trail on Nehalem Bay is being planned by the Tillamook Bay Estuary Partnership. The group is interested in orientation and interpretive signage along the water trail. It might be advantageous to coordinate interpretive efforts to avoid duplication.

Interpretive Opportunity Summary

that the spit was platted for a town can be included in this story.

Based on the prominent visuals, human history and current situation, the following appear to be the key stories that can be communicated effectively within an interpretive network at Nehalem Bay State Park.

Human Impact

The foredune ridge and the vegetation in the campground and on the rest of the spit are both props for this story. The foredune ridge is a feature created by the introduction of European Beach Grass for erosion control. The vegetation on the spit is dominated by plantings, which is why it seems to have no natural order. Some trees growing in that environment are not ones you would find naturally in such an area. In addition to the European Beach Grass, the site also has Scotch Broom, another highly visible introduced species. The jetty has also caused changes to the site.

Linkages – emphasizing the importance of habitat to wildlife

This is a story that can be told anywhere, but it is still one that is intriguing to visitors, especially where wildlife is concerned. Telling this story involves focusing on different species or groups of species of plants that tend to attract different wildlife, including birds. Ideally, signs of wildlife such as woodpecker holes, cone stalks and scales and bird calls, can be used to help visitors become detectives of the landscape. The snowy plover should be highlighted in this story.

Human History

The props for this story are the bay itself, the old pilings in the bay and other similar features visible from the bench along the trail right before it reaches the airport. Water has always been an attractor for humans – from Native Americans to present. The fact

Desired Behavioral Impacts Input

The following information was obtained by having participants fill in the following phrase as many times as necessary:

As a result of participating in your communication strategy, (target audience) will/will not (behavior).

| Target Audience | Will/won't | Behavior |
|-------------------------------------|------------|---|
| Park visitors | Won't | Set off fireworks. |
| Campers/day use | Will | Have a sense of ownership and take care of park. |
| Dog owners – day use and campground | Will | Keep dogs on leash in campground and on trails. |
| | Will | Abide by beach safety rules – sneaker waves, never turn back on ocean, swimming, rip currents, cliffs-climbing and trail, tides, logs |
| Campers, community (signs in town?) | Will | Leave baby seals/marine mammals alone on spit and call the proper authorities. |
| Horse campers | Will | Follow horse camp etiquette. |
| Campers, day use | Will | Stay on trails (allow people to look for mushrooms) |
| Campers/day use | Won't | Feed wild animals |
| | Won't | Disturb snowy plover habitat. |
| | Will | Leave wildflowers for others to enjoy. |
| | Won't | Vandalize day use machines. |

Issues:

Cultural sites – illegal digs, don't want to promote sites.

Theme and Message Input

The following information was obtained by having participants fill in the following phrase as many times as necessary:

When (target audience) finishes learning about (topic), I want them to know that (theme).

| Target Audience | Topic | Theme |
|-----------------|------------------------------|--|
| Campers | Nehalem | Human influence is written in the landscape at Nehalem Bay State Park. Towering mountains, sandy ocean shores and estuarine solitude captivate the hearts and minds of visitors at Nehalem Bay. OPRD message – brought to you by.... |
| | Neahkahnie Mountain | |
| Campers | Gray whales | The miraculous story of a change of heart led to the survival of the California gray whale. |
| | Shipwrecks & treasure | The ocean off of NBSP holds the secret to many maritime mysteries. |
| | Myths of the Nehalem Indians | The rich and colorful Nehalem Myths connect us with a vibrant culture that was almost nearly lost. |
| | Animals of NBSP | The “wild” animals of NBSP make reality TV look tame. |
| | Seabirds | Seabirds are amazingly adapted for life on the open ocean, but changes in ocean conditions are creating unfavorable conditions for these birds. |
| | Tsunami | If you know what to do in the event of a tsunami, you will be better prepared to survive one. |
| | Seals and sea lions | Seals and sea lions have several distinguishing characteristics that can help you tell these frequently seen marine mammals apart. |
| | Beeswax shipwreck | The legends of pirates, treasure and castaways continue to live on at Nehalem Bay State Park. |
| | Snowy plovers | Plovers need our help if they are to survive alongside humans at the shore. |
| | Estuary/salmon | The estuary is a place of beginnings and endings in the story of salmon. |
| | Beach/safety | Knowing the dangers at the beach may save your life or the life of a loved one. |
| | Song birds | Song birds are essential to the health of the forest ecosystem. |
| | Native plants | |
| | Birds of prey | |
| | Scotch broom | Scotch broom sucks! Scotch broom was planted to establish the spit. |

Oswald West State Park

Background

Description of Unit

Oswald West is a many-faceted park. It has a walk-in camping area; a Day Use Area frequented by surfers, and is the access for hiking trails out to Cape Falcon and over Neahkahnie Mountain. The landscape is dominated by a mature temperate rainforest and the physical landforms range from beach to headland. However, it also contains significant evidence of human activity, including evidence of logging and a CCC camp.

Key Foundation Information

The following are key points that affected the decisions regarding this site. A complete list of site-specific parameters is included in Appendix A.

- **Access is limited primarily to three parking areas, with one used primarily by those accessing the campground, one by those accessing the Day Use Area and one by those accessing the Cape Falcon Trail.** This sets up the potential for a portal concept with orientation, wayfinding and interpretive overview information concentrated in the parking areas.
- **The users of the campground prefer to be left alone.** Self-guided interpretive opportunities are more likely to be effective for this audience.
- **The relatively short trail accessing the beach passes through a classic temperate rainforest.** This creates the potential for an interpretive trail using existing infrastructure.

Site-specific Themes

Primary Theme

Majestic rainforest and scenic ocean views provide opportunities for visitors to be awed and inspired at Oswald West State Park.

Theme 1: Dripping rainforests, lush meadows filled with wildflowers, tumbling shaded streams and rocky headlands provide homes to a vast array of birds and wildlife, some of whom can't live in very many places.

Examples of supporting stories:

These include the flora on the south side of Neahkahnie Mountain; the elk herds; the marbled murrelets; the salmon in the creek; and the spotted owl.

Theme 2: Natural forces have shaped the landscapes that are the foundation of unique habitats to be discovered at Oswald West.

Examples of supporting stories:

These focus on volcanism, tectonic uplift, erosion, and basalt flows that led to the formation of Cape Falcon, Neahkahnie Mountain, Short Sands Beach and other landforms.

Theme 3: Unique adventures await you at each of the State Parks on the northern Oregon coast.

Sub-theme 3-1: Oswald West is a treasure trove of new ideas, exciting activities and unknown surprises.

Theme 4: The Oregon coast is a haven for unique wildlife, but remember when you visit, you are a guest in their home.

Theme 5: The Oregon coast can be a dangerous destination for careless adventurers, but it doesn't have to be if you play it safe.

Theme 6: Breathtaking coastal rainforests are havens for a medley of flora and fauna and are exciting places for you to explore.

Theme 7: Past voices of the coast tell stories of exploration, mystery, and loss.

Information Network

Oswald West lends itself to a portal concept, with portals located in the parking areas. The main portal is in the main parking area that accesses the Day Use Area. The following is a contrast of the current experience with the future experience, after the plan is implemented.

Current Experience

Visitors arriving at the main Day Use parking area at Oswald West State Park currently encounter site orientation information near the trailhead. Visitors to the campground encounter a changeable display board at the restroom in the campground. Visitors accessing the Cape Falcon trail encounter a sign identifying the trailhead.

Future Experience

Visitors arriving at the main parking for the Day Use Area at Oswald West State Park encounter a Site Orientation Panel highlighting the many recreational and interpretive opportunities at the park, Thematic Overview Panels providing an overview of the key stories, and an OPRD Regional Orientation Panel. They will be able to pick up the Oswald West State Park Orientation Map/Brochure from a brochure dispenser on the Site Orientation Panel. At the trailhead to the Day Use Area they encounter a Trail Orientation panel and an Introduction to the Rainforest panel. If they choose to walk the trail, interpretive signage will provide detail on the temperate rainforest. Upon arriving at the beach, they will encounter the final panel for the trail, an

Oregon Coast Trail panel, an Exploring Oregon's Beaches panel and the same Site Orientation Panel modified so they can determine where they are in relation to the trail system.

Visitors to the campground encounter a Site Orientation Panel at the wheelbarrow borrow area, with the park Orientation Map/Brochure available from a brochure dispenser. Upon arriving at the campground, they encounter Thematic Overview Panels near the wheelbarrow drop-off point, the same Site Orientation Panel modified so they can determine where they are in relation to the trail system, and a changeable display board for time sensitive information.

Visitors accessing the trail to Cape Falcon encounter a Site Orientation Panel and an OPRD Regional Orientation Panel.

Summary and Description of recommended actions

1. Develop the following information strategies.

Oregon Coast Trail Panel

Location

In the Day Use Area (already exists)

Objectives

After interacting with this opportunity, visitors will:

- Be motivated to find out more about the Oregon Coast Trail;
- Be motivated to hike a section of the trail.

Description and Concept

Concept already established in previous project. This panel already exists.

OPRD Regional Orientation Panel

Locations

In the Day Use Parking Area near the restrooms and at the trailhead to Cape Falcon

Objectives

After interacting with this opportunity, visitors will:

- Be motivated to explore State Parks in the north coast region;
- Be aware of all the major interpretive opportunities at each park;
- Be aware of the opportunities that are fully accessible.

Themes

- Unique adventures await you at each of the State Parks on the northern Oregon coast. (**Theme 3**)
- Oswald West is a treasure trove of new ideas, exciting activities and unknown surprises. (**Sub-theme 3-1**)

Description and Concept

One concept is to use a stylized oblique aerial perspective of the north coast region as a backdrop for enlarged visuals highlighting State Parks in the region, including parks to the south as well, perhaps down through the Three Capes Scenic Loop. Supporting text focuses on marketing the interpretive and recreational opportunities at each site while emphasizing the outstanding nature of the resources and opportunities and the active management of each site. Ideally, a guide to State Parks in the north coast region is distributed from a brochure dispenser on the panel. Figure 1 in the section on Manhattan Beach depicts a concept for this panel.

Exploring Oregon's Beaches Panel

Location: Near the restrooms in the campground and at the Day Use Area

Objectives

After interacting with this opportunity, visitors will:

- Be aware that OPRD manages the beach;
- Act appropriately regarding the key hazards associated with the beach;
- Avoid disturbing wildlife and marine organisms;
- Know that Oregonians are lucky in that over 90% of the coast is publicly owned.

Themes

- The Oregon coast is a haven for unique wildlife, but remember when you visit, you are a guest in their home. (**Theme 4**)
- The Oregon coast can be a dangerous destination for careless adventurers, but it doesn't have to be if you play it safe. (**Theme 5**)

Description and Concept

One concept is to use a backdrop of Short Sands Beach and the headlands for enlarged images of people engaging in appropriate and inappropriate behaviors. Driftwood rolling in the surf, sneaker waves and being trapped by incoming tides should all be included. A sidebar should highlight that this is home to a variety of species of wildlife that should not be disturbed. The species used as examples in the panel should be ones that are likely to be encountered on this beach, and/or are highly sensitive to disturbance.

Note: Although this panel is suggested for any beach access, it would be more effective if it was designed specifically for the site at which it is located. The information is consistent in terms of the hazards, but a backdrop depicting the beach that is going to be visited would be more effective in reaching people.

Site Orientation Panel

Locations

Orientation panels will be located at the trailheads from each of the three parking areas, at the Day Use Area, at the trailhead to Neahkahnie Mountain on US 101, and at the registration area in the campground. Figure 11 depicts a possible mounting for the panels recommended for the camping area.

Objectives

After interacting with this opportunity, visitors will:

- Be aware of the recreational and interpretive opportunities at Oswald West State Park;
- Be motivated to hike at least one of the trails;
- Have all the information necessary to make a decision as to the trail that best fits their interests and limitations.

- Be aware of which opportunities are fully accessible;

Themes

Oswald West is a treasure trove of new ideas, exciting activities and unknown surprises. **(Sub-theme 3-1)**

Description and Concept

As with other orientation panels, one possible design concept is to use a stylized oblique aerial perspective of the park as a backdrop for enlarged images highlighting features and opportunities in the park. Supporting text should identify the opportunity and provide a tidbit of information to motivate people to engage in that opportunity. In the case of Oswald West, the trail system should also be highlighted since virtually all opportunities require access by trail. Supporting information focusing on length, time required, and difficulty should be included. The Oswald West State Park Site/Trail Orientation Map/Brochure should be distributed from a dispenser on the sign.

Note: It will be important to put a “you are here” on each panel based on where it is located.

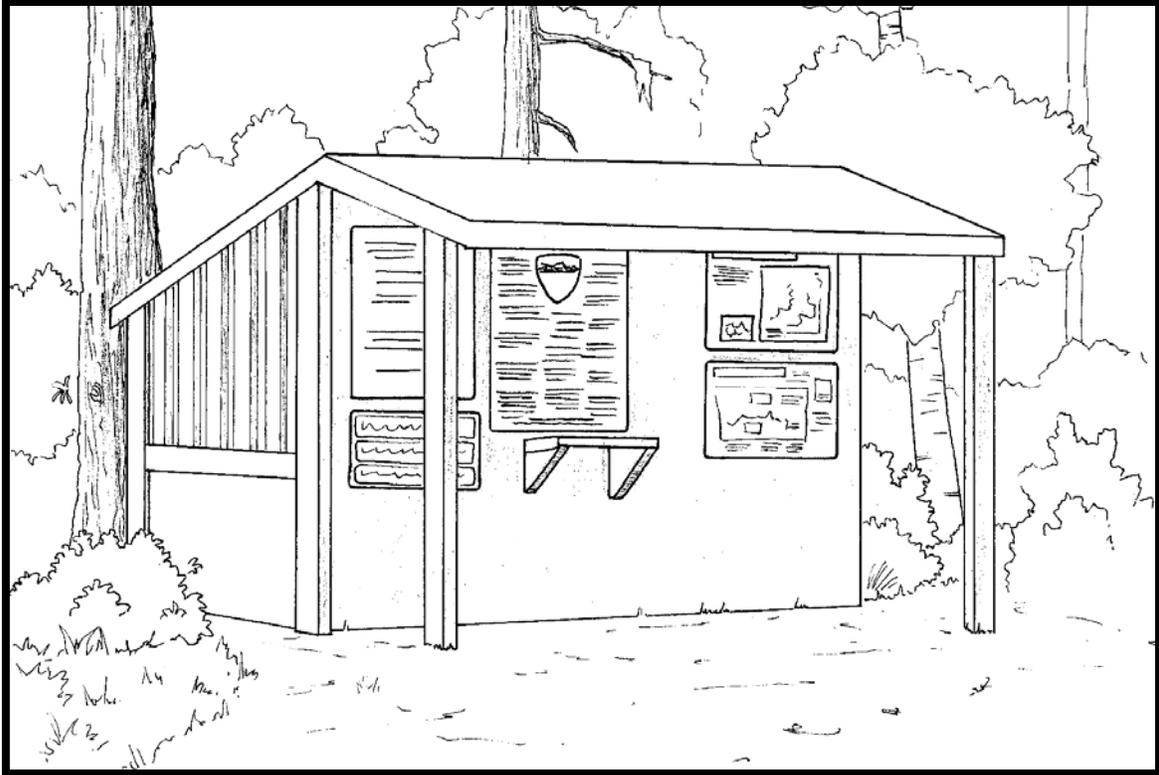


Figure 11: Panels in Oswald West Campground

Interpretive Trail

Location

This is the existing trail to the Day Use Area

Objectives

After interacting with this opportunity, visitors will:

- Be able to name three unique characteristics of mature temperate rainforests;
- Be able to name at least two species of rare fauna residing at Oswald West that depend on the forest habitat.
- Be able to articulate how they value the rainforest, especially the Oswald West rainforest.

Theme

Breathtaking coastal rainforests are havens for a medley of flora and fauna and are exciting places for you to explore. (**Theme 6**)

Description and Concept

Interpretive panels along the trail draw attention to linkages between flora and fauna in a temperate rainforest. Features to be interpreted include nurse logs, epiphytes, trees on stilts, a snag with evidence of use by woodpeckers, cone stalks and scales (indications of chickarees), comparison of canopy species and undergrowth species, salmon in streams, large woody debris, and other characteristics of a temperate rainforest. An interpretive trail orientation panel and an Introduction to the Rain Forest panel focused specifically on temperate rainforests will be located at the beginning of the trail in the Day Use Parking area.

The concept for the Interpretive Trail Orientation Panel is to show a stylized version of the trail highlighting features of the rain forest seen and interpreted along the route. Trail distance, terrain and time required should be included.

The concept for the Introduction to the Rain Forest Panel is to use a perspective drawing of a rain forest similar to the one at Oswald West as a backdrop for highlighting species that depend on this ecosystem. The panel

should also highlight other values for such an ecosystem, including as a place to recreate, a system that recycles a lot of carbon dioxide, an ecosystem that supports salmon runs, etc. The key is to have people walk away having found a reason in their value system to value this site and the flora and fauna that live there.

Figure 12 depicts one possible location for the panels at the trailhead. Figure 13 depicts a panel along the trail.



Figure 12: Panels at the beginning of the Oswald West Interpretive Trail

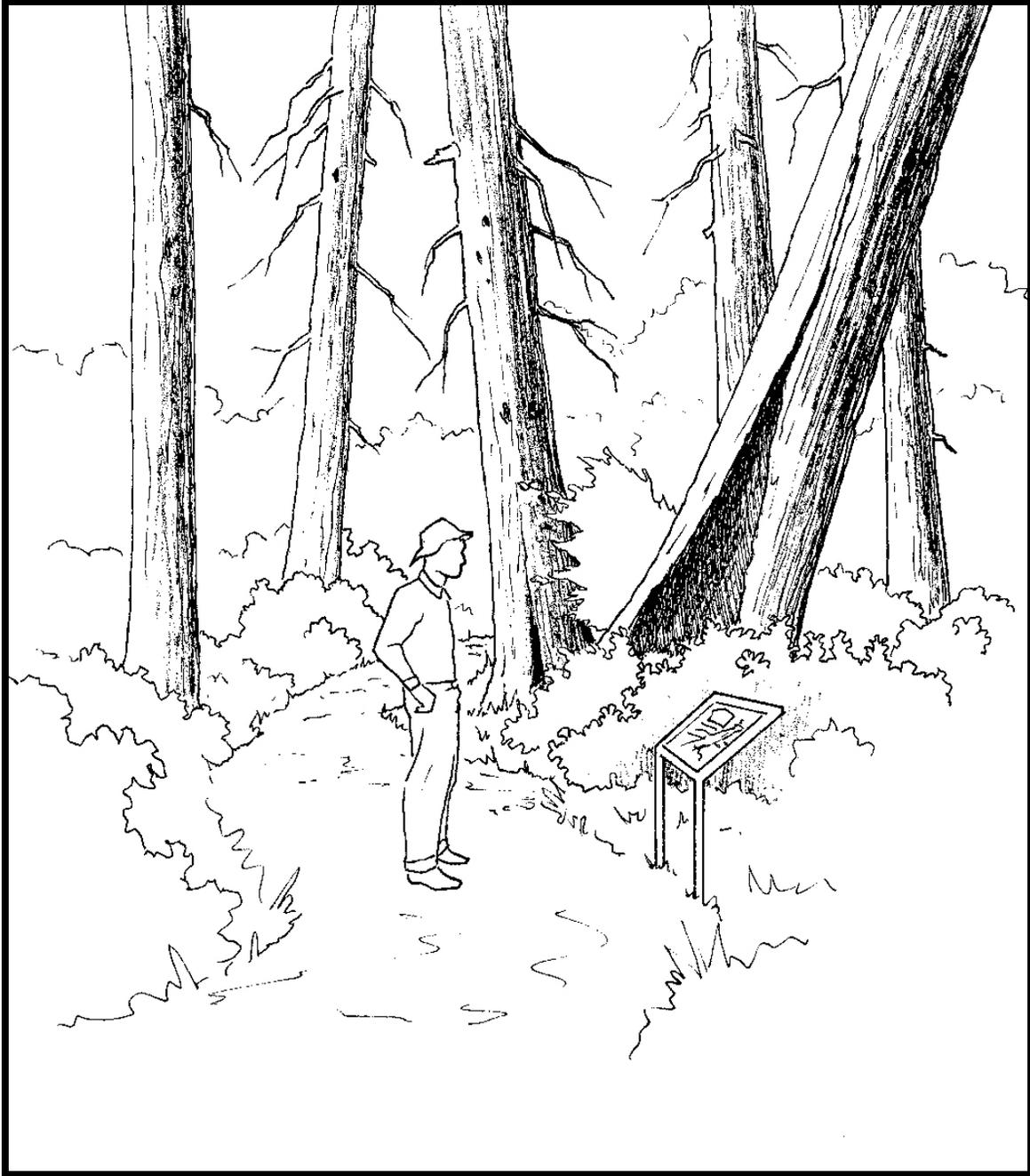


Figure 13: Interpretive panel along the Oswald West Interpretive Trail

Thematic Overview Panels

Location

Located at the registration area in the campground and near the restrooms in the primary Day Use Area parking area.

Objectives

After interacting with this opportunity, visitors will:

- Be able to name at least two forces of nature that helped shape the landscape as it appears today;

- Be inspired to explore the Day Use Area at Oswald West at a minimum;
- Be able to name at least two key characteristics of a rainforest.

Themes

- Dripping rainforests, lush meadows filled with wildflowers, tumbling shaded streams and rocky headlands provide homes to a vast array of birds and wildlife, some of whom can't live in very many places. **(Theme 1)**
- Natural forces have shaped the landscapes that are the foundation of unique habitats to be discovered at Oswald West. **(Theme 2)**

Description and Concept

These panels highlight the different forces of nature that led to the current version of the landscape occupied by the park and the types of terrestrial and marine habitats and some of the unique flora and fauna that can be found there. At this time we anticipate the following two panels:

Panel 1: This panel focuses on the geomorphologic evolution of the landscape. One possible design concept is to use an aerial perspective of the area to highlight features that are evidence of a specific force of nature that helped shape the area. Neahkahnie Mountain, Cape Falcon, and Short Sands Beach should all be highlighted. In each case, the focus is on the event or process that led to the formation or sculpting of that feature, such as volcanic activity and tectonic uplift, and forces that continue to work today, such as uplift and erosion.

Detailed Content Outline

Lead with basic content that these steep slopes—and the nearby headlands—are evidence of great earth-shaping forces.

Key body content about plate tectonics mashing and forcing up layers of old sea bottom with intrusions of melted rock.

Additional content about erosion by water (with the link to climate—determined by primarily by global location) and, to a much smaller degree, life forms acting on the various rock formations, shaping the landscape.

Take away message: “I can see evidence of great dynamics here.” [Addresses Universal Concept of dynamic processes.]

Link to more at NBSPG: learn more about regional geology and geologic processes at Saddle Mountain State Park and at Nehalem Bay State Park.

Panel 2: This panel should use the same backdrop and features to highlight different ecosystems and some of the flora and fauna that can be found there. The advantage of using the same backdrop and features is to link flora and fauna to geomorphology. The panel should include images of people recreating in each of the habitats, including photographing wildflowers and wildlife.

Lead with basic content that this complex, mature forest indicates the setting and the history of this place.

Key body content about how this forest is a function of the landform and microclimate, as well as the life stage of the ecosystem. Develop concept through content on how different landform shapes, micro-climates, and ecosystem life stages result in different communities.

Include reference to some representatives of the wide variety of ecosystems found in the park, from this forest to Neahkahnie's bald south side to rocky intertidal.

Additional content in captioned illustrations of specific species that are dependent on this type of forest habitat—perhaps ones that interact, such as a tall Sitka spruce and flying squirrel and mushroom; or rare or endangered ones, such as the marbled murrelet.

Take away message: “This is just one of many local complex ecosystems I can explore.”

[Supports site-specific theme 2 addressing the variety of ecosystems available in the park.]

Link to more at NBSPPG: learn more about different habitats and the fascinating flora and fauna found there at Nehalem Bay State Park and Saddle Mountain State Natural Area

Oswald West State Park Orientation Map/Brochure

Objectives

After interacting with this opportunity, visitors will:

- Be aware of the recreational and interpretive opportunities at Oswald West State Park;
- Be motivated to hike at least one of the trails;
- Have all the information necessary to make a decision as to the trail that best fits their interests and limitations;
- Have a trail log for the trail they choose;
- Be aware of which opportunities are fully accessible.

Description and Concept

This publication provides site orientation to the park but emphasizes trail wayfinding information. The map should match the one used on the panels. Organization should be by hikes or walks, with color coding for difficulty.

Oswald West State Park Trail Booklet

Description and Concept

This is a trail guide that includes all trails in the park. Information for each trail includes distance, time required, difficulty, items to take, hazards and attractions. A trail log for each trail is keyed to interpretive information focusing on features and views along the trails. The organization should be similar to that of the map/brochure, but with more detail.

Site Specific Parameters

General parameters affecting this site are included in Appendix A

Physical Infrastructure and Layout

PI-1: Oswald West State Park currently has the following infrastructure that by presence or location could affect the interpretive network:

- A kiosk in main Day Use Parking Area
- A short trail to Day Use Area that could be used as an interpretive trail. The trailhead is proximate to the restrooms.
- A kiosk structure at restrooms in camping area that could be used for interpretive opportunities.

Location and Access

LA-1: Oswald West is located just off US 101 with restrooms and parking area visible. It is likely to attract a lot of drop-in visitors.

LA-2: The Park has 3 parking areas – one is for Day Use in general; one is for accessing the Cape Falcon trail; and one is for the walk-in camping area. Site orientation will be necessary at all parking areas.

Existing Interpretive Opportunities

EO-1: Oswald West State Park includes the following interpretive opportunities:

- An Orientation/Interpretive sign about the Oregon Coast Trail in the Day Use Area

- A Rocky Shore Interpreter is based at Nehalem with contacts at Oswald West, Haystack Rock and Ecola

EO-2: A pullout on the highway below Neahkahnie Mountain contains interpretive panels, including one focusing on the Beeswax Mystery.

Other

O-1: Wheelbarrows, borrowed from a specific location, are used to transport camping gear to and from the campground. The sites where the wheelbarrows are parked would be a good location for orientation and some teasers to attract visitors into the interpretive network.

O-2: The access to the beach from the campground and from the Day Use parking areas join up along the route, but originate in different locations.

Information may have to be duplicated at key decision points on this site.

O-3: Access to the Neahkahnie Mountain Trail originates in the camping area. This access will have to be highlighted on site orientation maps.

O-4: Local school district Science Facilitator and students have restoration projects at the park. These could be interpretive opportunities.

O-5: Marbled murrelets may nest in this park.

Interpretive Opportunity Summary

Based on the prominent visuals, human history and current situation, the following appear to be the key stories that can be communicated effectively within an interpretive network.

Coastal Rainforest

The main trail to the Day Use Area passes through mature coastal rainforest with a variety of intriguing features that can be used to focus on the story of succession and wildlife that use such habitat. Stilt trees, nurse logs, epiphytes, snag trees with woodpecker holes, old growth, and other such features can all be found along the trail.

Geomorphology

Cape Falcon and the point of land to the south, the exposed rock in the headlands, an ancient streambed visible from the trail, intriguing patterns of layers in the rock faces and Smuggler's Cove can all be used to tell the story of how this area formed and continues to change due to a variety of natural forces.

Human History

This is the story of the Beeswax mystery. Although there are not specific visuals other than the mountain and the ocean, it is a story that many people know about and would be interested in interpretation focused on that story.

Desired Behavioral Impacts Input

The following information was obtained by having participants fill in the following phrase as many times as necessary:

As a result of participating in your communication strategy, (target audience) will/will not (behavior).

| Target Audience | Will/won't | Behavior |
|-----------------|------------|--|
| Park visitors | Will | Keep dogs on leash in campground and trails. |
| | Will | Pick up after dogs on trails and beaches. |
| | Will | Abide by beach safety rules – main issues cliffs and logs. |
| | Will | Stay on hiking trails and stay away from cliff edges. |
| | Will | Abide by camper etiquette ie. quiet hours, rowdiness/drinking, littering. |
| | Won't | Vandalize, littering, etc. |
| | Won't | Build fires in dry sand and put glass and cans in fires. |
| | Won't | Park illegally. |
| | Will | Abide by tidepool etiquette; trampling, respect, leaving for others to enjoy, etc. |
| | Will | Be aware of large mammals and leave alone. (elk, deer, black bear, cougar) |
| | Will | Stay out of salmon bearing stream. |

Issues:

Safety issues crossing/walking Hwy 101 – Hwy may be moved in conjunction with bridge replacement.

Smell of drainage fields are issues.

Cultural sites

Marbled murrelets

Spotted owls

Bike route – day use – support Bicycle Coordinator – Iris

Theme and Message Input

The following information was obtained by having participants fill in the following phrase as many times as necessary:

When (target audience) finishes learning about (topic), I want them to know that (theme).

| Target Audience | Topic | Theme |
|----------------------------------|--------------------------------|--|
| Campers/day users/surfers/hikers | Park history | (Where's Oswald East?) Oswald West State park is a monument to two Oregonians with foresight. |
| | Native Americans | The Nehalem Tillamook cultivated hunting and foraging areas on Neahkahnie mountain much like a farmer would prepare fields for crops. |
| | Forest ecology/temp rainforest | Temperate rain forests are the lungs of the Earth. Natural processes of change that affect the landscape. |
| | Forest birds | Murrelets – coastal wind, maintaining the natural processes |
| | Native plants | Neahkahnie – preserve |
| | Surfing | |
| | Geology | |
| | Salmon/stream Ecology | Just as trees provide us with shade, oxygen and shelter, they are crucial to a salmon for the same reasons. Many salmon face a long and treacherous journey while they make their way to and from the ocean. |
| | Travel | |
| | Experiencing nature | |
| | | |

Hug Point State Recreation Site

Background

Description of Unit

Hug Point State Recreation Site is essentially a beach access, with a bonus of an outstanding cultural feature – a wagon road blasted around Hug Point so it could be passed at mid tide.

Key Foundation Information

The following are key points that affected the decisions regarding this site. A complete list of site-specific parameters is included in Appendix A.

- **Access is limited to a single short trail connecting the parking area to the beach.** This will be the one place with the highest potential to reach everyone at the site.
- **Hug Point is not accessible at mid to high tide.** Warning visitors of the risks due to tides is critical.
- **The tides and desire to maintain the visual integrity of the site eliminate the possibility of signage after accessing the beach.** Any signage will have to be located in the parking area or along the access path.

Site-specific Themes

Primary Themes

Hug Point State Park is a portal to one of the unique treasures of Oregon – the Oregon coast.

At Hug Point State Park, you can see early EuroAmerican highways...the beach!

Theme 1: Sandy beaches were the highways linking early, isolated EuroAmerican communities.

Theme 2: The Oregon coast can be a dangerous destination for careless adventurers, but it doesn't have to be if you play it safe.

Theme 3 The Oregon coast is a haven for unique wildlife, but remember when you visit, you are a guest in their home.

Theme 4: Unique adventures await you at each of the State Parks on the northern Oregon coast.

Sub-theme 4-1: Hug Point offers an opportunity for exciting experiences.

Information Network

The layout of Hug Point lends itself to a portal concept, with the portal located in the parking area. The following is a contrast of the current experience with the future experience, after the plan is implemented.

Current Experience

Visitors arriving at the parking area currently have generic information available to them, but no site-specific orientation or interpretation.

Future Experience

Visitors accessing the beach will encounter panels in a kiosk type structure at the access from parking to the beach trail. Upon closer inspection, they will find an interpretive panel highlighting the wagon road, an OPRD Regional Orientation Panel, and a small Site Orientation Panel. On their way down the access trail, when the beach is in sight, they will encounter an Exploring Oregon's Beaches panel.

Summary and Description of recommended actions

1. Develop the following information strategies.

Oregon's First Highways Panel

Location

On the kiosk near the trailhead.

Objectives

After interacting with this opportunity, visitors will:

- Be aware that the beaches were Oregon's first highways;
- Be excited about going to see the wagon road;
- Know that the transportation link along the beaches was crucial for the isolated communities along the coast.

Themes

Sandy beaches were the highways linking early, isolated EuroAmerican communities. (**Theme 1**)

Description and Concept

This panel uses a historic photo of a wagon going over the wagon road as a lead-in to telling the story of Oregon's first highway. Other historic photos of wagons dashing through the incoming tide and getting stuck in sand are used to illustrate the hazards of travel. An inset map of the time period showing the communities but no roads except the beach should be used to emphasize the isolation. A photo of one or two of those communities on the north coast should also be included. A sidebar can focus on how the fact that it was a highway led to jurisdiction by OPRD.

Detailed Content Outline

Lead with the question of how "you" would most easily travel through this area. (Answer: along the sandy beach...until I came to a headland) Include an invitation to look for the notch of stagecoach road cut into the stone to allow passage.

Key body content on how using the beach as transportation led to it being designated a state highway—which is a key reason Oregon's beaches are owned by the state.

Additional content about how the road is assessable only at low tide—and visitors walking on the road can be stranded at high tide even today. Include the detail that habitats exposed by low tide are home to sensitive communities—human visitors should take care. Perhaps include a caption about the road that "hugged the point."

Take away message: How land is used at one time can shape how it is used later.

Link to more at NBSPPG: learn more about local history at the Tillamook County Pioneer Museum.

Exploring Oregon's Beaches Panel

Location

In a bumpout along the access trail to the beach.

Objectives

After interacting with this opportunity, visitors will:

- Be aware that OPRD manages the beach;
- Act appropriately regarding the key hazards associated with the beach;
- Avoid disturbing wildlife and marine organisms;
- Know that Oregonians are lucky in that over 90% of the coast is publicly owned.

Themes

- The Oregon coast is a haven for unique wildlife, but remember when

you visit, you are a guest in their home. (**Theme 2**)

- The Oregon coast can be a dangerous destination for careless adventurers, but it doesn't have to be if you play it safe. (**Theme 3**)

Description and Concept

One concept is to use a backdrop of a coastal scene along this beach for enlarged images of people engaging in appropriate and inappropriate behaviors. Driftwood rolling in the surf, sneaker waves and being trapped by incoming tides should all be included. A sidebar should highlight that this is home to a variety of species of wildlife that should not be disturbed. The species used as examples in the panel should be ones that are likely to be encountered on this beach, and/or are highly sensitive to disturbance.

Note: Although this panel is suggested for any beach access, it would be more effective if it was designed specifically for the site at which it is located. The information is consistent in terms of the hazards, but a backdrop depicting the beach that is going to be visited would be more effective in reaching people.

OPRD Regional Orientation Panel

Location:

The Regional Orientation Panel will be located on an information structure to the right of the access trail to the beach. Figure 15 depicts the location and a possible look for such a structure.

Objectives

After interacting with this opportunity, visitors will:

- Be motivated to explore State Parks in the north coast region;

- Be aware of all the major interpretive opportunities at each park;
- Be aware of the opportunities that are fully accessible.

Themes

- Unique adventures await you at each of the State Parks on the northern Oregon coast. (**Theme 4**)
- Hug Point offers an opportunity for exciting experiences. (**Sub-theme 4-1**)

Description and Concept

One concept is to use a stylized oblique aerial perspective of the north coast region as a backdrop for enlarged visuals highlighting State Parks in the region, including parks to the south as well, perhaps down through the Three Capes Scenic Loop. Supporting text focuses on marketing the interpretive and recreational opportunities at each site while emphasizing the outstanding nature of the resources and opportunities and the active management of each site. Ideally, a guide to State Parks in the north coast region is distributed from a brochure dispenser on the panel. Figure 1 depicts a concept for this panel.



Figure 15: Information kiosk at Hug Point State Recreation Site

Site Specific Parameters

General parameters affecting this site are included in Appendix A

Physical Infrastructure and Layout

PI-1: Hug Point State Park currently has the following infrastructure that by presence or location could affect the interpretive network:

- Restrooms are located halfway up the parking area from the beach access so they may not function well as a location for orientation information.
- A single beach access, which means all visitors would have to pass orientation signage located at or along the trail access.

Location and Access

LA-1: The Hug Point parking area is very visible from the Highway. This site is likely to have drop-in casual visitors.

Other

O-1: The primary feature – the wagon road – cannot be reached (or returned from) at mid to high tides. This creates a safety issue.

O-2: The parking area is steep with the only relatively flat area at the junction of the beach access trail and the parking area. This is probably the only place where it would be comfortable for people to stand to read information without significant site work.

Interpretive Opportunity Summary

Based on the prominent visuals, human history and current situation, the following appear to be the key stories that can be communicated effectively within an interpretive network.

Transportation

Because of the wagon road, this is a good place to focus on the story of the beach as Oregon's first highway, which is why it eventually came under the jurisdiction of OPRD.

Rocky intertidal areas

Intertidal zonation and associated biota are easy to see at Hug Point.

Geomorphology

This story can be told anywhere headlands or sedimentary cliffs exist. In places such as Hug Point and Oswald West where a visitor will naturally focus on rocky points of land jutting into the ocean, it is easier to tell such a story. Also, we do not want to take away from a focus on the wagon road at this site.

Desired Behavioral Impacts Input (Hug Point and Arcadia)

The following information was obtained by having participants fill in the following phrase as many times as necessary:

As a result of participating in your communication strategy, (target audience) will/will not (behavior).

| Target Audience | Will/won't | Behavior |
|------------------|------------|---|
| Day use visitors | Won't | Set off fireworks. |
| | Won't | Dump trash |
| | Will | Pick up after themselves and pick up trash on beach. |
| | Will | Tidepool etiquette |
| | Will | Leave marine mammals/baby seals alone on beach and notify the proper authority. |
| | Won't | Park on hwy. |
| | Will | Abide by beach safety rules – sneaker waves, never turn back on ocean, swimming, rip currents, cliffs – climbing and trail, tides, logs. Esp. tides trapping people/headlands |

Issues:

Signage vandalism
Restroom vandalism

Theme and Message Input (Hug Point and Arcadia)

The following information was obtained by having participants fill in the following phrase as many times as necessary:

When (target audience) finishes learning about (topic), I want them to know that (theme).

| Target Audience | Topic | Theme |
|------------------|--------------|---|
| Day use visitors | Tidepools | |
| | Historic hwy | The remnant highway around Hug Point was the life line of early settlers. A remnant wagon road gives us a glimpse into the past at Hug Point State Park. Before there was a highway, it was necessary to hug the rocks to get around Hug Point. |
| | Beach safety | |
| | Geology | A melting pot of geologic features has created the sea caves, sea cliffs and waterfall where the basalts meet the sea at Hug Point. |

Arcadia State Recreation Site

Background

Description of Unit

Arcadia State Recreation Site is essentially a beach access with a small parking area and rest rooms.

Key Foundation Information

The following are key points that affected the decisions regarding this site. A complete list of site-specific parameters is included in Appendix A.

- **Access is limited to a single short trail connecting the parking area to the beach.** This will be the one place with the highest potential to reach everyone at the site.
- **The tides and desire to maintain the visual integrity of the site eliminate the possibility of signage after accessing the beach.** Any signage will have to be located in the parking area or along the access path.

Site-specific Themes

Primary Theme

Arcadia is a portal to one of the unique treasures of Oregon – the Oregon coast.

Theme 1: The Oregon coast can be a dangerous destination for careless adventurers, but it doesn't have to be if you play it safe.

Theme 2: The Oregon coast is a haven for unique wildlife, but remember when you visit, you are a guest in their home.

Theme 3: Unique adventures await you at each of the State Parks on the northern Oregon coast.

Sub-theme 3-1: Arcadia offers an opportunity for exciting experiences.

Information Network

Due to the small parking area, we suggest not putting any interpretive information at this site. However, basic site and regional orientation should be available. The following is a contrast of the current experience with the future experience, after the plan is implemented.

Current Experience

Visitors arriving at the parking area currently have generic information available to them, but no site-specific orientation or interpretation.

Future Experience

Visitors accessing the beach encounter a cluster of low-angled panels near the restrooms. Upon closer inspection, they find an OPRD Regional Orientation Panel, an Exploring Oregon's Beaches panel and a small Site Orientation Panel.

Summary and Description of recommended actions

1. Develop the following information strategies.

OPRD Regional Orientation Panel

Location

Near the restrooms

Objectives

After interacting with this opportunity, visitors will:

- Be motivated to explore State Parks in the north coast region;
- Be aware of all the major interpretive opportunities at each park;
- Be aware of the opportunities that are fully accessible.

Themes

- The northern Oregon coast contains a variety of State Parks actively managed by OPRD that offer intriguing recreational opportunities. (**Theme 1**)
- This park contains a variety of intriguing recreational and learning opportunities. (**Sub-theme 1-1**)

Description and Concept

One concept is to use a stylized oblique aerial perspective of the north coast region as a backdrop for enlarged visuals highlighting State Parks in the region, including parks to the south as well, perhaps down through the Three Capes Scenic Loop. Supporting text focuses on marketing the interpretive and recreational opportunities at each site while emphasizing the outstanding nature of the resources and opportunities and the active management of each site. Ideally, a guide to State Parks in the north coast region is distributed from a brochure dispenser on the panel. Figure 1 in the section on Manhattan Beach depicts a concept for this panel.

Exploring Oregon's Beaches Panel

Location

Near the restrooms

Objectives

After interacting with this opportunity, visitors will:

- Be aware that OPRD manages the beach;
- Act appropriately regarding the key hazards associated with the beach;
- Avoid disturbing wildlife and marine organisms;
- Know that Oregonians are lucky in that over 90% of the coast is publicly owned.

Themes

- The Oregon coast can be a dangerous destination for careless adventurers, but it doesn't have to be if you play it safe. (**Theme 1**)
- The Oregon coast is a haven for unique wildlife, but remember when you visit, you are a guest in their home. (**Theme 2**)

Description and Concept

One concept is to use a backdrop of the scene from this site for enlarged images of people engaging in appropriate and inappropriate behaviors. Driftwood rolling in the surf, sneaker waves and being trapped by incoming tides should all be included. A sidebar could highlight that this is home to a variety of species of wildlife that should not be disturbed. The species used as examples in the panel should be ones that are likely to be encountered on this beach,

Note: Although this panel is suggested for any beach access, it would be more effective if it was designed specifically for the site at which it is located. The information is consistent in terms of the hazards, but a backdrop depicting the beach that is going to be visited would be more effective.

Site Specific Parameters

General parameters affecting this site are included in Appendix A

Physical Infrastructure and Layout

PI-1: Arcadia currently has the following infrastructure that by presence or location could affect the interpretive network:

- Restrooms located next to the beach access trail. Orientation information proximate to this location would reach a majority of visitors.
- A rail along a cliff with a view to the beach. This might be a good place for interpretive signage.
- A single access trail to the beach. The trailhead would be a good place for orientation information.

Location and Access

LA-1: Arcadia is located just off US 101 with a highly visible parking area and restrooms. This site is likely to have drop-in casual visitors.

Interpretive Opportunity Summary

Based on the prominent visuals, human history and current situation, the following appear to be the key stories that can be communicated effectively within an interpretive network.

Geomorphology – forces of nature

Arcadia is not important because of its features but rather because it provides beach access. There are no unique features that clearly indicate a story to tell such as at Hug Point, but the cliff face and sea stack do create an opportunity to focus on geomorphology and the dynamic nature of the coastline. Also, the “flag” trees (Krumholtz effect) create the opportunity to focus on wind and salt spray as forces that also help shape the landscape we see. However, these are not unique stories to this site and might best be told at a site with more visitation.

Rocky intertidal habitat

Although this is not a major rocky intertidal area, it does contain some habitat. However, Hug Point is a better rocky intertidal area.

Tolovana Beach State Recreation Site

Background

Description of Unit

Tolovana Beach State Recreation Site is essentially a beach access with a large parking area and rest rooms. The combination of a large parking area, location right at the edge of the beach, proximity to US 101, and proximity to Cannon Beach and a large hotel make this a heavily used recreation site.

Key Foundation Information

The following are key points that affected the decisions regarding this site. A complete list of site-specific parameters is included in Appendix A.

- **The site has very good visual access to Haystack Rock.** This creates the potential for interpretation focusing on rocky headlands and offshore rocks as important seabird, marine mammal and rocky intertidal habitat. It also creates the opportunity to focus on geomorphology.
- **The tides and desire to maintain the visual integrity of the site eliminate the possibility of signage after accessing the beach.** Any signage will have to be located in the parking area or along the access path.
- **Tolovana Beach SRS is a heavily used beach access.** Interpretive panels at this site have high potential for being viewed by a lot of people.

Site-specific Themes

Primary theme

Tolovana is a portal to two of the unique treasures of Oregon – the Oregon coast and Haystack Rock.

Theme 1: Today's Oregon Coast is the result of millions of years of dynamic geologic processes that made mountains, shifted forests, and pummeled basalt; tomorrow's Oregon Coast will be different.

Supporting stories: Focus on evidence of those forces and events, such as Tillamook Head and Haystack Rock, to highlight basalt flows, volcanism, uplift and erosion by the ocean.

Theme 2: Haystack Rock is one of the most crowded and critical apartment complexes you will find! Birds in the penthouse; seals and sea lions on the main floor and a stunning array of marine organisms in the basement.

Supporting stories: Focus on the birds that require offshore rocks as a critical part of their habitat while also focusing on all the types of organisms that use offshore rocks like Haystack Rock as habitat.

Theme 3: The Oregon coast can be a dangerous destination for careless adventurers, but it doesn't have to be if you play it safe.

Theme 4: The Oregon coast is a haven for unique wildlife, but remember when you visit, you are a guest in their home.

Theme 5: Unique adventures await you at each of the State Parks on the northern Oregon coast.

Sub-theme 5-1: Tolovana offers an opportunity for exciting experiences.

Information Network

The basic concept is to cluster interpretive and orientation panels in one location near the restrooms. The following is a contrast of the current experience with the future experience, after the plan is implemented.

Current Experience

Visitors arriving at the parking area currently encounter two interpretive panels near the restrooms; one on the geomorphologic forces responsible for tsunamis off the Oregon coast and the other focusing on rocky intertidal areas in general. Neither of them is specific to the site or to features visible from this location.

Future Experience

Visitors encounter an OPRD Regional Orientation and an Exploring Oregon's Beaches panel near the restrooms. At the site where the two interpretive panels are now located, visitors encounter a paved area with a cluster of three interpretive panels. The first highlights all the organisms that use Haystack Rock, with emphasis on its importance as nesting seabird habitat. The second focuses on geomorphology using Haystack Rock and Tillamook Head in the distance to focus on events and forces that shaped the landscape visible from this point. The final panel focuses on tsunamis and their cause with emphasis on the impact of such an event on this site and area.

Summary and Description of recommended actions

1. Take out the existing interpretive panels;
2. Develop the following information strategies.

OPRD Regional Orientation Panel

Location

At the restrooms

Objectives

After interacting with this opportunity, visitors will:

- Be motivated to explore State Parks in the north coast region;
- Be aware of all the major interpretive opportunities at each park;
- Be aware of the opportunities that are fully accessible.

Themes

- Unique adventures await you at each of the State Parks on the northern Oregon coast. (**Theme 5**)
- Tolovana offers an opportunity for exciting experiences. (**Sub-theme 1-1**)

Description and Concept

One concept is to use a stylized oblique aerial perspective of the north coast region as a backdrop for enlarged visuals highlighting State Parks in the region, including parks to the south as well, perhaps down through the Three Capes Scenic Loop. Supporting text focuses on marketing the interpretive and recreational opportunities at each site while emphasizing the outstanding nature of the resources and opportunities and the active management of each site. Ideally, a guide to State Parks in the north coast region is distributed from a brochure dispenser on the panel. Figure 1 in the section on Manhattan Beach depicts a concept for this panel.

Exploring Oregon's Beaches Panel

Location

Near the restrooms

Objectives

After interacting with this opportunity, visitors will:

- Be aware that OPRD manages the beach;
- Act appropriately regarding the key hazards associated with the beach;
- Avoid disturbing wildlife and marine organisms;
- Know that Oregonians are lucky in that over 90% of the coast is publicly owned.

Themes

- The Oregon coast can be a dangerous destination for careless adventurers, but it doesn't have to be if you play it safe. (**Theme 3**)
- The Oregon coast is a haven for unique wildlife, but remember when you visit, you are a guest in their home. (**Theme 4**)

Description and Concept

One concept is to use a backdrop of a coastal scene of this area for enlarged images of people engaging in appropriate and inappropriate behaviors. Driftwood rolling in the surf, sneaker waves and being trapped by incoming tides should all be included. A sidebar should highlight that this is home to a variety of species of wildlife that should not be disturbed. The species used as examples in the panel should be ones that are likely to be encountered on this beach, and/or are highly sensitive to disturbance.

Note: Although this panel is suggested for any beach access, it would be more effective if it was designed specifically for the site at which it is located. The information is consistent in terms of the hazards, but a

backdrop depicting the beach that is going to be visited would be more effective in reaching people.

Seastacks are Home Panel

Location

Where the existing interpretive panels are located

Objectives

After interacting with this opportunity, visitors will:

- Be able to name at least one species of bird that depends on the habitat afforded by Haystack Rock;
- Be able to describe at least one adaptation by sea birds for living on offshore rocks.
- Understand the offshore rocks are critical as haulouts for marine mammals;
- Stay off the rocks to help protect fragile habitat and rocky intertidal organisms, and to avoid disturbing birds and wildlife.

Themes

Haystack Rock is one of the most crowded and critical apartment complexes you will find! Birds in the penthouse; seals and sea lions on the main floor and a stunning array of marine organisms in the basement. (**Theme 2**)

Description and Concept

This low-angled panel oriented toward Haystack Rock uses an image of the rock as a backdrop for highlighting birds and other organisms that use it as part of their habitat. The organisms highlighted should include ones that use different parts of the rock, from the top to the rocky intertidal area. Emphasis should be on the importance of these offshore rocks and the susceptibility of the organisms to human disturbance. Figure

16 depicts the concept and orientation for this panel.

Detailed Content Outline

Lead with allusion to specific environments as buffer for some species. (“Like a moat around a castle...”)

Key body content about specific sea birds that use the islands by flying over the water that protects their nests and roosts from land-based predators, such as foxes and humans.

Illustration captions that name several species, such as common murre, tufted

puffin, and pelagic cormorant, with added “didjknaws” specific to seabirds nesting in this habitat—for example, “pointed eggs can’t roll far,” or (as in the case of the tufted puffin) “underground burrows give added protection.” (Different birds than in similar panel for Ecola State Park.)

Additional content about other organisms that find refuge or habitat on off-shore rocks—primarily marine mammals and rocky intertidal species, but also plants of the windswept cliffs.

Take away message: “There are a lot of organisms living on that rock!”

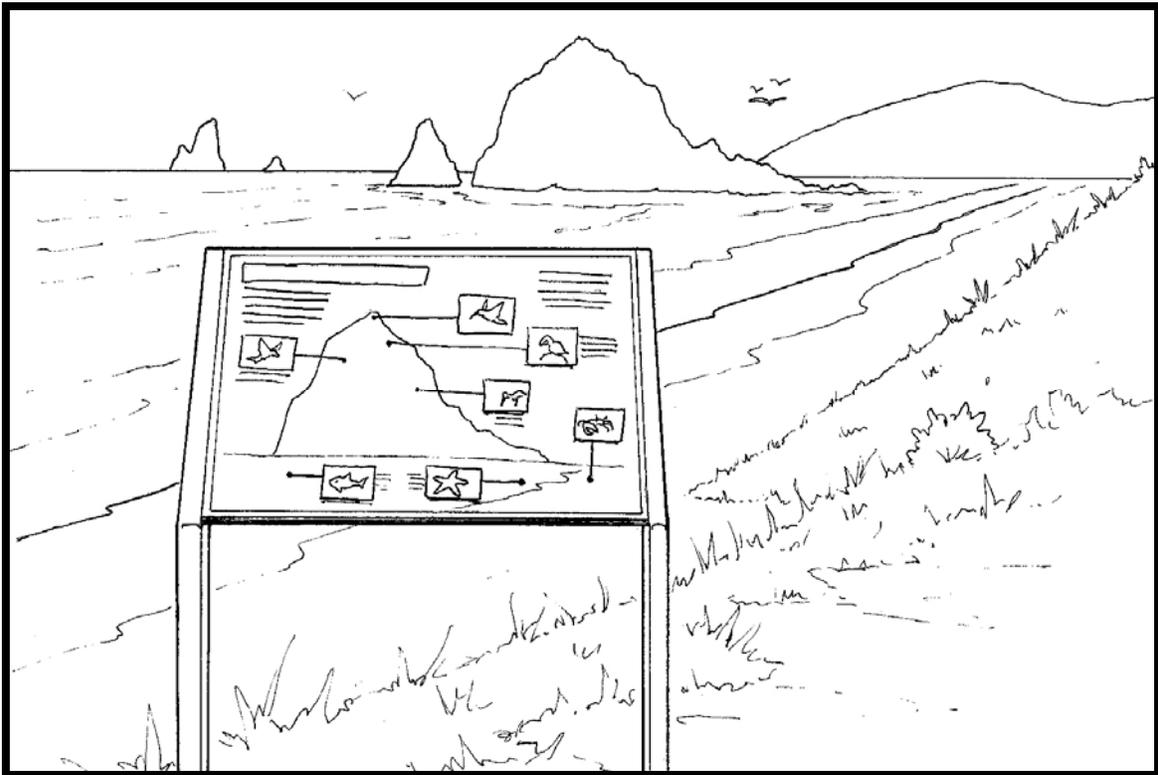


Figure 16: Interpretive panel at Tolovana

Note: The Haystack Rock Awareness Program received a grant to complete a set of panels on nesting seabirds and Rocky Intertidal areas. They are just beginning work on the project and would like to place a set at Tolovana Park. This is consistent with the interpretive direction recommended in this plan, but the panels need to be designed so they are clearly a part of the interpretive network for OPRD sites.

Interpretive Panel: Tsunamis

Location

Where the existing interpretive panels are located

Objectives

After interacting with this opportunity, visitors will:

- Be able to describe why a tsunami occurs;
- Be aware that Oregon has and can suffer the impacts of a tsunami at any time;
- Know how to recognize the signs of an impending tsunami and what to do in case of one.

Themes

The Oregon coast can be a dangerous destination for careless adventurers, but it doesn't have to be if you play it safe.

(Theme 3)

Description and Concept

This low angled panel, oriented to the north, uses an image of the area to highlight the possible impact of a tsunami and then to track the cause of such an event. One possible design concept is to use a sequence of images starting with displacement of the fault zone and the subsequent "hole" that is filled in by water, and proceeding through the tsunami event. The sucking out of the water before a tsunami should be highlighted as well as appropriate actions by people when that occurs. Historical images of past tsunamis on the Oregon Coast should be included.

Detailed Content Outline

Lead with basic content about tsunamis as a natural sudden event—perhaps a headline along the lines of "Slip, Slide, and Slosh"—that has a significant effect on the shore.

Key body content about dynamic tectonic plate movements that, here, have a lock-slip juncture a short distance

off shore. Include detail about the 1700 Tsunami and mention the geologic records that indicate such event happen on average about every 500 years (give or take 300).

Highly visible additional content

should detail tsunami indicators ("a very large earthquake" being one) and the action people should take ("get to high ground immediately" being key).

Take away message: "Some of the processes that make this so beautiful also require my caution."

Interpretive Panel: Geomorphology

Location

Where the existing interpretive panels are located

Objectives

After interacting with this opportunity, visitors will:

- Be able to name at least two events or forces of nature that helped create Haystack Rock;
- Be aware that the landscape is still changing and be able to name at least one cause of that ongoing change.

Themes

Today's Oregon Coast is the result of millions of years of dynamic geologic processes that made mountains, shifted forests, and pummeled basalt; tomorrow's Oregon Coast will be different. **(Theme 1)**

Description and Concept

This is a low-angled panel that uses the scene in the foreground as a starting place for highlighting key events that led to the current view, such as basalt flows, plate tectonics, uplift and erosion. One approach is to provide images of what the scene may have looked like at different stages in

geologic history as a basis for focusing on the events/forces and their impact. The last image should have a question mark to indicate that it is still changing due to forces that continue to work on the landscape, such as erosion and uplift.

Detailed Content Outline

Lead with basic content that this shoreline—and the nearby headlands—are dynamic evidence of great earth-shaping forces.

Key body content about plate tectonics mashing and forcing up layers of old sea bottom (sediment cycle) with intrusions of melted rock (volcanism), creating places that clearly have different resistance to the sea’s erosion. Include information on sea level changes and erosion. Reference or invite readers to look for recent evidence of erosion, such as fresh cliff face or sand- or surf-smoothed rocks.

Additional content about how different communities (e.g., sandy beach vs. rocky intertidal) thrive on/in substrates of different hardness.

Illustration of how erosion, including sea level change, has sculpted the shoreline in view—showing Haystack Rock as a headland instead of a sea stack, for example.

Take away message: “I can see evidence of great dynamics here.”

Link to more at NBSPG: learn more about regional geology and geologic processes at Saddle Mountain State Park and at Nehalem Bay State Park.

Site Specific Parameters

.General parameters affecting this site are included in Appendix A

Physical Infrastructure and Layout

PI-1: Tolovana currently has the following infrastructure that by presence or location could affect the interpretive network:

- Highly visible restrooms located between the parking area and beach with a beach access trail in close proximity. This would be a good place for orientation and interpretive information.
- A ramp access for physically challenged people; a trail access; and a vehicular access.

Location and Access

LA-1: Tolovana is located just off US 101 in Tolovana, at the south end of Cannon Beach. It is relatively easy to find. This site has a lot of drop-in visitors.

LA-2: A hotel is located immediately adjacent to the Recreation Site. It may be possible to provide information to those people through hotel notebooks.

Existing Interpretive

EO-1: Tolovana offers the following interpretive opportunities:

- “This is our Home” generic interpretive panel highlighting the habitats of birds, wildlife and other organisms of the rocky coastline.

- A geology panel focusing on what causes tsunamis.
- A seasonal Rocky Shore Interpreter is based at Nehalem with contacts at Haystack Rock, Ecola and Oswald West

Interpretive Opportunity Summary

Based on the prominent visuals, human history and current situation, the following appear to be the key stories that can be communicated effectively within an interpretive network.

The importance of offshore rocks to birds, marine mammals and other marine organisms

Haystack Rock is a prominent visual and an icon of the Oregon Coast; therefore it is a good prop for telling stories. Because of the location and size of the rock, it can be used to tell the story of geomorphology, dynamic ecosystem, sea bird habitat, marine mammal haulout and rocky intertidal organisms. However, the geomorphology story and dynamic ecosystem can be told in a variety of places. The sea bird habitat and rocky intertidal story can also be told in many places, but the issue with Haystack Rock is that it is so accessible. Consequently, it becomes more critical to make people aware of damage they may cause in an effort to dissuade them from walking in the tidepools and climbing on the rock.

Geomorphology – forces of nature

Haystack Rock and Tillamook Head provide key features for telling the story of the ongoing geomorphologic evolution of the area.

Ecola State Park

Background

Description of Unit

Ecola State Park is a high profile, heavily visited Day Use park with the primary areas of use at Ecola Point and Indian Beach.

Ecola Point has excellent views of seabirds nesting on offshore rocks, Tillamook Rock lighthouse and Cannon Beach Indian Beach is a mecca for surfers and contains the trailhead for the Clatsop Loop Trail.

Key Foundation Information

The following are key points that affected the decisions regarding this site. A complete list of site-specific parameters is included in Appendix A.

- **The two primary sites have very high visitation.** Interpretation in these areas has the potential to reach a large number of visitors.
- **Ecola Point has existing infrastructure in the form of a paved trail and boardwalk accessing key viewpoints at the site.** The infrastructure necessary for an interpretive trail is already in place.
- **Indian Beach has an existing upright wooden kiosk that currently contains interpretive panels that relate to the site and to the Clatsop Loop Trail.**
- **Clatsop Loop Trail offers interpretation in the form of a combination of signage and a brochure.**

Site-specific Themes

Primary Theme

Rich natural history,, stunning vistas, fascinating history and recreational opportunities for everyone make Ecola a gem of a park.

Theme 1: Today's Oregon Coast is the result of millions of years of dynamic geologic processes that made mountains, shifted forests, and pummeled basalt; tomorrow's Oregon Coast will be different.

Theme 2: People like you have helped to create the opportunity to recreate in this unique place by supporting the creation of parklands on the coast.

Theme 3: The confluence of streams, beach, headlands and ocean at Cannon Beach has nurtured dynamic cultural activity for thousands of years.

Supporting stories: These include the fact that Native Americans had a thriving village in the Cannon Beach area; Lewis and Clark came over Tillamook Head to Cannon Beach in search of a beached whale; and that this area has been valued as a vacation get-away by EuroAmericans for over a century; and that the ocean was the world's highway until recently in terms of human history.

Theme 4: Breathtaking landscapes showcase a wide variety of flora and fauna that all rely on the resources around them.

Supporting stories: This includes the seabird rookeries off Ecola Point; the rocky intertidal areas; the forest ecosystem on Tillamook Head; marine mammal haulouts at Tillamook Head and Tillamook Rock, and the aquatic ecosystem of Indian Creek.

Theme 5: Unique adventures await you at each of the State Parks on the northern Oregon coast.

Sub-theme 5-1: Ecola State Park is a treasure trove of new ideas, exciting activities and unknown surprises.

Theme 6: The Oregon coast can be a dangerous destination for careless adventurers, but it doesn't have to be if you play it safe.

Theme 7: The Oregon coast is a haven for unique wildlife, but remember when you visit, you are a guest in their home.

Information Network

Ecola Point lends itself to a portal concept, with signs near the intersection of the parking area and the trail through the area orienting and welcoming visitors, and passing them on to the specific interpretive opportunities in the area. Indian Beach lends itself more to a hub and spoke approach, with the hub being the existing structure near the restrooms. The following is a contrast of the current experience with the future experience, after the plan is implemented.

Current Experience

Visitors arriving at Ecola Point immediately see interpretive opportunities in the park, notably, the large wooden structure a hundred yards down the paved trail. At that structure they encounter large panels about the offshore rocks as wildlife habitat and Tillamook Rock lighthouse. However, the structure blocks the view of the lighthouse being interpreted and the offshore rocks cannot be seen from this vantage point. Shortly afterwards, visitors encounter a generic sign on wildlife of the Oregon coast. If the visitors proceed along the trail to the west, they encounter a boardwalk with a telescope for viewing the bird life on the

offshore rocks, but no interpretive information.

At Indian Beach, visitors who pass by the large wooden structure near the restrooms encounter a trail orientation panel for the Clatsop Loop Trail, a brochure dispenser for the Clatsop Loop Trail brochure and a panel interpreting the Elmer Feldenheimer Forest Preserve. The Clatsop Loop Trail is an interpretive trail with 14 stops. A short way up the trail they encounter an interpretive panel oriented toward the hillside that interprets the beached whale at Cannon Beach that Lewis and Clark came to see. They cannot actually see the beach where the whale came ashore from this vantage point.

Future Experience

Visitors accessing Ecola Point are drawn immediately to a cluster of panels at the intersection of the trail to the south and the parking area. There they find a Site Orientation Panel and an OPRD Regional Orientation panel. As they look down the trail they see periodic interpretive panels oriented to various features in the landscape. Walking along the trail, they encounter a panel on Tillamook Rock lighthouse; the next on the slump above Crescent Beach; the next two, oriented to the south, interpret the story of Lewis and Clark and the whale and the Native American lifestyle at Cannon Beach; and the final panels, viewed from the boardwalk, interpret the wildlife that use Sea Lion Rocks. If they go the other direction, they encounter an Oregon Coast Trail panel with information on the history of the park, and a Trail Orientation panel at the head of the trail to Indian Beach.

At Indian Beach, visitors are drawn to the wooden structure as a starting point, partly because it is on the way to the restrooms and near the access to the beach. On the board they find a Site Orientation Panel; an OPRD Regional Orientation Panel; a Clatsop Loop Trail Orientation Panel with a brochure dispenser for the trail brochure, and a panel memorializing the Feldenheimers and others

for their contributions. The “Ekoli” panel in the developed viewpoint a few hundred feet up the trail is no longer there. It is replaced by a low-angled panel oriented toward the beach with interpretive information focusing on the Native American lifestyle at Indian Beach. On the way to the beach, visitors encounter the Exploring Oregon’s Beaches Panel, and hikers heading to Ecola Point will encounter a Trail Orientation panel at the head of the trail.

Summary and Description of recommended actions

1. Remove the existing Ekoli panel in the viewpoint a few hundred yards up the trail.
2. Enlarge the viewing deck if possible.
3. Develop the following information strategies.

OPRD Regional Orientation Panel

Locations

On the sign structure near the restrooms at Indian Beach and in a panel cluster at the southeast corner of the parking area at Ecola Point.

Objectives

After interacting with this opportunity, visitors will:

- Be motivated to explore State Parks in the north coast region;
- Be aware of all the major interpretive opportunities at each park;
- Be aware of the opportunities that are fully accessible.

Themes

- Unique adventures await you at each of the State Parks on the northern Oregon coast. (**Theme 5**)
- Ecola State Park is a treasure trove of new ideas, exciting activities and unknown surprises. (**Sub-theme 5-1**)

Description and Concept

One concept is to use a stylized oblique aerial perspective of the north coast region as a backdrop for enlarged visuals highlighting State Parks in the region, including parks to the south as well, perhaps down through the Three Capes Scenic Loop. Supporting text focuses on marketing the interpretive and recreational opportunities at each site while emphasizing the outstanding nature of the resources and opportunities and the active management of each site. Ideally, a guide to State Parks in the north coast region is distributed from a brochure dispenser on the panel. Figure 1 in the section on Manhattan Beach depicts a concept for this panel.

Oregon Coast Trail Panel

Location

Already exists at Ecola Point

Objectives

After interacting with this opportunity, visitors will:

- Be motivated to find out more about the Oregon Coast Trail;
- Be motivated to hike a section of the trail.

Description and Concept

Concept already established in previous project. Note that this panel includes interpretation of how this became a park through the generosity of people who used to own the land.

Site Orientation Panel

Location

On the sign structure at Indian Beach and in a cluster at the southeast edge of the parking area at Ecola Point.

Objectives

After interacting with this opportunity, visitors will:

- Be aware of the interpretive and recreational opportunities at Ecola State Park;
- Be aware of which opportunities are fully accessible;
- Be motivated to engage in some of the interpretive and/or recreational opportunities at the park.

Themes

Ecola State Park is a treasure trove of new ideas, exciting activities and unknown surprises. (**Sub-theme 5-1**)

Description and Concept

One concept is to use a stylized oblique aerial perspective of the park as a backdrop for enlarged images highlighting features and opportunities. Supporting text should identify the opportunity and provide a tidbit of information to motivate people to engage in that opportunity. The Ecola State Park Orientation Map/Brochure should be distributed from a dispenser on the sign.

Note: It will be important to put a “you are here” on each panel based on where it is located.

Tillamook Rock Lighthouse Panel

Location

At the site where the large wooden structure with interpretive panels now stands, oriented toward the lighthouse

Objectives

After interacting with this opportunity, visitors will:

- Understand the importance of the ocean as a transportation route linking coastal communities.

Themes

The confluence of streams, beach, headlands and ocean at Cannon Beach has nurtured dynamic cultural activity for thousands of years. (**Theme 3**)

Description and Concept

This panel focuses on the reliance of people on the coast on maritime travel to connect them with other parts of Oregon and the Pacific Northwest. The panel uses Tillamook Rock Lighthouse as a focal point to begin the interpretive effort. One concept is to focus on the story of the lighthouse – construction, role in maritime safety, the life of the lighthouse keeper and what became of it when it was decommissioned. Historical photos and excerpts from a keeper’s diary would bring the story to life. A sidebar would contain an image of the Oregon Coast showing how it was covered by light from lighthouses so ships at sea could find their way. Supporting text focuses on the importance of ocean travel and the importance of lighthouses during the maritime era. Figure 17 depicts the location and orientation of this panel.

Detailed Content Outline

Lead with acknowledgement of challenging habitat (such as a headline of “barren rocks and crashing surf”), then lay in a comparison between today’s primary mode of travel on the Oregon Coast (motor vehicle) to the past’s primary mode of travel on the Oregon Coast (sail or motor vessel).

Key body content detailing the physical challenges of the rock as a lighthouse site: a 100’ island far from shore with three steep sides.

Additional content about the difficulty of building the lighthouse—perhaps by relaying the detail of the surveyor’s fall to his death and the difficulty of securing workforce afterwards.

Sidebar on why the lighthouse was not built on Tillamook Head. (Deemed too foggy.)

Take away message: “The nature of this place can make it challenging as well as beautiful.”

Take away message: “Safe sea travel was important enough to be worth great risk.”

Link to more at NBSPPG: learn more about sea travel and lighthouses at Cape Meares State Park and the Columbia Maritime Museum. Learn more about local history at the Cannon Beach History Center.

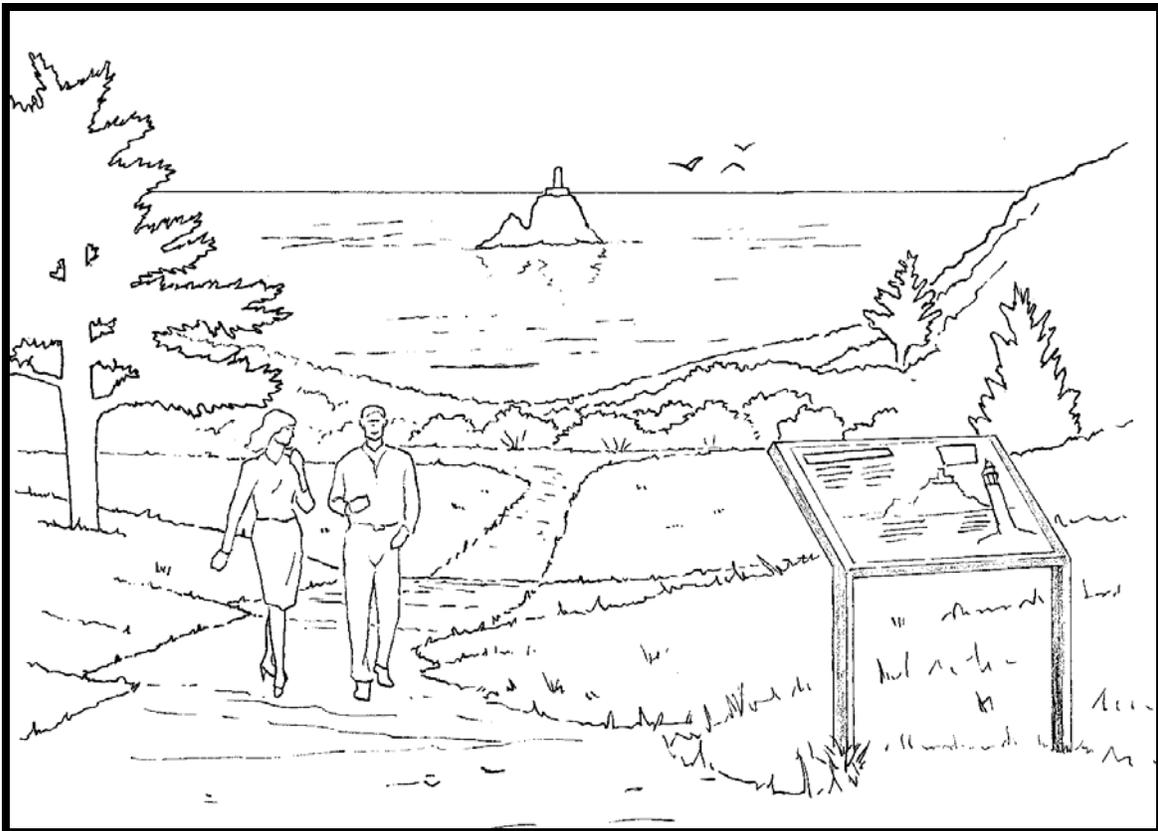


Figure 17: Tillamook Rock Lighthouse Panel at Ecola Point

Seastacks and Sea Birds Panel

Location

On the boardwalk deck overlooking Sea Lion Rocks (see Figure 18)

Objectives

After interacting with this opportunity, visitors will:

- Be aware that all offshore rocks are part of the National Wildlife Refuge system;
- Be aware that these rocks are critical to many sea birds for nesting;
- Be able to name at least two adaptations by sea birds for nesting on offshore rocks.

Themes

Breathtaking landscapes showcase a wide variety of flora and fauna that all rely on the resources around them. (**Theme 4**)

Description and Concept

Use an image of the view from this point as a backdrop for enlarged images of birds that nest on the rocks. Supporting text will focus on the importance of this type of habitat to survival of the species. Use a sidebar to highlight adaptations for nesting on such surfaces, such as eggs that roll in a circle.

Detailed Content Outline

Lead with allusion to specific environments as buffer for some species. (“Like a moat around a castle...”)

Key body content about specific sea birds that use the islands by flying over the water that protects their nests and roosts from land-based predators, such as foxes and humans.

Illustration captions that name several species, such as common murre, tufted puffin, and pelagic cormorant, with added “didjacks” specific to seabirds

nesting in this habitat—for example, “pointed eggs can’t roll far,” or (as in the case of the tufted puffin) “underground burrows give added protection.” (Different birds than in similar panel at Tolovana State Park.)

Additional content about other organisms that find refuge or habitat on off-shore rocks—primarily rocky intertidal species, but also plants of the windswept cliffs.

Take away message: “Habitats can serve as barriers, too.”

Link to more at NBSPG: learn more about birds in Nehalem Bay State Park.

Marine Mammals and other Organisms Panel

Location

On the boardwalk deck overlooking Sea Lion Rocks (see Figure 18)

Objectives

After interacting with this opportunity, visitors will:

- Be aware of the importance of offshore rocks as haulouts for marine mammals;
- Be able to name at least two marine mammals that use Sea Lion Rocks.

Themes

Breathtaking landscapes showcase a wide variety of flora and fauna that all rely on the resources around them. (**Theme 4**)

Description and Concept

Use a profile of Sea Lion Rocks extending down into the ocean as a backdrop to highlight the organisms, plants and wildlife that use them. Use enlarged images of several species to highlight marine mammals and some of the rarer species that depend on this type of habitat.

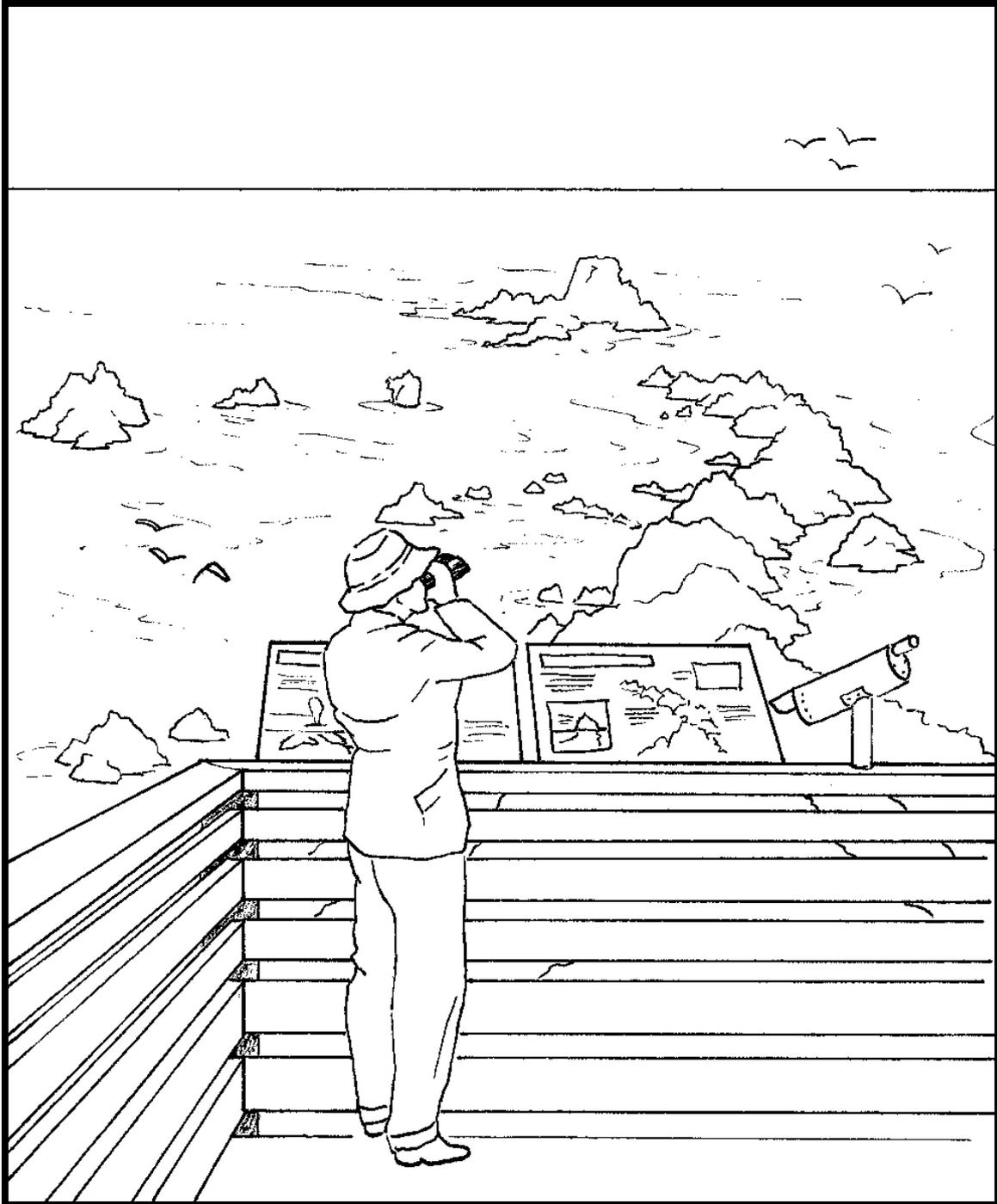


Figure 18: Panels on boardwalk at Ecola Point

“Ekoli” Panel

Location

In a bumpout on the trail to the boardwalk with a view south toward Cannon Beach.

Objectives

After interacting with this opportunity, visitors will:

- Be aware of Lewis and Clark’s visit to this area in search of blubber from a beached whale.

Themes

The confluence of streams, beach, headlands and ocean at Cannon Beach has nurtured dynamic cultural activity for thousands of years. (**Theme 3**)

Description and Concept

Use an illustration of the party bargaining for whale blubber as a focal point for telling the story of the trek to get blubber to supplement their diet. The reason for the Lewis and Clark Expedition (find a water transportation route) should be mentioned as well as their route over Tillamook Head and how long it took. Reference should be made to Clark’s View and the fact that there is a trail accessing that viewpoint.

Note: A panel covering this subject is currently located in a constructed viewpoint along the trail up Tillamook Head from Indian Beach. However, that location does not afford a view of the area that was the catalyst for their expedition down the coast – the beach at Cannon Beach.

Native American Lifestyle Panel

Location

In the same bumpout as the Ekoli panel on the trail to the boardwalk with a view south toward Cannon Beach.

Objectives

After interacting with this opportunity, visitors will:

- Know that the lifestyle of Native American peoples living along the coast revolved around food resources harvested from the ocean, streams and rivers.
- Be able to name at least 3 organisms harvested by Native Americans from rocky intertidal areas.
- Know that Tillamook Head was used as a travel route by Native Americans long before Lewis and Clark arrived.

Themes

The confluence of streams, beach, headlands and ocean at Cannon Beach has nurtured dynamic cultural activity for thousands of years. (**Theme 3**)

Description and Concept

Enlarge the area in the view and use it as a backdrop for enlarged images highlighting Native Americans harvesting food and materials from the land, water and ocean, traveling along the coast, and trading with other tribes and early EuroAmericans. . Use supporting text to underscore that the Native Americans here were well off in terms of food supplies and had a dynamic and rich culture.

The Changing Face of Ecola Panel

Location

Just off the trail with a view to the south overlooking the slump above Crescent Beach.

Objectives

After interacting with this opportunity, visitors will:

- Be aware of the dynamic nature of the physical landscape;
- Be able to name at least 3 forces that continue to shape this landscape.

Themes

Today's Oregon Coast is the result of millions of years of dynamic geologic processes that made mountains, shifted forests, and pummeled basalt; tomorrow's Oregon Coast will be different. **(Theme 1)**

Description and Concept

The panel focuses on mass movement and other forces as shapers of the landscape in this area and along the rest of the coast. One concept is to use before and after photos of the slump area as a centerpiece for other illustrations of the variety of forces affecting the headland over time including tectonic uplift, erosion by the ocean and mass wasting. An inset image depicting the head developing as a result of lava flows from eastern Oregon, and some of the shaping of the coastline that went on prior to the current version of the landform could be used as a lead-in to the story.

Clatsop Loop Trail Orientation Panel

Location

Located on the sign structure near the restrooms at Indian Beach.

Objectives

After interacting with this opportunity, visitors will:

- Be aware of the trail location, length, difficulty and attractions;
- Know that Adirondacks are available on Tillamook Head;
- Be motivated to hike at least a short distance up the trail;
- Know that Tillamook Head, as with many high points, has played a role in lifestyles and events throughout human history.

Themes

- The confluence of streams, beach, headlands and ocean at Cannon Beach has nurtured dynamic cultural

activity for thousands of years. **(Theme 3)**

- Ecola State Park is a treasure trove of new ideas, exciting activities and unknown surprises. **(Sub-theme 5-1)**

Description and Concept

This panel should use a stylized oblique aerial perspective to highlight the trail and features along the trail. Ideally, the map on this panel will match the map used in the trail guide for the Clatsop Loop Trail. Associated information will focus on how the feature was viewed by Native Americans (as a feature that isolated them from the north, as a source of materials and foods, etc.); how it was viewed by Lewis and Clark; how it was an obstacle to travel by early EuroAmerican settlers; how it was valued as a radar site in wartime; and how it is valued today for recreational opportunities.

Clatsop Loop Trail Orientation Map/Brochure

Objectives

After interacting with this opportunity, visitors will:

- Be aware of the trail location, length, difficulty and attractions;
- Be motivated to hike at least a short distance up the trail;
- Know that Tillamook Head, as with many high points, has played a role in lifestyles and events throughout human history.

Theme

Ecola State Park is a treasure trove of new ideas, exciting activities and unknown surprises. **(Sub-theme 5-1)**

Description and Concept

This strategy provides more specific wayfinding information, including a trail

log. It also provides detail on the topics covered in the thematic overview, but at locations appropriate for that story. Ideally, this map/brochure will eventually replace all the interpretive signs along the trail except for the one at Clark's View.

Feldenheimer Memorial Panel

Location

Located on the sign structure near the restrooms at Indian Beach

Objectives

After interacting with this opportunity, visitors will:

- Be aware that this park is here for their pleasure partly because of contributions by people like themselves.

Theme

People like you have helped to create the opportunity to recreate in this unique place by supporting the creation of parklands on the coast. **(Theme 2)**

Description and Concept

This is similar to the existing panel, but it should be re-developed to include a focus on contributions by many Oregonians. A color-coded map of the park could be used as a focal point to identify how different parcels ended up in the park.

Native American Lifestyles Panel

Location

In the view structure on the Clatsop Loop Trail oriented downstream to the beach.

Objectives

After interacting with this opportunity, visitors will:

- Know that the lifestyle of Native American peoples living along the

coast revolved around food resources harvested from the ocean, streams and rivers.

- Know that Tillamook Head was used as a travel route by Native Americans long before Lewis and Clark arrived.
- Know that Tillamook Head was a barrier to interactions with tribes from the north.

Themes

The confluence of streams, beach, headlands and ocean at Cannon Beach has nurtured dynamic cultural activity for thousands of years. **(Theme 3)**

Description and Concept

This opportunity will consist of a series of low-angled interpretive panels that use the stream as a starting point for interpreting the lifestyle of Native Americans living in the area and along the Oregon Coast. One possible design concept is to use a depiction of the Native American village in this area as a backdrop for highlighting Native Americans engaged in activities associated with their use of and reliance on natural resources of the coast.

Trail orientation Panel (small)

Location

This is for the trail connecting Indian Beach and Ecola Point so the location should be at the trailheads at each of those sites.

Objectives

After interacting with this opportunity, visitors will:

- Be aware of the length and difficulty of the trail;
- Be inspired to walk the trail connecting the two sites.

Description and Concept

This is a small panel highlighting the entry and providing orientation to the trail connecting Ecola Point and Indian Beach. It should not only highlight the trail, but also the attractions at either end to motivate visitors to take the short hike.

Exploring Oregon's Beaches Panel

Location

At the access trail to the beach at Indian Beach

Objectives

After interacting with this opportunity, visitors will:

- Be aware that OPRD manages the beach;
- Act appropriately regarding the key hazards associated with the beach;
- Avoid disturbing wildlife and marine organisms;
- Know that Oregonians are lucky in that over 90% of the coast is publicly owned.

Themes

- The Oregon coast can be a dangerous destination for careless adventurers, but it doesn't have to be if you play it safe. (**Theme 6**)
- The Oregon coast is a haven for unique wildlife, but remember when you visit, you are a guest in their home. (**Theme 7**)

Description and Concept

Use a backdrop of a coastal scene in this area for enlarged images of people engaging in appropriate and inappropriate behaviors. Driftwood rolling in the surf, sneaker waves and being trapped by incoming tides should all be included. A sidebar should highlight that this is home to a variety of species of wildlife that should not be disturbed. The species used as examples in the panel should be ones that are likely to be encountered on

this beach, and/or are highly sensitive to disturbance

Note: Although this panel is suggested for any beach access, it would be more effective if it was designed specifically for the site at which it is located. The information is consistent in terms of the hazards, but a backdrop depicting the beach that is going to be visited would be more effective in reaching people.

Site Specific Parameters

General parameters affecting this site are included in Appendix A

Physical Infrastructure and Layout

PI-1: Indian Beach currently has the following infrastructure that by presence or location could affect the interpretive network:

- Restrooms proximate to the beach access and Clatsop Loop Trail.
- A single beach access
- Trailheads for the trail to the north over Tillamook Head and to the south to Ecola Point
- A viewpoint with rail overlooking the beach to the south
- A small viewpoint a short distance along the Clatsop Loop Trail
- 3 sleeping cabins and a kiosk at the hiker's camp on Tillamook Head

PI-2: Ecola Point currently has the following infrastructure that by presence or location could affect the interpretive network:

- Restrooms
- Trailheads for the trail to the north to Indian Beach
- A viewpoint of Sea Lion Rocks on a narrow boardwalk and deck
- A large board for mounting interpretive and orientation information
- A set of walking trails in close proximity to the parking area
- A telescope at the viewpoint for Sea Lion Rocks and the sea bird colonies

Location and Access

LA-1: Ecola is located at the north end of Cannon Beach, off of US 101. The site attracts Day Use Visitors and those staying in houses or lodging establishments at Cannon Beach. It is also used by school groups from this area.

Existing Interpretive Opportunities

EO-1: Indian Beach includes the following interpretive opportunities:

- Welcome to Clatsop Loop Trail – trail orientation on structure
- Welcome to Clatsop Loop Trail – map panel
- Brochure for Clatsop Loop Trail distributed at the structure
- The Elmer Feldenheimer Forest Preserve panel
- Interpretive trail (the Clatsop Loop Trail) with 14 stops, 6 interpreted with signage and the rest just in the brochure. Interpretation includes riparian habitats, forest succession, cycle of life, reshaping forests, the impact of wind as a force in shaping the landscape, old growth trees, the marbled murrelet, salal, a Native American burial location and custom, the story of the whale at Cannon Beach that Lewis and Clark sought for food, and Hiker's camp orientation.
- Rocky Shore Interpreter during summer months a few days a week during low tides

EO-2: Ecola Point includes the following interpretive opportunities:

- A panel on the Tillamook Rock lighthouse
- A panel on offshore rocks as sea bird habitat
- The generic “Welcome to my Home” panel
- Chapman Point memorial marker

Other

O-1: The Park can become very crowded during weekends in the summer.

Attracting users to this site is not an issue.

O-2: The viewpoint area at Indian Beach is often taken over by surfers.

This would not necessarily be a good place for an interpretive panel because access would require intruding into a location already used by groups. Also, surfers are likely to use a panel to hang wet clothing on. Besides, it would intrude on the view.

O-3: The trail up to the top of Tillamook Head from Indian Beach is part of the Oregon Coast Trail, the Lewis and Clark National Historic Trail, and the Lewis and Clark National Recreation Trail.

Interpretive Opportunity Summary

Based on the prominent visuals, human history and current situation, the following appear to be the key stories that can be communicated effectively within an interpretive network.

It’s the water (cultural history)

The attraction of the coast (land-water interface) to humans has affected travel and settlement patterns throughout time and throughout the world. In this case, the story of the Native American culture on the coast, the story of the Lewis and Clark expedition and the purposes of that journey, their search for the whale, settlement along the coast, the houses at Ecola Point, the donation of land to State Parks and current dependence on tourism all tie into this story. The Tillamook Rock Lighthouse, visible from Ecola Point, also ties into the importance of oceans as the world’s first intercontinental highways.

Sea bird and wildlife habitat

Sea Lion Rocks, visible from Ecola Point, are prime visuals for telling this story because they provide critical nesting habitat for sea birds, haulouts for marine mammals and home to a wide variety of marine organisms.

Geomorphology

The story of the geomorphology of the area can be told by reading the landscape through the appearance of sea stacks and headlands. As a bonus, part of the trail has been lost in a recent slump, which can be used to emphasize the dynamic nature of the ecosystem.

Desired Behavioral Impacts Input

The following information was obtained by having participants fill in the following phrase as many times as necessary:

As a result of participating in your communication strategy, (target audience) will/will not (behavior).

| Target Audience | Will/won't | Behavior |
|-----------------|------------|--|
| Park visitors | Will | Stay on hiking trails and stay away from cliff edges. |
| | Will | Keep dogs on leash on trails and in park. |
| | Will | Slowdown and drive safely on road to park. |
| | Won't | Climb rocks and trample tidepool animals. |
| | Will | Leave tidepool animals for others to enjoy. |
| | Will | Treat tidepool animals with respect. |
| | Will | Abide by beach safety rules – sneaker waves, never turn back on ocean, swimming, rip currents, cliffs – climbing and trail, tides, logs. |
| | Will | Be aware of large mammals and leave alone (elk, deer, black bear, cougar) |
| | Won't | Feed wild animals. |
| | Will | Be aware of seabird nesting areas, protections and give them their space. |
| | Won't | Climb rocks and headlands to protect nesting seabird and marine mammal haul out areas. |
| | Will | Know parking is limited and may need to wait. |
| | Won't | Vandalize – machinery, picnic structure. |

Issues:

Sensitive cultural sites and illegal digging, don't want to promote sites.

Marbled murrelets

Spotted owls?

CCC structures

Theme and Message Input

The following information was obtained by having participants fill in the following phrase as many times as necessary:

When (target audience) finishes learning about (topic), I want them to know that (theme).

| | Target Audience | Topic | Theme |
|----------|-----------------------|-------|--|
| | Seascape | | The breath taking vistas of the seascape landscape set Ecola State Park apart along the Oregon Coast. |
| Visitors | Tidepools | | The intertidal is a place where sea creatures have adapted to life on land. The intertidal is the place where the ocean invades the land. |
| | Lewis & Clark | | |
| | Native Americans | | |
| | History of Ecola Park | | Some places are too beautiful to keep to yourself. |
| | Seabirds | | Basalt sea stacks and headlands are safe havens for seabirds and marine mammals. Seabirds are essential to the marine food chain off the Oregon Coast. |
| | Travel | | The trails over Tillamook Head are the highways of the past. |
| | Seals & sea lions | | The remote rocks and islands of the Oregon Coast are essential for the well being of seals and seal lions. |
| | Upwelling | | NW winds are the key ingredient for the ocean food chain off the Oregon Coast. Upwelling gets the food chain rolling. |
| | Whales | | |

Saddle Mountain State Natural Area

Background

Description of Unit

Saddle Mountain State Natural Area is a unique geologic and botanical area located several miles from the coast and then several miles off Highway 26. It has Day Use and overnight sites near the parking area, but its key feature is Saddle Mountain and the trail to the top.

Key Foundation Information

The following are key points that affected the decisions regarding this site. A complete list of site-specific parameters is included in Appendix A.

- **The Natural Area is some distance off the main highway.** People going to this site are not drop-ins; they know where they are going.
- **Signs would intrude on the visual integrity of the natural area along the trail.** Consequently, they should be confined to the developed area around the parking lot.

Site-specific Themes

Primary Theme

Visitors who tackle Saddle Mountain's rugged trails are rewarded with spectacular vistas and a stunning array of wildflowers and other plants, some of which are found nowhere else in Oregon.

Theme 1: Balds like Saddle Mountain are rare in Oregon, as is the experience you will have when you hike to the top.

Supporting Information: Focus on the geomorphologic evolution of Saddle Mountain and on the fact that relatively few such extensive balds exist in Oregon.

Theme 2: Changing climate patterns are a major cause of the mind-boggling array of flora and fauna.

Supporting Information: Focus on the migration of plant species during and after the Ice Age and during and after the Great Therm, and the resulting remnant populations of species adapted to colder climates and ones adapted to warmer climates. (Note: The Great Therm was a period of time around 8000 years ago when the climate became much warmer, allowing plants that grow in warmer climates to extend their range north.)

Theme 3: Saddle Mountain is a gardener's dream, containing one of the most unique and extensive collection of plants in Oregon.

Supporting Information: Focus on the number of different habitats and microhabitats created by the variations in slope, topography, location on the mountain and substrate and the unique species that live in those habitats, especially those found nowhere else or in few other locations in Oregon.

Theme 4: Unique adventures await you at each of the State Parks on the northern Oregon coast.

Sub-theme 4-1: Saddle Mountain is a treasure trove of new ideas, exciting activities and unknown surprises.

Information Network

Saddle Mountain lends itself to a portal concept with all fixed information near the parking area and additional information provided through a guide or publication. The following is a contrast of the current experience with the future experience, after the plan is implemented.

Current Experience

Visitors arriving at Saddle Mountain are greeted by a camper registration kiosk and a trail orientation map at the trailhead. No interpretive information is available.

Future Experience

Visitors arriving at Saddle Mountain are greeted by a Welcome Sign identifying the site and directional signage indicating the campground, trail and picnic area. An interpretive panel cluster near the registration kiosk provides Thematic Overview of the natural history of the feature. At the registration structure visitors are able to register for a campsite, register as a hiker, orient themselves with the Site/Trail Orientation Panel, and pick up a Trail Guide. If visitors want to keep the guide they can deposit a fee in an envelope in a metal post. The guidebook provides trail information plus a field guide to some of the wildflowers and wildlife. Interpretive information, keyed to features along the way, focuses on the unique flora and fauna caused in part by climate change and in part by the variety of microclimates on the mountain. For those who don't want the trail guide, the Site/Trail Orientation panel provides key information for those going up the trail and the OPRD site map/brochure provides basic wayfinding information.

Summary and Description of recommended actions

- Develop the following information strategies.

Site/Trail Orientation Panel

Location:

In the registration structure (see Figure 19)

Objectives

After interacting with this opportunity, visitors will:

- Be aware of the length, difficulty, time required, need for water and attractions accessible by hiking this trail;
- Be motivated to hike at least part way up the trail.

Themes

Saddle Mountain is a treasure trove of new ideas, exciting activities and unknown surprises. (**Sub-theme 4-1**)

Description and Concept

The approach of the existing panel (use of an aerial photograph) is good, but it needs to be used as a backdrop for enlarged images of people enjoying views, arrays of wildflowers, and other attractions that will motivate people to hike the trail. The Saddle Mountain Trail Orientation Map/Brochure should be distributed from a dispenser on this panel.

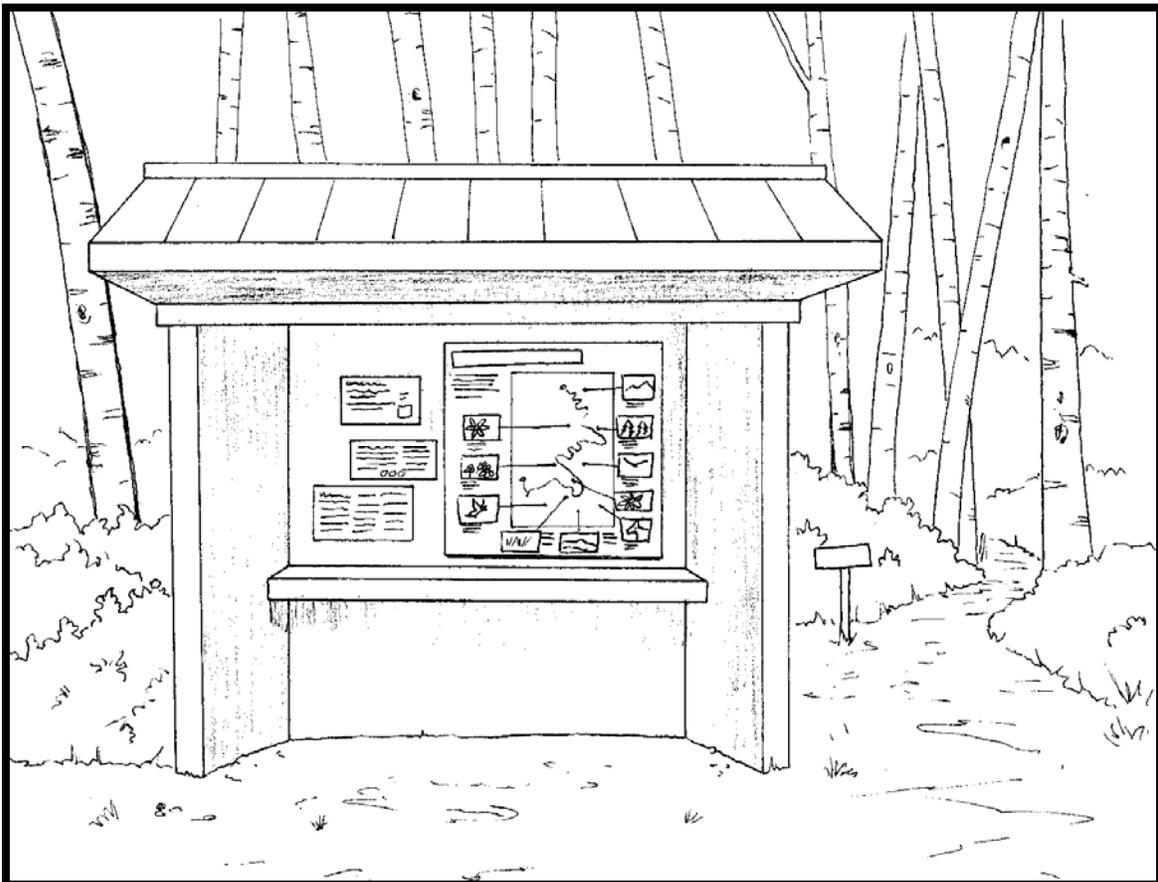


Figure 19: Site/Trail Orientation at Saddle Mountain

OPRD Regional Orientation Panel

Location

In or next to the existing structure housing the camping registration.

Objectives

After interacting with this opportunity, visitors will:

- Be motivated to explore State Parks in the north coast region;
- Be aware of all the major interpretive opportunities at each park;
- Be aware of the opportunities that are fully accessible.

Themes

- Unique adventures await you at each of the State Parks on the northern Oregon coast. (**Theme 4**)
- Saddle Mountain is a treasure trove of new ideas, exciting activities and unknown surprises. (**Sub-theme 4-1**)

Description and Concept

One concept is to use a stylized oblique aerial perspective of the north coast region as a backdrop for enlarged visuals highlighting State Parks in the region, including parks to the south as well, perhaps down through the Three Capes Scenic Loop. Supporting text focuses on marketing the interpretive and recreational opportunities at each site while emphasizing the outstanding nature of the resources and opportunities and the active management of each site. Ideally, a guide to State Parks in the north coast region is distributed from a brochure dispenser on the panel. Figure 1 in the section on Manhattan Beach depicts a concept for this panel.

Thematic Overview Panels

Location

Located on a bumpout near the registration booth (see Figure 20). Ideally these panels would be oriented toward Saddle Mountain, but the site does not lend itself for placing these panels in such a location without extensive work.

Objectives

After interacting with this opportunity, visitors will:

- Be able to describe a “bald”
- Know that Saddle Mountain is a unique natural area;
- Know that climate and climate shift has played a significant role in creating the unique flora;
- Know that changing climate is and will continue to cause changes in the flora at Saddle Mountain and throughout the world.

Themes

- Balds like Saddle Mountain are rare in Oregon, as is the experience you will have when you hike to the top. (**Theme 1**)
- Changing climate patterns are a major cause of the mind-boggling array of flora and fauna. (**Theme 2**)
- Saddle Mountain is a gardener’s dream, containing one of the most unique and extensive collection of plants in Oregon. (**Theme 3**)

Description and Concept

Panel 1: This panel focuses on the geomorphology of the area. One possible design concept is to use a series of illustrations to depict how the landform evolved, beginning with lava from vents in eastern Oregon flowing into seawater. The illustrations should include a depiction of how the bald formed. An inset could show

the balds in Oregon to emphasize the rarity of this landform.

Detailed Content Outline

Lead with basic content that this dominating peak is evidence of great earth-shaping forces. Perhaps start with: “Imagine being underground and underwater here.”

Key body content and illustrations about how this large bald peak was built by lava flowing from vents in eastern Oregon meeting seawater and being mashed together. Continue the story of continental uplift and erosion by water.

Sidebar or caption content referring to soils deriving from parent rock—which affects the plant communities.

Additional, supporting content about how Saddle Mountain is a giant knot of basalt (melted rock) that was shot into soft, wet sediments. Include illustrations of different forms of basalt seen on the trail or in the area, with captions on how they are evidence of different solidification environments (e.g., dikes and pillow basalts).

Take away message: “I can see evidence of great dynamics here.” [Addresses Universal Concept of dynamic processes.]

Link to more at NBSPPG: learn more about regional geology and geologic processes at Oswald West State Park, Tolovana State Park, and at Nehalem Bay State Park.

Panel 2: This panel focuses on the story of the migration of plants during the Ice Age and during the Great Therm, and the resulting unique flora on Saddle Mountain. One possible design concept is to use three illustrations depicting the plants in the area at specific times. The first depicts the

mountain during the Ice Age with enlarged images of a few of the species of plants that stayed on; the second depicts the mountain top during the Great Therm, highlighting plants from warmer climates that stayed on; the third is an image today, with enlarged images of some of the rare species found on the mountain. This panel includes a sidebar focusing on the already occurring impact on flora from global warming with a question as to how this area might look in 100 years.

Detailed Content Outline

Lead with basic content about how elevation affects the climate of a spot. (The observation might be drawn that we go to the mountains to cool off in summer.)

Key body content about Ice Age climate change and the climate change during the Great Therm and the effect on distribution of plant and animal populations, and the isolating and redistributing role such processes have had on plant communities on Saddle Mountain.

Sidebar identifying key animals, such as butterflies, that depend on the unique flora of Saddle Mountain.

Additional content inviting consideration of local ecosystem changes associated with current climate change. “What do you think this will be like in 100 years?”

Take away message: “I can see an effect of climate change on the ecosystems here.”

Panel 3: This panel focuses on the wide variety of habitats and microhabitats found on the mountain as a lead-in to focusing on the wide variety of wildflowers and other plants a person can find. The panel also includes the linkage between the unique flora and a wide variety of butterflies. One possible design concept is to use a

perspective of the trail with enlarged images of people immersed in different types of habitats, each with different wildflowers.

Detailed Content Outline

Lead with basic content about how temperature, moisture, soil, shade/light, and other factors combine to make habitat; most species have very specific requirements of such elements.

Key body content about how the elevation and geology of Saddle Mountain give it a wide variety of microhabitats...and resulting plant and animal communities.

Invitation for the hiker to observe a wide variety of communities as the trail traverses

areas with different soils, microclimates, and histories.

Illustrations with captions identifying signature species of key habitats seen along the trail. As possible, include limiting environmental details, such as “sensitive to drought.”

Take away message: “I can discern patterns in the landscape.”

Link to more at NBSPG: learn more about habitat variety at Nehalem Bay State Park and Oswald West State Park; explore another bald meadow at Neahkahnie Mountain.



Figure 20: Thematic Overview panels at Saddle Mountain

Saddle Mountain Trail Booklet

Objectives

After interacting with this opportunity, visitors will:

- Be aware of the trail location, length, difficulty and attractions;
- Be motivated to hike at least a short distance up the trail;
- Be able to identify many of the wildflowers along the route.

Themes:

All themes for this site.

Description and Concept

This publication is organized according to the location along the trail. It includes a trail log, orientation and wayfinding information plus identification guides for key species of plants and interpretive information keyed to resting spots and features along the trail.

Guided Walks

Objectives

Depends on the walk

Description and Concept

This could be done in partnership with the Native Plant Society of Oregon.

Site Specific Parameters

General parameters affecting this site are included in Appendix A

Physical Infrastructure and Layout

PI-1: Saddle Mountain currently has the following infrastructure that by presence or location could affect the interpretive network:

- Existing kiosk where camper registration is located
- Restrooms
- A single access trail to the mountain

Location and Access

LA-1: Saddle Mountain is located 6 miles off Highway 26. This site is not likely to attract drop-in visitors.

Other

O-1: The best view of the mountain is from the very south end of the parking area, but there is no good view in the main parking area due to a few trees blocking the view. Vegetation manipulation might alleviate this problem.

O-2: The Native Plant Society of Oregon (NPSO) is very interested in this site because of the unique flora and conduct guided hikes up the mountain. OPRD should look at ways to partner with this group in developing opportunities.

O-3: The trail is worn out and eroding away in places. The trail system needs to be upgraded.

O-4: Points along the trail and on the top are safety concerns due to access to steep

cliffs and also a concern for the unique flora getting trampled. Interpretation should include information about responsible use patterns on the mountain.

O-5: Used by butterfly and birding groups.

Interpretive Opportunity Summary

Based on the prominent visuals, human history and current situation, the following appear to be the key stories that can be communicated effectively within an interpretive network.

Geomorphology

The bald interspersed with volcanic dikes tells the story – all we have to do is interpret it. Also, the view of the topography from the trail is a good visual prop for elaborating on the geomorphology story.

Ecological Niche

The variety of habitats found along the trail combined with the abundance of different wildflowers is the key set of props for this story.

Human impact

The presence of large stumps with notches for springboards is the key prop for this story.

Desired Behavioral Impacts Input

The following information was obtained by having participants fill in the following phrase as many times as necessary:

As a result of participating in your communication strategy, (target audience) will/will not (behavior).

| Target Audience | Will/won't | Behavior |
|-----------------|------------|---|
| Campers/hikers | Will | Stay on trails and away from cliffs |
| Campers/hikers | Will | Know the difficulty/dangers of trail ahead of time. |
| Hikers | Won't | Dump trash |
| Campers/hikers | Won't | Pick flowers |
| Campers/hikers | Will | Leave wildflowers for others to enjoy |
| Campers/hikers | Will | Avoid cliff edges |
| Dog owners | Will | Keep dogs on leash in campground and on trails. |
| Visitors | Will | Know the issues – snow, blow-down, etc. |
| Visitors | Won't | Vandalize |

Issues:

Need interpretive signs – lots of blank walls on kiosks, lots of visitors want to learn
 Improve trail signage
 Cultural site – creation site for NW tribes
 Saddle – unique site – 7 endemic plants, rare plants, geologic
 No power or cell phone reception – limiting for site host

Theme and Message Input

The following information was obtained by having participants fill in the following phrase as many times as necessary:

When (target audience) finishes learning about (topic), I want them to know that (theme).

| Target Audience | Topic | Theme |
|-----------------|---------------------------|--|
| Campers/hikers | Wildflowers of Saddle Mtn | As we hike up the trail of Saddle Mountain, we experience one of nature's most unique outdoor museums. |
| Campers/hikers | | Hiking up Saddle Mountain is like hiking back in time to the last ice age. |
| | Native American | Saddle Mountain is the sacred creation site for NW Native Americans. |
| | Geology | |

Appendix A: Foundation Information

Goal Hierarchy

Audience Profiles

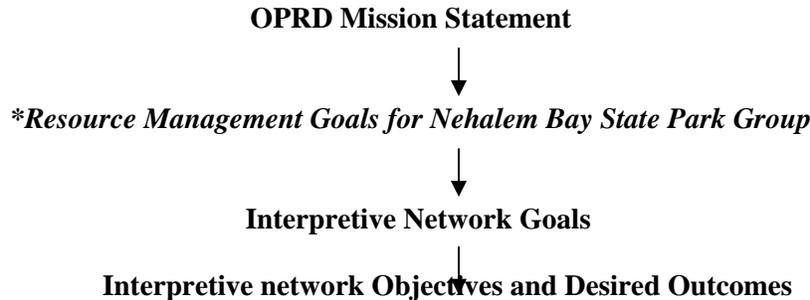
Parameters

Interpretive Opportunity Inventory

General Goal Information

Introduction

The goal hierarchy contained in this section reflects the following structure:



The hierarchy is developed in this manner to clearly show the link between recommended actions associated with developing a network of orientation and interpretive opportunities and the mission statement of OPRD.

**A master planning process for Nehalem Bay is proceeding simultaneously with the interpretive planning process so resource/site management goals are in the process of being developed for those sites.*

Background

OPRD Mission Statement

In terms of developing a goal hierarchy encompassing the interpretive network, we can work in part from the OPRD mission statement, which is as follows:

To provide and protect outstanding natural, scenic, cultural, historic, and recreational sites for the enjoyment and education of present and future generations.

In the case of the different units, they have a mixture of attributes. Most have outstanding natural features, although it could be argued that Tolovana Beach State Wayside and Arcadia do not possess any features out of the ordinary on the Oregon Coast, but they do possess access to the beach, which is an outstanding recreational feature. All have outstanding recreational features. In addition, Ecola is associated with significant cultural history.

OPRD Target 2014 Goals (relating to interpretation)

Finally, we can also derive guidance from the OPRD 2014 goals, which are as follows:

1. Deliver world-class interpretation experiences to park visitors
2. Preserve Oregon's rich cultural heritage and broaden public understanding of historic places and events
3. Embody principles of natural resource conservation in land stewardship and agency business practices
4. Promote outdoor recreation in Oregon

Summary

In summary, the mission statement and goals focus on protecting, preserving and restoring the natural and cultural landscapes and features while encouraging appropriate recreation, especially informal education in the form of environmental education and interpretation.

Management Goals

At the time of this submittal, park management goals had not yet been developed. However, the following items that will likely drive the management plan for each of the units in the Nehalem State Parks Group:

1. Preserve the park (site) and its stories for present and future generations. This includes protecting, conserving, and when appropriate, restoring native flora and fauna and significant cultural features and resources. This goal is especially relevant for Saddle Mountain due to the unique flora and potential for damage due to erosion.
2. Manage natural resources to protect plant and wildlife habitat. This is especially important for Nehalem Bay State Park (snowy plover habitat) and for sites with access to rocky intertidal areas such as Hug Point, Arcadia, Tolovana Beach, Oswald West and Ecola. It is also important for Saddle Mountain because the unique flora attracts rare butterflies.
3. Be a good neighbor by offering quality interpretive and recreational opportunities to the local people and by minimizing the negative impacts of park use on the lifestyles of the neighbors. This is probably most relevant to Nehalem Bay and Ecola due to their proximity to coastal communities.
4. Maintain and enhance appropriate recreational opportunities.
5. Become a model for Oregon State Parks in terms of management, facilities, interpretation, environmental education, outreach, planning and in all other aspects.
6. Increase public support for and use of those sites within the unit that are underutilized. This includes continuing to develop memorable interpretive and recreational opportunities of interest and develop and maintain a good orientation and wayfinding network. This is probably most relevant to Manhattan Beach and possibly Saddle Mountain.

Audience Profiles

Introduction

One key challenge with planning the interpretation for a park or site is understanding the audiences to be targeted by the opportunities. The goal is to build profiles of the different audiences to determine the type of experiences they seek to “buy” with their time as a precursor to determining the array of orientation and interpretive strategies that would be effective in enhancing those experiences. In general, experiences that audiences are willing to buy can generally be described as ones that:

- Meet their needs;
- Meet their expectations;
- Are within their limitations of time, money, energy, and other such personal resources;
- Compete successfully with other options for spending time, usually through association with interests that were the reason for the visit in the first place.

In summary, those categories of characteristics are as follows:

Needs include basic amenities, such as food, shelter, bathrooms, and orientation information. The interpretive network and associated infrastructure does not need to fulfill all the visitors’ needs, but may need to direct visitors to locations where such needs can be filled if the visitors are not from the area. Orientation to the different sites is a need and must be supplied at the beginning of the visitor experience. Visitors need orientation information to feel comfortable in their ability to cope with an unfamiliar environment and are less receptive to interpretive information until oriented.

Expectations are more variable because they are created. Visitors will expect a certain level of service, a certain type of experience, and certain information based on what they've heard and seen regarding the facility. In terms of interpretation, visitors will expect the opportunities to be high quality. They will also expect to have the ocean interpreted and to be able to have a beach experience. As a final example, visitors will expect every person who appears to be connected with the different sites to answer questions, especially orientation questions.

Limitations are factors that tend to offset the reward for engaging in an experience and can therefore cause a potential user to bypass an opportunity. For example, visitors are often on vacation and do not want to ‘work’—either physically or mentally—at their recreation unless the reward is worth the effort required. This has important implications in the selection and design of interpretive strategies and programs. For example, interpretive trails must be within the energy and time limits of the visitor. Limitations can be related to physical ability, language, education level and many other characteristics.

Opportunities relate to a visitor’s interests. The interests can exist prior to arrival, such as is the case with birders bird watching at the different sites, or they could be generated by features or activities on-site, such as a talk on tide pools. On-site features are of key importance because they represent one of the best opportunities to capture the interest of a visitor and begin the communication process.

Since needs, expectations, limitations and opportunities are directly related to, determined by, and vary according to the user, it is important to identify general target audiences for the interpretive network and then build profiles of those audiences.

Target Audiences

Based on input from our work sessions, research on comparable facilities and on experience with other interpretive planning projects, the following key audiences should be considered in developing the interpretive network with the Nehalem Bay Management Group. Although overlap exists, such as a resident who is also a teacher, each has distinct characteristics that help guide development of an effective network. Just because a group is not identified does not mean that they will not be served. It just means that no additional information related to that group was necessary to help develop the interpretive network.

Independent Travelers

Independent travelers are not part of an organized group and are therefore not on a time schedule imposed by the group. Sub-groups in this category include the following:

Residents. This category refers to visitors who live in and around the North Coast from Rockaway Beach to Seaside. They will typically have a more extensive knowledge about the different sites and overall area. This category can be further sub-divided into families, seniors, youth, and young adults. Other important sub-categories would be classifying residents as long-term residents, seasonal residents and newer retiree residents.

Non-residents. This category includes all other leisure-oriented travelers, such as vacationers and day-trippers, and also other travelers with some discretionary time to spend, such as business travelers and people visiting friends or relatives in the area. This group can also be sub-divided into the aforementioned groups. In addition, given the elevated status of the Oregon Coast as a unique and accessible area this category could include international travelers.

Natural Heritage Travelers. This category refers to visitors who are attracted to the different sites because of an interest in natural history especially marine ecology and wildlife. They may have a more extensive knowledge of the Oregon Coast than a typical traveler.

Organized Groups

Educational Groups. This category includes all those coming from a school as part of an organized field trip. Educational groups are subdivided into K-5, middle school and high school, and community college/technical institute/university because of key differences in characteristics.

Other Groups. This category includes, scouting groups, large religious groups, senior tours, other tours and other youth groups.

Characteristics and Profiles

All Target Audiences

The following set of characteristics should be considered as part of the profile for all the target audiences:

Characteristics with regard to information

- All visitors will expect anyone associated with the different sites to answer basic questions regarding the coast and its surrounding lands.
- Every audience will ask questions that cannot be answered.
- Visitors from every audience will expect orientation information to interpretive and recreational opportunities in the surrounding area, especially opportunities with a similar focus, such as, “where can I see tide pools?”

Implications with regard to information

The following are key implications of these data points:

- All on-site staff should be trained to answer basic questions and direct visitors to natural history and intertidal sites or facilities where they can gather additional information, such as Yaquina Head Outstanding Natural Area in Newport, OR or the Tillamook Forest Center outside of Tillamook, OR.
- The interpretive network should contain a list of references for people to pursue answers to questions. (*Note: Interpretation is designed to ‘uncover’ a subject, not cover it. For that reason, it does not generally serve experts; they can be served by publications, books and specialty programs not targeting the general public.*)
- The interpretive network should provide orientation information to nearby attractions and opportunities and might include a visit to the different sites as part of a package of complementary opportunities in the region.

Characteristics with regard to limitations

- Any given audience will have a variety of impairments represented.
- Users will have varying limitations in terms of energy, time, interests, and preferred learning styles.
- Users will have varying degrees of educational background.
- People tend to visit in groups—family or friends. Families and other similar groups have a variety of educational levels *within the group*.
- Groups, especially families, will interact with each other while participating in an interpretive experience.
- Families tend to visit more often in summer months, when most school children are on summer vacation.

Implications with regard to limitations

The following are key implications of these data points:

- Interpretive opportunities such as signs and exhibits should be designed to accommodate at least small groups.
- Frequent and well-placed opportunities to sit and rest will enhance the experience for many people.
- The interpretive program should provide opportunities that allow all members of a family or group to be involved at the same time and place, despite having different educational

or experiential backgrounds. This can be accomplished by providing *several* opportunities, each catering to a different educational level, in one location, or a single strategy that is designed in such a way that everyone in the group can find something of interest.

- The interpretive program must offer opportunities that are understandable to audiences with limited expertise and knowledge.
- As a whole, the interpretive program should use universal design standards to make the information accessible to all people, despite any impairment, whether it is visual, auditory, physical or otherwise.

Note: An interpretive program that addresses all impairments will also serve an aging population because impairments—not age—ultimately limit a person’s ability to engage in interpretive opportunities.

- To the extent possible, the interpretive program should provide an array of strategies that include opportunities for each of the basic learning styles – observation, social interaction, and hands-on.
- To the extent possible, the interpretive program should present information in a way that is rewarding, within a visitor’s limits imposed by a ‘leisure’ activity, and organized according to themes to eliminate unnecessary effort.
- To the extent possible, the interpretive program should offer opportunities to “skim,” “browse,” or “gorge” the information to accommodate preferences and to accommodate visitors on a tight schedule.
- The interpretive program should provide an ‘opportunity menu’ that lists time required for each activity and suggested itineraries based on time available. For example, it should suggest an itinerary for the visitor that has a half-hour, 2 hours and a half-day.
- The interpretive program should offer information at different levels corresponding to different educational backgrounds.
- Programs in the summer months should be more family-oriented.

Independent Travelers

Key Characteristics

In addition to the characteristics for all visitors, the following are key characteristics of independent travelers, whether resident or non-resident, which apply or could apply to visitors to the different sites and surrounding environs and should be considered in developing the interpretive network.

- Many travelers prefer to plan part of their trip, including itinerary, prior to arriving. Many will use the INTERNET to access information in order to plan.
- Travelers prefer user-friendly, easy-to-access orientation information at the beginning of and throughout their experience. Again, this will include information accessible via the INTERNET, but also information accessible at locations along their travel route and at their destinations so they are reassured that they are not lost.
- Many visitors from outside an area prefer or desire recommendations for itineraries or places to explore during their visit to that area. Many prefer those itineraries to include time required instead of or in addition to distance so they can plan accordingly.
- Many visitors to the area are coming to visit friends or relatives.

- Travel patterns for general travelers usually show families traveling more in the summer months and during school vacations with retired travelers traveling more in the spring and fall.
- Authentic experiences are becoming an important consideration in travel plans.

Implications

The following are key implications of these data points:

- A web page should be a key part of the interpretive network. It should be set up to allow potential visitors to easily find information on sites and opportunities that reflect their specific interests. It should also include suggested tours and itineraries both on-site and in the vicinity based on topics of interest and on time constraints.
- The web page and information packets should highlight opportunities and experiences with attributes that might be effective in attracting more visitors and holding them longer, such as family oriented, exciting, fun, relaxing, an escape from schedule, culturally enriching, authentic, safe and different.
- It will be important to develop strategies for making residents aware of the interpretive and program opportunities at the various sites because they will be a main source of information for friends and relatives who are visiting. This could include some investment in partnerships with schools as a means of reaching parents and families through children. No study has been located that looked at the impact of education on increased visitation, but it seems that indirectly, if such programs made families more aware of opportunities, and if a major reason for traveling to the surrounding area was to visit residents, a positive impact is highly likely.
- Seasonal shifts in programs should be considered to focus on families in the summer, educational groups and travelers without children in the fall and spring.

Residents

Key Characteristics

In addition to the characteristics noted for all audiences, the following are key characteristics of residents in general that probably apply to residents of the surrounding area and should therefore be considered in developing the interpretive network. Residents can be defined as living in the corridor defined by Highway 101 from Wheeler (Tillamook County) to the south and Seaside (Clatsop County) to the north.

Local Residents (All year)

- These residents tend to be well-connected with the community and have access to resources in the area.
- Because of their lifestyle, they may avoid events and activities that appear to be tourist-focused.

Seasonal Residents

- These residents may not live in the area in the winter months thus limiting their participation in programming or volunteer efforts.
- Because of their seasonality, they may not be as familiar with the coastal conditions and characteristics during the winter months.

Newer Retiree Residents

- These residents (some seasonal – some year round) are seeking out new experiences and activities and trying to make a connection with their new home.
- Because they are new, they may be very unfamiliar with the cultural and natural history of the coast.

General Resident Characteristics

- The coastal population is “graying” with increased numbers of middle and older age groups moving to the coast for retirement.
- Some local residents may be more knowledgeable about the Oregon Coast and its ecology than seasonal park employees and visitors.
- Local residents may utilize the park sites when friends and relatives visit the area.
- The two towns that anchor this stretch of the Oregon Coast – Seaside on the north end and Rockaway Beach on the south end – are very different communities. A strategy that works in one community may or may not work in another.

Implications

- Outreach to any residents (all sub-categories) will need to consider the best way to reach these different groups and their individual needs as a group.
- New material and programs need to be developed continuously to take advantage of the opportunity for repeat visitation from these groups.
- With training and support, younger local residents might be initially targeted for employment at these parks through internships or AmeriCorps type positions.
- Local residents might be invited or encouraged to volunteer or get involved in the parks’ operations to ensure greater local “ownership” (speakers, training, etc.)
- Serving this target market may require programs specifically targeted for residents including offerings year-round.
- Word-of-mouth communication can have a powerful influence for marketing the different parks’ programs and services.

Non-Residents

Key Characteristics

In addition to the characteristics noted for all audiences, and in addition to having many of the general characteristics of independent travelers, non-residents are likely to have the following characteristics that will have impact on the development of an effective interpretive network:

- The majority of visitors to the Coast are Oregon residents who live elsewhere in the state (generally non-coastal areas).
- Non-residents may be unfamiliar with the area – especially climate and weather – and have different expectations for being at the beach.
- Non-residents are likely to be staying in campgrounds, RV sites or motels/hotels and using restaurants.

- Non-residents will need more detailed information regarding locations and directions (i.e. beach access sites, places to stay and eat, distances and driving times, etc.)

Implications

- Assumptions should not be made about the basic knowledge of non-resident visitors (knowledge of tides and beaches).
- Orientation that reassures and provides support for the desired experience will be an important element for this group; although orientation to the north coast is not necessarily the role of the parks in this area.
- Increased fuel costs may or may not have implications for future number of visitors to the Oregon Coast.
- It will be important to develop a relationship and rapport with local lodging and restaurant businesses through Chamber of Commerce or tourism bureaus and utilize strategies that link to visitors
- Associated stories and interpretation should link to the familiar with all visitors.

Sub-Categories

The above two categories may be broken down into the following sub-categories:

Tourists – Recreational & Natural Heritage

Key Characteristics

- Oregon coastal communities are heavily dependent economically on tourism.
- Over half of visitors are from within the state and an additional 20% are from Washington State.
- Increased growth in tourism has been due to visiting friends and relatives and visits to the beach.
- Visitor travel is seasonally timed – heavy summer traffic, lighter shoulder seasons – spring and fall, light winter traffic.
- There is an increase in off-season (fall, winter, spring) weekend traffic to the coast from urban areas along I-5 corridor (weekend getaways).
- Most coast visitors generally arrive in vehicles – personal or rental.
- Active recreational user may also include visitors using RVs.
- There are limited group tours via motor coach during peak seasons.
- Increasing numbers of international visitors are attracted to the coast for whale watching.
- Surf conditions attract surfers from the region (along the coast) and from the Willamette Valley to several of the park sites, including Ecola (Indian Beach), Oswald West (Smuggler’s Cove).
- Equestrian groups require specific needs for using their horses in recreational settings. A designated horse camp is provided at Nehalem Bay State Park for this user group.
- The Hwy 101 route along the Oregon coast is recognized worldwide as a bicycling trip destination for commercial bicycling tour operators and private groups – generally traveling north to south in the summer months.
- There is increased publicity and public education campaigns around public health concerns such as obesity and lack of exercise.

- Recreational visitors are a majority of visitors along the North Coast. Typical activities include:

| | | |
|-------------------|-----------------------|--------------------------|
| Clamming/Crabbing | Kite Flying | Golfing |
| Fishing | Surfing & Windsurfing | Hiking |
| Beachcombing | Horseback Riding | Wildlife Viewing/Birding |
| Whale Watching | Bicycling | |

Implications

- Staffing and programming should be designed and developed around the above visitation patterns.
- Recreational users such as surfers may come to the North Coast of Oregon for the “complete” experience – the opportunity to enjoy their recreational interests in a natural and undeveloped setting.
- When planning changes or new facilities, some user groups, such as equestrians, should be contacted directly to determine their specific recreational needs.
- The planning and development of visitor services, accommodations and programming should consider a variety of user groups. With sensitive design, many groups’ interests can be met in a single project.
- Public health campaigns may mean an increased interest by the public in activities that provide physical exertion in a fun and enjoyable way integrated into a vacation or weekend trip (i.e. guide hiking trip outdoors vs. the use of a treadmill indoors).

Organized Groups in General

Key Characteristics

The following are key characteristics of organized groups that should be considered in developing an interpretive program.

- Groups are often on a set time schedule and want to get as much out of a visit as possible.
- Group size often exceeds the capacity of any single interpretive opportunity, thus reducing the effectiveness of that opportunity.
- Groups need a staging area as a focal point for organizing and orienting members prior to a visit and for gathering at the end of a visit.
- Groups often arrive in buses.
- Most school groups visit in spring and fall months.
- Specialty group tours are becoming more common and commercialized (photography workshops, professional society training events, craft guilds etc)

Implications

The following are key implications of these data points. Many of the implications relate to the infrastructure necessary to serve this audience.

- Infrastructure needs include covered staging areas in key locations at the different sites for providing an immediate focal point for organizing and orienting group members and a place to meet before leaving; facilities with multiple toilets and urinals; parking and turn-around space for large vehicles (buses); and covered or indoor picnic areas for eating lunch. Large flat areas along interpretive trails (teaching stations) are also often used heavily by school groups.
- The interpretive programs in areas that receive school groups should, if possible, offer at least four opportunities of approximately the same length in the same general area to allow large groups to be split into several smaller groups and pulsed through the site.

- To be most effective, a visit by an organized group should be run on a well-organized schedule, with no waiting and with clear directions. A staff member should be assigned that can help with the management of the group and answer questions.
- Organized groups may use local convention and visitors bureaus to find lodging, food and showers. Making connections with CVBs may help in ensuring groups understand policies and limitations.

Educational Groups (K-12)

Note: The following information is the result of previous work by the contractor involving research and discussions with K-12 teachers, school administrators, and personnel that deal with school groups.

Note: Some of the preferences noted for this group are not in the category of information, but are important considerations if this market is to be developed.

Key General Characteristics

Typically, with educational groups in the K-12 range, the user that must be sold on the experience is the teacher. Therefore, it is important to look at the preferences of the teacher as well as the students as guidelines for developing experiences that will be desirable enough to be used. The following are characteristics of these groups that help define the type of experience that would be attractive:

- Teachers are often given guidelines for what must be taught in the curriculum for a specific grade.
- Teachers and groups are constrained to a time period that can fit within a school day due to the cost of overnight trips.
- Budgets are limited and the cost of transportation is a factor.
- Teachers already provide a multitude of learning opportunities within classrooms.
- Chaperones, who may not have any expertise, may be leading groups of school children.
- Children in the K-5 ages are still in a developmental stage that focuses on gathering information, primarily through sensory interaction.

General Implications

Many of the interpretive opportunities that are developed for other audiences can be used by this target audience. However, programs with the following characteristics will be especially attractive:

- Interpretive programs that support the curriculum in the school and that help teachers meet standards for Oregon schools. Relevant standards associated with science and history would be appropriate to the interpretive network.
- Programs that provide opportunities that cannot be duplicated in a classroom.
- Visits that are relatively inexpensive and provide a lot of different learning activities and opportunities so schools can get a 'big bang for the buck.'
- Opportunities that provide an opportunity for students to interact with specialists.
- Programs with pre-trip and post-trip activities and materials.
- Programs that provide all students with activities to keep them focused and occupied, such as a Treasure Hunt.
- Programs that provide training materials to group leaders and teachers.

- Opportunities that involve first-hand acquisition of information through sensory involvement, such as a touch table.
- Despite upgrades to the program, transportation still may be too much of an issue (costs, distances and time) so outreach opportunities, such as classroom visits and teaching kits, might be effective.

Key Characteristics Specific to K-12 in the area

- Seaside School District (Cannon Beach) and Neah-Kah-Nie School District (Nehalem) are relatively rural and geographically widespread school systems.
- Fuel costs, transportation fees and distances make it more challenging to plan and schedule off-school grounds field trips
- Typically two or more classes will combine numbers and rent one school bus for 30-50 students, teachers and chaperones.
- Educational standards for specific grade levels make it more difficult for teachers to find time for extra subjects of interest to students
- Teachers have set curriculum for specific subjects in their classrooms.

Implications

- There are opportunities to work with regional/coastal school groups in their classrooms and at their schools using docents, volunteers and/or staff.
- Any materials or programs developed must be aligned with educational standards and local requirements
- Day-long field trips by school groups imply a need for bathrooms that can accommodate many students at once and food eating area. Consideration might be given to planning a typical itinerary that involves those stops at another location preceding or following their visit to the park sites.
- Park visits must be timed for arrival and departure with existing school district transportation schedules (i.e. buses are needed to deliver and pick-up students on regular schedules)
- Well-designed and constructed distance learning programs (i.e. INTERNET) may be a good link between schools in the area and those in the Willamette Valley who have an interest in marine and coastal studies.

Middle and High School

Key characteristics

In addition to sharing many of the characteristics of educational groups in general, this audience has the following key characteristics that should be noted when developing the program for the different sites:

- It may be more important for this group to interact with specialists.
- Students will be studying scientific inquiry and the scientific method.
- Students may be thinking about careers.
- Some student may be considering universities and majors.
- They may be very pre-occupied with the opposite sex.

Implications

The following are key implications of these data points:

- The interpretive program should create the opportunity for organized groups to interact with specialists.

- It may be necessary to have a structure that allows splitting these groups into several small groups to minimize undesirable social interaction.

University

Key Characteristics

In addition to sharing many of the characteristics of educational groups in general, this audience has the following key characteristics that should be noted when developing any educational outreach program for the park sites:

- This group needs to interact with specialists.
- This group is likely to be more interested in research.
- This group contains individuals who are attempting to make career choices.
- Students from this group, especially students from such disciplines as marine biology, fish and wildlife, or botany, are likely to have an extensive base of knowledge.

Youth Groups

Key Characteristics

In addition to sharing many of the characteristics of groups in general, this audience has the following key characteristics that should be noted when developing an educational outreach program for the different sites:

- Some youth groups may be working toward a specific goal, such as a merit badge.
- They may be interested in service projects. Schools are beginning to require service learning credits to graduate from school. These credits are earned outside of the classroom and the school day.
- Typically, the youth in these groups are linked to family members, who are also a potential audience.
- Groups that volunteer time on projects are usually interested in a visible product for their volunteer time rather than mundane maintenance work. They would be more interested in building a trail or planning and producing a temporary exhibit than simply contributing hours.

Implications

The following are key implications of these data points:

- The different park sites could develop long term partnerships/relationships with such organizations, which could then become sources of labor for projects.
- Programs that involve youth on an individual basis have staffing and budget implications.
- Visible projects for such groups are effective in attracting children to return with families and other relatives.
- Volunteer appreciation days at which youth groups are recognized for contributions are also a tool for attracting relatives.

Seniors

Key Characteristics

In addition to sharing many of the characteristics of groups in general, this audience has the following key characteristics that should be noted when developing the program for the different park sites:

- They will have a greater knowledge of the eras represented within the different park sites history.
- They are likely to have leisure time and would therefore be a source of volunteers.
- Members of this group often have stories to share that are relevant to the overall story being interpreted and would like to share those stories.
- As a general rule, many of the visitors in this group tend to move slower.

Implications

The following are key implications of these data points:

- The interpretive network should include information on volunteering.
- The interpretive network should include opportunities, such as within senior tours, with a chance for participants to share stories.
- Frequent resting areas at park sites and along a tour route will be important.

Other Organized Groups

Key Characteristics

In addition to sharing many of the characteristics of groups in general, this audience has the following key characteristics that should be noted when developing the program for the different park sites:

- These groups may be commercial (guided tours) or educational in nature (Elderhostel, university field courses, etc.).
- The group generally travels together in one vehicle (i.e. motor coach or van) or caravan together in personal vehicles.
- Individual group members will purchase items from a sales area if available. Sales areas for any new facilities should be considered.

Implications

- The group arrives all at the same time and could swamp parking and restrooms.
- In order to ensure a quality visit, it may be necessary to make contact with tour operators or group leaders to stagger arrivals and avoid overlapping groups at the same time.
- Some groups may be willing to make donations for use with educational projects as a user fee whether required or not.
- Sales areas may become swamped if more than one group is present in a building at a time in addition to normal numbers of visitors.

Oregon Parks and Recreation Department
Nehalem Management Group
Interpretive Plan: Audience Matrix

| Park Unit | Audiences/User Groups | Typical Activities | Interpretation/Notes |
|---|--|---|--|
| Nehalem Bay State Park (Service Level 4) | regional residents in off-season/shoulder season; state residents; non-residents traveling along the coast; coast bicyclists | overnight camping – RV, tent, yurt, horses; day use – boat launch, beach access, fishing; bicycling on roads and trails; exercise walking on pathways and trails; horseback riding – rental and private | horse concessionaire, existing interpretive signage (1), park brochure |
| Oswald West State Park (Service Level 3) | regional residents, young adults, families, Coast Trail hikers, coast bicyclists | surfing, overnight camping, day hikes, picnics | park brochure |
| Hug Point State Rec. Site (Service Level 1) | highway travelers, coast bicyclists, school groups | beach access, beach walks, vehicle rest stop, sightseeing, watching sunsets | |
| Arcadia Beach State Rec. Site (Service Level 1) | highway travelers, coast bicyclists | beach access, sightseeing, vehicle rest stop, photography, watching sunsets | |
| Tolovana Beach State Rec. Site (Service Level 1) | non-residents from nearby resorts, school groups, highway travelers | beach access, beach walks, watching sunsets, access to Haystack Rock tidepools | existing interpretive signage (2) + telescope |
| Ecola State Park (Service Level 3) | non-residents – visitors to Cannon Beach, state residents, regional residents – off-season use; Coast Trail hikers | walks, hiking, photography, picnics, surfing, beach walks, overnight camping for Coast Trail hikers | existing interpretive signage (4) at Ecola Point + Clatsop Loop Trail (brochure + 6 panels) at Indian Beach, park brochure |

General Parameters

Introduction

Parameters are those conditions under which an interpretive program must be developed, such as monetary constraints, and under which it must function, such as climate. Identifying parameters ensures selection and development of interpretive and wayfinding strategies and infrastructure that are effective and realistic, not idealistic. The following section contains key parameters that could affect the interpretive programs at the units in the Nehalem Bay Management Group. The first section focuses on general parameters that apply to most or all of the units. The next section contains parameters specific to each unit. In reviewing the parameters, it is important to remember that they represent what is, not what should be or what is desired.

General Parameters

The following parameters apply to most or all of the units in the Nehalem Bay State Park Group.

Budget

B-1: Funds for implementation and ongoing operation and maintenance are likely to be limited. This has several implications:

- A phased approach to developing the interpretive network will be important.
- The first phase should contain projects that can be completed easily and show results in order to maintain enthusiasm and motivation.
- Low maintenance opportunities should be prime components of the basic program.

B-2: It is likely that OPRD can get about \$2M at one time for projects. The phasing should take this amount into account and set up an implementation plan that is organized into chunks that cost about \$2M.

Staffing

S-1: Staffing for interpretation will be limited if present at all in all units except Nehalem Bay, where it will be limited. Paid staff may or may not be dedicated to providing or assisting with interpretive opportunities at any of the sites on a full-time basis, even Nehalem Bay. Volunteers may be available, but depending on volunteers is not without issues. Consequently, self-guided opportunities should form the basis of the interpretive network at all of the sites.

Note: This is not a recommendation against personal interpretive services. In fact, teachers have indicated that a staff person to answer questions and give a brief tour is a highly desirable part of a field trip experience and is a factor in attracting that target audience. Rather this is a recommendation against personal interpretive services as a critical part of the program for the general public. In other words, the program should be designed so it can function without personal interpretive services, but be enhanced by the addition of such opportunities.

S-2: Pre-trip planning and information needs can be satisfied for some visitors by providing a good website. Significant efficiencies may be gained by utilizing the Internet – online information about hours of operation, tours, fees, accessibility and events will take pressure off reception staff.

S-3: Only Ecola, Oswald West and Nehalem Bay will have a staff presence at all times.

Information will have to be very user-friendly.

Vandalism and Theft

V-1: Vandalism and theft are potential issues at all the sites. Outdoor signage, kiosks, brochure racks and other structures should be constructed of vandal-resistant materials.

Environmental Conditions

E-1: Summers are likely to be warm and winters relatively cool and wet.

Exterior informational and interpretive opportunities must either be stored during winter months or constructed of materials highly resistant to the anticipated weather conditions.

Policy and Legal Issues

PL-1: ADA rules and regulations state that information must be accessible to all and to the extent possible, experiences should be accessible to all. Information presented within the interpretive network must be made accessible in some way for those with disabilities.

Surrounding Attractions and Events

SAE-1: The following existing attractions offer experiences that could complement interpretive offerings in these sites.

- Tillamook Forest Visitor Center: Interprets the natural and some cultural history of the northern Oregon coast range.
- Fort Stevens State Park: The historic aspects of this site can be linked to Ecola (radar on Tillamook Head)
- Lewis & Clark National Park: This ties to Ecola (the beached whale and Clark's View).
- Columbia Maritime Museum in Astoria: This can be tied to the Tillamook Rock lighthouse, which is most visible from Ecola Point in Ecola State Park.
- Cannon Beach History Center: this facility offers information on the Tillamook Rock lighthouse and other local history. It could tie to the longhouse that will be built at Nehalem.
- Discovery Center at Seaside: This can be linked to the longhouse at Nehalem.
- Pioneer Museum at Tillamook: This can be linked to the shipwreck story at Neahkahnie Mountain.
- Cape Lookout State Park offers a complementary experience to Oswald West and Cape Meares is another place to go for an experience involving lighthouses.

The interpretive opportunities in the park units should complement what is being offered at these sites and could take advantage of them by encouraging visitors to continue learning by visiting these opportunities.

Interpretive Opportunity Inventory

Introduction

In general, people become more interested in a subject when they can *see* something related to it, and they are more likely to believe what they can see than what they only hear or read. Therefore, the more an interpretive program connects with and uses actual artifacts or features in conveying information, the more effective the program will be. The inventory of interpretive opportunities within the context of Interpretive Planning focuses on inventorying artifacts and features available for use as supporting visuals for interpretive opportunities in order to develop themes and storylines based on what visitors can *see* or *experience*. Note that the inventory of interpretive opportunities is like a menu – just because it is possible to tell a particular story does not mean that it should be told. Also, the key stories are the only ones listed – it does not mean there are not other stories, but these are the ones linked to the prominent visuals or historical events. The following information is separated by park unit.

Secondary Stories

These are stories that can be told effectively at any of the sites, but are either not as visible in the landscape or can be told in a variety of locations in the area.

The interconnectedness of an ecosystem, especially within a watershed and the concept that everything in an ecosystem therefore has a role and has impact

Everything in an ecosystem is linked. Consequently, events in that ecosystem cause a ripple effect that affects other components of the ecosystem. This is a key concept that forms the basis for many resource management actions. For example, managing wildlife depends heavily on managing the habitat of a species, which is what is happening in managing water flows for fish, keeping snags for wildlife and other such actions. This also encompasses the story of human impacts on watersheds in general.

The stories that can be read in the cultural and natural landscape. We want people to become ‘detectives of the landscape;’ to understand that cultural and natural landscapes contain a vast array of stories that can be ‘read’ if someone only knows what to look for. The hope is that this awareness will catalyze an interest in learning how to read landscapes to decipher the stories of natural and cultural history, and support for preservation of those landscapes and features as a means of preserving those stories. It is also something visitors can take away with them and apply to where they live or anywhere they visit.

Existing Features and Stories

Table 2 contains the key features and associated stories that could be told using those features. This table does not include what could be brought to the park and displayed outdoors or indoors in existing or new facilities.

| Site | Story or sub-story | Features/events supporting the story | Comments |
|---------------------------------------|--------------------------------------|---|--|
| Manhattan Beach State Recreation Site | Human Impact | <ul style="list-style-type: none"> • Built environment • Foredune ridge (European Beach grass) | Not a unique story |
| | Coastal vegetation and succession | <ul style="list-style-type: none"> • Coastal forest in the deflation plain | Not a unique story |
| Nehalem Bay State Park | Human impacts | <ul style="list-style-type: none"> • Planted sand spit • Foredune ridge • Scotch Broom | |
| | Linkages | <ul style="list-style-type: none"> • Snowy Plover habitat • Any species with links to specific wildlife | |
| | Cultural history | <ul style="list-style-type: none"> • Old pilings in bay • The bay itself • Platting a town on the spit • The small communities visible around the bay | |
| Oswald West State Park | Coastal rainforest | <ul style="list-style-type: none"> • Nurse logs • Stilt trees • Epiphytes • Snags • Skunk cabbage • Old growth (spruce) | |
| | Geomorphology | <ul style="list-style-type: none"> • Cape Falcon and the associated cliff faces • Large rocks on beach • Ancient stream bed in cliff face | |
| | Human history | <ul style="list-style-type: none"> • Neahkahnne Mountain | The story of the Beeswax mystery is one that does and will interest people. Although the only visuals associated with the story are the ocean and the mountain, they are enough, especially when the cove is called “Smuggler’s Cove.” |
| Hug Point State Park | The beach as the first state highway | <ul style="list-style-type: none"> • Wagon road | |
| | Geomorphology | <ul style="list-style-type: none"> • Points of land • Different patterns in the cliff faces | |

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| | | <ul style="list-style-type: none"> • Off shore rocks | |
| | Rocky intertidal areas | <ul style="list-style-type: none"> • The rocky intertidal areas at Hug Point | |
| Arcadia State Wayside | Geomorphology and forces of nature | <ul style="list-style-type: none"> • Headland and rocky intertidal area • Sea stack • “flag” trees (trees slanted due to killing of buds on windward side by salt particles) | |
| Tolovana Beach State Recreation Site | The importance of offshore rocks | <ul style="list-style-type: none"> • Haystack rock with its associated rocky intertidal areas and sea bird habitat. | |
| | Oregon’s first highway | <ul style="list-style-type: none"> • The vehicular access to the beach | |
| Ecola State Park | Sea bird habitat, marine mammal habitat and rocky intertidal area | <ul style="list-style-type: none"> • Sea bird colonies on Sea Lion Rocks • Marine mammal haul out on Sea Lion Rocks and Tillamook Rock • Rocky intertidal areas accessed from Indian Beach | <ul style="list-style-type: none"> • Tillamook Head <p>Evidence of different stream locations</p> |
| | Human history (it’s the water) | <ul style="list-style-type: none"> • Clark’s View • Cannon Beach (the beached whale) • Culture and lifestyle of the Native American settlement at Indian Beach and Ecola • Tillamook Head lighthouse • Houses on Ecola Point • The Feldenheimer Forest Preserve • Lewis and Clark expedition | |
| | Geomorphology | <ul style="list-style-type: none"> • Slump above Crescent Beach • Tillamook Head • Sea stacks • Headlands and beaches • Ancient stream beds | |
| Saddle Mountain State Natural Area | Geomorphology | <ul style="list-style-type: none"> • The rock outcroppings that are Saddle Mountain • The volcanic dike that is visible within the rock outcroppings • The topography of the surrounding landscape visible from many points along the trail | The rock outcroppings are the result of lava flows from eastern Oregon encountering water. |
| | Ecological Niche | <ul style="list-style-type: none"> • The array of wildflowers and microhabitats • The unique plants and wildflowers and associated butterflies | The unique flora is also a good tool for telling the story of climate as a force in shaping the landscape. Some plants are |

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| | | <ul style="list-style-type: none"> • Unique bat populations • Unique amphibian populations | remnants of Ice Age flora and some are remnants of warm weather flora that migrated north thousands of years ago when the climate became significantly warmer. |
| | Human Impact | <ul style="list-style-type: none"> • Springboard notches in old stumps • Logged areas visible from points along the trail • Erosion visible from the trail | |

Appendix B

**Interpretation of Arch Cape Cannons at Nehalem
Bay State Park: A Celebration of Discovery**

Interpretation of Arch Cape Cannons at Nehalem Bay State Park: A Celebration of Discovery

The story of the Arch Cape cannon takes us back to the time of the Oregon Territory, and is a story of their discovery, history, and plans for restoration. A number of historical events lead many to believe the cannon originate from the wreckage of the U.S.S. Shark. The ship and series of cannon discoveries in 1846, 1898, and 2008 have connected coastal communities and enriched Oregon's heritage. The cannon discoveries took place within the Nehalem Bay Management Unit. Nehalem has played a significant role throughout the history of the cannon discoveries. Citizens from Nehalem discovered and recovered a cannon in 1898. The most recent discovery was documented by Nehalem Bay State Park, with staff playing an integral role in their recovery. Because the cannon discoveries lie with the Nehalem Bay Management Unit, with Nehalem playing a role in two of the discoveries, Nehalem Bay State Park is the appropriate place for the state to interpret the discovery of the cannon. The permanent location of the original cannon should be decided by the committee currently managing their restoration. The decision should be made taking into consideration the preservation and appropriate interpretation of the cannon as well as the concerns of the local communities, local historical and maritime organizations, OPRD, the Department of the Navy and other appropriate groups.

The Discovery



Two cannon were found on separate occasions over the President's Day holiday weekend of February 16-18, 2008 in Arch Cape, approximately a quarter mile south of Hug Point. The first cannon was discovered by Mike and Miranda Peterone, a father and daughter from Tualatin, during a walk on the beach. Once they noticed the shape of a cannon they contacted local officials about the discovery (Griffin 2008: 10). The cannon were only visible during low tide, which occurred in the late afternoon at that time.



Word of the cannon discovery quickly spread and interest in the cannon grew. A cannon was discovered on this same beach in 1898 and this recent discovery was thought to be a cannon from the same wreck, the U.S.S. Shark, that wrecked on the Columbia River in 1846.

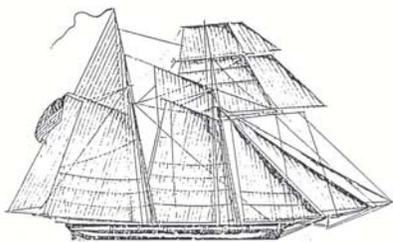
Nehalem Bay State Park (NBSP) personnel were notified on Sunday and by Monday, the Arch Cape beach had attracted many people who awaited the low tide to look for the cannon. While NBSP Staff documented the first cannon, a second cannon was discovered further up the beach from the first cannon by another Tualatin resident, Sharisse Repp. OPRD Team Leader, Gary McDaniel confirmed that it was indeed a second cannon and realized the significance of the discovery and that it would greatly increase the interest of the public.

It was at this time that Parks personnel became concerned that the cannon or other associated artifacts would disappear during the period of low tide after they intercepted a couple of people with pieces from the cannon. In addition, they realized a number of environmental conditions

serendipitously combined that weekend to expose the cannon: a series of low tides along with beaches that had roughly 10 feet of sand missing, which had been washed away due to several violent winter storms. Parks staff knew the sands could shift once the tide came in. An impending storm was also liable to make accessing the cannon impossible in days to come.

Realizing the need to move fast if the cannon were to be recovered, park staff worked with local and state personnel, including State Archaeologist Dennis Griffin of the State Historic Preservation Office, to quickly retrieve the cannon, obtain the necessary permits and adhere to the proper marine salvage techniques that would best preserve the cannon. Once off the beach, OPRD followed the professional advice given to them by researchers and placed the cannon in large plastic tubs filled with saltwater, with a slow replacement to fresh water to remove unwanted salts. The freshwater bath would keep them moist in order to prevent deterioration due to exposure to the air.

The History of the Cannon: Community Connections



Evidence suggests that the cannon are possibly from the U.S.S. Shark, a naval schooner that wrecked near the mouth of the Columbia River in 1846. The story of the Shark and subsequent events that followed after the wreck provide a convincing story worth telling.

The U.S. Schooner Shark was built in 1821 and spent its first 15 years suppressing piracy in the Caribbean and slavery in West Africa. In 1836 it received its Pacific Coast assignment and was the first U.S. war ship to pass east to west through the Strait of Magellan. The Shark received its assignment to survey the Columbia River region in April of 1846, at a time when Britain and America were in a border dispute regarding the Canadian border in the Oregon Territory. The Shark's mission was to survey conditions in the Oregon Territory relating to the Canadian Border negotiation that were in progress. In addition the ship served American interests by providing an American military presence in the region.

Having completed the survey on September 10th, 1846, the ship wrecked on the perilous sands of the south spit of the Columbia due to unpredictable wave, current and wind conditions. Incredibly, but not without suffering, every one of the Shark's crew survived the wreck.

While the crew waited in the Astoria area for transport out of the region, they scouted the beaches for wreckage. About a month after the wreck, the crew received word from Native Americans that a portion of the decking, along with three cannons upon it, washed ashore south of Tillamook Head. Midshipman Simes was sent to locate the wreckage and indeed did find the decking and three cannons as described. While at the wreckage, Simes detached one of the cannon and hauled it up to what he thought to be the high tide line. The cannon was left behind due to the impracticality of transporting it back over the mountains.

Over the years, according to various newspaper articles and accounts (Dennon1988:29 and Vaughn 2004), the one cannon that had been dragged up to the high tide line was periodically spotted after winter storms that scoured the beaches. Then in 1898, after such a storm, the one cannon was revealed and discovered by the mail carrier from Nehalem, George Luce (Dennon 1988:33). The cannon was recovered by a group of people from Nehalem and placed at the Cannon Beach Post Office, which was located directly above the place of discovery at the time. (Arch Cape is the present day name of the town where the cannon was discovered. At the time of

the discovery in 1898, the area's post office had been named Cannon Beach, inspired by the cannon, but named before their recovery.)

The location of the cannon discovery in 1898 is estimated to have been within a half a mile of the modern discoveries and may be as close as a few hundred feet.

Interpretation at Nehalem Bay State Park



An interpretive program to explore the cannon discovery is proposed for long term interpretation as well as for Nehalem Bay's evening programs. The cannon were found on the beach at Arch Cape which lies within the Nehalem Bay Management Unit. The site is a quarter mile south of Hug Point State Park. The location of the cannon within the unit, combined with the historical discovery ties to Nehalem and the present day recovery role of Nehalem Bay State Park staff all support an interpretive program at Nehalem Bay State Park.

OPRD is charged with the protection and preservation of the recreation, scenic, and natural resource values found on Oregon's ocean shore. Since OPRD manages ocean shore areas, it would stand to reason that we should also protect and preserve the cultural resources found there, as cultural resources are an integral part of OPRD's overall mission.

The intent of an interpretation program is to satisfy the public's interest in, and enthusiasm for, the cannon, their history, and their restoration, as well as to showcase the proper way to handle archaeological items of importance. The need to inform the public regarding how the law applies to archaeological items was evident during the recovery of the cannon. On separate occasions during the recovery, OPRD staff intercepted people taking portions of the cannon off the beach. In addition, the unique requirements of stabilizing and restoring marine archaeological items will be addressed.

The cannon program can be presented in the summer at Nehalem Bay State Park's Amphitheater. Two possible living history programs include: a presenter dressed as Midshipman Simes, the crewman that traveled from Astoria to verify the wash up of the three cannon south of Tillamook Head; or a presenter dressed as George Luce, the mailman from Nehalem that discovered the first cannon in 1898.

A visually accurate and non-firing replica cannon could be a part of the interpretive program. It will allow the public to see, touch and imagine what would be almost 200 years ago. This replica could serve as departure point for deeper interpretation regarding the park theme of the changing nature of the area where the ocean and river come together. Interpretation could include explanations about the natural forces that moved the cannon from the wreck site to the south and the forces that removed the sand to make the discovery possible after so many years. Additional interpretation should emphasize the regional theme of stewardship including the discovery, "rescue" and restoration process for the cannon.

The replica cannon could be a temporary seasonal addition to the display that will celebrate the discovery of the cannon once the Interpretation Center is built at Nehalem Bay State Park. The cannon will join other items of interest to tell the cannon's story on our coast.

Research

Research on the U.S.S. Shark has been gathered from a number of sources. The Columbia River Maritime Museum has assisted in the gathering of several documents. In addition, the internet and a number of publications on the early settlement of the area have also been referenced (See the References section that follows). Research on the cannon will continue as more questions are asked regarding the historical record. In addition, the story is a living document. The cannon are now being prepared for transport to Texas A&M's Conservation Laboratory. The restoration process will remove the surrounding concretions and prepare them for display at an Oregon venue. The process is slated to take four years and extensive documentation including photographs will track the process. These will be incorporated into the subsequent interpretation. As the cannon are restored and a curator is identified the story will continue to be written.

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