

WASHINGTON PARK ARBORETUM



Interpretive and Wayfinding Plan

December 22, 2004

Cascade Interpretive Consulting 
LEHRMAN CAMERON STUDIO 



WASHINGTON PARK ARBORETUM

February 16, 2005

Interpretive and Wayfinding Plan

CONSULTANT TEAM

Cascade Interpretive Consulting 
LEHRMAN CAMERON STUDIO 

PROJECT MANAGER

Jerry Ernst



How to Use This Plan

POTENTIAL USE SCENARIOS

Washington Park Arboretum Staff

Maintenance staff consults the *Plan* to determine connection between new trails, Interpretive Zones, and other exhibits. Locations are identified for future wayfinding elements and incorporated into trail relocation and maintenance work.

Project Manager

The *Plan* is consulted for guiding principles and character of interpretive and wayfinding elements.

As trails are outlined, the *Plan* indicates the type of wayfinding or interpretive technology that might be considered for use. The *Plan* offers a summary of media options, and assists project managers in phasing for potential infrastructure installation.

Planning or Design Consultant

The *Plan* offers guidance for wayfinding features; where to place them, what materials to use, and what they might look like.

It also provides suggestions about interpretive themes that could be used to communicate key messages to Arboretum visitors.

The *Interpretive and Wayfinding Plan* is a reference manual. It gives a direction for how to develop and carry out a consistent wayfinding system between plant exhibits and across the entire Arboretum. The *Plan* also gives guidance on seamlessly applying harmonious, Arboretum-wide interpretive messages when developing or renovating plant exhibits and designing new products or services.

Interpretive Exhibit Designer

With new or renovated exhibits, signs, or other features, the *Plan* provides guidance on themes, basic designs (elements, materials, colors, dimensions, and “the look” in general), and possible placement.

The *Plan* identifies key interpretive themes that could be used to communicate the importance of the Arboretum to visitors.

Education Program Coordinator

The *Plan* may be consulted as interpretive programs are developed to match student needs, requirements of visiting schools, and the resources at the Arboretum.

Education Program Leader

Educators may consult the *Plan* for details about the themes and sub-themes that are the backbone for the programs that they lead. The *Plan* also contains several maps showing different zones of interpretation, entrances/exits, and existing interpretive signage.

Special Events Coordinator

While a variety of activities at the Arboretum may be organized as special events, coordinators of those events will benefit from referencing the interpretive section of the *Plan*, thereby gaining awareness of the peripheral or tangential topics that might be celebrated at any particular event. An event might appeal to a wider audience if it reaches across numerous subjects.

Teachers from Visiting Schools

Prior to bringing a group of students to the Arboretum for a structured program or for an unstructured outing, a teacher may consult the interpretive section of the *Plan* to understand the layers and levels of interpretive messages that are embodied by the Arboretum.





WPA Staff	Project Manager	Planning/Design Consultant	Interpretive Exhibit Designer	Education Program Coordinator	Education Program Leader	Special Events Coordinator	Teachers from Visiting Schools	USERS' GUIDE		
								The following chart shows how particular sections of this document are most applicable to specific users. It divides each major section of the <i>Plan</i> into headings, then briefly describes the key points under each heading, with corresponding page numbers.		
SECTION TITLE										
PAGE								CONTENT HEADINGS		KEY POINTS
•	•	•	•					INTRODUCTION		
								x	Introduction	<div>Definition of Arboretum and description of WPA.</div> <div>Role of Interpretation and Wayfinding at the Arboretum.</div> <div>What this Plan hopes to accomplish.</div>
•	•	•	•					STYLE GUIDE		
								x	General Design Guidelines	Suggestions for materials, layout, color and font.
								x	Entry	Dimensioned interpretive and wayfinding elements.
								x	Orientation	
								x	Interpretation	
								x	Identification	
•	•	•	•	•				WAYFINDING		
								x	Wayfinding Introduction	What is wayfinding? What are the opportunities and constraints of wayfinding at the Arboretum?
								x	Wayfinding Objectives	The intent of signage and wayfinding at the Arboretum.



USERS' GUIDE

WPA Staff	Project Manager	Planning/Design Consultant	Interpretive Exhibit Designer	Education Program Coordinator	Education Program Leader	Special Events Coordinator	Teachers from Visiting Schools	SECTION TITLE		
								PAGE	CONTENT HEADINGS	KEY POINTS
•	•	•	•	•					WAYFINDING, CONTINUED	
								x	Vision for Signage and Wayfinding	Categories of information and strategies for communicating wayfinding information.
								x	Wayfinding Strategies	
								x	Site Elements and Wayfinding Techniques	Examples of wayfinding elements, possible locations in the Arboretum, design principles, strategies, and content.
•	•	•	•	•	•	•	•		INTERPRETATION	
								x	Education and Interpretation at the Arboretum	Current programs and recent history of programs at WPA for various audiences.
								x	Interpretive Strategies	Developing interpretive strategies, recommendations for service and media, and the future.
								x	Interpretive Categories	Organizing interpretive topics at the Arboretum.
								x	Interpretive Matrix	Linking interpretive messages with appropriate services and media for reaching specific audiences.
								x	Interpretive Zones	Grouping areas within WPA according to visitation patterns.



USERS' GUIDE							
WPA Staff	Project Manager	Planning/Design Consultant	Interpretive Exhibit Designer	Education Program Coordinator	Education Program Leader	Special Events Coordinator	Teachers from Visiting Schools
SECTION TITLE							
PAGE	CONTENT HEADINGS			KEY POINTS			
•	•	•	•				
IMPLEMENTATION							
x	Operations and Maintenance for Interpretation and Wayfinding			Creating a sense of ownership.			
x	Inventories			Arboretum's centralized database including plants, signs, lighting, fences, benches, irrigation lines, etc.			
x	Maintenance Standards			Designing for durability, longevity, practicality, safety, etc.			
x	Next Steps and Additional Studies			What needs to happen in order for this Plan to be fully implemented?			
•	•	•	•	•	•		
APPENDIX							
x	Interpretive and Wayfinding Objectives: Conservation, Education, and Recreation and Community			<div> What are the goals and objectives of this plan? Influencing the implementation of future projects. </div>			
x	Arboretum Character			How does the Arboretum want to present itself to the public?			
x	Guiding Principles			Fitting interpretive and wayfinding techniques within the context of the Arboretum.			
x	Summary of Research			Research process that informs this Plan.			



USERS' GUIDE

WPA Staff	Project Manager	Planning/Design Consultant	Interpretive Exhibit Designer	Education Program Coordinator	Education Program Leader	Special Events Coordinator	Teachers from Visiting Schools	SECTION TITLE		
								PAGE	CONTENT HEADINGS	KEY POINTS
•	•	•	•	•	•			APPENDIX, CONTINUED		
								x	Existing Sign Types	Photo examples of the variety of sign types currently at the Arboretum.
								x	Defining Audiences	Who are current and potential users of the Arboretum?
								x	Research Sources	Which sources informed this Plan?
								x	Interpretive Resources Bibliography	What are other sources offering more interpretive information about subjects within the Arboretum?
								x	Interpretive & Wayfinding Technology	Service providers and examples of technology at comparable facilities.
								x	Existing Conditions: parking signs, interpretive signs, and entrances/exits	How do visitors currently access the Arboretum, and what interpretive & wayfinding signage exists?
								x	Proposed locations for Site Elements	Recommended placement for future signs, kiosks, shelters, etc.

Table of Contents

Executive Summary

How to use the Plan
Users' Guide

2 Introduction

4 Style Guide

Wayfinding

- 17 Wayfinding Introduction
- 20 Wayfinding Strategies
- 21 Site Elements and Wayfinding Techniques

Interpretation

- 33 Education and Interpretation in the Arboretum
- 35 Interpretive Strategies
- 38 Interpretive Categories
- 39 Interpretive Matrix
- 45 Interpretive Zones

Implementation

- 46 Operations and Maintenance
- 47 Inventories
- 47 Maintenance Standards
- 48 Next Steps and Additional Studies



LCS, Cover photos also by LCS

Appendix

- i Objectives
- iv Arboretum Character
- vii Summary of Research
- viii Existing Sign Types
- xi Defining Audiences
- xii Research Sources
- xiv Interpretive Resources Bibliography
- xvi Interpretive and Wayfinding Technology
- xix Maps: Existing Conditions (2004)
Proposed Locations for Site Elements

Introduction

The Washington Park Arboretum is a remarkable, cherished, unique oasis in the urban landscape of Seattle.

The Washington Park Arboretum is a green haven, set aside from the constructed and hard-edged world of the city, in perpetuity. It has been preserved and cared for since its inception. It has conveyed, inspired, relieved, and been sanctuary to many people, plants, and animals. It has been poked and prodded as a resource for research and study, has offered itself as a vehicle for collective and often positive action, and has been available as a respite for body and soul. As part of the “emerald necklace” park plan of this northwest city, it is a single, individual gem.

In a world where elements and efforts of simplicity and grace are often overwhelmed and under-appreciated, the seemingly fragile green land of the Washington Park Arboretum has endured. It has been up to each successive generation though to preserve, protect, embellish, announce,

and celebrate any or all aspects of this extraordinary place. As one consistently and relentlessly reconsiders, describes, and even effects one’s family, so do people continuously re-evaluate and reinterpret the Arboretum. Still, it remains itself, near and dear.

This *Interpretive and Wayfinding Plan* has been commissioned and developed to guide current and future evaluations, descriptions, and designs in order to help shape an understanding of, and an appreciation for the Arboretum. The *Plan* will strategize ways that people can orient themselves within and about the Arboretum site and story. Suggestions for interpretation and wayfinding are noted here that are meant to be worthy of this remarkable place. They are durable, flexible, sensitive, and reflecting the mission of the Washington Park Arboretum.





One of the most important messages of the Arboretum is about change. One will never step into the same Arboretum twice.

It is inevitable that the trees will grow and the ground will erode. Perceptions will be altered and expectations will evolve with shifts in the cultural context. However, the land in the Washington Park Arboretum shall always remain green and the Arboretum (from the Latin *arbor*, for *tree*) will always have perennial woody plants of considerable height, with self-supporting trunks.

Still, as the Arboretum changes, we need to view it afresh and to sustain it intelligently. Over time, people will necessarily have to make decisions about the best and most sensitive means to treat this place in all of its parts and aspects.

We have been granted the gift of the Washington Park Arboretum and it is in our care. This *Plan* is one instrument, intended to enable us to do the job well.

There are many ways to display, demonstrate, preserve, and cultivate this important site and collection. Though much of this *Plan* is dedicated to concept designs for signage on the Arboretum site, it also addresses the off-site and even the virtual aspects of understanding and orientation. It attempts to encompass interpretation and wayfinding from all aspects and potentials: physically, intellectually, and emotionally.

Though this *Plan* means to simplify and organize elegantly, it also needs to suggest methods to reach different people of varied backgrounds, from all parts of the city, state, and world, all ages, and with a cacophony of needs and expectations. It must also be valuable into the future. It therefore must be an insightful *Plan*, anticipating the future, based upon the past, but without any assurances. Thus it has been devised to be a flexible tool with allowances for amendments.

This *Interpretive and Wayfinding Plan* is a reference book. It cannot be emphasized enough that the *Plan* will only work if it is carried out with a persistent and insightful leadership and an institutional memory. The *Plan* has been developed and produced but now it must also be read and used.

It is most of all imperative that the Operations and Maintenance program for Interpretation and Wayfinding at the Arboretum includes all necessary resources (staff and finance) to be sustainable into

the future. The elements and strategies described here may be put into place and look great at first, but they are meant to continue to look great and to work for decades. The constructions, programs, and technology that embody the Arboretum's stories, as we are suggesting they be told, will only be durable and sustainable in as much as they are maintained.

Much rests on keeping an inventory up to date. This is true for trees and plants, but also for signs, "street" furniture, paths, programs, websites, and all elements of the place. It is necessary to check from time to time that good plans are implemented and bad plans rethought and readjusted.



SOT



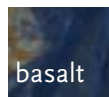
General Design Guidelines

The Style Guide provides suggestions for signage, a physical form of interpretation and wayfinding. These ideas are not to be taken as final designs for any particular sign, but as guidelines to establish design directions in order to promote harmony throughout the Arboretum. The Guide suggests the size and materials, colors, fonts, graphic layout, and other standards for the inclusion of interpretive and wayfinding elements in future projects. Electronic files are provided with this guide that may be used as templates for graphic panels. Many of the forms are also found in the Wayfinding section of this *Interpretive and Wayfinding Plan*, which describes the function of the signs and how they are to be used in the landscape.

RECOMMENDED MATERIALS



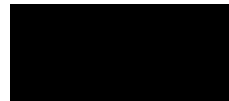
granite



basalt

Stone

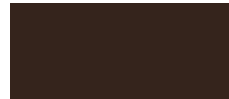
Color/Type: Warm granite or dark basalt



Plastic

(for Plant ID engraving)

Color: black



Powder-coated steel

Color: Match PMS 476

Gauge: Heavy



Phenolic

Color: clear, displays inkjet print (easily cleanable, graffiti resistant)

Thickness: 1/8–1/4"



Terrazzo

Concrete color: warm brown or green (TBD)

Aggregate: include recycled glass from local supplier

Finish: honed

GRAPHIC PANELS: LAYOUT

- Overall look of graphics is clean, legible, and elegant, with elements of playfulness.
- Layout is open and uncluttered, without borders around the edges of panels. Bands and boxes are used for impact and to emphasize the hierarchy of information.
- Use of photos and illustrations is spare and concentrated, allowing plenty of white space for the text. The graphics should not overlap the text.
- Type is simple and structured, with large titles where possible. Type variations indicate hierarchy and are meaningful and limited in number.
- The use of photographic images and simple illustrations from the Arboretum are encouraged to showcase the uniqueness and depth of the collection. Photos will always carry a photo credit. The standard photo credit format will be to include the photographer's name only, using the surrounding body copy font.



GRAPHIC PANELS: COLOR AND FONT

A dark rich color palette should be used for Arboretum signage. Use Pantone® (PMS) chips for accurate color.



PMS 458
C:10 M:10
Y:73 K:0



PMS 456
C:0 M:17
Y:100 K:43



PMS 455
C:42 M:45
Y:95 K:50



PMS 160
C:0 M:60
Y:100 K:34



PMS 1815
C:0 M:90
Y:100 K:50



PMS 1807
C:0 M:100
Y:94 K:30



PMS 476
C:57 M:80
Y:100 K:45

Background surface should be uniform and smooth. Preferred color is off-white or ivory, not bright white or yellow.



PMS 7500
C:4 M:4
Y:10 K:0

Use the colors below for seasonal or plant-appropriate materials.



PMS 683
C:50 M:100
Y:0 K:43



PMS 634
C:100 M:0
Y:9 K:47

The suggested typeface for Arboretum signage is Stempel Schneidler (by Linotype) and Scala Sans (by FontFont). Generally, no more than two fonts will be used on one piece, but italics, bold, and a third font may be added for design purposes. Atma Serif Book Roman is an acceptable substitute for Stempel.

Stempel Schneidler Roman
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890., " ' / & * () \$

Stempel Schneidler Italic
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890., " ' / & * () \$

Scala Sans
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890., " ' / & * () \$

Scala Sans Bold
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890., " ' / & * () \$



Arboretum Entry

MATERIAL

- rock: granite or basalt
- rough “natural” shape,
- easily cleanable, graffiti-resistant finish

(see Recommended Materials, page 4)

COLOR

light warm (granite) or dark grey (basalt)

TYPE

Stempel Schneidler Medium, 7" high
no more than 6" from edge of rock

Title letters are etched and painted in black or off-white, depending on contrast with the stone. Contrast should be as great as possible for best legibility.

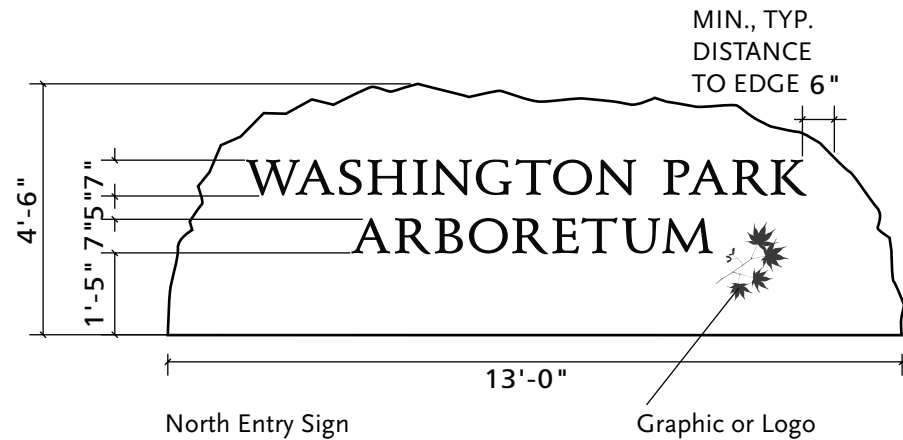
Graphic or logo is etched and painted with slightly less contrast than title.

NOTES

Be sure that growth around base of sign never obscures title.

See the Wayfinding section of this guide for more information about these signs.

For suggested placement in Arboretum, see Appendix: Proposed Locations for Site Elements.





Orientation Kiosk Panel

MATERIAL

- Phenolic panel, to be used as part of Orientation Kiosks

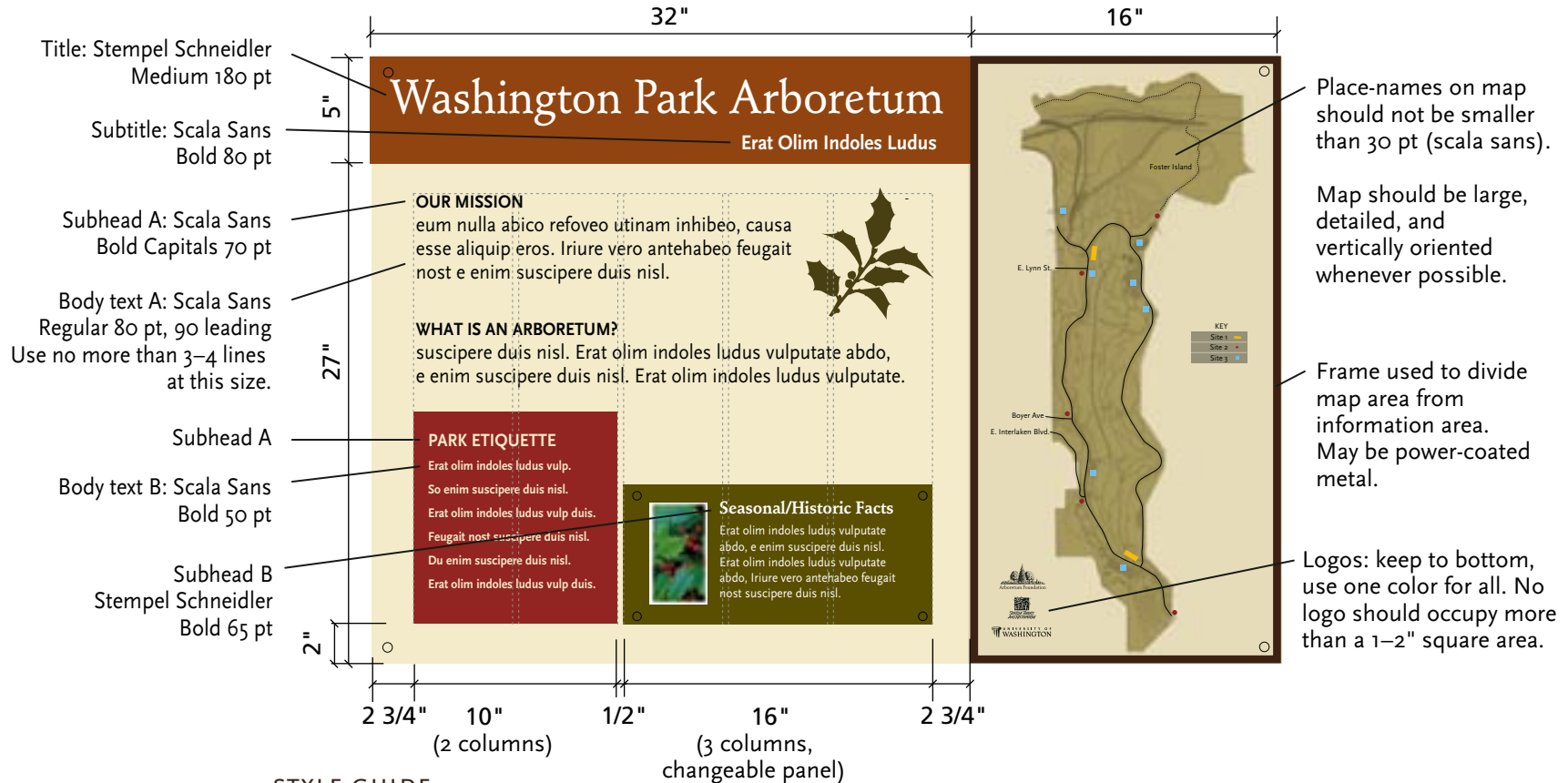
COLOR

Background is off-white, PMS 7500
Use other palette colors at 100% to keep rich, vibrant look. Be sure text contrasts as much as possible with background.

NOTES

Text and images can be fitted to individual columns or spread cross two columns to create variety and flexibility. These layout specifications are general guidelines only: panels should be designed as individual subjects dictate. See the Wayfinding section of this guide for more information).

Map area may be separated from other information area when used on a multi-sided kiosk.





Pedestrian Orientation

MATERIALS

- steel-reinforced concrete footing
- terrazzo base
- powder-coated metal
- phenolic sign panel (see following page)
mounted with safety screws on metal plate

(see Recommended Materials, page 4)

NOTES

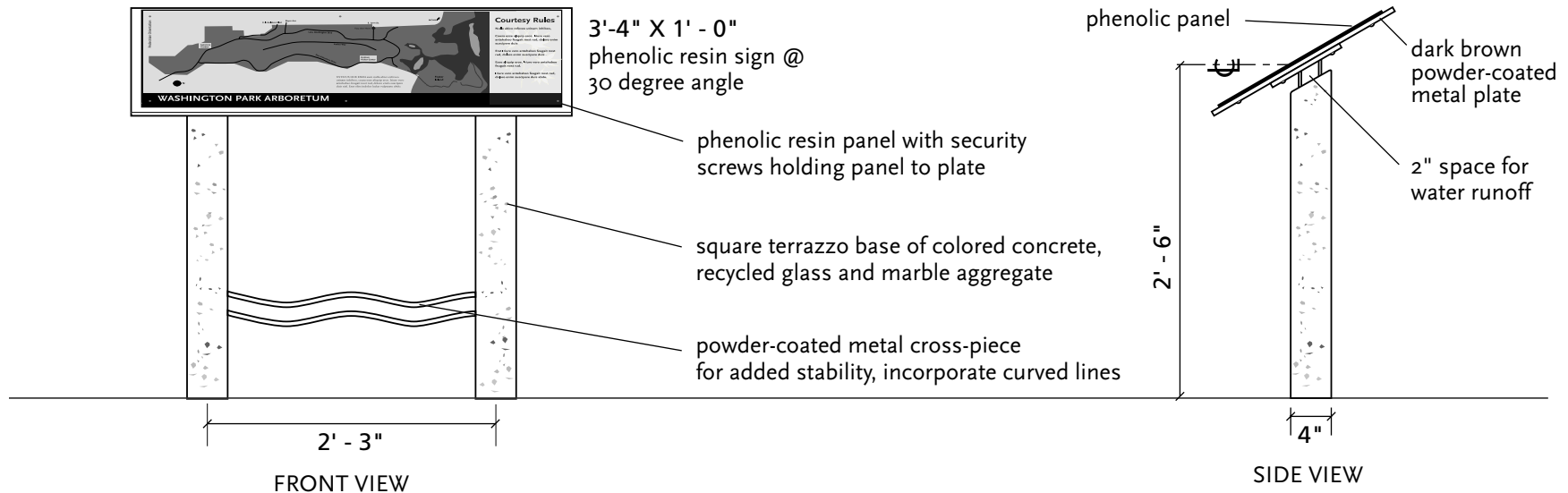
Terrazzo base is to be planted in ground so that concrete footing is never exposed.

Screw holes should be oversized to allow for difference of thermal expansion between phenolic and metal.

Back of phenolic should be sealed to metal.

See the Wayfinding section of this guide for more information.

For suggested placement in Arboretum, see Appendix: Proposed Locations for Site Elements.



➤ Pedestrian Orientation Panel

MATERIAL

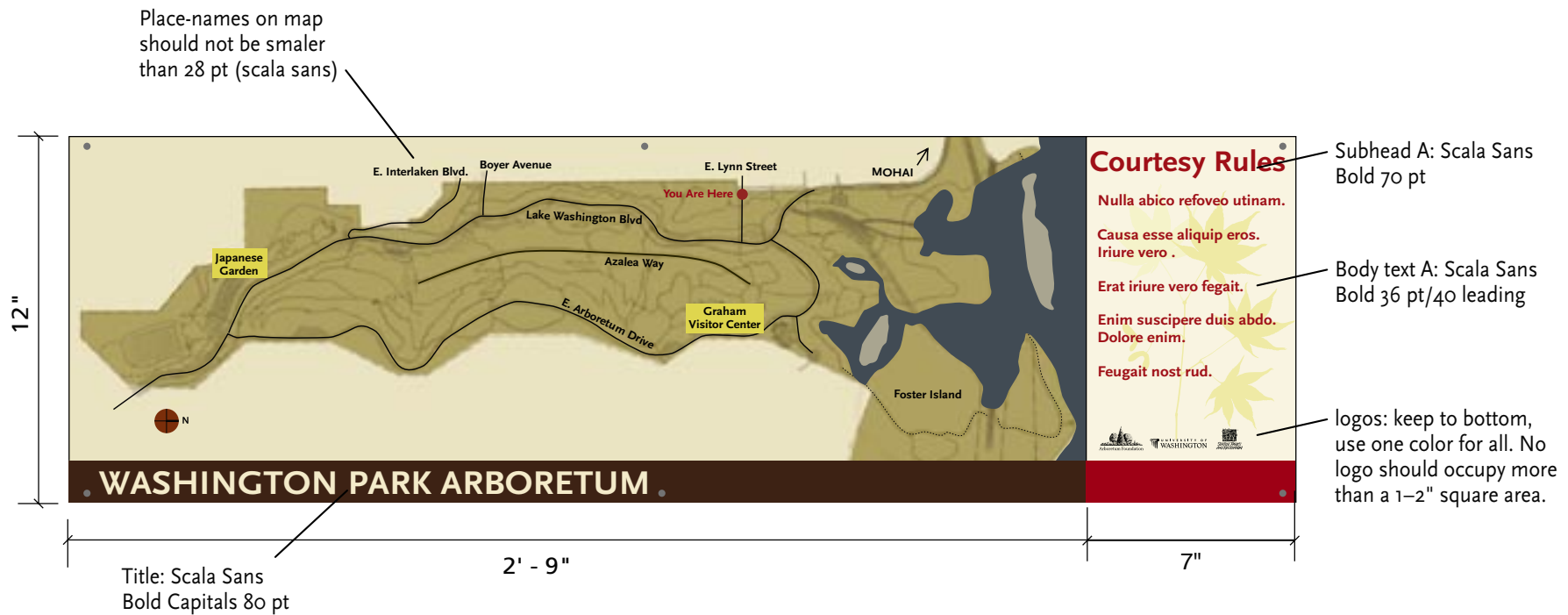
- Phenolic panel, to be used as part of pedestrian orientation signs.

COLOR

Background is off-white, PMS 7500.
Use other palette colors at 100% to keep rich, vibrant look. Be sure text contrasts as much as possible with background.

NOTES

Text and images can be fitted to individual columns or spread cross two columns to create variety and flexibility. These layout specifications are general guidelines only: panels should be designed as individual subjects dictate. See previous page and the Wayfinding section of this guide for more information.



➤ Pathway Directional

MATERIALS

- steel-reinforced concrete footing
- terrazzo
- phenolic sign panel

(see Recommended Materials, page 4)

NOTES

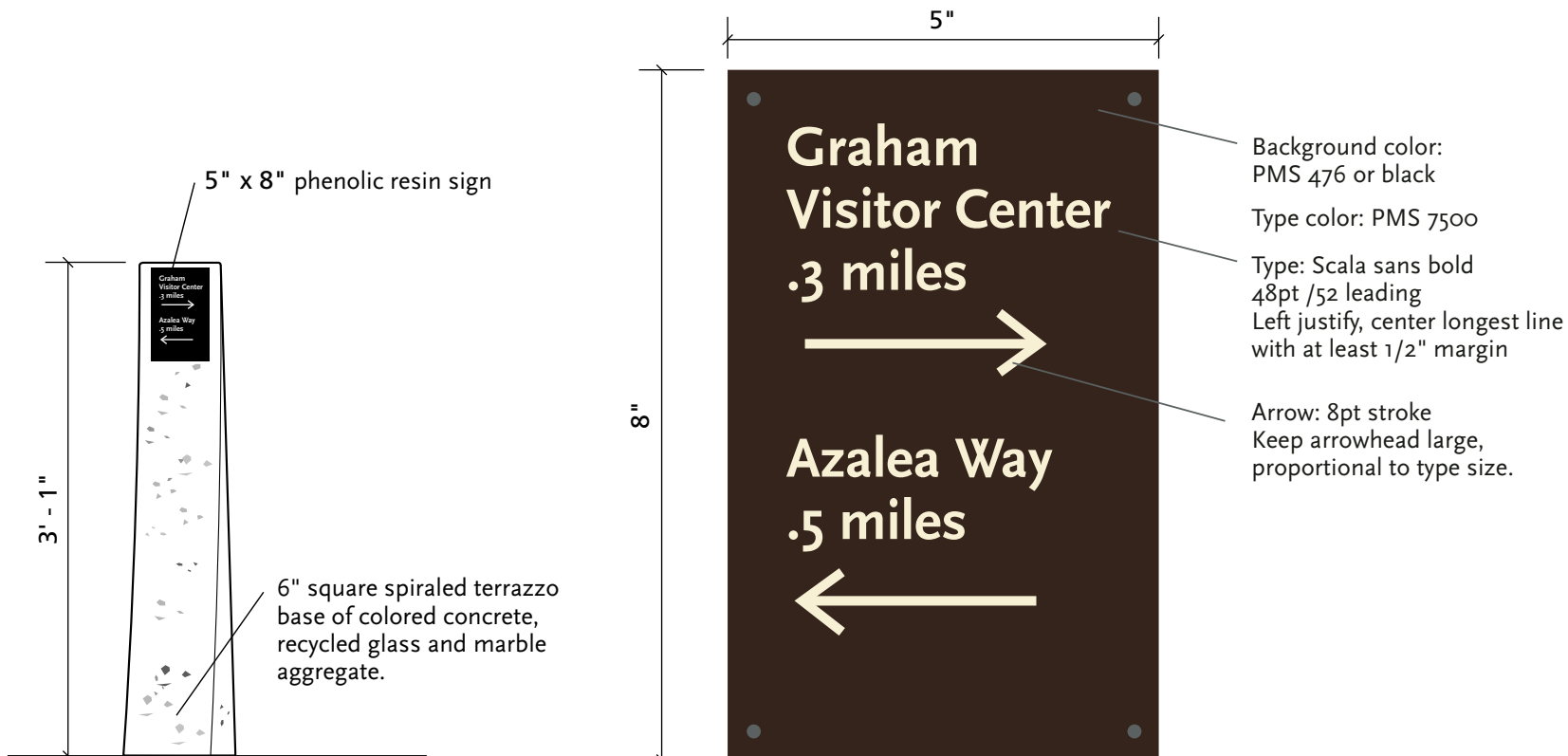
Terrazzo base is to be planted in ground so that concrete footing is never exposed.

Phenolic panel may be screwed and glued to face of terrazzo with epoxied screw holes and safety screws.

See the Wayfinding section of this guide for more information.

For suggested placement in Arboretum, see Appendix: Proposed Locations for Site Elements.

These layout specifications are general guidelines only: panels should be designed as individual subjects dictate





© Freestanding Interpretation

MATERIALS

- steel-reinforced concrete footing
- terrazzo base
- powder-coated metal
- phenolic sign panel (see following page)
mounted with safety screws on metal plate

(see Recommended Materials, page 4)

NOTES

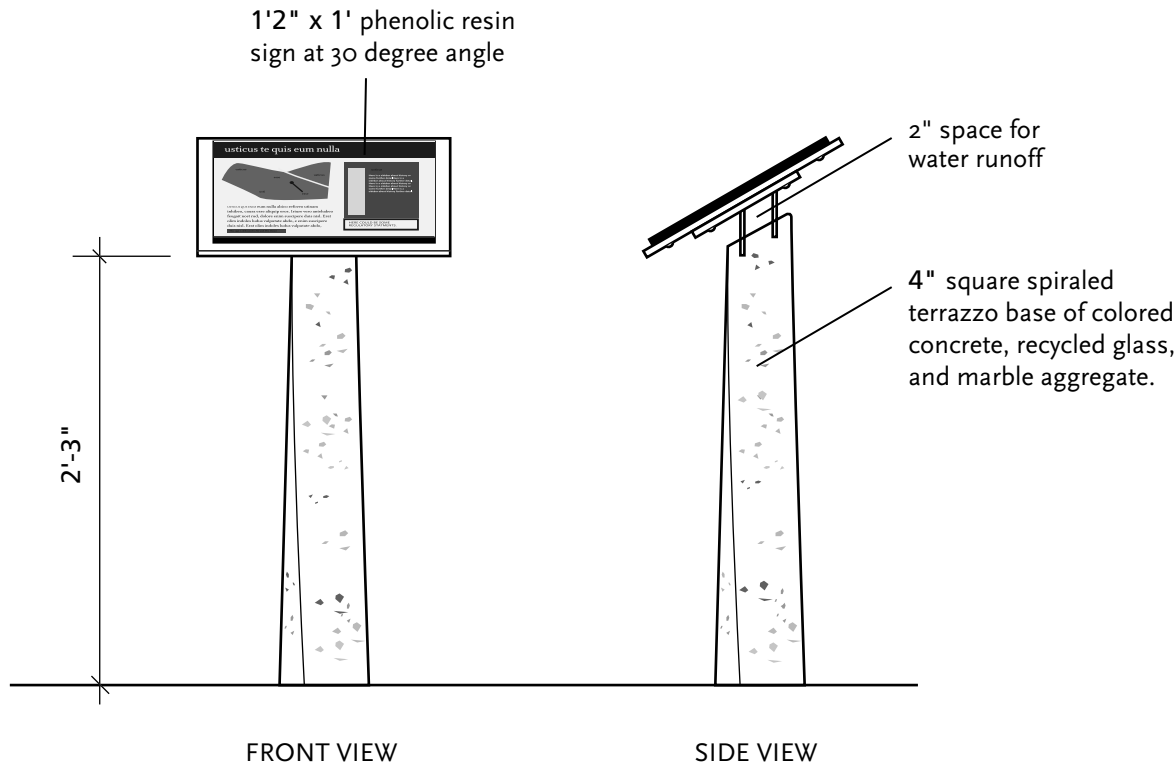
Terrazzo base is to be planted in ground so that concrete footing is never exposed.

Screw holes should be oversized to allow for difference of thermal expansion between phenolic and metal.

Back of phenolic should be sealed to metal.

See the Wayfinding section of this guide for more information.

For suggested placement in Arboretum, see Appendix: Proposed Locations for Site Elements.





© Interpretation Panel

MATERIAL

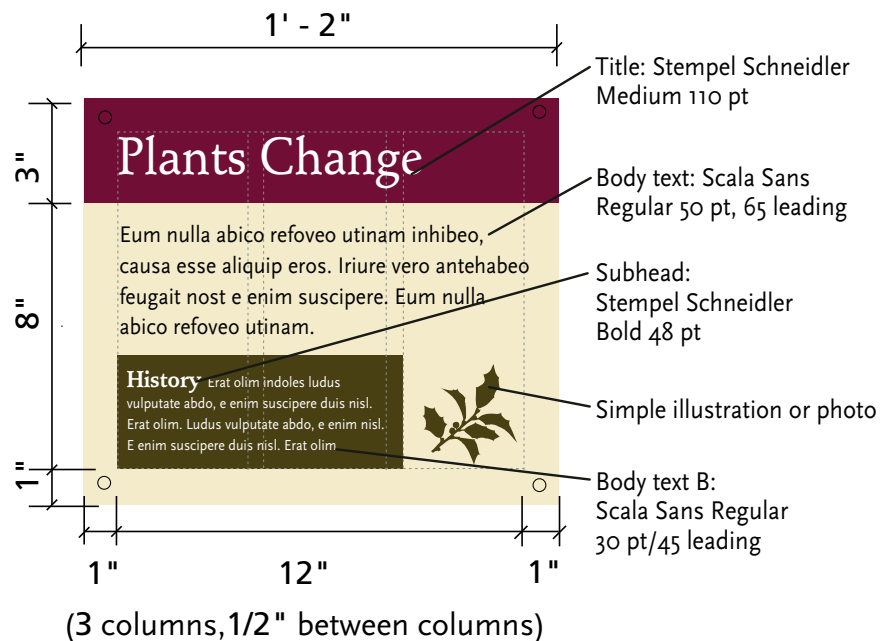
- Phenolic panel, to be used as part of free-standing interpretation signs, or embedded in shelters and nodes.

COLOR

Background is off-white, PMS 7500 at 100%. Use other palette colors at 100% to keep rich, vibrant look. Be sure text contrasts as much as possible with background.

NOTES

Text and images can be fitted to individual columns or spread cross two columns to create variety and flexibility. These layout specifications are general guidelines only: panels should be designed as individual subjects dictate. See the Wayfinding section of this guide for more information.





ID Place Identification Title

MATERIAL

- powder-coated steel supports and ornament
- porcelain enamel face
- steel-reinforced concrete footings

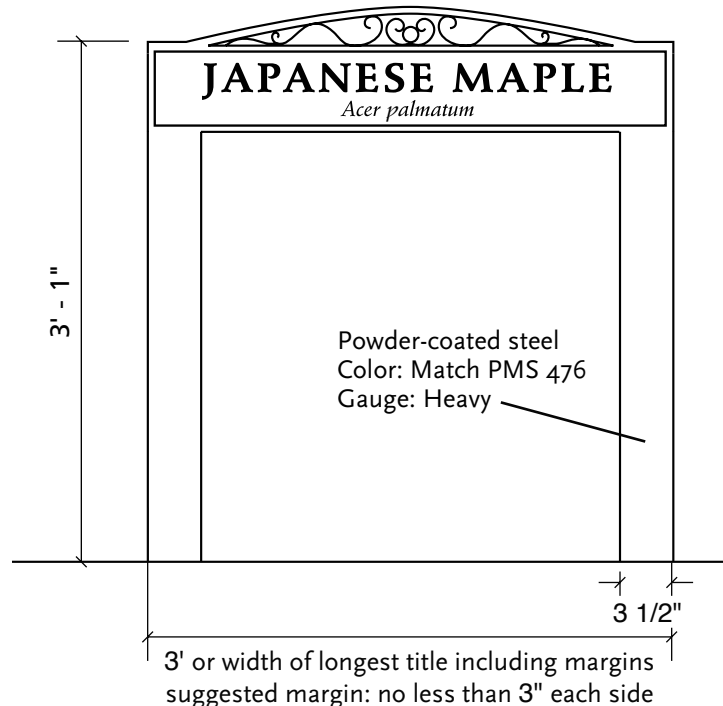
COLOR

Sign: PMS 476
Text: PMS 7500

NOTES

Back of sign is potential location for standardized donor recognition panel.

See the Wayfinding section of this guide for more information.



Sign Face (excluding top ornamentation):

Both names centered

Place Title: 2-inch Stempel Schneidler Bold, all caps

Latin Name: 1-inch Stempel Schneidler Medium Italic, upper and lower case

Letters to match PMS 7500 (off-white)

Material: Porcelain or other durable surface for sign face.

Powder-coated steel for other surfaces.

Top piece provides opportunity for unique artist-designed ornamentation, perhaps related to a particular plant type.





ID Place Identification Subtitle

MATERIALS

- steel-reinforced concrete footing
- terrazzo
- phenolic sign panel

(see Recommended Materials, page 4)

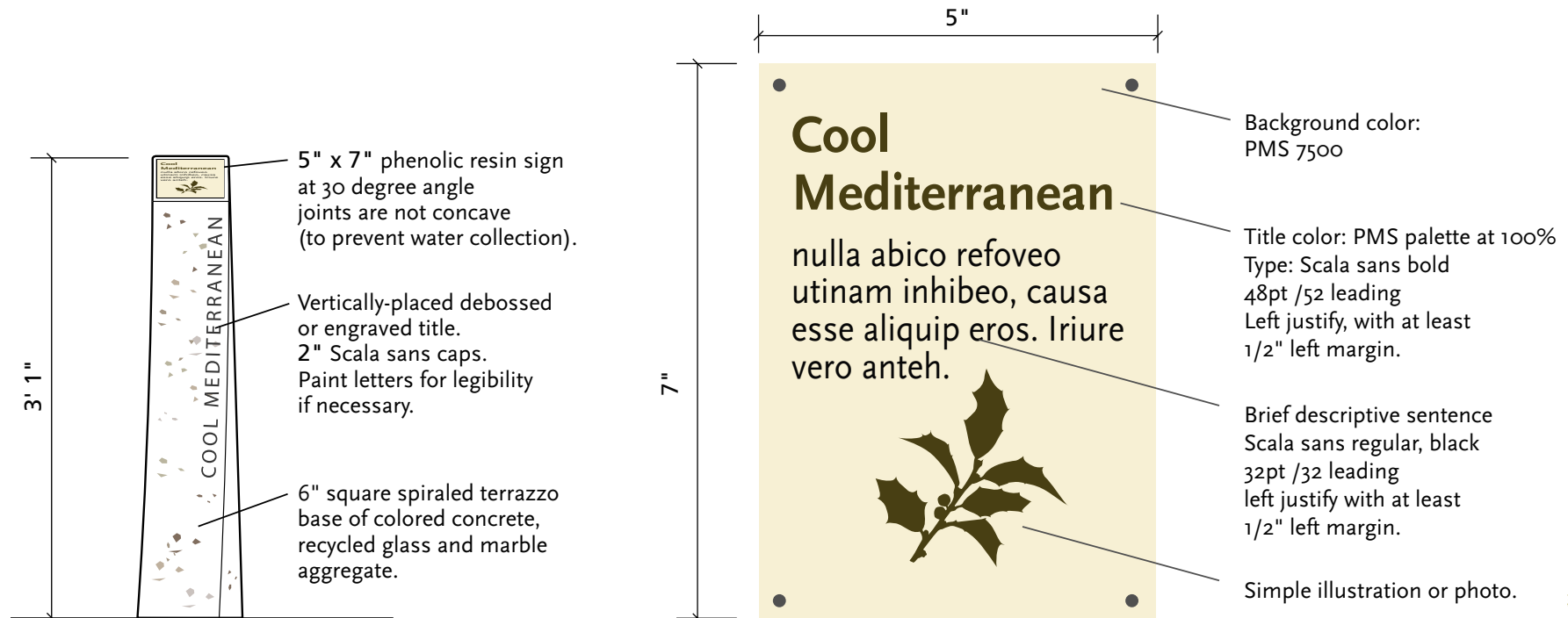
NOTES

Terrazzo base is to be planted in ground so that concrete footing is never exposed.

Phenolic panel may be screwed and glued to face of terrazzo with epoxied screw holes and safety screws.

These layout specifications are general guidelines only: panels should be designed as individual subjects dictate. See the Wayfinding section of this guide for more information.

For suggested placement in Arboretum, see Appendix: Proposed Locations for Site Elements.





ID Plant Identification

MATERIALS

- powder-coated steel support
- engraved plastic face

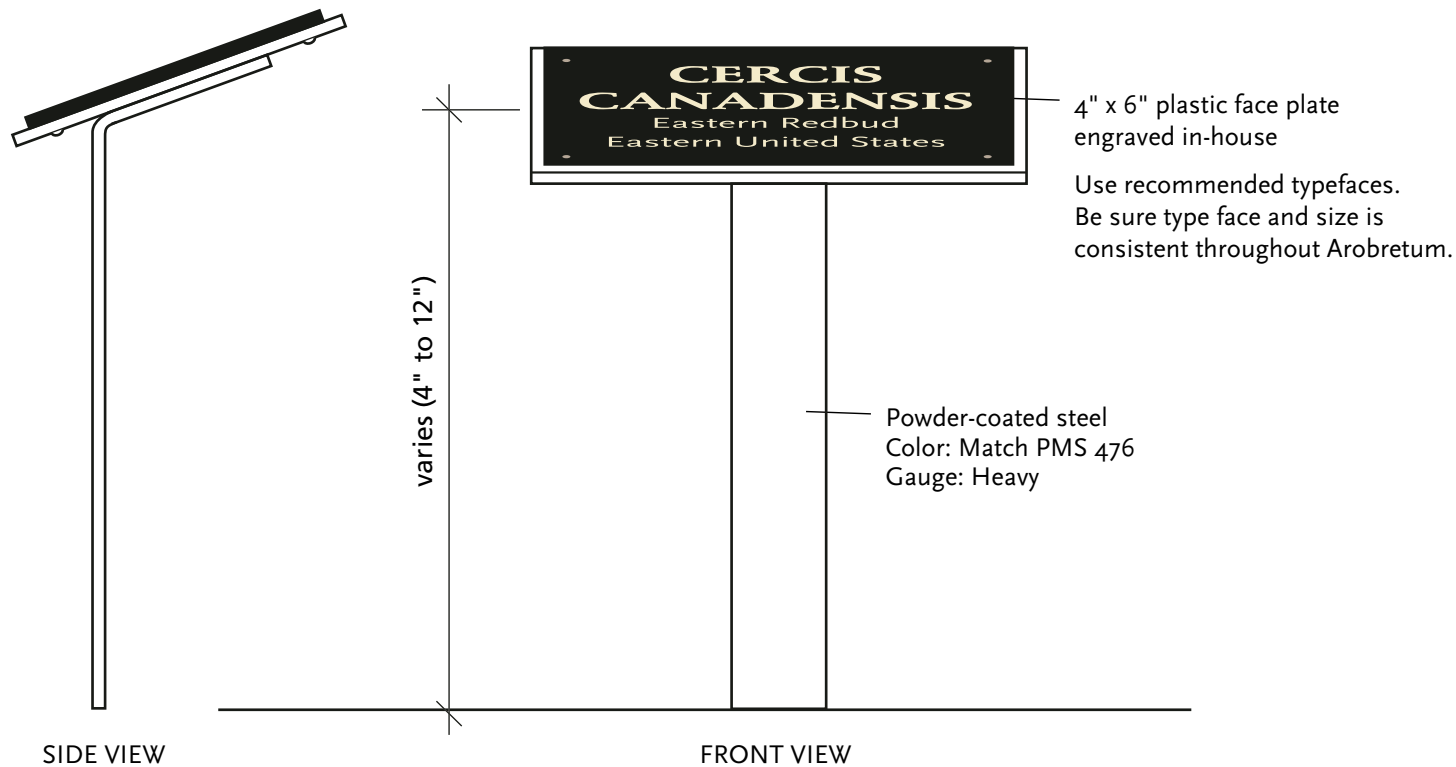
(see Recommended Materials, page 4)

COLOR

Engraved plastic is black with off-white letters.

NOTES

Black color to be phased in over time to replace existing panels. Standard information is to be included on plant ID signs and tags. May be fabricated in-house at Washington Park Arboretum. See Wayfinding section of this guide for more information.





Temporary

MATERIALS

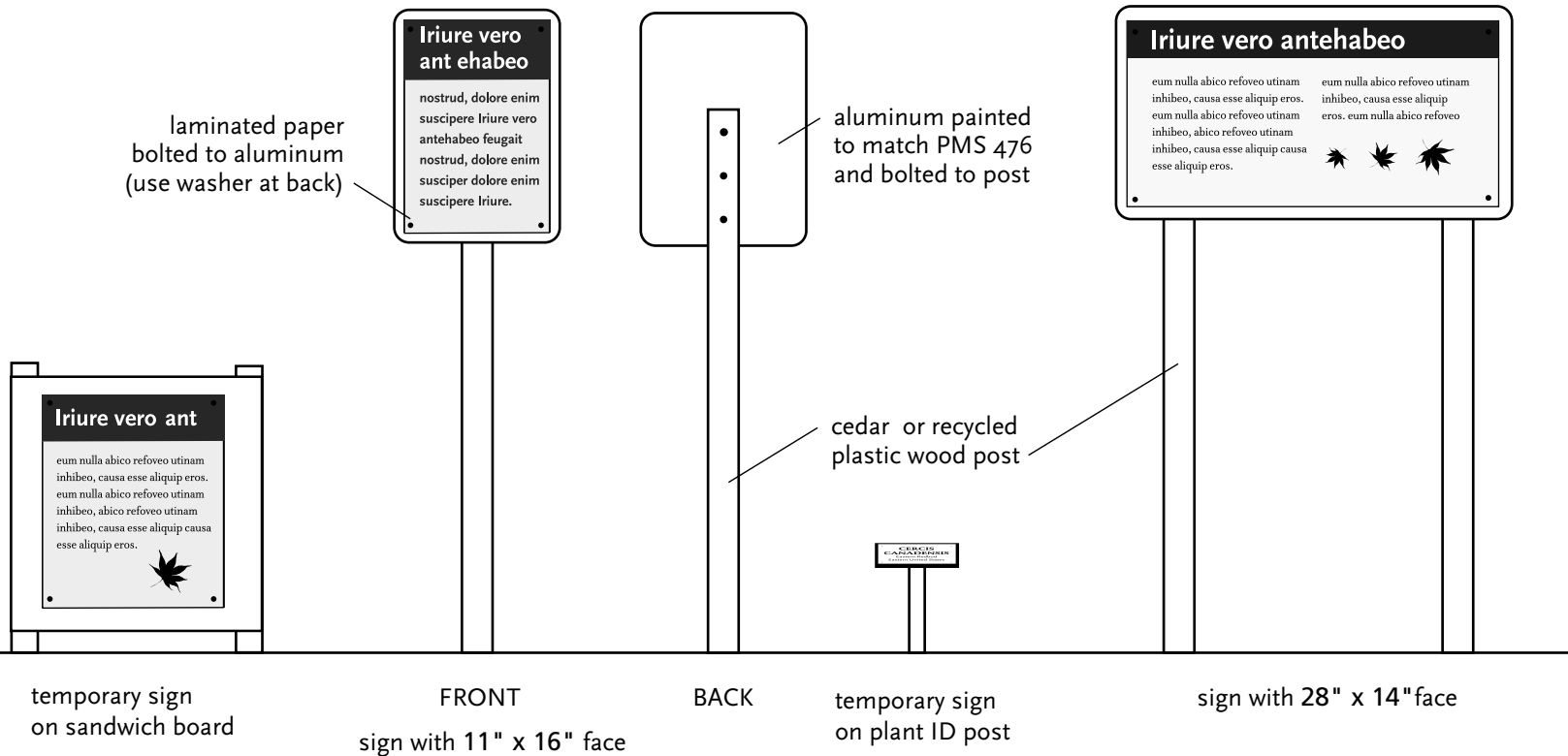
- aluminum (Wrisco)
- laminated paper
- wood (cedar)

(see Recommended Materials, page 4)

NOTES

Use electronic files provided with this guide for sign templates in Microsoft Word. See Wayfinding section for more information.

Arboretum can store standard-sized, painted Wrisco panels with eased corners, ready for use as needed.

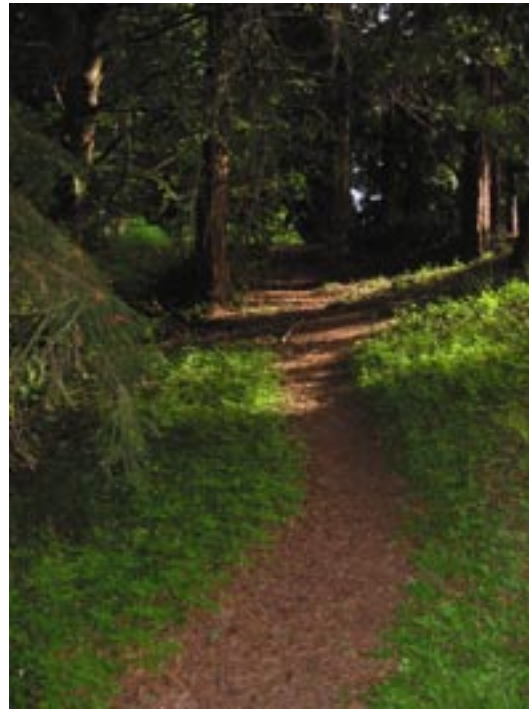


Wayfinding Introduction

What is Wayfinding?

Wayfinding is the process of using information to find one's way in the built and natural environment. Wayfinding design is the process of organizing information to help users find their way. This information is usually spatial and environmental and often is the result of a deliberate plan.

Traditional "signage design" is only one part of wayfinding. To do its job well, a good wayfinding plan assesses all of the environmental issues that affect the user's ability to find their way. A wayfinding design approach can yield a high quality communications solution, because it can identify sources of confusion in the subject environment, which may be operational, organizational, having to do with nomenclature, a result of staff direction-giving, or due to the design of the facility itself. And then it can resolve the issues and evolve an appropriate solution.



ST

Wayfinding at Washington Park Arboretum

Washington Park Arboretum is a complex site, incorporating over 230 acres, bisected and flanked by major roadways, intersected with multiple paths, dotted with few buildings and structures, and entered through

many potential gates. The facility and its site present a substantial wayfinding challenge. Wayfinding in the Arboretum is affected by the logic of the structural arrangements and designs, locations of paths, borrowed views, and collection area adjacencies. The logic of how structures, elements, or spaces are arranged affects the user's ability to understand and remember where he/she is in the environment. Visual recognition of entrances, definitions of edges, the ability to visually separate one functional zone from another, all play an important role in being able to navigate the site.

The naming, describing/interpreting, and general organization of the parts of the Arboretum are critical aspects of its wayfinding plan. Names of places within the Arboretum, must be coordinated on-site (in situ), as well as on paper maps, brochures, website, or other orientation tools. Clear, logical hierarchies may exist to help users remember and use the nomenclature. Symbols, identity, and other aspects of design (color, materials, placement, etc.) may play an important role.

Though the intent of this plan is to limit the number and type of signs in the landscape, a clear, organized set of sign elements can



be an efficient, commonly expected, and cost-effective solution to wayfinding design. Related graphic devices such as brochures, fliers, maps, ads, hand-outs, website, as well as the strategic placement of sculpture, art, exhibits, and computerized information from kiosks or via Personal Digital Assistants (PDAs), are all potential elements in a successful plan. Printed maps must agree with posted site maps. Driving, walking, biking, and boating instructions must agree with how the facility is actually accessed. Type size and contrast must all be legible.

The use of hand-held, electronic and digital media is now popular and projected to increase in use, importance, and impact into the future. Already, the prospect of supplementing many, if not most signs in the physical landscape with information from a PDA is a very compelling idea.

Information conveyed through a electronic device can meet the user at their level of understanding and interest to meet their particular needs in a timely way. Though electronic media is unlikely to completely supplant the physical sign, the use of hand-held electronic communication devices will offer a depth of information that would be impractical and distracting if portrayed on a sign in the Arboretum landscape. (However, when practical, durable, and efficient, it may become part of the signage, allowing information to be instantaneously updated and/or interactive).

WAYFINDING OBJECTIVES

To enhance the arrival and wayfinding experience in and around the Arboretum.

To provide information to assist both visitors and employees to easily access the site's important buildings, structures, areas, collections, elements, and event venues.

To enhance the Arboretum's image as an accessible, attractive, and active destination through distinctive, helpful graphics.

To simplify traffic patterns by directing people and vehicles down the most desirable routes.

To remove visitors' anxieties and make their experiences more memorable.

To expand the visitorship to include people who may not currently use the site, and to encourage repeat visits.

To communicate the fact of, and need for change in the Arboretum and to explain any new work that occurs at the Arboretum, the methods used to care for it, and the pride that the region has in the facility.

To reflect the site's geography, history, and culture in wayfinding design solutions.

To insure the real qualities and features of the Arboretum are parallel to virtual components shown on the web.

People using the Washington Park Arboretum environment will bring with them unique abilities, limitations, and memories, which should be accommodated by any overall wayfinding strategy. The number of visitors, sight and mobility limitations, emotional state of the user, and the fact that the facility may be entirely new to some visitors all must be taken into account when developing a

plan. Special needs populations, cultural and ethnic minorities, English as a Second Language (ESL) groups, and the elderly all must be able to use the facility with a minimum of live assistance.



VISION FOR SIGNAGE AND WAYFINDING

The intent of this *Plan* is to develop a beautiful, sustainable, efficient place that will facilitate meaningful, memorable, and pleasant interactions by staff and visitors alike.

Wayfinding is the process of reaching a destination, in both familiar and unfamiliar environments, using bits of organized information. Care has been taken in studying the Arboretum site and usage. The *Interpretive and Wayfinding Plan* cannot provide definitive answers to future questions, but solid recommendations can be made from the information currently available. This document outlines those recommendations, conveying early thinking on wayfinding strategies and possible interpretation points.

Information Categories

ENTRY identifies major and minor entrances to the Arboretum.

ORIENTATION identifies direction, adjacencies, routes, and proximities to areas, places, and things.

IDENTIFICATION indicates destination place or plant name.

INTERPRETIVE instructs or provides for display of information.

REGULATION indicates rules of etiquette or safety precautions.

TEMPORARY identifies temporary potential hazards, work in progress, plant sales/special events, unique conditions. May overlap with regulatory messages.



Wayfinding Strategies

There are various strategies for aiding visitors through the Arboretum, many of which also offer interpretive opportunities. Signage is one familiar means of wayfinding, as are maps and other printed graphics. Tours guided by trained staff or docents offer human interaction. Trail design is another important strategy for any outdoor wayfinding plan, often directing visitors at a sub-conscious level. Other wayfinding strategies require various levels of technology. For instance, radio broadcasting can inform audiences, such as commuters who otherwise may not even realize they are in the Arboretum. Other audio strategies include speakers, or individualized, hand held systems. A kiosk located in the Graham Visitor Center and possibly at other locations, can print various maps and/or information as needed and upon the visitor's request. PDAs can supply detailed maps with changeable information, which may link to additional interpretive information, and allow instant messaging between visitors or between Arboretum staff and the visitor. Cellphones can offer bilingual, easily-programmed directional cues. A website can help a visitor plan a trip to the Arboretum. In the regular reevaluations of the Arboretum's *Interpretive and Wayfinding Plan*, inevitable changes in technology must be considered.



Wayfinding Strategies

- **Sign Types** (specific to wayfinding)
Entry, Orientation, Identification
- **Maps / Brochures / Graphics**
- **Guided Tours**
- **Trail Design**
Width, color, material texture, hierarchy, slope/grading, borrowed views, etc.
- **FM Radio Broadcasting**
- **Ambient Audio**
- **Guided Audio**
- **Kiosks** (customized map printouts)
- **PDAs**
- **Cell Phone Tours**
- **Websites**

Please see Appendix: Interpretation and Wayfinding Technology for more details.



Site Elements and Wayfinding Techniques

ENTRY

■ Arboretum Identification

These will be substantial markers that will welcome the visitor to the Arboretum, and provide a sense of arrival to a distinctive place. Each will look durable, authentic, and compatible with the existing entrance markers. Their primary material will be stone, embodying the enduring character of the Arboretum.

Location

- South, near intersection of LWB and Arboretum Drive.
- North, near the intersection of LWB and Foster Island Drive.
- See Appendix: Proposed Locations of Site Elements.

Guiding Principles

- Clearly visible / legible from Lake Washington Boulevard from moving vehicle.
- Identify/ announce this special place.
- Immersed in the unique character of the Arboretum.
- Compatible with the existing stone posts that announce the entry to the Arboretum portions of Lake Washington Boulevard.

Design Strategies

Descriptors: weighted, solid, elegant, warm, welcoming, strong (but not off-putting), credible, has integrity, harkens to history, grounded, foundational, permanent, durable, authentic, substantial.

- Similar design for both.
- 50 year sign.

Content

- Washington Park Arboretum

See Style Guide, page 6 for further specifications.





■ Existing Entrance Markers

These are existing markers that iconically identify entrances and general boundaries of the Arboretum as indication that this is a distinctive place within the Olmsted-designed Lake Washington Blvd system. They vary in design, but are all of the same family. Some have details such as a bronze plaque, chiseled stone, or engraved concrete. Some are monolithic or naturalistic. They are of field-stone construction, or more regular masonry. They come in pairs or solo. Some have side structures, some have inset or overhanging roofs, and some have labels. They all communicate the character of the Arboretum. They are historic, recognizable, and still valid. We recommend leaving them as is.



LCS



SCT

Location

- Existing: Madison Ave., near cottage, and Interlaken Ave.
- See Appendix: Proposed Locations of Site Elements.

Guiding Principles

- Iconic, words may not be legible from a moving vehicle, but icon is recognizable.
- Mark the edge of the Arboretum, signify entry.



SCT

Design Strategies

- Descriptors: Unique, unobtrusive, inconspicuous, discreet, modest, etc.

Existing Materials

- Stone (solid or field stone masonry).

Content

- Washington Park Arboretum or Interlaken Boulevard

ORIENTATION

➤ Orientation Kiosks

Following the lead of the existing Graham Visitor Center kiosk, these sign structures will be built in harmony with and proximity to existing and planned major buildings. More than a sign, these will represent a meeting place. Kiosks will provide a detailed map of the Arboretum, showing boundaries, indicating “you are here”, pointing out major/minor entrances, landmarks, parking lots, collec-

tions, education shelters, trail networks, etc. The kiosk will also list the Arboretum rules/etiquette, and perhaps historical, cultural, or seasonal information that can be changed periodically. We recommend that there be only three: one (existing) at the Graham Visitor Center, and one to be built at the Japanese Garden Entry Structure, and the northwest entrance to Foster Island, respectively.

Location

- Graham Visitor Center, Japanese Garden, and possibly MOHAI/Foster Island (adjacent to building or trailhead at Foster Is.). Located adjacent to parking, where visitor approaches building.
- See Appendix: Proposed Locations of Site Elements.



Guiding Principles

- Incorporated into the siting and design of a major visitor facility.
- Related to design concept of building, surrounding structures, and site improvements (paving, trash can, fence, bench, dog dish, water fountain, etc.)
- Content and number of panels vary by location, fitting with contextual subject matter.

Design Strategies

- The materials used for kiosk will relate to the building structures.
- The materials and style of the panels will be uniform as established in the style guide (within this plan).
- Place for title across top (Washington Park Arboretum), phenolic replaceable panels, safety screws.

- Including an overall plan of the Arboretum, schedule of events, announcements, etc.
- Orientation map: detailed, permanent panel.
- Other panels are more changeable (seasonally).
- On vertically oriented panels, “North” is up. If horizontal layout required, locate in relation to compass orientation.
- GVC / Foster Island kiosk may have green roof or water collection kiosk.
- Japanese Garden kiosk may have ceramic tiled roof, panels with Asian-influenced design, changing special events panel.
- Less detail, less display area for Foster Island (more remote /harder to maintain).

Content

- Messages: “You are here”, what is an Arboretum, history, mission of the Arboretum, rules/etiquette.

See Style Guide, page 7 for further specifications.



Variation on City of Seattle Park standard





➤ Pedestrian Orientation

These are markers that provide diagrammatic identification (less detailed than Orientation Kiosks) of the boundaries of the Arboretum, major/minor entrances, landmarks, education shelters, collections, etc. Panels also list Arboretum rules/ etiquette. Pedestrian Orientation markers will be standardized throughout the Arboretum. At tabletop height, they will not restrict views. They will be an intimately scaled place to find information. The substantial terrazzo base harkens to the stone of the Entrance Markers and other existing Arboretum structures, but relies on modern technology, using colored concrete with recycled glass and marble aggregate. These orientation points will be located at pathways leading from smaller parking areas and at peripheral pedestrian entrances to the Arboretum.

Locations

- Pathways out of smaller parking areas and at pedestrian entrances to the Arboretum (periphery).
- Possibly with Interpretation at Shelters.
- Major places of decision-making.
- See Appendix: Proposed Locations of Site Elements.

Design Principles

- Standardized throughout the Arboretum.
- Must be able to see over it, legible from wheelchair.
- Easily identifiable but not obtrusive.
- Consider alternative methods of orienting visitor on path system, including trail widths, surface textures, colors, etc.

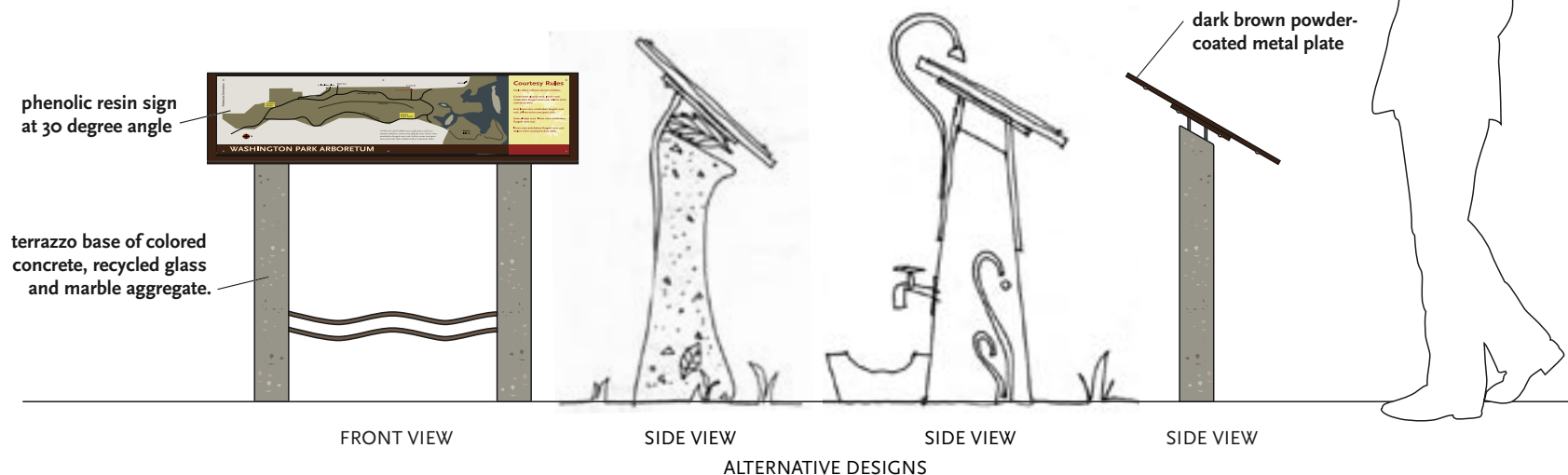
Design Strategies

- Table-top sheets (joints are not concave—no opportunity for algae or water collection).
- Slightly diagrammatic map with consistent orientation.
- Possibility of ordering / producing extras to account for future needs.

Content

- “You are here”, diagrammatic map, no bikes allowed, etc., park etiquette incorporated.

See Style Guide, pages 8–9 for further specifications.





➤ Pathway Directional

These are markers that will help you find your way. They are to be at trail intersections or other decision-making places throughout the Arboretum. They will name immediate adjacencies and show distances to major landmarks and other mileage information. They will be simple and unobtrusive, yet easy to find. Markers will be located along trailsides, using consistent logic to determine their placement and orientation. We recommend bollard-height, made of concrete/ terrazzo. These markers will spiral upward to mimic the growth form of a tree.

Locations

- Along pathways, always at intersections or decision points.
- Especially careful attention to precise/ consistent location and position.
- See Appendix: Proposed Locations of Site Elements.

Design Principles

- Very permanent since located out away from structures, little surveillance, subject to abuse.
- Simple and unobtrusive, but easy to find.
- Standardized throughout the Arboretum.

Design Strategies

- Just off to the side of the path.
- Intersections or decision points.
- Install once paths are set.
- Branding opportunities.

Content

- Immediate adjacencies, mileage, and perhaps anchoring locations (GVC and Japanese Garden).

See Style Guide, page 10 for further specifications.

phenolic resin sign

Graham
Visitor
Center
.2 mi
➔

square spiraled terrazzo
base of colored concrete,
recycled glass and marble
aggregate.



as seen at Point Defiance Zoo





INTERPRETIVE

@ Interpretation at Shelters

Signage is not the only means of interpretation at built places or objects. Materials, shapes (representational or not), colors, locations, proximities, flexibility, interactivity (hands-on), etc., can all help to tell a story. In fact, the choice of a design style is a story unto itself: building is pedagogy. Further, there can be words or symbols incorporated into the design of built elements that help reinforce a story and discovery in nature. Interpretation at shelters will occur only as part of the shelters themselves. If there are panels, they will be incorporated into the structure to describe significant points of interest and highlights within the nearby collection.

Locations

- Only 4-5 of these, at Interpretive Shelters (Tree-Top Canopy, Foster Island, Madrona Terrace, Overlook, possibly Alpine Slope).
- Located in conjunction with other built elements (existing or planned), like a shelter or other structure, whenever possible.
- May be located with Pedestrian Orientation marker.
- See Appendix: Proposed Locations of Site Elements.

Design Principles

- Not “dripping” or “saturated” with literal interpretation. Fits the context of peaceful harmony.
- Describes what is significant about the collection in this area and where things are located within the exhibit.
- Design adapted to context. Consistent with Themes developed in this *Interpretive and Wayfinding Plan*. If interpretation includes a panel, it will follow layout provided in style guide. Shape/form in which the interpretive information is displayed is unique.



SC1

Potential Materials

- Depends on interpretive shelter with which it is integrated.
- Wood, metal, stone, phenolic, terrazzo.

Content

- Depends on subject matter at interpretive shelter with which it is integrated.
- Consistent with interpretive themes.

See Style Guide, page 12 for further specifications.



Seattle Parks and Recreation



📍 Interpretation at Nodes

These will be elements that offer interpretation (consistent with Arboretum educational themes), specific to a portion of each collection. Nodes are places at a side of a path or at a path intersection where it is appropriate to stop and rest. Nodes are often identified with built elements such as benches, walls, or other artwork. Interpretation here may be more poetic, and less literal. There may be directional information, but in these locations there will not be stand-alone panels. Potential materials include stone, terrazzo, metal, and/or phenolic.

Locations

- Best locations are at places where it is appropriate to pause and rest, catch your breath, reflection, off the side of the path or at path intersection.
- Ideally located in conjunction with other built elements, like benches or walls, whenever possible, could be artwork without words.
- Within an exhibit or collection where interpretive elements can occur.
- See Appendix: Proposed Locations of Site Elements.

Design Principles

- Poetic, not literal, fewer words, may incorporate artwork.
- May be combined with orientation sign.
- Design adapted to context. Elements of Consistency: Interpretation consistent with Themes developed in this *Interpretive and Wayfinding Plan*, if panel, consistent with layout provided in style guide. Elements of Uniqueness: Shape/ Form in which the interpretive information is displayed.
- Not stand-alone panels.

Potential Materials

- Stone, terrazzo, metal, phenolic.

Content

- Depends on subject matter at interpretive node with which it is integrated.

See Style Guide, page 12 for further specifications.



SOT



SOT



SOT

☉ Freestanding Interpretation

These will be stand-alone signs that offer interpretation (consistent with Arboretum educational themes) specific to significant plants or processes, but not in proximity to Interpretive Shelters or Nodes. We suggest that there be very few of these, and located only at specific points in relation to a unique subject that warrants highlighting. These markers are table-top height and slanted, unobtrusively placed but discoverable. Materials will include stone, metal, and phenolic. These are to have the same terrazzo post as the Pathway Directional signs. If a larger freestanding interpretive sign is needed, the base structure for Pedestrian Orientation may be used.

Locations

- Located at a specific point in relation to an object of interpretation.

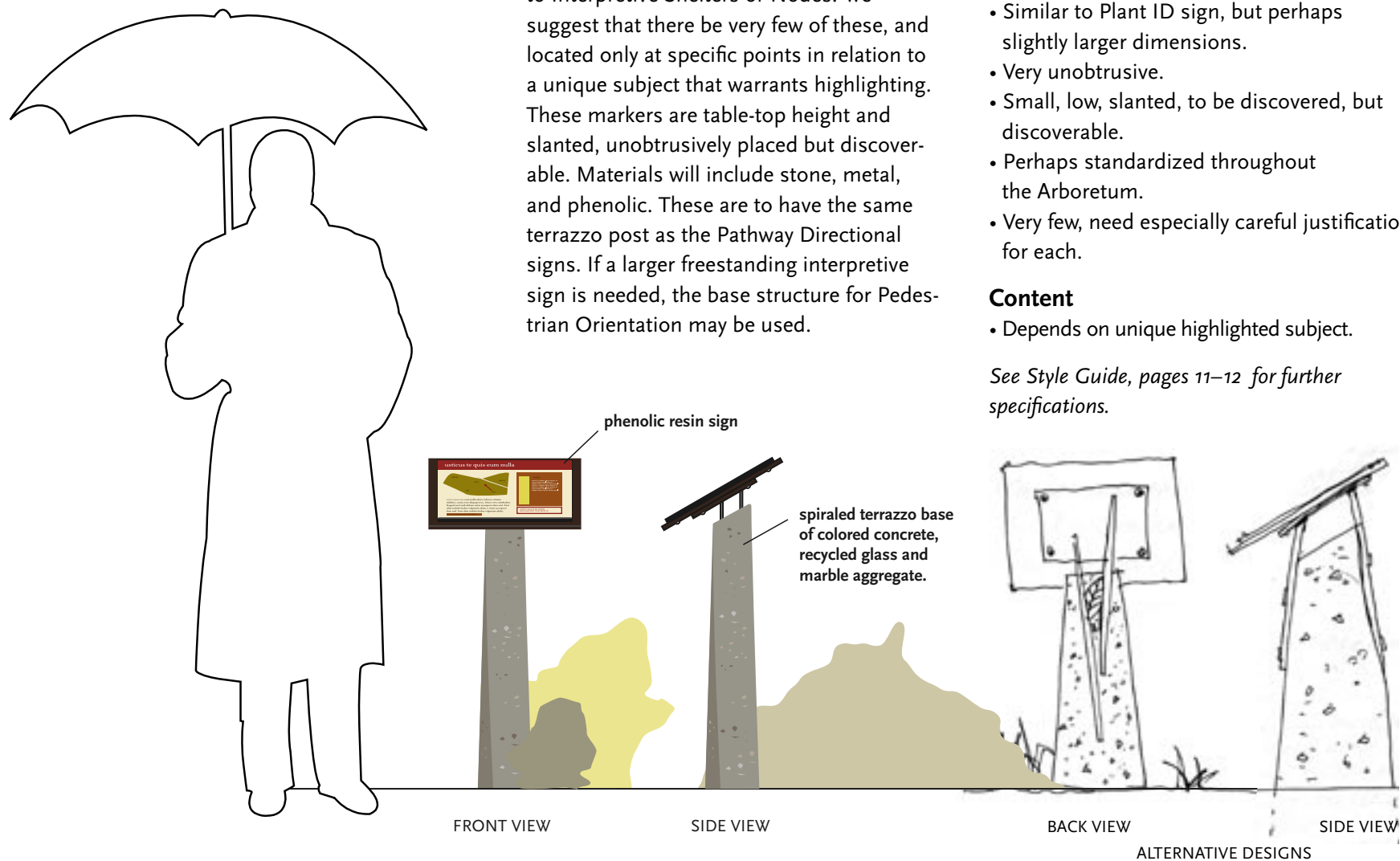
Design Principles

- Similar to Plant ID sign, but perhaps slightly larger dimensions.
- Very unobtrusive.
- Small, low, slanted, to be discovered, but discoverable.
- Perhaps standardized throughout the Arboretum.
- Very few, need especially careful justification for each.

Content

- Depends on unique highlighted subject.

See Style Guide, pages 11–12 for further specifications.





IDENTIFICATION

ID Place Identification Title

These are signs that identify the groupings of plants according to species, or a destination garden/renowned collection within the Arboretum. In this case, the intent is to improve on an existing design, but not entirely change it. These signs are usually located at the edge of each area and will correspond to the titles printed on the paper visitor map. The Place Identification Titles will be legible from a moving vehicle whenever possible. These signs are standard in dimension, color, and material. They will be made of dark-brown, powder-coated steel with off-white letters, especially durable from weather and graffiti.



Place Identification Title

Locations

- Usually at edge of each specific plant collection or garden.
- Particular attention to consistency of correlation in situ and on printed map.
- May also be used in alternate (wider) form for street directional signs.
- See Appendix: Proposed Locations of Site Elements.

Design Principles

- When collection is adjacent to a road, title must be visible from moving vehicle.
- Coordinated in situ and on printed map.
- Durable, algae, graffiti resistant.
- Legible to pedestrian and from moving vehicle.

Design Strategies

- May be identical in every way (except title). Alternatively, unique art may be incorporated into each identification title.
- Words integrated into structure (no separate panel).
- Length of sign depends on length of text.
- One color, with highly contrasting text/title.
- Horizontal Orientation, one-sided.

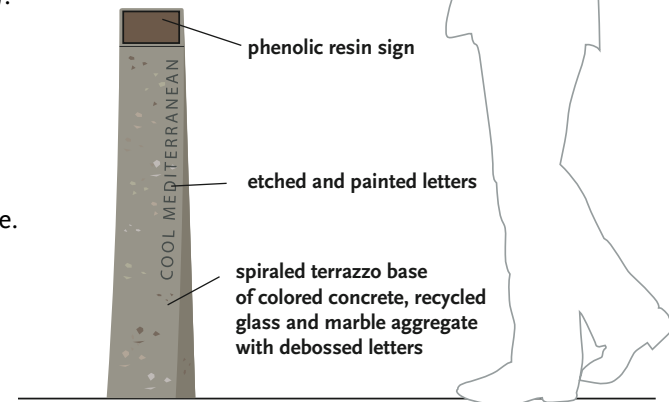
Content

- Text includes two lines at most: one line for common name of the collection, and one line for the latin family name. If the area is not a collection per se (Azalea Way, for instance), use only one line of text.

Place Identification Subtitle

If collection subtitle is needed (as in Madrona Terrace Ecogeographic Collections), use pathway directional marker as model template, or embed subtitle at entry to specific collections.

See Style Guide, pages 13–14 for further specifications.



Place Identification Subtitle



ID Plant Identification

These are signs that identify by name, origin, etc., individual collections plants in the Arboretum. They are located next to plants that are identified in the Arboretum Plant Registry. The panels will be similar to the existing Plant ID signs in two standard sizes and can be fabricated in-house at the Arboretum. However, we recommend phasing in simple black plastic laminate panels with standardized off-white letters. We also suggest that the posts and support plates, when used, be a heavy-gauge, dark brown, powder-coated steel.

Locations

- Large size: in ground next to collections plants that are identified in the Arboretum Registry.
- Small size: hanging on a limb, branch, or trunk of collections plants.

Design Principles

- Standard information displayed (see content below).

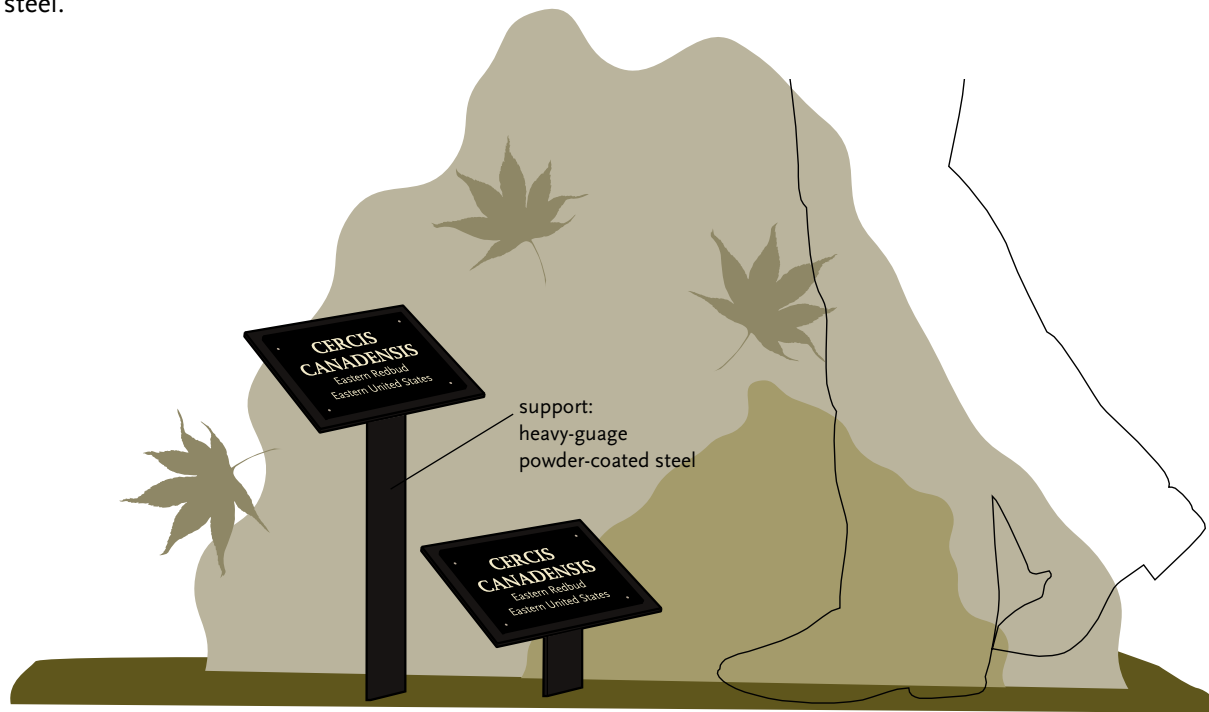
Design Strategies

- Standard shape and sizes (scaled to individual plant/habit, but all are low and relatively small), standard color, font, etc.

Content

- Botanical Name; Cultivar, Subspecies and/or Common Name (where appropriate); Accession # / Qualifier and Taxon Range.

See Style Guide, page 15 for further specifications.



TEMPORARY

These signs communicate a message of change. They are signs that are left posted no longer than one year, but more likely days, weeks or a couple of months. They may convey maintenance information, warnings, temporary regulations, periodic events, or “construction in progress” notification. They are more visible, louder, declarative, and

explanatory than other Arboretum signs. Like other sign designs, these will consider context from all angles, back and front. Though there will be various types of temporary signs, the *Interpretive and Wayfinding Style Guide* includes a general template that can be used by any Arboretum staff member to create this type of sign. The sign face will be made of laminated paper. The paper will be screwed to a painted aluminum plate, which is bolted to a cedar or recycled plastic post, or to a plant ID support, as necessary. A few standard-sized plates will be stored by the Arboretum for ready use.

Locations

- Head of trail where possible.

Design Principles

- Visible to vehicles and pedestrians.
- Some are one-time use, some seasonally, annually used (for a day or a week, etc.).
- More visible, louder, declarative, explanatory than other sign types.
- Back of signs and posts should fit into the landscape, but message of sign should be visible.

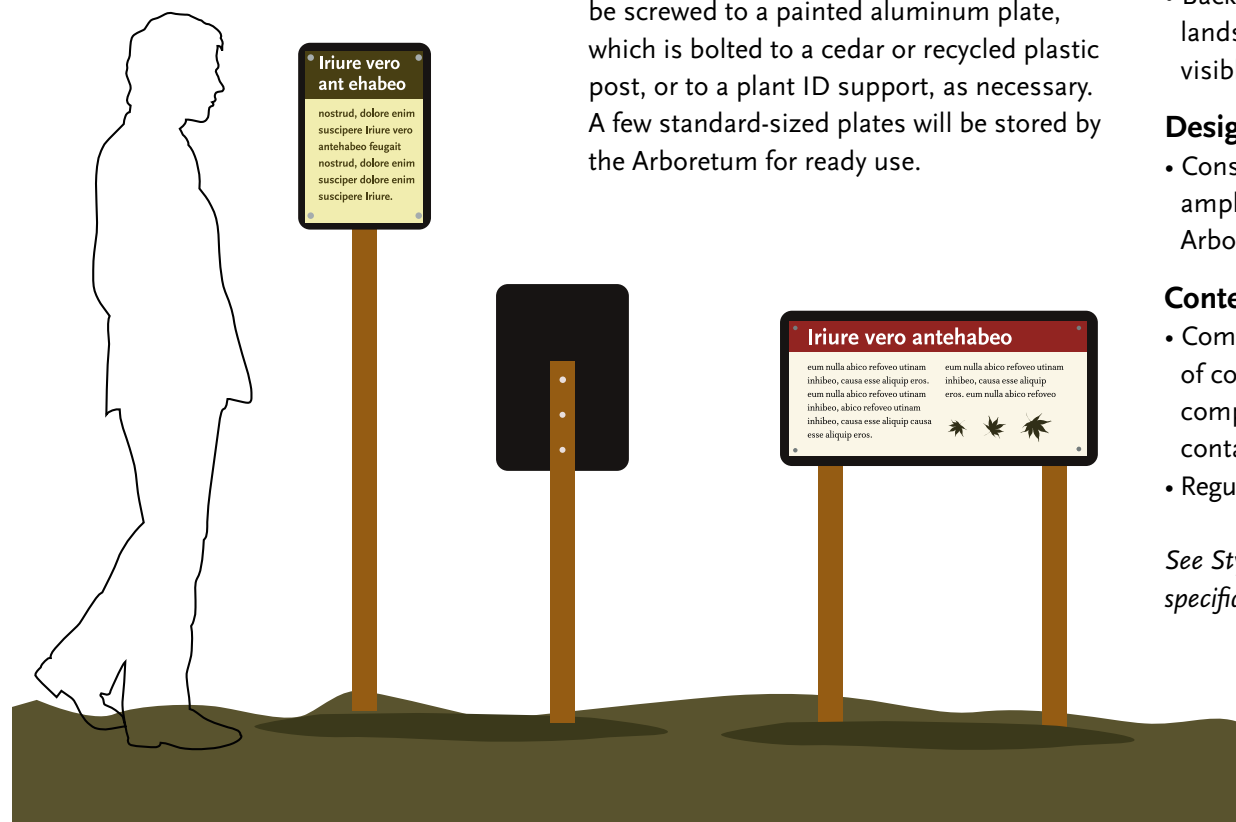
Design Strategies

- Consider Banners on light posts, for example, along Lake Washington Boulevard, Arboretum Drive, or on Wilcox Bridge.

Content

- Communicate message of change, phasing of construction, restoration, timeline for completion, alternate route information, contact for project manager, etc.
- Regular and annual/special event notification.

See *Style Guide*, page 16 for further specifications.



Education and Interpretation at the Arboretum

Washington Park Arboretum has a long history of providing interpretive services and educational programming for visitors to the Arboretum, including the Japanese Garden.



WPA web



Adult

Over the years, adult programming at the Arboretum has included weekend tours, classes, guided group tours, lectures, courses and symposia. The Volunteer Guides Program was created in 1961 by the Unit Council of the Arboretum Foundation offering guided tours for adults. Since 1994, the University of Washington has managed the Arboretum education programs including training of volunteer tour guides. The University of Washington has utilized the Arboretum since its founding for college courses, student projects, and research. Continuing professional education is provided on-site taught by University faculty and other experts.

A new cadre of Japanese Garden Guides is trained each spring to supplement the existing group of guides that offers tours to school groups and weekend visitors. Special events related to Japanese culture are also organized throughout the year.





School Groups

Programming for schools has included the successful *Saplings School Programs* and *Arboretum Explorer Packs*, thematic backpacks with hands-on activities and equipment rented to school or family groups to assist in exploring the Arboretum. Teacher workshops have also been held on an occasional basis.

Youth and Family Programs

A variety of programs for youth (non-school programs) have been offered over the years. Weekend programs (*Arboretum Adventures*, *Storyvine*) involving families and youth have attracted audiences in the past. University of Washington summer day camp at the Arboretum gives younger students an opportunity to explore the Arboretum in depth over their week-long experience. Youth Education Programs have been offered in collaboration with other community partners such as Girl Scouts Totem Council, Boys and Girls Clubs, City of Seattle Parks and Recreation, Museum of History and Industry, and others.



LCS1

Self-Guided Learners

Washington Park Arboretum provide brochures and maps for self-guided tours. Arboretum maps are available at the Graham Visitors Center and four stand-alone grounds maps are in place in the Arboretum (see Appendix: Existing Conditions for their location) for orientation. Maps for three different self-guided tours are available at Graham Visitors Center on different subjects.

Six areas of the Arboretum (Winter Garden, New Zealand Display, Sorbus Collection, Holly Collection, Rhododendron Display and Native Plant Trail) currently have interpretive signs that share information about specific plants in the adjacent area. These signs have been installed over the years ranging from 1988 –2001.

For a more detailed analysis of education and interpretation at the Arboretum, please see the document “Educational Programming at Washington Park Arboretum” (Appendix D to the 2001 Arboretum Master Plan) <http://www.cityofseattle.net/parks/arboretum/Docs/apx-d.pdf>

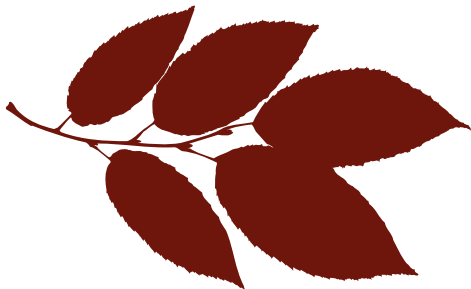


- | | |
|------|--|
| 1961 | Guided Adult Tours begin at the Arboretum |
| 1987 | Saplings Program begins with Arboretum Foundation volunteers |
| 1988 | Winter Garden interpretive signs installed |
| 1989 | Native Plant Trail interpretive signs installed |
| 1989 | Sorbus Collection interpretive signs installed |
| 1993 | New Zealand Display interpretive signs installed |
| 1994 | Coordination of Saplings Program transfers to University of Washington staff |
| 1998 | Holly Collection interpretive signs installed |
| 2001 | Rhododendron Collection interpretive signs installed |

Interpretive Strategies

Interpretation at Washington Park Arboretum can be a powerful tool to educate visitors.

Interpretation can help accomplish the Arboretum's mission, build a knowledgeable constituency for supporting the Arboretum's goals, encourage a sense of stewardship within regular visitors, and help make a difference in how we conserve the natural world. Interpretation encourages curiosity and provokes thought. It can be more than words and images. It can be incorporated into buildings and elements without labels or explanation.



501

THE PROCESS

DEVELOPING INTERPRETIVE STRATEGIES

A variety of resources were used to develop a baseline of information about the Washington Park Arboretum, its history, current activities, and past planning efforts. For a detailed list of research documents and methods used in developing this plan, please see Appendix: Research Sources.

A set of Significance Statements was crafted to document attributes of the Arboretum – those elements that make the Arboretum special, unique and rare – in the neighborhood, the city, the region, the country, and the world. From these Statements, sets of themes were developed under the categories of Ecology, Conservation, Community and Recreation, Culture, and History. Once edited and refined, a set of subthemes were developed for each of the themes.





SERVICES AND MEDIA

These Themes and Subthemes are organized in the Interpretive Matrix with recommendations for specific Interpretive Services and Products. The categories included in the Interpretive Matrix are defined as:

TOURS

School or public groups led through the Arboretum by a trained volunteer or staff.

SIGNAGE

Placed for purposes of sharing information or messages; may be free standing or incorporated into a building or structure; interpretive elements might be included in other signage (i.e. wayfinding map with an interpretive sidebar).

MEDIA

Generally devices that use technology to share information or messages (i.e. personal data assistants (PDAs), electronic kiosks linked to global positioning systems, sound wands or listening devices linked to broadcast systems, low wattage FM radio systems, etc).

PROGRAMMING

Non-recurring events held on a specific date(s) (i.e. special events, classes, lectures, symposia, workshops).

WEB LEARNING

Information and images shared over the Internet (activities, games, curriculum, identification, graphics).

EXHIBITRY

Three dimensional display, maybe a demonstration garden, or activity, designed to be self-explanatory (independent of program or guide).

The Interpretive Matrix is an organizing tool to understand how themes and subthemes are organized and can be applied to plan future interpretive projects.



THE FUTURE

The following projects and audiences should be considered for future interpretive efforts:

A Branding Plan can be developed to holistically present a recognizable image for the Washington Park Arboretum to be used in all graphic designs (brochures, maps, signs, website, etc.) and other physical elements.

Existing education and interpretive programs and services should be evaluated to insure alignment with the Washington Park Arboretum mission, vision, and goals.

The following audiences should be considered for initial interpretive services or media due to their numbers, cost-benefit ratios or need for greater support.

- Lake Washington Boulevard commuters (20,000 vehicles are driven daily through the heart of the Arboretum)
- University of Washington Waterfront Activities Center Visitors (8–10,000 visitors during the summer visit via the water in canoes and kayaks from UW without generally stepping specifically onto the Arboretum grounds)
- Neighborhood outreach (an outreach effort that includes programming, special events or literature might bridge the communication gap with neighbors)

Cultural programming and special events that connect the diversity of the Arboretum's collections to the diversity of local communities could be utilized to attract audiences that are underrepresented. Some of this type of programming is already occurring at the Japanese Garden.

Partnerships and cooperative agreements could be explored and used to increase the profile of the Arboretum in the community in formal and non-formal education settings.

SC1

Interpretive Categories

As the structure for interpretation, five categories linked by education facilitate a connection between the interests of the visitor, the priorities of the Master Plan, and the meaning of the Washington Park Arboretum.



Interpretive Matrix Defined

THEMES Stories are at the heart of human interaction, and at the heart of interpretation. The largest, most overarching stories of a place are the base of primary interpretive themes. As the structure for interpretation, five categories linked by education facilitate a connection between the interests of the visitor, the priorities of the Master Plan, and the meaning of The Arboretum.		ADULT	SCHOOL GROUPS	FAMILY	SELF-GUIDED	TOURS	SIGNAGE	MEDIA	PROGRAMS	WEB	EXHIBITRY
STATEMENTS OF SIGNIFICANCE	SUBTHEMES	AUDIENCE				SERVICES AND MEDIA					
<p>Statements of Significance embody the power of the place through a factual representation of what makes a place special. They are the elements that are so attractive, interesting, and engaging that people choose to experience them time and time again. They describe the distinctiveness of WPA's cultural, natural, scientific, recreational and inspirational resources. Significances may evolve over time as a result of discoveries or other updates to knowledge about the place.</p>	<p>Subthemes are the smaller, more specific stories that nest within primary interpretive themes. They offer opportunities for deeper, more focused explorations of the meanings of the place.</p> <div> <p>Audiences include many existing and potential groups and subgroups (see Appendix: Audiences). For use in this Matrix, groups have been simplified into the following: Adult, School Groups, Youth and Family, and Self-Guided Learners.</p> </div>					<p>See page 31 for definitions of services and media.</p> <p>It is possible that almost all Statements of Significance, themes, and subthemes, could be interpreted using all of the interpretive services and media listed and reach all audiences. This Matrix, however, suggests the best intersection of these categories.</p>					



CATEGORIES OF INTERPRETATION

Ecology



LCS

Displaying a broad array of temperate woody plants, Washington Park Arboretum is a unique public space for comparing and contrasting plants from around the world.

ADULT	SCHOOL GRPS	FAMILY	SELF-GUIDED	TOURS	SIGNAGE	MEDIA	PROGRAMS	WEB	EXHIBITRY
•	•	•		x			x		
•	•	•	•	x			x	x	
•	•		•	x	x		x	x	x
•	•	•		x		x	x		x
•	•	•	•	x	x		x	x	x

STATEMENTS OF SIGNIFICANCE

SUBTHEMES

AUDIENCE

SERVICES AND MEDIA

Utilized by over 4,000 K-12 students annually, Washington Park Arboretum (WPA) is the largest outdoor plant classroom in the Puget Sound region focused on plant science, ethnobotany and wetlands ecology. In addition, adult and professional continuing education is provided through docent-led tours and University of Washington's Center for Urban Horticulture (UW-CUH) outreach programs designed and conducted by staff.

The cool maritime Pacific Northwest climate allows Washington Park Arboretum to grow a wider variety of plants than almost anywhere in temperate North America. As human pressures affect the ecological health of the Earth, living museums such as the Arboretum have a duty to educate people about the values of plants, of their natural environments, and of their importance in urban landscapes.

The climate, topography and exposure of WPA provides uniquely diverse growing conditions that allow for a wider variety of plants to grow there.

The study of plants and their ecological role is a foundation for understanding related systems.

Plants and plant communities growing in the temperate areas of the world share many common traits and have evolved to survive in similar, yet distinct, ecosystems.

Plants must be grown and managed under the proper soil, water and light conditions; casually referred to as "right plant, right place."

The movement and passage of time through geological, hydrological, biophysical, biological and cultural cycles is demonstrated in Washington Park Arboretum.

Washington Park Arboretum is a showcase of sustainable practices including design, construction, maintenance and horticultural practices.



CATEGORIES OF INTERPRETATION

Conservation



LCS

Washington Park Arboretum is a unique living museum that displays and interprets the biodiversity of the temperate plant world to educate visitors about the need to conserve plants around the globe.

ADULT	SCHOOL GRPS	FAMILY	SELF-GUIDED	TOURS	SIGNAGE	MEDIA	PROGRAMS	WEB	EXHIBITRY
•	•		•		x			x	
•			•		x	x	x		
•	•	•	•			x	x		x
•	•	•	•	x	x			x	x
•	•	•	•		x		x	x	x
•	•	•		x	x	x			
•	•	•	•		x		x		x

STATEMENTS OF SIGNIFICANCE

SUBTHEMES

AUDIENCE

SERVICES AND MEDIA

With over 4,400 species and cultivated varieties (10,000+ individual plants) on its grounds, the 230-acre Washington Park Arboretum (WPA) contains one of the three most diverse collections of woody plants in the United States.

The WPA grows specimens of 179 species considered endangered, threatened, rare or vulnerable.

In the WPA, there are 20 major collections and 30 minor collections. Within the taxonomic collections, certain genera have more representative taxa from throughout the world than other genera. These genera include Abies (50 taxa) Acer (195 taxa including 75 cultivars of Acer palmatum), Camellia (238 taxa), Ilex (202 taxa), Magnolia (92 taxa), Pinus (86 taxa), Prunus (79 taxa), Quercus (89 taxa), Rhododendron (737 taxa), Sorbus (81 taxa), and Viburnum (95 taxa).

Washington Park is unique among Seattle's many urban green spaces: it embodies the ecological values of any well-forested urban park – such as habitat for wildlife, absorption of pollutants and moderation of urban heat island effects – while most effectively displaying the beauty, diversity, and landscape utility of the world's temperate flora.

Biodiversity, the variety of life on Earth, provides sustenance for human survival. Plants are a critical part in conserving this diversity.

Washington Park Arboretum contributes to the conservation of imperiled plant species through its participation in international plant exchanges.

Expeditions to explore remote areas have brought rare and unusual species to the attention of the developed world.

Plants well adapted to particular micro-climates in the Pacific Northwest are used to demonstrate regional habitats and provide the backdrop for many of the Arboretum exhibits.

Continued management of invasive species is critical.

The Arboretum protects and manages extensive urban wildlife habitat, a diminishing resource in metropolitan areas.

Human impacts made on natural systems can be mitigated by instilling values of stewardship in visitors.





CATEGORIES OF INTERPRETATION

Community and Recreation

Washington Park Arboretum is an oasis providing a retreat from the pressures of modern urban life and an opportunity for urban dwellers to connect with the natural world.



ADULT	SCHOOLGRPS	FAMILY	SELF-GUIDED	TOURS	SIGNAGE	MEDIA	PROGRAMS	WEB	EXHIBITRY
•	•	•	•	x			x	x	
•	•	•	•	x	x		x		
•	•	•	•	x			x		
•	•	•	•		x		x	x	x

STATEMENTS OF SIGNIFICANCE

Due to the impact of construction on area neighborhoods and the Washington Park Arboretum (WPA), thousands protested a planned expressway through the Arboretum in May 1969. Voters ultimately rejected the expressway through a city vote in 1972.

Citizen interest in protecting the open space value and parkland of Washington Park helped to pass a citizens' initiative and subsequent City of Seattle ordinance in 1974 that maintains free unrestricted public access and forbids "non-park uses of any portion" of the parklands.

The lengthy 1995-2001 WPA Master Planning process involved thousands of people with unprecedented public involvement and demonstrated the intense interest many diverse groups have in the operation, maintenance and use of Washington Park Arboretum.

A significant number of visitors to WPA utilize the area for personal reflective or recreational purposes unrelated to any formal educational or botanical aspects of the Arboretum.

SUBTHEMES

With its size and diverse landscapes, Washington Park Arboretum provides a unique and enduring sense of place for visitors experiencing the natural world through many informal and personal ways.

Parks and cultivated spaces, such as Washington Park Arboretum, provide important experiences and places for visitors.

Visitors to the Washington Park Arboretum come from local, regional, state and international locations.

Washington Park Arboretum visitors can be a partner in management of the park by following standard park etiquette, volunteering for restoration projects and/or attending programs or special events.

AUDIENCE

SERVICES AND MEDIA

CATEGORIES OF INTERPRETATION

Historical



LCS

With elements dating back over 100 years, Washington Park Arboretum contains significant examples of the early planning and development of Seattle's parks and boulevards.

ADULT	SCHOOL GRPS	FAMILY	SELF-GUIDED	TOURS	SIGNAGE	MEDIA	PROGRAMS	WEB	EXHIBITRY
•	•	•	•	x	x	x	x		
•	•			x		x	x	x	x
•	•				x		x		
•	•			x	x		x		
•			•	x	x			x	
•			•	x	x	x		x	

STATEMENTS OF SIGNIFICANCE

Within Washington Park Arboretum (WPA), there are two kames – land formations created by the receding continental ice sheets during the last period of glaciation.

A Puget Sound Salish Native American village was located east of the mouth of Arboretum Creek.

The WPA is part of the 1904 Olmsted Brothers plan for Seattle parks, boulevards, and playgrounds. Lake Washington Boulevard was the first of the Olmsted-planned boulevards built in Seattle and served as the gateway to the 1909 Alaska Yukon Pacific Exposition.

The sequential taxonomic collection of woody plants, along with Lake Washington Boulevard and Azalea Way, are the three principal features of the 1936 Olmstead Brothers' general plan that are reflected in the WPA today.

Azalea Way was a logging skid road in the late nineteenth century, and later became a popular speedway for carriage and horse racing.

Lake Washington Boulevard, the stone cottage and Azalea Way are historically and culturally significant features. The Wilcox footbridge, originally designed to conceal a sewer line, is a City of Seattle designated historical landmark and listed in the National Register of Historic Places.

SUBTHEMES

Evidence of Pacific Northwest geological processes, such as Puget Sound glaciation, is found at Washington Park Arboretum.

Native people, such as the Puget Sound Salish, were known to have used Washington Park Arboretum as a village site.

Humans have changed every feature of the Arboretum including drainage, vegetation and topography.

The lowering of Lake Washington, due to the building of the Ship Canal, added acreage to the Arboretum.

Lake Washington Boulevard, passing through or by fourteen parks, is the main link in Seattle's Olmsted Legacy – the city-wide system of parks and parkways – and was the entrance route to the 1909 Alaska-Yukon-Pacific Exposition on the grounds of the University of Washington.

Over the course of its history, many groups, such as the Olmsted Brothers firm, Works Progress Administration and the Civilian Conservation Corps, had an influence on the design, construction and development of the Washington Park Arboretum.

AUDIENCE

SERVICES AND MEDIA





CATEGORIES OF INTERPRETATION

Cultural



LCS

Plant taxa, specimens and source material represented in the collection of Washington Park Arboretum makes cultural connections to many diverse places in the world.

ADULT	SCHOOL GRPS	FAMILY	SELF-GUIDED	TOURS	SIGNAGE	MEDIA	PROGRAMS	WEB	EXHIBITRY
•	•	•			x		x		
•	•	•	•	x		x	x	x	
•			•	x	x		x		x
•	•			x			x		x
•	•	•	•				x	x	x
•	•		•	x		x		x	x

STATEMENTS OF SIGNIFICANCE

SUBTHEMES

AUDIENCE

SERVICES AND MEDIA

Within the Washington Park Arboretum, the Japanese Garden, completed in 1960, is a significant symbol of international friendship and cooperation. Its features include two stone lanterns donated by the City of Kobe, Japan, and a ceremonial teahouse, a gift from the City of Tokyo (later burned and replaced).

In October 1960, Japanese Crown Prince (now Emperor) Akihito and Crown Princess (now Empress) Michiko planted the trees of their families – cherry and birch trees, respectively, in the WPA Japanese Garden.

The WPA Japanese Garden was one of the first large-scale Japanese gardens constructed outside Japan.

The WPA is an international crossroads of plants grown from seeds collected in other countries, plants displayed that are indigenous to other temperate climates and exhibits designed to represent habitats elsewhere in the world. Plants from 51 different countries around the world are grown here.

Native peoples, such as the Puget Sound Salish, utilized plants in the area of the Washington Park Arboretum to sustain their life and culture.

Plants hold different meanings and significance in cultures around the world.

Different cultures use plants in a variety of ways for such purposes as horticulture, ethnobotany and agriculture.

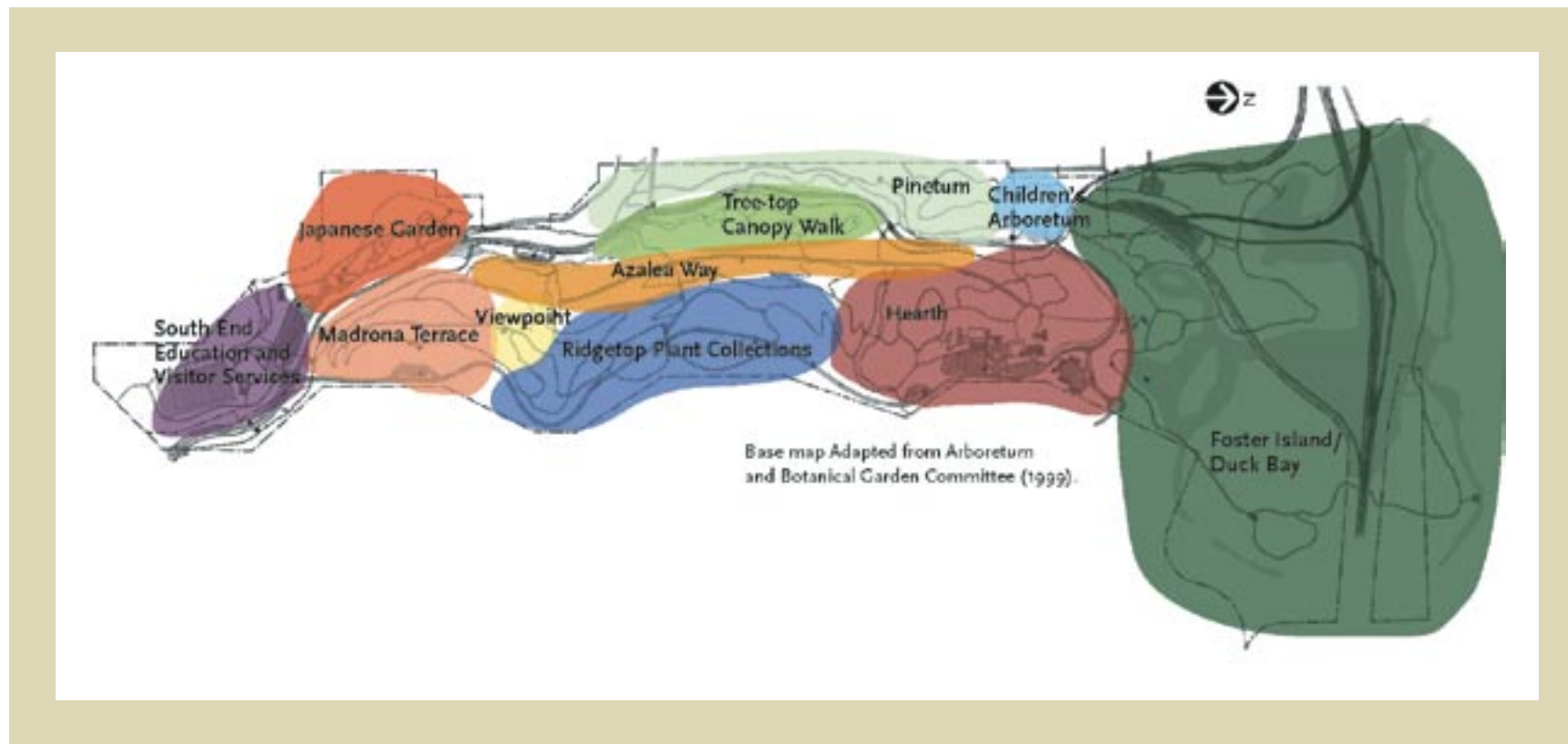
Washington Park Arboretum is managed as a cultural facility representing the collective value we place on conservation, education and recreation.

The history of Asian (Chinese, Korean and Japanese) garden design and development is illustrated in Washington Park Arboretum's Japanese Garden.

Residents of Cascadia (temperate climates of the northeastern Pacific coast) have developed as a culture of gardening enthusiasts, naturalists and horticultural professionals due to the temperate climate and its ability to support a broad variety of plant life.

Interpretive Zones

Washington Park Arboretum users typically explore one or two sections of the park in one visit, not the entire site. Interpretive Zones represent these different sections. Each zone inspires educational themes and presents wayfinding challenges and opportunities.



Operations and Maintenance

FOR INTERPRETIVE AND WAYFINDING SYSTEMS



SC1

Operations and maintenance are essential to the functions, safety, longevity, and sense of public ownership that define the Arboretum.

Without operations and maintenance, the best interpretation and wayfinding intentions will not succeed. Resources (budget and staff) must be consistent, and realistic for the scale and services that the Arboretum expects to deliver.

For each project in the adopted Arboretum Master Plan, we recommend that a portion of funds be placed into an endowment, which will support the long-term operations and maintenance of plants, irrigation, inventory management systems, and repair or replacement of physical elements including signs, benches, fences, water fountains,

shelters, etc. The endowment will also fund one or more staff members whose duties and responsibilities are dependent on the coordination and communication of the three representative entities: University of Washington, Seattle Department of Parks and Recreation, and the Arboretum Foundation.

In order to be most effective, the *Interpretive and Wayfinding Plan* (and its influence on the whole system as well as parts within the system) must be periodically reevaluated. The Arboretum Director (or his/her designee) should review the *Plan* on a regular, annual basis.

Responsibilities of staff

- Familiarity with the Arboretum Guiding Documents (Mission, Master Plan, Communications Plan, *Interpretation and Wayfinding Plan*, etc.).
- Revisiting the *Interpretation and Wayfinding Plan* on regular, annual basis (at minimum).
- Maintain inventory of signs, shelters, benches, fences, lights, donor recognition, irrigation, etc. (working closely with the Arboretum Plant Registrar, and the existing inventory of collections plants).
- Confirm that inventoried elements in the landscape are repaired and replaced as necessary.





Inventories

We recommend that inventories be created and maintained by the staff position described above, in partnership with the Curatorial Office. The Arboretum's goal should be to have an accurate database with spatial information, as well as the staff, equipment, and resources to maintain it and add to it as the collection changes over time.

First, it is necessary to create an accurate basemap for the Arboretum. Then, the current (2004) digital layers must be integrated into that basemap. Next, we recommend the purchase of a spatial data-gathering tool, such as BG-Maps Total Station Interface (which uses electronic laser measuring instruments). Global Positioning System (GPS) is another positioning technology, but the Arboretum's dense tree cover makes it a less practical option.

The inventory of collection plants must be coordinated with the inventory of the signage, shelters and other structures, fences, benches, irrigation lines, water fountains, etc. Most importantly, we recommend that adequate resources be allocated to purchase the equipment, operate and maintain the equipment, and to do the work.

Maintenance Standards



S01

While the designs and materials of the Arboretum will be selected in part for their durability, graffiti-resistant properties, and relative ease of installation and cleaning, no material is perfect, and all require some maintenance and attention. We recommend a Maintenance Manual be written as part of the final design and fabrication process for any interpretation or wayfinding element (sign, marker, etc.). This Maintenance Manual will include a maintenance schedule; techniques for cleaning, graffiti removal, and repair; as well as expected life of each element and replacement procedures including contact information for material manufacturers.

Each Request for Proposal (RFP) that is publicized for interpretive and wayfinding elements in the Arboretum, must require that specific maintenance recommendations be included as part of the final product.

Next Steps and Additional Studies

- 1 **Branding/Logo Design:** adopt consistent logo/branding for print, web, signage, etc.
- 2 **Thorough Trail Study:** study hierarchy of trails, including widths, grades, surfacing, use patterns, (reference Iain Robertson's Trail Study).
- 3 **Maintenance Manual:** RFPs for future projects include the requirement that a Maintenance Manual be one of the deliverables. It must include recommendations and guidelines for maintaining any signage or interpretive element that is created.
- 4 **Prototype Signs:** request proposals for signage design (and installation) of several prototype signs for recently completed projects, or those underway (i.e. at this printing, Duck Bay, Madrona Terrace).



SCT



Objectives

FOR THE INTERPRETIVE AND WAYFINDING PLAN

The *Interpretive and Wayfinding Plan* is the context in which the Master Plan is implemented. As such, it identifies the major themes and educational messages as they relate to the site and plant collections. The *Plan* also identifies methods of interpretive media appropriate for the weather conditions of the Northwest, and a materials palette along with a wayfinding sign system suitable to the character of the site. The *Plan* will serve as a guide to the implementation of all future projects.



SCT

CONSERVATION

GOALS

The *Interpretive and Wayfinding Plan* of the Washington Park Arboretum will:

- Enhance the understanding of the conservation of plants and their environment.
- Demonstrate in the plant exhibits, the ecological attributes and values of natural plant communities throughout the temperate world, emphasizing forests of the Pacific Northwest, regions with similar cool winter-rain climates and selected Pacific Rim regions utilizing targeted and innovative interpretive methods.

OBJECTIVES

To achieve the above goals, the Washington Park Arboretum will:

- Interpret the active conservation of trees and shrubs, and their genetic diversity, which are threatened with extinction in temperate regions of the world.
- Utilize innovative interpretive and educational programs and methods to interpret the conservation story.
- Ensure targeted conservation messages are included in existing and future interpretive programs and products.





EDUCATION

GOALS

The *Interpretive and Wayfinding Plan* of the Washington Park Arboretum will:

- Fulfill the Arboretum's potential to serve K-12 students, higher education, families, landscape professionals, natural history/ecology enthusiasts, gardeners, special needs populations, and general visitors.
- Support the organization, design and interpretation of the plant exhibits to be as interesting and self-explanatory as possible to the Arboretum's diverse audiences.

OBJECTIVES

To achieve the above goals, the Washington Park Arboretum will:

- Implement classes, tours, self-guided learning opportunities, and interpretive programs and products to educate Arboretum visitors on the natural history, conservation, and landscape value of the world's woody plants.
- Structure interpretation to respond to the needs of the Arboretum audiences (K-12 students, higher-education students, families, landscape professionals, natural history/ecology enthusiasts, gardeners, special needs populations, and general visitors).
- Create new plant exhibits that communicate the full range of the Arboretum's educational mission – natural history, environmental studies, and conservation as well as landscape horticulture - and interpret them appropriately.
- Assess existing interpretive and educational programs and services to assure their alignment with the *Interpretive and Wayfinding Plan*.



SCT



RECREATION AND COMMUNITY

GOALS: The *Interpretive and Wayfinding Plan* of the Washington Park Arboretum will:

- Acknowledge that non-structured recreational use of Washington Park is consistent with the Arboretum's mission of conservation, education, and recreation.
- Ensure that interpretive elements and facilities are consistent with the growing recreational enjoyment of Washington Park Arboretum by citizens of the city, region, and beyond.
- Acknowledge the naturalistic influence upon which the Arboretum was founded in its recommendations and implementation.

OBJECTIVES: To achieve the above goals, the Washington Park Arboretum will:

- Use interpretive signage and wayfinding features appropriate to the ambience of the Arboretum.
- Use multi-media methods of communicating orientation, directional, interpretive, and regulatory information.
- Utilize styles and materials for interpretive elements, wayfinding, and trail surfacing that are compatible with existing historical characteristics.
- Allow visitors to experience a sense of removal from urban hardscape, and create opportunities for solace or connection with community members in a park setting.
- Offer degrees of interpretation to match users and their interests.



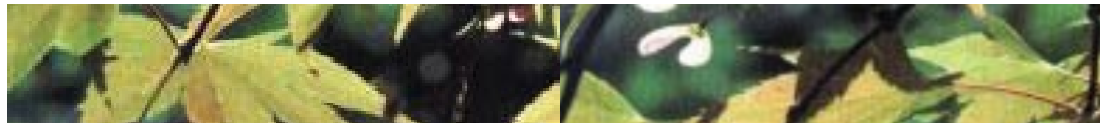
SC1

Arboretum Character

What characteristics does the Arboretum want to present to the public?

The Arboretum is portrayed and communicated through interpretation and wayfinding as well as leadership. Some of the characteristics and qualities that relate to built elements as well as identity of the Arboretum may include the following:

Integrity	Conscientious
Sustainability	Polite
Passion	Inclusive
Beauty	Respectful
Intelligence (smart)	(of natural and human desires and needs)
Harmony (part of a whole family, yet each part may be unique)	Healthy
Elegance (but earthy)	Welcoming
Grace	Historic (part of a proud continuum)
Culture (but innovative, not stodgy)	Suitable/Presentable
Tended (cared for)	Needs attention but is uncomplaining
In good taste	Interesting, compelling, full of depth (makes you want to be around and maybe know more/learn something)



WPA web

Guiding Principles

Each element of interpretation and wayfinding at the Arboretum will need to fit its unique context. Below are some guiding principles which provide a foundation for this *Interpretive and Wayfinding Plan*, and which are relevant to other constructed elements within the Arboretum as well.

Be appropriate

All elements of signs in the Arboretum should be in scale to the use and user.

Be of consistent attitude

Everything seen and experienced by the public should reflect a consistent attitude and philosophy of the Washington Park Arboretum. Publications (fliers, brochures, announcements, website, etc.) should have a harmonious design and voice indicating that they emerge from and represent the Arboretum. Signs and built elements should be harmonious with the Arboretum context, though not necessarily follow precise design mandates.





Engage all senses

When appropriate, use plants for color, texture, smell, light, sound, and scale to tell or enhance a story.

Embrace change

Remember that things will grow, change, and even decay over time. Allow these natural properties to be part of the aesthetic message, and prepare for them in the early design stages.

Fit the historic context

The design of signs and markers should draw from the historical elements of the Arboretum without replicating them. Designs can hearken backward, but take initiative to find innovation. They should fit historical context, but transcend it.

Use character befitting the place

The character of signs should fit within the botanical forms of each garden. Configure and juxtapose plant displays, native forest habitats, pathways, buildings, parking, and outdoor interpretive shelters so as to retain the naturalistic environment that visitors now enjoy.

Structures are pedagogical, didactic

We need to rely on words and pictures only after other elements won't tell the story. Style is story and sets up expectations. Also, a structure can allow people to circulate in one direction, but not another. It can frame, inhibit, or enhance views. It can allow one to sit, or not, and encourage places for people to converse acoustically, or not.

Place only a few, small, harmonious signs

As signs, markers and other built elements are physical, man-made items in the botanical landscape they do have the potential to distract from the immersive quality of the Arboretum and to stand out in contrast to the trees and plants which are the main character-defining elements of the place. Though some visitors appreciate or even sometimes long for more information than is provided by the naturalistic setting of the Arboretum, others want to feel as though they are in the "wild" or at least resent the intrusion of signs. Given the need for a balance, we strongly suggest that there are as few signs as possible in the Arboretum landscape, that they are as small as logical, and that they are harmonious with each other and with the site.



WPA web

Be unobtrusive

Locate signs or markers in the landscape so that they are surrounded by vegetation when possible, appearing as if they have been there for many years, (even when they are new).

Be polite

All signs and built structures should have "good manners". They should be stable, warm, and even imperfect as though they have been influenced by the human hand and mind of a craftsman. They should not interrupt or shout their presence or their message but should "speak" when spoken to. Signs within the Arboretum might declare the presence of the Arboretum without loud graphics or colors. They can be tasteful, humble, and visible as the background to gardens; complementing, enhancing, and not overshadowing the Arboretum landscape.



Cluster and incorporate

Wherever possible, interpretive markers should be located near and incorporated into the design of other built elements so that we do not litter the landscape with signs. Designs of structures and buildings might allow interpretation to be integrated. Consolidate regulatory information on a smaller number of signs, or absorb regulatory information on kiosk or orientation panels.

Use positive language

When possible, regulations should be stated in positive language, emphasizing what behavior is desired instead of what is not to be done.

Communicate effectively

Interpretation and Wayfinding rely on communication. In order to communicate effectively, the Arboretum must portray a recognizable identity, complemented and reinforced by consistent leadership.

Establish identity

We recommend that the Arboretum design and implement a Communications and Branding Plan, and that this be done as soon as possible so that all future work reflects the unique Washington Park Arboretum identity.

Maintain consistent leadership

Essential to the implementation of an identity for the Arboretum is the leadership that promotes it, the attitude embodied in the leadership, and the funds that maintain this identity. Equally essential are implementation and maintenance, ensuring adoption, ownership, and consistency of this *Interpretation and Wayfinding Plan*. We strongly assert that there be a staff member for the Arboretum who has the responsibility, authority, and resources (budget and staff) necessary to maintain the identity of the Arboretum in all forms of media (signage, brochures, website, etc.) and design.

Acknowledge contributions

There is opportunity to place donor recognition at built elements including shelters, benches, graphic panels, and their supports. Ideally, visual recognition (engraved name/symbol, or place, etc.) will occur in a designated place on specific built elements in a standard design style (see Style Guide for example). When possible and appropriate, donor recognition will be consolidated.



Branding: A trademark or distinctive name, to impress firmly. A mark indicating identity or ownership.

Arboretum: (Latin) a place grown with trees. (n) A place in which a collection of rare trees and shrubs is cultivated for scientific or educational purposes.



SC1

Summary of Research

Research for this plan included reviewing over 20 past documents and plans related to the Washington Park Arboretum (master plans, scoping documents, environmental impact statements), related University of Washington Masters Thesis or Doctoral Dissertations, and internal publications.

Interviews were conducted with 13 different groups or individuals representing University of Washington faculty, Arboretum or Center for Urban Horticulture staff, community groups, Arboretum neighbors, and related external agencies or organizations.

A detailed inventory of existing interpretive, identification and wayfinding signs was conducted in addition to documentation of formal and informal entrances, parking lots and visitor use patterns.

For a detailed list of research sources, interviews and site inventory components please see Appendix: Research Sources and Appendix: Interpretive Resources Bibliography.



SC1



Existing Sign Types

Gates and Main Entry Signs



All photos by LCS

Orientation Sign



Area Entry and Interpretive Signs



Existing Sign Types

City Parks Signs



All photos by LCS

Temporary Interpretive and Regulatory Signs



Regulatory Signs



Existing Sign Types

Donor Recognition



All photos by LCS

Directional, Orientation, and Area Entry Signs



Plant Identification Tags and Signs



Defining Audiences

EXISTING AUDIENCES	EXISTING INTERPRETATION	NUMBERS	DEMOGRAPHIC INFO	AFFILIATE GROUPS
Student Education (K-20)				Classroom Teachers, Schools, Instructors
K-12	x	large	x	
University	x	small	x	
Adult/Professional Education	x	small	x	Professional Organizations
Facility Users (Graham Visitor Center and Grounds)	limited	large	x	
General Public (walks)	x	small		Media
Staff / Volunteer Guides	limited	small	x	Union, Docents
Japanese Garden	x	medium		Japanese Garden Advisory Council
Visitors				
Commuters		large		WA DOT & Seattle Transit
Neighbors (vicinity)		large	x	Neighborhood Councils
Water Recreation (UW)		large	x	UW Waterfront Activities Center
Special Events		medium	x	Arboretum Foundation
Recreational (& MOHAI)		large		
Tourism		medium	x	Commercial Tour Operators
FUTURE AUDIENCES				
Diverse Communities				

Annual Numbers: small = <1000
 medium = <1001 - 4000
 large = 4001+



Research Sources

Arboretum/Lakeside Trail Study,
Jongejan.Gerrard.McNeal Landscape
Architects, December 1987

*The Clientele of the University of Washington
Arboretum*, Ben Whitfield Twilight, University
of Washington Master's Thesis, 1968

Conservation Assessment, Washington Park
Arboretum, Linda R. McMahan 2003

*Foster Island – History, Visitor Use and
Management*, Charles Plummer, University
of Washington Master's Thesis 1991

*An Interpretation of the Maple Collection of
Washington Park Arboretum*, Daniel John
Hinkley, University of Washington Master's
Thesis 1985

*Long Range Guidelines and Design Improve-
ment Program for the Restoration of the Lake
Washington Boulevard—Working Papers*,
EDAW 1985

*The Olmsted Taxonomic Arboretum and Its
Application to Washington Park, Seattle*, Scot
Daniel Medbury, University of Washington
Master's Thesis 1990

Saplings Volunteer Handbook, Washington
Park Arboretum Garden Guide Program
Seattle Japanese Garden Sourcebook, 2003

*Scoping Document for a New Master Plan
for the Washington Park Arboretum*, Mark
Hinshaw 1995

Trees of Seattle, Arthur Lee Jacobsen 1989

*University of Washington Arboretum –
A Nature Showcase for All Seasons*, Seattle:
The Institute of Forest Products, University
of Washington College of Forest Resources,
1969.

*University of Washington Arboretum, Wash-
ington Park, Seattle, Washington*, Dean Hugo
Winkenwerder, College of Forestry, 1936

*University of Washington Arboretum Master
Plan Maps*, Olmsted Brothers Firm,
University of Washington Suzallo Library
—Special Collections

Washington Park Arboretum Bulletin,
various issues

Washington Park Arboretum Master Plan
January 2001 Final EIS

Washington Park Arboretum Master Plan
January 2001 Final EIS - Existing Education
Programs at WPA and CUH

Washington Park Arboretum Historic Review,
Bola Architecture + Planning and Karen Kiest
Landscape Architects, 2003

*Washington Park Arboretum Implementation
Plan*, 2003

Washington Park Arboretum Master Plan,
May 2001

*The Washington Park Arboretum – Volunteer
Guide Handbook*, Kimberly Mills, University
of Washington





Other Research Completed

- Case Studies of other Arboreta & Botanical Gardens (primarily North America)
- Informal Survey of Student Visitorship at Comparable Facilities
- Landscape /Arboreta / Cultural / Historical Organizations Web Search
- Student population data from surrounding public and private schools (McGilvra Elementary School, Montlake Elementary School, Martin Luther King Jr. Elementary School, The Bush School, The Valley School)
- University of Washington Water Activities Center (Canoe & Kayak Rental Statistics)
- US Census Bureau; data for zip codes adjacent to Washington Park Arboretum

Interviews

- Washington Park Arboretum Summer Day Camp Participants (10-15 students)
- Paul Gibson (Montlake neighbor to Washington Park Arboretum)
- Rory Denovan & Washington Park Arboretum Gardening Crew (City of Seattle Department of Parks and Recreation)

- Sue Nicol, Jean Robbins, Sandy Kirchner (CUH Education Coordinators and Instructors) & Shawna Zuege (WPA Education)
- Iain Robertson (University of Washington – Landscape Architecture & Witt Winter Garden Designer) & Belinda Gigliotti (Seattle Parks Japanese Garden Advisory Council staff)
- Randall Hitchin (Washington Park Arboretum Plant Registrar)
- Dr. Dick Olmstead, Dr. Sarah Reichard, and Linda Brubaker (University of Washington – Botany / Plant Sciences Professors)
- Charles Sablan (Seattle Department of Parks and Recreation Environmental Learning Centers Manager)
- Friends of Seattle's Olmsted Parks (Doug Jackson, president and Board of Directors)
- Washington Park Arboretum Docent Garden Guides / Volunteers (20-25 people)
- Chris Berry (Washington Park Arboretum Education Coordinator)
- Marina Skumanich (Seattle Audubon Society – Conservation Chair)
- Seattle Garden Club (including Washington Park Arboretum neighbors, Arboretum Foundation members—Iris Wagner, president)

On-Site Inventory

Washington Park Arboretum Site Inventory:

- Existing collections title signs and interpretive signs (approximate counts and locations)
- Identification of major and minor entrances
- Existing and future parking lots
- Photo documentation and analysis of existing identification and wayfinding signs
- Existing historical elements (features from Olmsted era, Wilcox Footbridge)
- Washington Park Arboretum tour participation.

Interpretive Resources Bibliography —

Botany

A Guide to Plant ID & Classification,
Dr. Richard Olmstead, University of
Washington

*Trees of Seattle – The Complete Tree Finder's
Guide to the City's 740 Varieties*, Arthur Lee
Jacobson, Sasquatch Press, 1989

*The Woody Plant Collection in the Washington
Park Arboretum*, Washington Park Arboretum
Staff, Tracy Omar -Registrar, University of
Washington, 1994

Plants of the Pacific Northwest, Jim Pojar and
Andy MacKinnon, Lone Pine Publishing:
Vancouver BC, 1994

Cultural

Seattle Japanese Garden Sourcebook,
Japanese Garden Guides self-published, 2003

Ethnobotany of Western Washington,
Erna Gunther, University of Washington
Press, 1945

Ecology

*The Natural History of Puget Sound
Country*, Arthur R. Kruckeberg, University
of Washington Press, 1991

History

*The Olmsted Taxonomic Arboretum and its
Application to Washington Park Arboretum*,
Seattle, Scot Daniel Medbury, 1990 MS
Thesis, Miller Botanical Library, Center for
Urban Horticulture, University of Washington

Washington Park Arboretum Historic Review,
Bola Architecture + Planning and Karen Kiest
Landscape Architects, 2003
[http://www.cityofseattle.net/parks/
arboretum/History.pdf](http://www.cityofseattle.net/parks/arboretum/History.pdf)

Interpretation

The Interpreters Training Manual for Museums,
Mary Kay Cunningham, American
Association for Museums, 2004

Saplings Volunteer Handbook, Washington
Park Arboretum, self-published, 1997

Personal Interpretation, Lisa Brochu and
Tim Merriman, Interp Press (National
Association for Interpretation), 2002

*The Washington Park Arboretum – Volunteer
Guide Handbook*, Kimberly Mills, University
of Washington

Interpretive Prop Resources

Acorn Naturalists, 155 El Camino Real, Tustin,
CA 92780, 800-422-8886; very thorough and
complete selection of natural history and
interpretive resources
<http://www.acornnaturalists.com>

Landscape

*Landscaping for Wildlife in the Pacific North-
west*, Russell Link, University of Washington
Press, 1999





Organizations

American Association of Botanical Gardens and Arboreta, 100 W 10th Street Suite 614, Wilmington DE 19801, 302-655-7100 \$60 individual membership, professional quarterly journal (*The Public Garden*) and newsletter (*AABGA Newsletter*), annual conference, jobs clearinghouse, professional education through workshops and regional meetings.
<http://www.aabga.org>

Arboretum Foundation, 2300 Arboretum Drive E., Seattle, WA 98112, 206-325-4510, \$35 annual individual membership, quarterly magazine (*Washington Park Bulletin*), bi-monthly newsletter (*Ground Work*), seasonal plant sales, and fundraising events.
www.arboretumfoundation.org

Environmental Education Association of Washington, P.O. Box 1264, Bellingham, WA 98227 \$35 individual membership, monthly newsletter, Annual Conference, regional network.
<http://www.eeaw.org>

National Association for Interpretation, PO Box 2246, Fort Collins, CO 80522, 888-900-8283 or 970-484-8283, \$65 individual membership, professional journal (*Legacy*) published 6 times a year, annual National Interpreter's Workshop, job line, regional newsletters and local chapters.
<http://www.interpnet.com>

Northwest Horticultural Society, 206-527-1794, annual memberships beginning at \$20, *Garden Notes* quarterly newsletter, NHS book corner discounts, lectures and symposiums, annual plant sale.
www.northwesthort.org

Web Resources

Miller Botanical Library, Center for Urban Horticulture, University of Washington. On-line book lists organized in specific topic areas – Asian gardening, children's booklist, etc.
<http://depts.washington.edu/hortlib/resources/booklists.shtml>

Interpretive and Wayfinding Technology

SAMPLE SERVICE PROVIDERS • INSTALLATIONS / EXAMPLES OF TECHNOLOGY AT COMPARABLE FACILITIES

Note: We do not endorse any of the following companies, and list them only as examples of specific media types.

FM Radio Broadcasting

Specific area radio systems' repeater transmitter allows institution to put professionally recorded message on a CD and repeat that message around the clock. Visitors need only a standard FM Radio (walkman or car radio) to hear the pre-recorded message.

Landmark Audio Technologies

www.landmark.com

Offers FM broadcast band transmitter ideal for broadcasting looped messages within a limited area.

Example: Albany County Convention and Visitors Bureau Case Study

www.landmarkfm.com/study.htm

Information Station Specialists

www.theRADIOsource.com

Flexible and affordable for specific-area broadcasting. Examples:

<http://www.issinfosite.com/articles.htm>

Ambient Audio

Sound emitted through speakers from digital audio files. Only some are designed for outdoor use. Various options for focusing audio.

JBL Control

www.jblpro.com/pages/recording/control.htm

Simple loud speakers hooked up to an audio system.

Installations:

http://www.jblpro.com/installations/installs_main.html

Stereo Stone

www.stereostones.com/riverrocks.html

Speakers are shaped as rocks making them ideal for disguising in a natural setting. They are weather resistant, and all components can be replaced in the field.

Guided Audio

Audio files are created and edited from a central PC location at the host facility. Wireless identifier units are placed near selected exhibits. Visitor wears headphones and carries a portable device that offers choices about types and levels of information.

GuidePort

www.guideport.com

Battery operated or DC powered wireless "identifier" units are placed near selected exhibits. These identifiers, whose parameters are configured using a standard infrared-capable Palm™ PDA, trigger GuidePORT receivers to play audio associated with that exhibit. Visitor carries a GuidePORT receiver and headset. Programmed to the language and/or level the visitor desires, this device is palm-sized.

Installations:

http://www.guideport.com/mat_dev/realinst_menu.shtml

Acoustiguide

www.acoustiguide.com

Offers wands, cassettes, digital players, headsets, creative & production services, as well as comprehensive on-site management.

Audio Samples: <http://www.acoustiguide.com/audio/index.html>

Client List: <http://www.acoustiguide.com/about/client.html>





Antennaudio

www.antennaudio.com

Mobile, digital, handheld audio system which plays on portable, lightweight device that visitor carries throughout audio tour.

Client List: <http://www.antennaudio.com/client.shtml>

Lighthouse for the Blind (San Francisco):
www.lighthouse-sf.org

Kiosks: map printouts

Computer station that functions as a touch screen information center. Kiosk would allow visitor to enter locations or collections of particular interest for customized map print-out to aide their tour of the grounds.

BG-Map System (Botanical Garden- Map)

The BG-Map System is currently used at the Arboretum as the collections database (but would require integration with BG-Map Kiosk Software). BG-Map Kiosk Software (click Kiosk Software in left-hand column) <http://www.bg-map.com/>
Example: Mendocino Coast Botanical Garden: BG-Map Kiosk Software Client
<http://www.gardenbythesea.org/>

PDA's

(Personal Digital Assistants) and other mobile devices can be programmed with information that is specific to the visitors'

interests. The host facility (Washington Park Arboretum) would have a docked set of PDAs that visitors would borrow during their tour around the site. Advantages include the possibility of integration of the PDA device with GPS/GIS (Global Positioning System/ Global Information System). Therefore, the visitors can access location specific information (about individual plants of a particular collection at the Arboretum, for instance).

Mobile Planet

www.mobileplanet.com

Well suited to outdoor use: operable at a wide range of temperatures, humidity, accidental water immersion, impact, sand and dust, and altitude.

MEDIA OPTIONS FOR INTERPRETATION AND WAYFINDING

	INSTALLATION COST			MAINTENANCE COST			PHASING			VISIBILITY			EXAMPLES
	LOW	MED	HIGH	LOW	MED	HIGH	EARLY	MID	LATE	LOW	MED	HIGH	
FM Radio Broadcast							ANY						www.landmarkfm.com
Ambient Audio													www.stereostone.com
Guided Audio: wand, other audio-only handheld													www.acoustiguide.com
Kiosk: custom map printouts													www.bg-map.com
Device: wireless, or docked at central loca- tion on-site with content changed periodically													www.mobileplanet.com
Cellphone Tours							ANY						www.spatialadventures.com
Website							ANY						http://depts.washington.edu/wpa



Cell Phone Tours

The prevalence of cell phones makes their use for tours a relatively easy option for offering customized tours. Cell phone audio tours cause little disruption in the existing infrastructure, and can provide service for multiple languages.

Spatial Adventures

www.spatialadventures.com

Example: Sacramento Zoo (Bee Keeper Article Exhibit)

<http://www.spatialadventures.com/>

[SacTicket%20--%20Family%20--%20Community%20Call%20of%20the%20wild.htm](http://www.spatialadventures.com/SacTicket%20--%20Family%20--%20Community%20Call%20of%20the%20wild.htm)

Example: Paul Revere at Minute Man National Historical Park

<http://www.spatialadventures.com/MetroWest%20Daily%20News%206-3-2004.htm>

Websites

The Washington Park Arboretum website is the resource for Arboretum information about events, research, specific plants, seasonal interest, construction or planning projects, etc. The Arboretum Foundation hosts its own website with information about Foundation events, volunteers, and fundraising. The Foundation and the Seattle Parks Department direct users to the Washington Park Arboretum site for information about the Master Plan.

Washington Park Arboretum

<http://depts.washington.edu/wpa/>

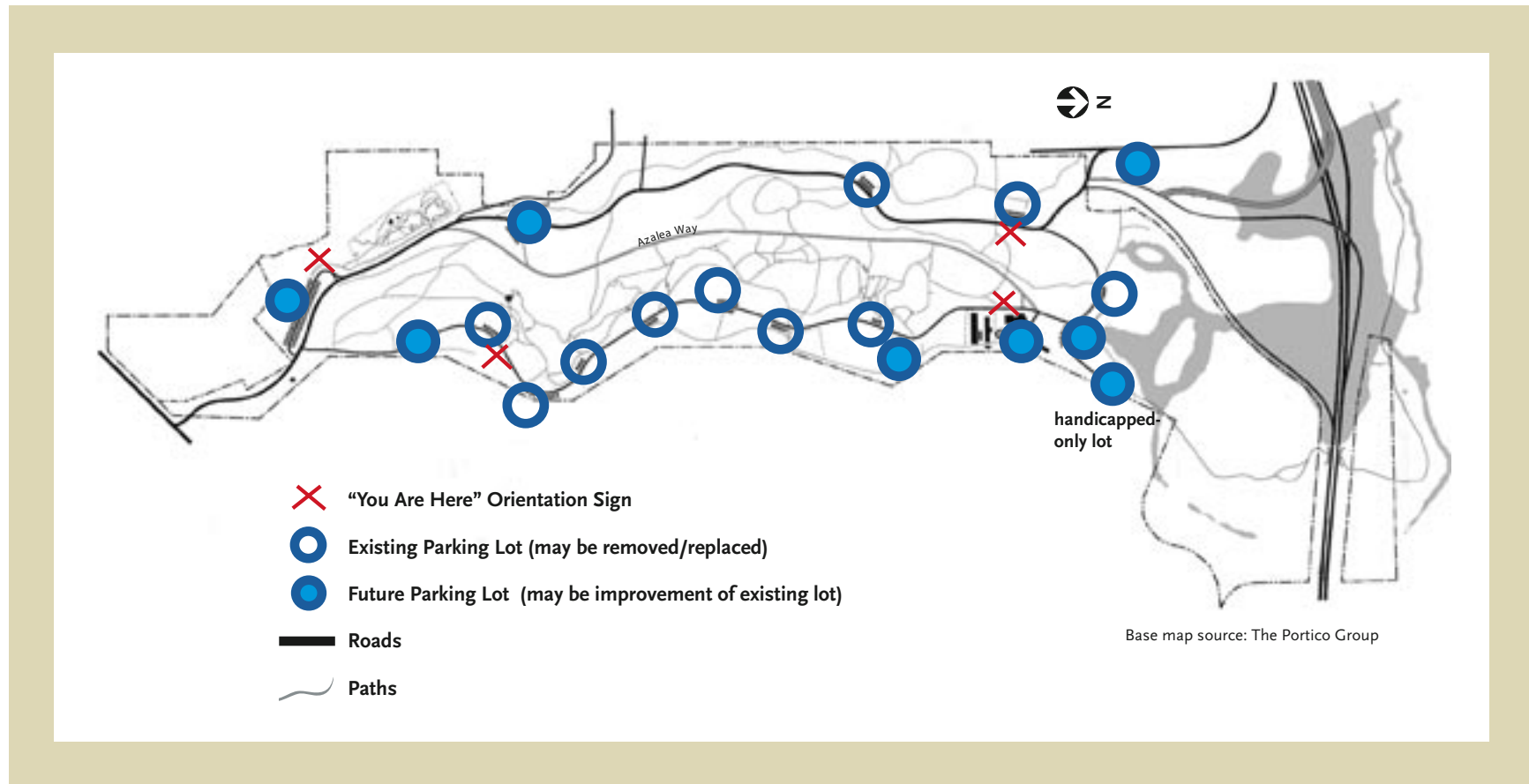
COMPARISON OF HANDHELD SYSTEMS Device Ranking: 1 = Least and 5 = Most

	AUDIO WANDS/ MP3 PLAYERS	PDAs	WIRELESS PDAs
COST			
Cost per Unit	3	4	5
Infrastructure Costs	2	2	5
Operations Cost	3	4	5
Content Refresh Costs	2	5	5
Totals	10	15	20
VISITOR'S EXPERIENCE			
Interactivity per Visitor	3	4	5
Depth of Content	1	3	5
Ease of Use by Visitor	4	3	4
Quality of Media	3	5	5
Aesthetic Appeal	3	5	5
Foreign Language Support	5	4	5
"WOW" Factor	2	4	5
ADA Accessibility	3	4	4
Totals	24	32	38
OPERATIONS EXPERIENCE			
Durability	4	3	3
Turnkey Option Available	5	4	3
Revenue Generating Potential	4	5	5
Ease of Refreshing Content	4	3	3
Ease of Visitor Flow	3	2	2
Ease of Operations	3	2	1
Totals	23	19	17

source: Andrea Weatherhead, Handheld Media Guides, "Public Garden", Volume 19, No. 1, 2004.

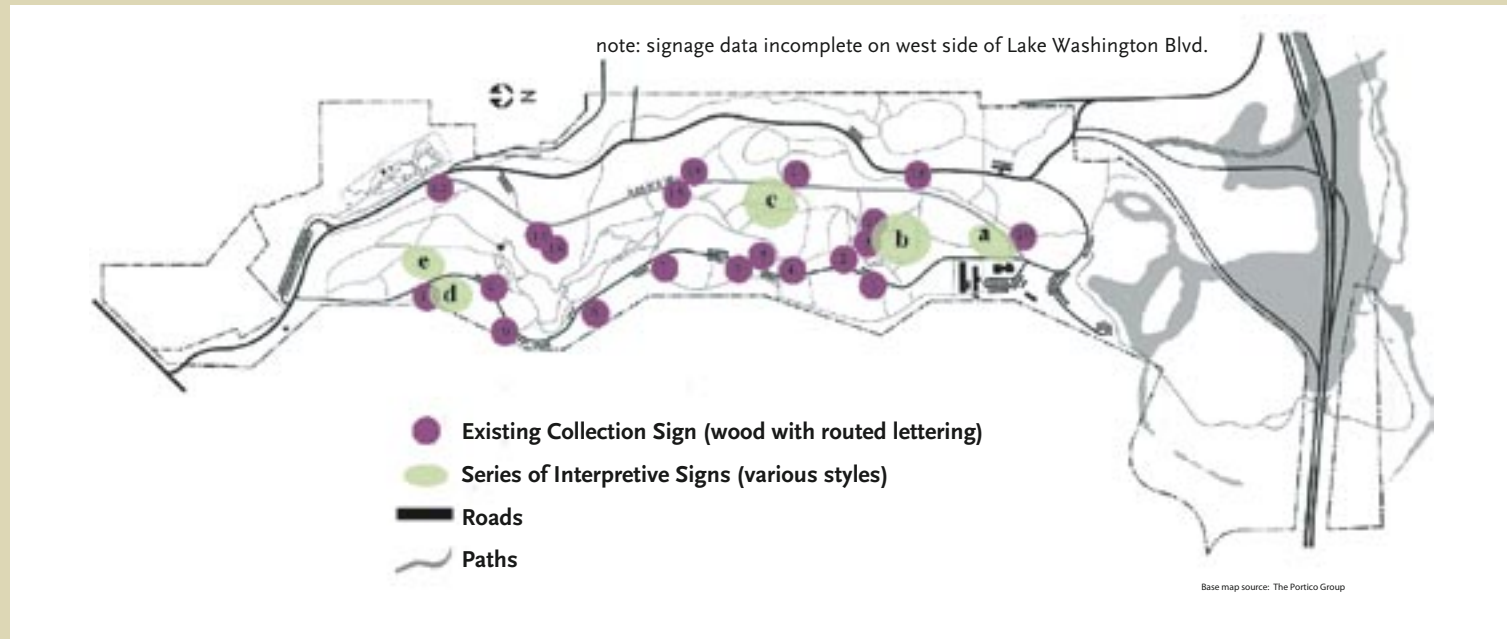
Existing (2004) and Future Parking Signs

WITH EXISTING ORIENTATION SIGNS



Existing Conditions (2004)

Interpretive and Place Identification Signs



Place Identification Signs

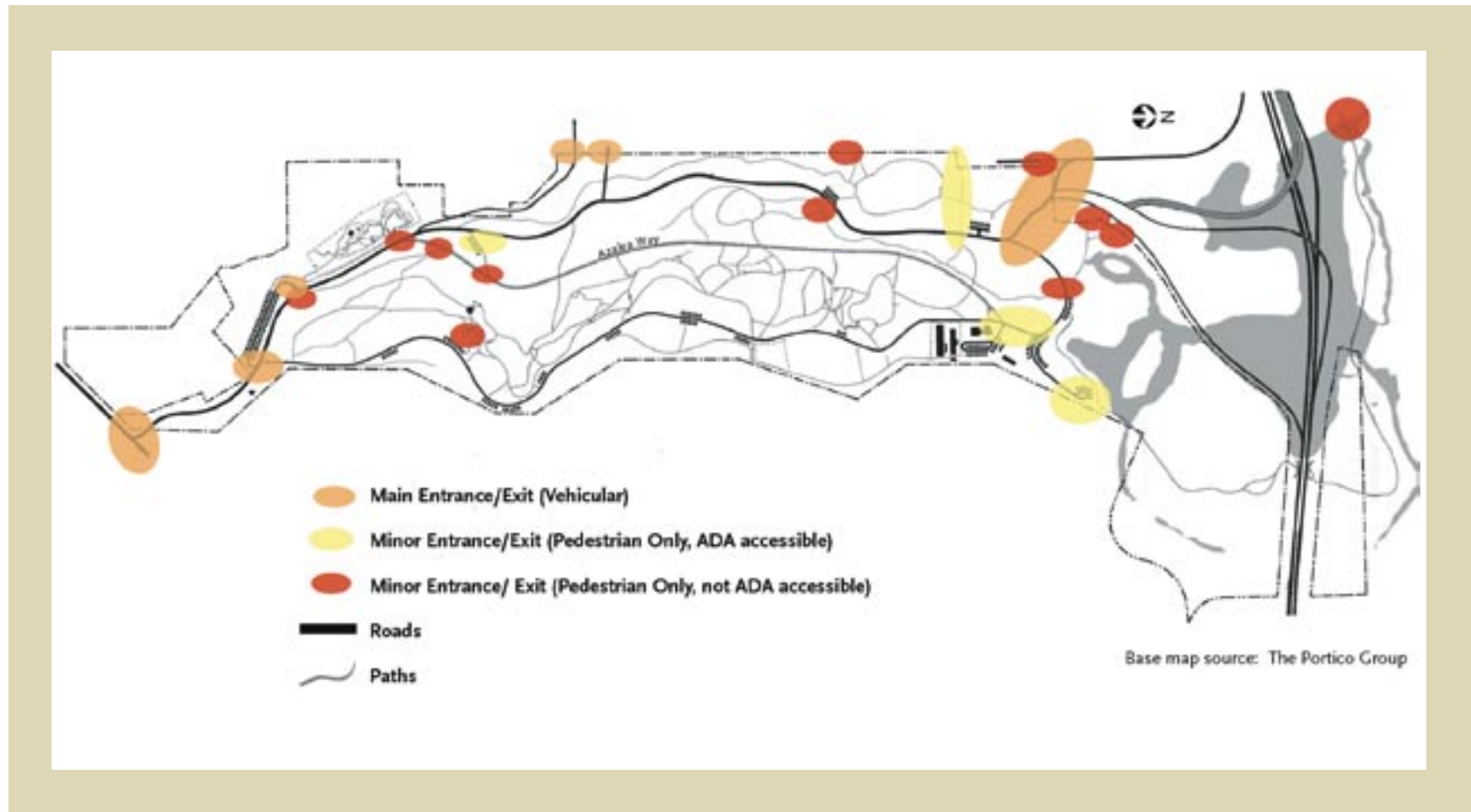
1- Crabapples Malus	7- Rock Roses Cistus	14- Rhododendron Glen
2- Woodland Garden	8- Giant Sequoia Sequoiadendron giganteum	15- Pines Pinus
3- Japanese Maple Acer palmatum	9- Rhododendron Glen	16- True Ashes Fraxinus
4- Loderi Valley	10- Camelias	17- Azalea Way
5- Magnolias	11- Hamamelus	18- Azalea Way
6- Mountain Ashes Sorbus	12- Azalea Way	19- Woodland Garden
	13- Service Berries Amelanchier	20- Azalea Way

Series of Interpretive Signs (various styles)

a- Native Plants of WA
b- Witt Winter Garden
c- Rhododendron Hybrids
d- The New Zealand High Country
e- Hollies of the World



Existing Conditions (2004) Entrances and Exits



Proposed Locations for Site Elements

