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Interpretive Prospectus

Point Reyes National Seashore

January 1989

National Park Service--U.S. Department of Interior

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Interpretive Prospectus

Point Reyes National Seashore

**Prepared by
Division of Interpretation
Point Reyes National Seashore**

January 1989

**Approved by Regional Director
Western Region, S. Albright
by memorandum of October 12, 1988**

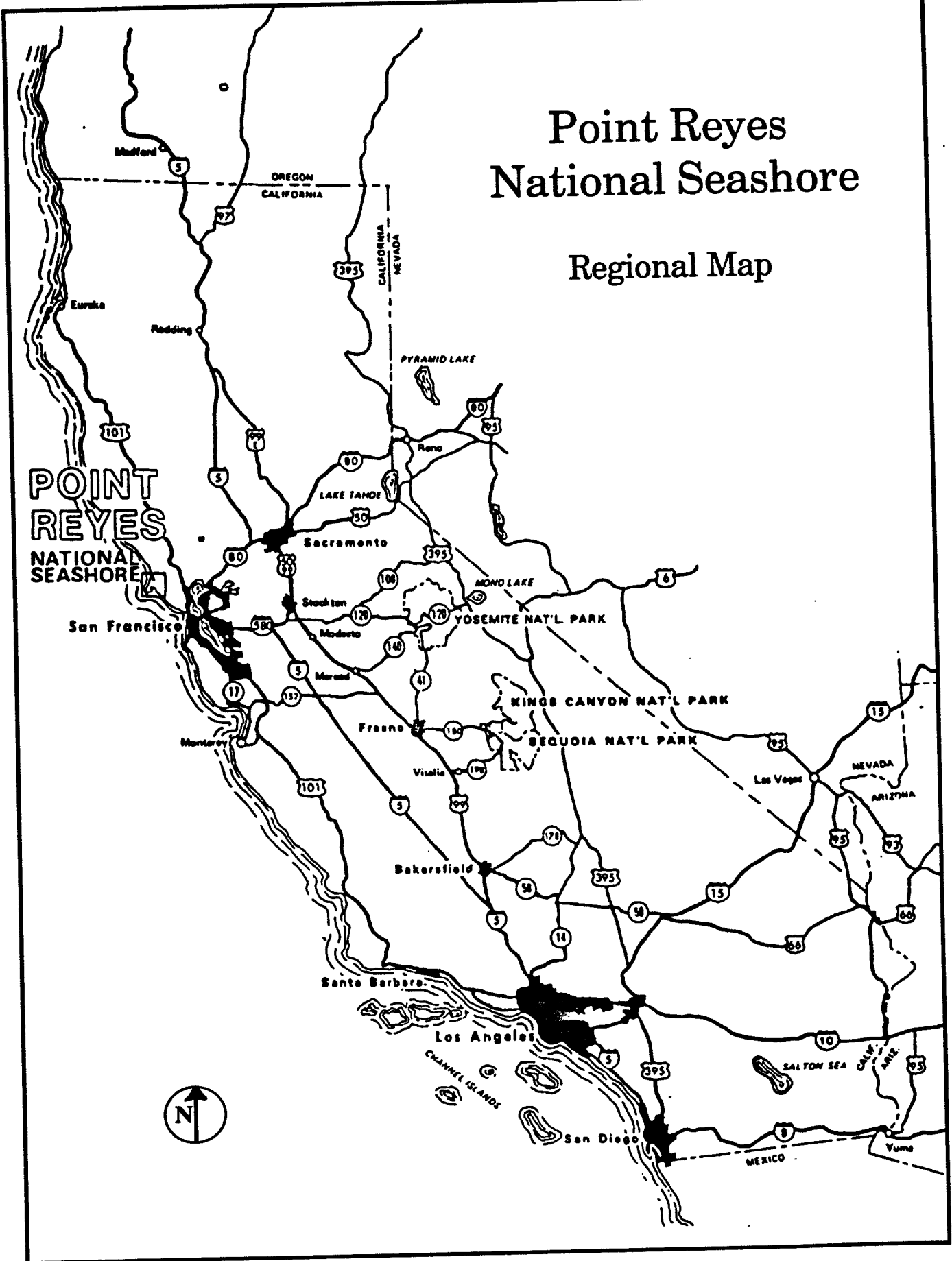
“To cross this valley to the peninsula is to leave modern California and enter an island of wilderness, forgotten by progress, a quiet land misplaced in a noisy world. Point Reyes National Seashore preserves this wilderness, just an hour’s drive from one of the world’s major cities.”

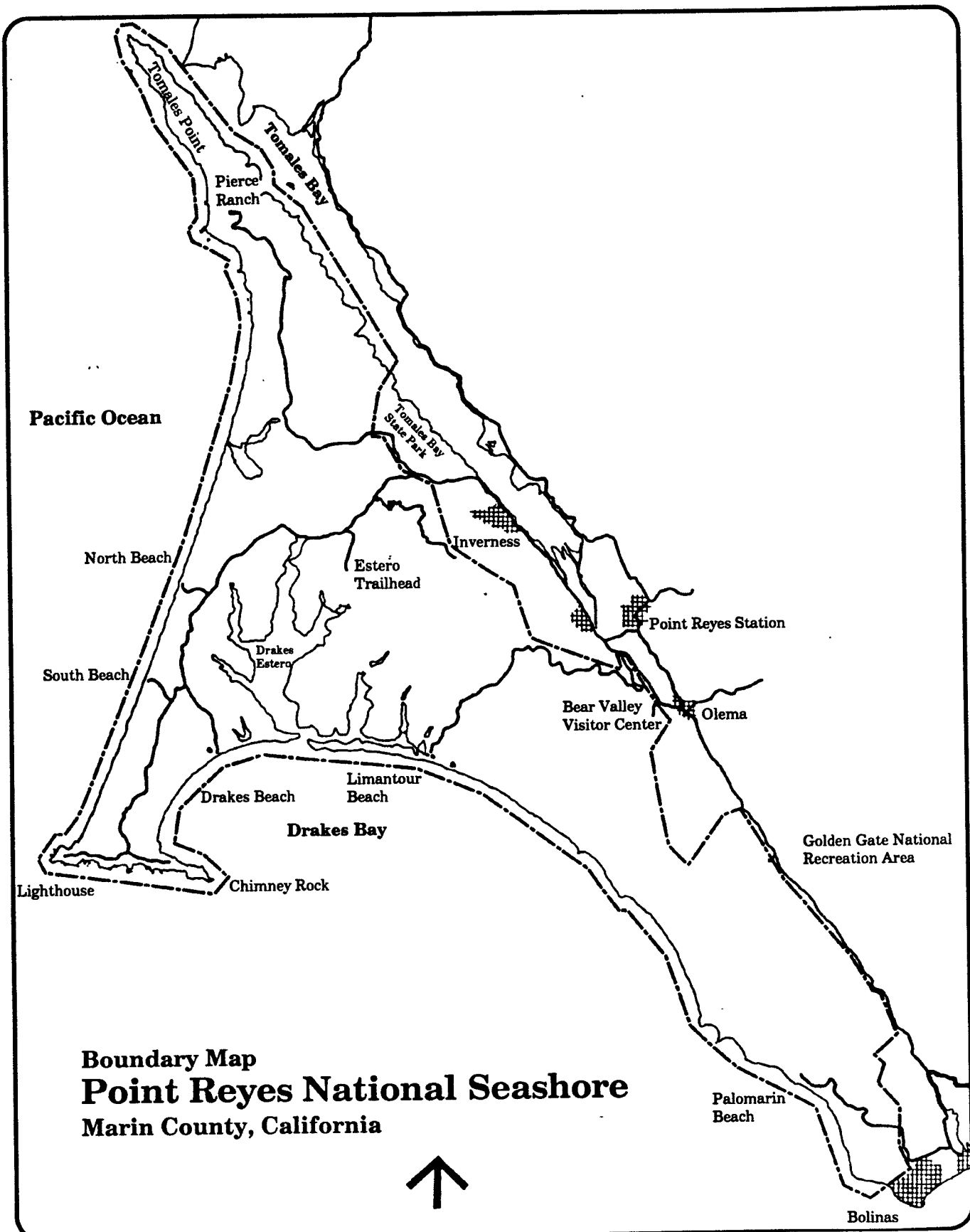
*Steve Trimble
Point Reyes: The Enchanted Shore*

Point Reyes National Seashore

Regional Map

POINT REYES NATIONAL SEASHORE





Pacific Ocean

North Beach

South Beach

Pierce Ranch

Tomales Bay

Tomales Bay State Park

Inverness

Estero Trailhead

Drakes Estero

Point Reyes Station

Bear Valley Visitor Center

Olema

Drakes Beach

Limantour Beach

Drakes Bay

Golden Gate National Recreation Area

Lighthouse

Chimney Rock

**Boundary Map
Point Reyes National Seashore
Marin County, California**

Palomarin Beach



Bolinas

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INTRODUCTION

Jutting 10 miles out into the Pacific Ocean, and containing the active San Andreas Fault Zone is the Point Reyes Peninsula. This extraordinary geologic "island in time" encompasses towering forests of Douglas fir, life-filled estuaries, windswept grassy pastures, and dramatic coastline. With this magnificent collection of cultural and natural landscapes, the Point Reyes National Seashore is truly a national treasure.

In the 1980s, the National Seashore "came of age." Visitation to the Park now exceeds 2.2 million, with the percentage of international visitors increasing dramatically. Major interpretive developments--the Bear Valley Visitor Center and Clem Miller Environmental Education Center--have established the Park as a major destination area. The Bear Valley Visitor Center has won three major design awards for its architecture and exhibitry including a 1988 Presidential Design Award.

In the past, the Division of Interpretation at Point Reyes has relied heavily on personal services to perform the bulk of the work. With the increasing visitation and budget cuts, the park must augment its personal interpretive services and utilize alternative ways of disseminating information to the visitor. Wayside exhibits, visitor center exhibits, information brochures, travelers information systems, and self-guided trails are alternative methods to serve the increasing demand for informational and interpretive services.

Because of the need for future interpretive media development, the updating of the *Interpretive Prospectus* for the National Seashore is timely and extremely crucial for cultivating success. This document will provide important guidance and direction.

A major thrust of this updated *Interpretive Prospectus* is planning for additional interpretive media in the Park's North District. Increasing recreational demands and an interest in the cultural aspect of the area have created a need for the Park to fully provide recreational and educational opportunities in this area of the Park. Planning for this District is an interesting challenge because of the active dairy and beef ranches which operate under lease agreements.

The National Seashore wishes to thank Harpers Ferry Center, Golden Gate National Recreation Area, and the Western Regional Office for their support of this planning effort.

PLANNING CONSIDERATIONS

Purpose

“To save and preserve, for the purpose of public recreation, benefit, and inspiration, a portion of the diminishing seashore of the United States that remains undeveloped.” (P.L. 87-657)

Area Significance

Seashore boundaries enclose a variety of terrain and vegetation, with a belt of rich marine life along the shores of Tomales Bay and the Pacific Ocean. The area contains unique elements of biological and historical interest in a spectacularly scenic panorama of thunderous ocean breakers, open grasslands, brushy hillsides, and forested ridges. Native land mammals number about 37 species, including the elusive mountain lion and an endemic race of mountain beaver. Marine mammals augment this number by perhaps another dozen species. The diversity of avifauna, with over 400 recorded species, makes the peninsula one of the best birdwatching and ornithological research areas in the United States. Some 750 plant species, a few of which are found nowhere else, occur in the relatively small area of the Seashore. Although Point Reyes comprises less than one-tenth of one percent of California's land area, over 15 percent of the California flora are represented on the peninsula.

The biological diversity stems from a favorable location in the middle of the State and the natural occurrence of the many habitats. Some of the most windswept beaches and headlands on the Pacific Coast are located within the Seashore, as well as gentle, calm salt marshes and estuaries. Coastal grasslands, soft and hard chaparral, plus a variety of broadleaved and coniferous forests harbor many plant and animal species. Perhaps the most unique aspect of this variety is that one may become totally immersed in an unusual ecosystem, yet a complete change of environment is possible in the space of a few minutes. Still, each ecosystem is very characteristic of its type.

Historical and archeological sites abound on the peninsula. The Coast Miwok Indians inhabited Point Reyes, and human density was most likely greater then than now. At least 113 known village sites exist, primarily on the lowlands. Point Reyes may contain the site of the first known English contact in what is now the United States. According to many experts, Francis Drake

may have landed here in June 1579 to careen his ship before sailing across the Pacific on his circumnavigation of the globe. Since that year, historical records abound with accounts and sites of shipwrecks of many of the early traders and wanderers. Later, in the early 1800s the peninsula became a favorite landing place for the Spanish and several rancheros were established. The Spanish were followed by a wave of self-sufficient American ranching operations which continue to this day in the Seashore's Pastoral Zone. At the same time, in response to the many shipwrecks and treacherous coastal waters, critical lighthouse and lifesaving stations were established by the United States Government.

The Point Reyes peninsula is an outstanding scenic, scientific, and historical area. That such an area remains in close proximity to a major metropolitan area is a marvel in itself, and resource management efforts must perpetuate this portion of the California coastline in a state of minimal development and yet provide for the public recreation, benefit, and inspiration.

The Visitors: Analysis of Visitation

Overall visitation to the National Seashore has dramatically increased. Since 1983, the visitation has increased from 1.4 million to over 2.2 million in 1987. This reflects a 46% increase in visitors in four years.

Point Reyes National Seashore is within a two hour drive of 4 million people in the San Francisco/Oakland metropolitan area. Because of this proximity, a large percentage of park visitors (52%) are from the San Francisco Bay Area and visit the park several times per year, mainly on weekends. Visitor surveys indicate that the use of the Park by these visitors is heavily oriented toward the beaches.

Park visitation is not distinctly seasonal in nature. Although visitation is lower in November and December, it increases during other winter months--January through March--due to whale watching during the migration of the gray whale. Visitation, however, is highest in the summer months during June, July and August. On an average these three months each receive approximately 225,000 visitors, while other months receive 175,000 visitors. Weather patterns may have more of an effect on visitation than the time of the year. For example, a sunny weekend in November may have the same level of visitation as a sunny weekend in June.

The percentage of foreign visitors (6%) has been increasing steadily over the years, especially during the summer months. The majority of these visitors are from Mexico, Germany, Japan and France.

Summary of Media Problems and Needs

Visitor Center Orientation/Information Services: When constructed in 1983, the Bear Valley Visitor Center greatly enhanced the Park's ability to provide orientation information. The facility provides an excellent introduction to the cultural and natural resources of the Park, as well as recreational opportunities.

The Park's two other visitor centers--Drakes Beach (Ken Patrick) and Lighthouse--however, need major rehabilitation to update interpretive media. Both Drake's Beach and Lighthouse Visitor Centers currently have "homemade" exhibits that do not meet NPS standards. Also, due to staff limitations, after hours informational services are desperately needed at all three visitor centers to properly provide essential orientation to the Seashore. A number of media recommendations address this concern in the *Prospectus*.

Another major concern is providing orientation and interpretation in the North District of the Park. Visitors need basic information and interpretation to properly introduce the Pastoral Zone (where grazing activities still occur) and the recreational opportunities of this District. To accomplish this task, a major segment of this *Prospectus* addresses media proposals for this area.

Wayside Exhibits: The majority of the Park's wayside exhibitry was developed and installed in 1983. However, many are already in need of cyclic maintenance because of poor embedment and fading. In addition, when these waysides were developed, a substantial part of the Park did not receive exhibitry. Thus, additional waysides proposals are recommended in this *Interpretive Prospectus*. These waysides would be developed in concert with additional viewpoints along major roadways.

Audiovisual Programs: The Park's introductory film was updated in 1987. However, a complete new film will be needed within the next few years to explain developing park recreational opportunities and resource management programs. Additional films and slide programs are needed to provide outreach services. The Park's existing slide program is also very out-of-date and poorly narrated. A major redesign and production is necessary to provide an inspiring look at the National Seashore.

Outreach Media: Outreach interpretation has in the past been virtually nonexistent. A major part of this new *Prospectus* covers recommendations for providing outreach to the urban San Francisco Bay Area.

Self-guided Trails: The Park has three major self-guided trails. The Earthquake and Woodpecker Trails received major rehabilitation between 1986-1988. The Hidden Valley Trail near the Clem Miller Education Center, however, needs major attention and consists of only temporary signage. The location provides a tremendous opportunity for students to learn about the resources of the Park.

Publications: The official park brochure was partially updated in 1987. Handouts received a new format and look in 1988. Cooperating association publications have greatly augmented official park publications over the last five years. However, the next major revision of the park brochure and other publications must comply with policy and law and include information regarding accessibility for the disabled. Several new publications are addressed in this plan to more fully serve the educational needs of the public.

OVERVIEW OF THE NATIONAL SEASHORE'S INTERPRETIVE THEMES, GOALS, AND OBJECTIVES

Interpretive Goal and Objectives

As stated in the *Statement for Interpretation*, the goal of the Seashore's interpretive program is "to arouse and intensify the visitor's enjoyment and appreciation of park values. Success in attaining this goal will depend on the approaches and attitudes of interpreters and planners, as much as on program content. Interpretation must be a homogeneous blend of presentation and content."

The main interpretive objectives at Point Reyes are:

1. To offer interpretive and educational programs which further an awareness and appreciation of the wide diversity of coastal ecosystems, their variety and similarity, their interdependence, and their fragile nature.
2. To develop interpretive programs which foster an environmental awareness of the conditions imposed by preservation.
3. To offer visitor orientation programs and park information which furnish a general knowledge of the wide variety of recreational opportunities available at the National Seashore and permit a safe, efficient, enjoyable, and well-informed visit.
4. To provide opportunities which emphasize environmental education and programs related to the Park's resources, and the coastal and marine environments.
5. To continue interpretation of the Coast Miwok Cultural Exhibit to further visitor understanding and appreciation of the Coast Miwok Indian heritage.
6. To provide public relations services for the Park, including generating community and public support, and promoting the Seashore's role as a unit of the National Park System.
7. To conduct interpretive and information programs to help solve current management problems such as the overuse of a particular park area or the protection of an endangered species.

8. To conduct interpretive and informational programs encouraging support for resource and cultural management programs.

Major Interpretive Themes

The interpretive themes at Point Reyes National Seashore are as varied and complex as the types of ecosystems found within the boundaries. The major interpretive themes are listed below.

1. **The Idea of Ecosystems and Communities:** Because of the incredible diversity of plant communities found in the National Seashore (Douglas fir forest to coastal scrub) this theme must be a major focus of the interpretive program.
2. **Plate Tectonics and Geological History:** Because the great San Andreas Fault transects the Seashore, a strong emphasis must be placed on interpreting earthquakes, plate tectonics, and geologic history.
3. **Diversity of Marine Mammals:** The Park is one of the best locations on the West Coast to observe and interpret the migration and natural history of the gray whale. In turn, the presence of other marine mammals--such as harbor seals, elephant seals, and humpback whales--make it a world class location for learning about these sea mammals.
4. **Diversity of Bird Species:** The National Seashore is one of the best locations in the United States for watching birds. Over 400 species have been seen within or near the Seashore. In addition, the Point Reyes Headlands act as a vagrant trap for species of birds normally not seen on the West Coast. This theme is a major concern for the interpretive program.
5. **Rare and Endangered Plant Life:** Within the Seashore, 15% of the California flora can be found, including 27 listed endangered or rare species.
6. **The National Park Service and its Role in Preservation of our Cultural and Natural Heritage:** The National Park Service and the National Seashore's role as a unit of the system must be a major component of the Park's educational effort.
7. **How Park Visitors Can Help Meet Park Objectives:** Support for and protection of Point Reyes National Seashore can be obtained by interpretive programs which provide the visitor with

information regarding the cultural and natural resources, and management practices of the Park.

8. The Human History of the Seashore: The Seashore has a rich and glorious past. The visiting public can learn about the human history, from the early Coast Miwok Indians to the later "Save the Seashore" crusaders who led the fight for the Seashore's national status.

9. The Pastoral Zone: Visitors can be made aware that protecting the pastoral zone is also a means for preserving the rich dairying history that once dominated the landscape of Marin County.

10. Shipwrecks, Lighthouses, and Lifesaving Stations: These components are a special segment of maritime history of the Park and the region and should be a major component of the interpretive effort of the Lighthouse and Point Reyes Headlands area.

11. Bountiful Recreation: The Park receives over 2.2 million visitors a year. Recreation activities are plentiful and the public needs to receive proper information and guidance about recreational opportunities.

12. The Idea of Wilderness: Over 30,000 acres of the Park have been designated wilderness and receive special treatment. The interpretive program should address the special qualities of wilderness and its preservation.

13. The Marine Environment: Because the Park encompasses part of the marine environment and is directly affected by maritime activities, the interpretive program must educate visitors about the qualities of the fragile ocean environment. Interpretive information should include specifics on how the public can help to preserve and protect this important resource.

THE PLAN: INTERPRETIVE MEDIA PROPOSALS

SOUTH DISTRICT

The South District of the National Seashore is defined as all park lands south of Limantour Road and Natural Area. The District has received substantial interpretive development over the last few years, consequently media needs are minor. The District contains the Bear Valley Visitor Center; Clem Miller Environmental Education Center; Kule Loklo, a Coast Miwok Cultural Exhibit; Morgan Horse Ranch; and three self-guided trails.

Exhibits at the Morgan Horse Ranch were rehabilitated in 1988 and provide a self-guided tour around the Ranch. Kule Loklo contains wayside exhibits which will need future cyclic maintenance. The Woodpecker Trail was repaired with cyclic maintenance funds in Fiscal Year 1988.

Bear Valley Area

The Bear Valley Visitor Center is the main facility for providing information and interpretation of the National Seashore. The building was constructed in 1983 and now serves over 300,000 visitors annually. The rustic 7,200 sq. ft. barn-like visitor center contains an auditorium, park library, collection room, sales area, and 2,500 sq. ft. of display area. The display area contains both interactive exhibits and three-dimensional dioramas.

The following media recommendations are made:

--Although the current park film received minor revisions in 1987, a new version is necessary to properly orient visitors to the natural and cultural resources, and growing recreational opportunities of the Park. The updated version was a "stop gap" measure to quickly serve the public with some current information.

--For the Bear Valley Visitor Center library/study room a computer-based teaching system should be installed. This system will provide the Park with a highly versatile learning tool that can be used by the staff and by park visitors. Operationally, all information input will be done by the staff. The information can deal with any subject, eventually building a very large, broad base of park information.

--Develop an interactive, computer based information system, to be made available for visitor use on a round-the-clock basis. This system will have capabilities for staff to update text and graphic images. Its primary functions will be to provide detailed orientation and trip planning services. It will also give the park staff the flexibility to update information (interpretive program schedules, special events, emergency information, safety messages, etc.).

--Plan and professionally produce audio tapes of the park brochure, Earthquake Trail, Woodpecker Trail, Indian Village, and Morgan Horse Ranch for use by the hearing impaired. These tapes can be played on cassette recorders loaned out at the Visitor Center.

--Develop large type (18 pt or greater) versions of all interpretive handouts at the Bear Valley Visitor Center. These would be available for individuals that are visually impaired.

--Script and produce a large format or 35mm automated slide program for use at the Visitor Center and in outreach efforts. The program, unlike the film which orients the visitor, should be an inspiring program about the wildlife and beauty of the National Seashore. The program would inform the visitor about the role the National Park Service has in preserving our cultural and natural heritage.

Five Brooks Trailhead

The Five Brooks Trailhead, located off Highway 1, serves as a "hub" for hikers entering the Phillip Burton Wilderness Area. The trailhead also serves as a picnic area and will provide future access to Golden Gate NRA lands across Highway 1. Near the trailhead is a concession-operated riding stable available to park visitors.

Media recommendations are:

--Move interpretive kiosk and trailhead information from existing location to close proximity of the parking lot. This move will provide quick and direct access to the exhibitry. Plan and fabricate additional waysides for the kiosk area to incorporate information about the former logging operation (then and now) at Five Brooks. In addition, wayside information at this location should include information regarding the Golden Gate NRA and recreational opportunities, especially hiking.

Limantour Trailhead and Beach Access Area

The Limantour Beach is considered to be one of the most scenic of the National Seashore. The area contains extensive marsh and estuary areas and dramatic views of the Point Reyes Headlands. Because of its dramatic scenery, the area serves over 400,000 visitors annually. In 1989, the area is scheduled to receive a new restroom complex.

The following interpretive media are needed:

--Plan/develop a kiosk information area near the new restroom facility. This structure should blend into the site as much as possible reducing any visual impact. Exhibit information will cover the estuary systems, recreation use of the area, the marine sanctuary, and the endangered snowy plover.

Point Reyes/Clem Miller Environmental Education Center

The Clem Miller Education Center was finished in 1987. The Center contains a library, classroom areas, fully equipped kitchen, and sleeping accommodations for up to 80 students. The site of the Center, near Limantour Estero and Beach, puts it at the "doorway" to the Park's extensive trail system, estuary systems, and marine areas.

Media recommendations are:

--Design and fabricate trail exhibits for the Hidden Valley Nature Trail. Because of the large numbers of students coming to the Center each year, this area presents a tremendous opportunity for educating visitors about basic ecological concepts. The trail should cover water and energy cycles, photosynthesis, predator/prey relationships, etc.

--Design and fabricate interior exhibits on the National Park Service and the idea of wilderness preservation. One panel would discuss the history of the National Park Service and the role of the national parks in preserving our cultural and natural heritage. A second panel should discuss the idea of protecting natural systems in wilderness areas.

NORTH DISTRICT

The North District of the Seashore needs major attention in future development of interpretive media. Because of the active grazing activity in the Pastoral Zone and lack of park facilities, the area does not look like a traditional park area. Planning for this area presents an interesting challenge. Media proposals have been developed primarily to enhance the park-like quality of the area and provide more interpretive and recreation opportunities for visitors.

Ottingers Hill

Located north of the town of Inverness, Ottingers Hill is the northern entrance to the Seashore and to the Congressionally mandated Pastoral Zone. Sir Francis Drake Highway is the only route for visitors traveling out to the historic Point Reyes Lighthouse, historic Lifesaving Station, Drakes Beach Complex, and to Pierce Point Road which leads to the historic Pierce Point Ranch Complex and tule elk range.

The following media recommendations are made:

--Design and fabricate an interpretive kiosk which introduces the North District of the Park. This information is crucial to park visitors entering this area. Exhibits would cover the following topics:

- an orientation map of the Seashore
- the recreational opportunities available, such as hiking trails, tidepooling areas, bike trails, birding sites
- facilities available such as the visitor centers, historic Lighthouse, restrooms, and concessions
- the Pastoral Zone: the legislation that allows the ranching activities to occur, the historic ranches, access to the ranches for hiking and birding
- tule elk range
- Point Reyes Headlands natural history and cultural overview

To accommodate this turnout and kiosk area the Park will be required to construct a parking area near the existing entrance sign.

Estero Trailhead

The Estero Trailhead is one of the few trailheads in the North District. The four mile trail wanders through pasture land, past

an abandoned tree farm on to Drakes Estero, and ends at the mouth of the Estero. The existing signs are weathered, inconsistent with other park signs, and in need of repair.

Estero Trailhead media recommendations are:

--An interpretive kiosk or wayside which provides site recreational opportunities and scenic highlights is needed. In addition, the exhibits will contain information for bicyclists and for those with disabilities.

Drakes Estero (Estuary) Viewpoint

The bays and estuaries of West Marin County are known for their oyster and mussel farms. Under a special use permit, Johnson's Oyster Farm operates within the park, raising and selling cultured oysters. The oyster farm itself is well off the road, but a pullout just past the entrance is the beginning of one of the many bays of Drakes Estero. This marsh land/tidal mud flat is an excellent area to view shorebirds. Presently, the pullout is all that exists on this site.

The following media recommendations are made:

--Develop and install a wayside exhibit area and viewpoint. The viewpoint would be fenced to protect the fragile marsh habitat. Wayside interpretive topics would include estero systems, the origin of the word estero; shorebirds, and the area's role as a staging and feeding area during migration; spawning steelhead, and the estuary's importance for fish and their development; and estuary plants, their uniqueness and adaptations. The viewpoint could be accessible to the visitor if a short trail/boardwalk was developed out into the marsh. This would also provide access for the disabled.

--Develop and install a new sign for Johnson's Oyster Farm in keeping with those being presently installed. Present sign is blue and contrasts sharply with park brown signs.

Abandoned Ranch (Gallaghers)

This historic site along Sir Francis Drake Highway was the site of one of the earliest European habitations, a major dairy, and an old Post Office. Located in pasture land with a grove of cypress trees, the area is a locally popular birding area.

Media proposals are:

--Design and develop a viewpoint and wayside exhibit area with picnic area and trail to the Drakes Estero area. Because of the historical nature of the area, wayside panels would present information regarding the old post office and F Ranch which is now gone. At this location, a wayside exhibit must also discuss the RCA/AT&T property across Sir Francis Drake Blvd. Because of the overwhelming size of the antennae towers, the public is intrigued with the communications system, asking questions regarding the ship to shore radio system.

Entrance to North Beach

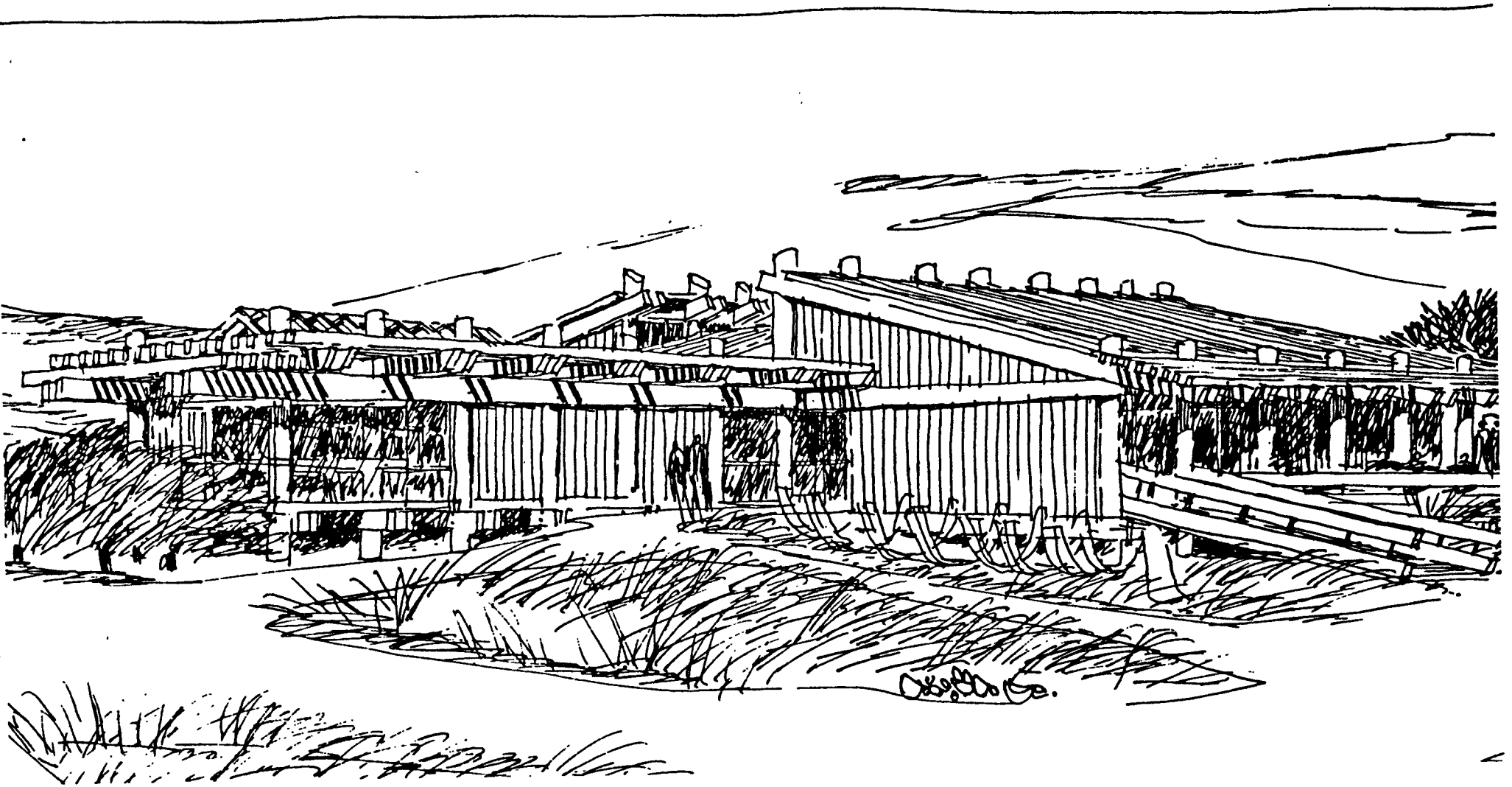
Just north of North Beach, from the south side of Sir Francis Drake Hwy which bisects the Park, is a spectacular view of Creamery Bay. Here a wayside exhibit, with historic photos, would provide information about the former use of schooners in the Drakes Estero area for hauling dairy products to markets in San Francisco.

Ocean Viewpoint

Just south of North Beach, park visitors over time have established an area where cars can pull over and view the pounding surf of the Pacific and the distant Point Reyes Headlands. This is the first opportunity for visitors to see the Headlands and Pacific Ocean from Sir Francis Drake Highway. A wayside exhibit should be designed and installed with information on ocean resources.

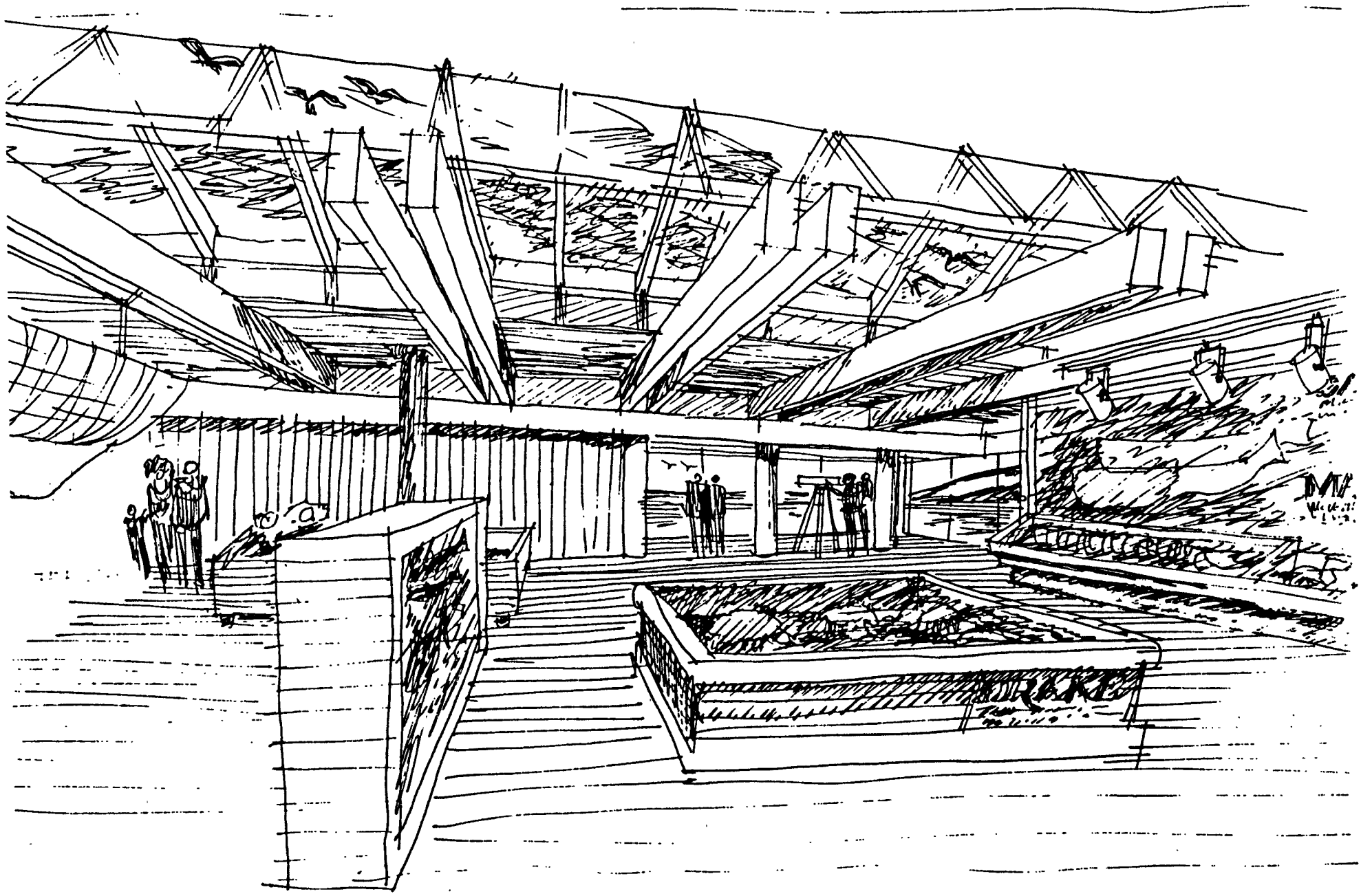
Drakes Beach Area

The Ken Patrick Visitor Center, located next to Drakes Beach, is a focal point for North District visitors. A visitor center complex with restrooms, showers, exhibits, sales area, and snack bar is available for park visitors. The area receives approximately 500,000 visitors annually; high use is during weekend days. The visitor center exhibit and sales area is currently only staffed during weekends and holidays. Exhibits within the visitor center are in desperate need of repair and require major attention. Outdoor waysides present information on Sir Francis Drake, park recreational opportunities, the marine sanctuary and Drakes Bay. Because of the small size of the Ken Patrick Visitor Center, park staff have developed plans for an expansion of approximately 1,000 square feet. The expansion will provide needed additional space for office functions, first aid and exhibitry.



POINT REYES NATIONAL SEASHORE

Conceptual Design for Expansion of Ken Patrick Visitor Center



POINT REYES NATIONAL SEASHORE

Conceptual Design for Ken Patrick Visitor Center

Media recommendations for Drakes Beach are:

--Plan/fabricate/install new exhibitry once the expansion of the visitor center is complete. Provide educational and interpretive information on the explorer period including Sir Francis Drake, Cermeño, and Vizcaino. In addition, actual cetacean fossils and interpretive material could be used to explain the importance of paleontological resources in nearby Drakes and Limantour Estero. This education effort would help to ensure their protection.

North District Ranch (unspecified)

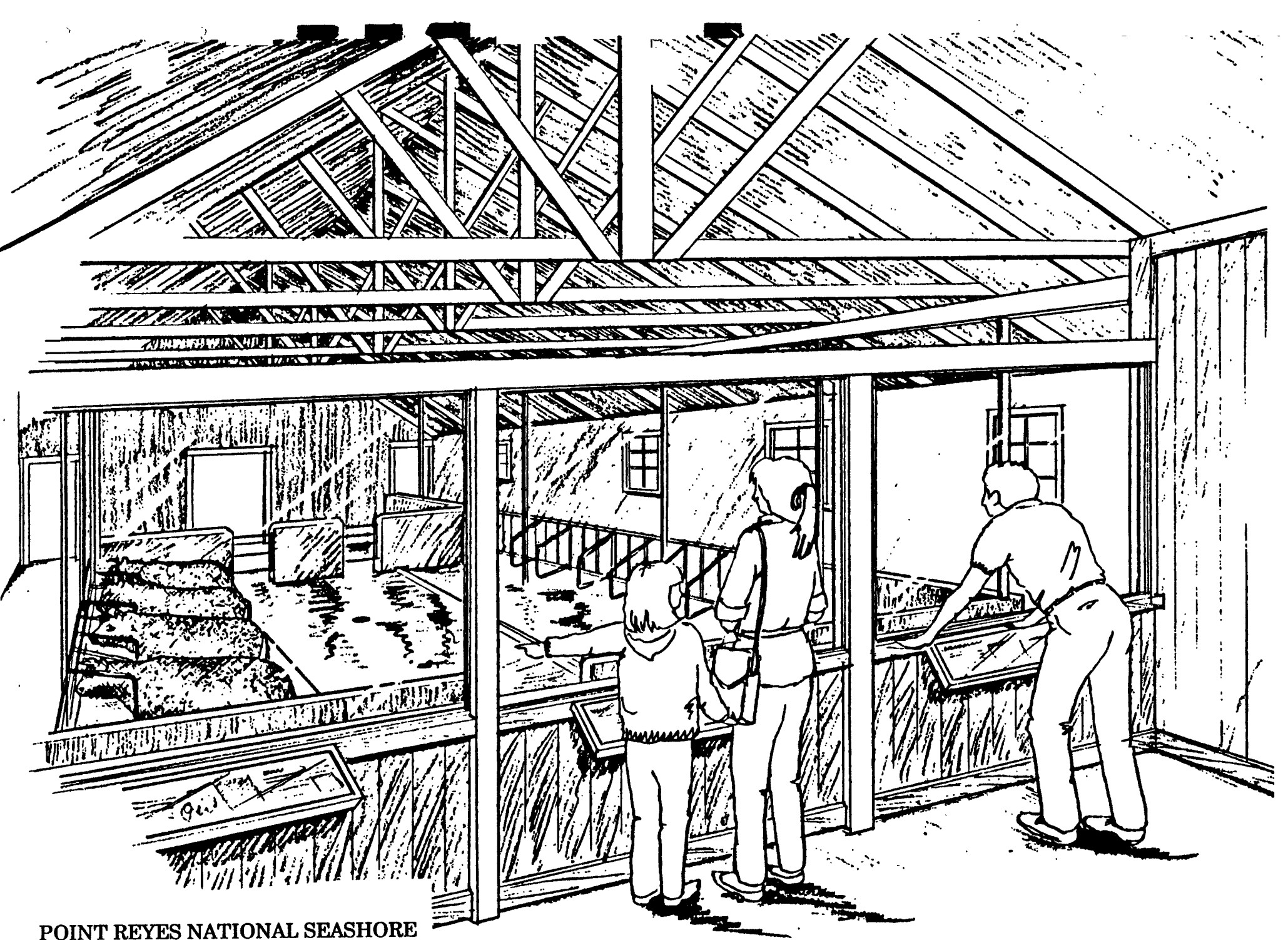
The North District of the Seashore provides an opportunity for interpreting the ranching activities of the Pastoral Zone. One of the dairy ranches would provide the perfect setting for a demonstration dairy, allowing visitors to view a milking operation.

The following media recommendations are made:

--Design and construct a viewing area of dairy milking operations for park visitors. This development requires a parking area off Sir Francis Drake Highway, paths to milking areas and one-way glass for viewing dairy cows being fed and milked. An interpretive shelter/kiosk with exhibits would explain the Pastoral Zone, dairy operations today versus those of the historic ranches, and information about the Alphabet Ranches of the Peninsula. In addition, exhibits will explain the day-to-day operations of a dairy ranch and specifics regarding types of cows and breeding.

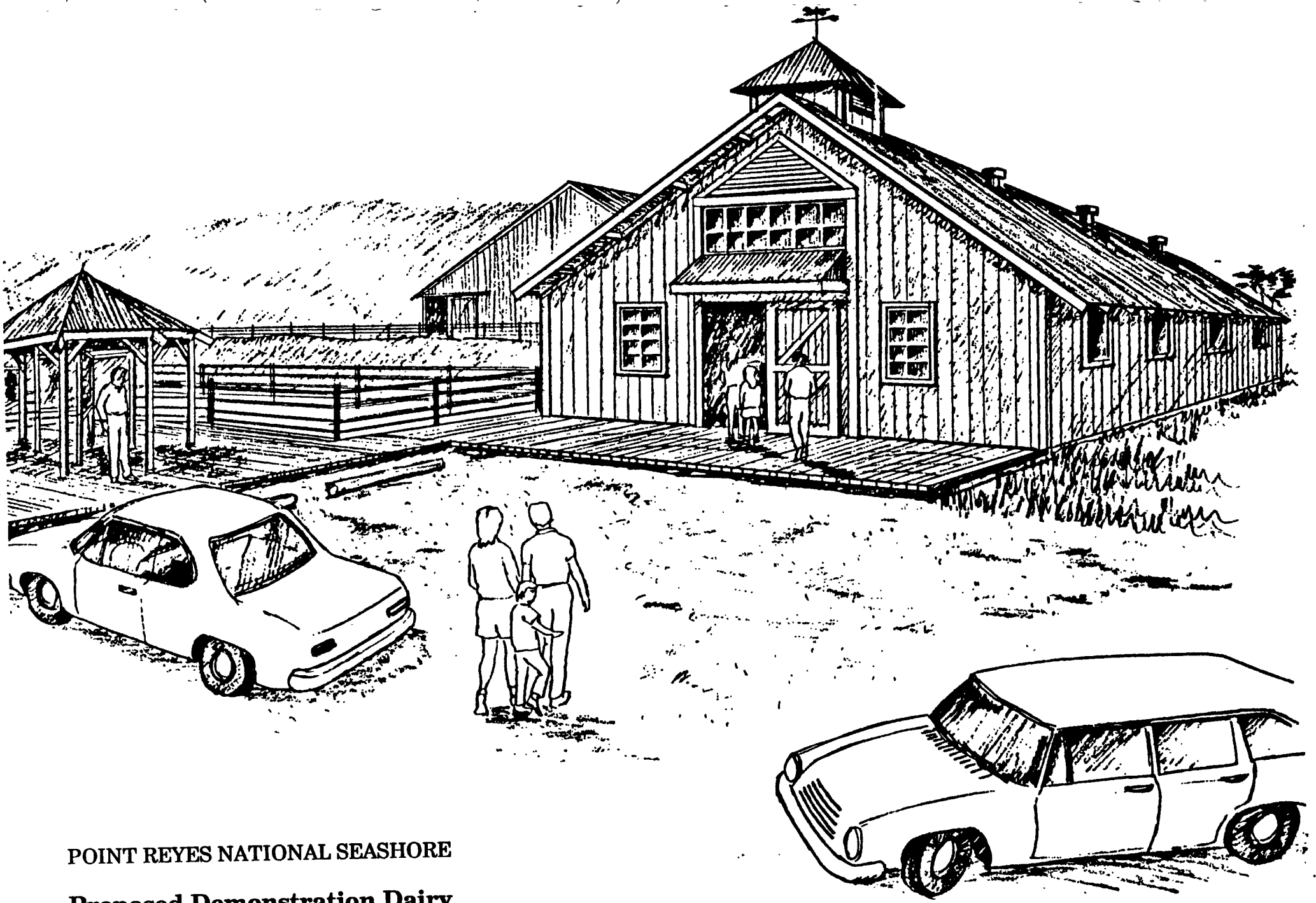
Chimney Rock

Located on the south end of the Point Reyes Headlands, the high cliffs of the Chimney Rock area hosts a premier wildflower display each spring. In the past the area was the site of the Life-saving Station for Point Reyes and the historic Lifeboat Station is still standing below the cliffs near the water's edge on Drakes Bay. A 1/2 mile trail leads out to the southern tip of the Headlands where Chimney Rock, a sea stack formation just off the Headlands, can be viewed. Often this location provides an observation location for nesting seabirds. From almost anywhere on the Headlands, the Farallones Islands can be seen on a clear day, as can the migration of the gray whale in the winter and spring. The wildflowers and the gray whale migration are the main attractions to the area.



POINT REYES NATIONAL SEASHORE

Proposed Demonstration Dairy



POINT REYES NATIONAL SEASHORE

Proposed Demonstration Dairy

The following media recommendations are made:

--Two waysides should be installed at the first large pullout with spectacular views of the Point Reyes Headlands, with information about the marine sanctuary, the island bird colonies, and geological uniqueness of the area.

--At the Chimney Rock parking lot, a site specific wayside should be installed with orientation information regarding the trails and highlights of the area. In addition, a wayside exhibit should provide information regarding the spectacular scene toward the Drakes Beach area, explaining the formation of the dramatic cliffs.

Lifeboat Station

The Historic Lifeboat Station was built in 1927 and was active until the 1960s. The two story structure is in the process of being stabilized and renovated for interpretive and environmental education programs. The lower floor will be utilized as a guided-only museum on the lifesaving service at Point Reyes, while the upper floor will be used as a dormitory unit for overnight educational programs. Presently, there are no signs describing the building or its former uses.

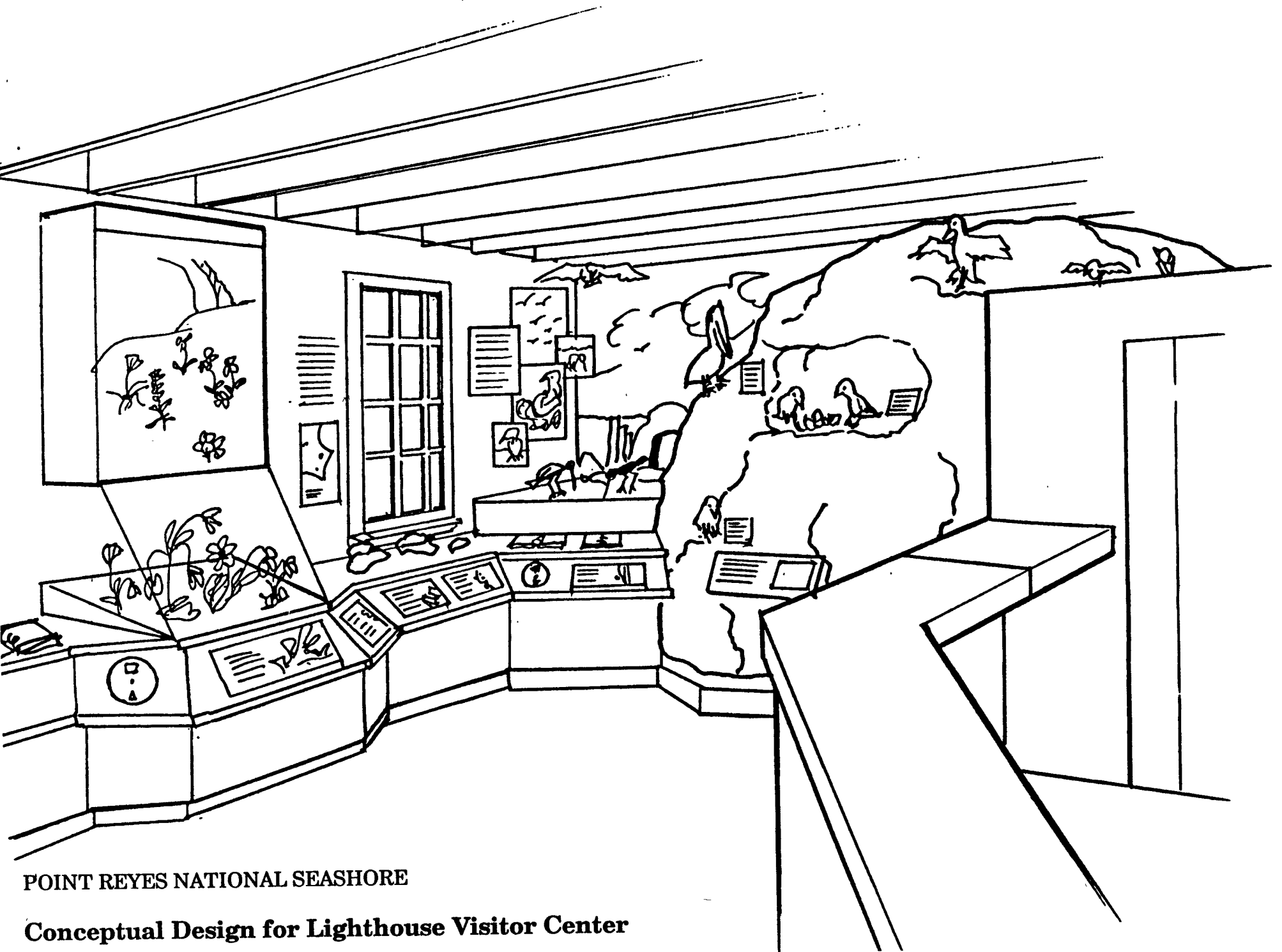
The following media recommendations are made:

--Plan/fabricate/install exterior wayside exhibits to inform visitors about the history of the lifesaving station.

--Design/plan/install interior exhibits for the open bay area of the Lifeboat Station. In turn, this area should be returned to an earlier time period and furnished accordingly. A Historic Furnishings Plan is required. This would be the major location for telling the story of shipwrecks and lifesaving activities.

Lighthouse Area

The historic Point Reyes Lighthouse sits on a rocky promontory 300 feet above the ocean at the tip of Point Reyes. Established in 1870, the retired Lighthouse is one of the finest examples of early navigational aids to be found anywhere. At the top of the cliffs, 300 steps above the Lighthouse, is the visitor center for the historic Lighthouse and the Headlands area. This small facility, housed in a historic structure, is in the process of undergoing new interior and exterior exhibit designs. Fabrication of the planned



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Conceptual Design for Lighthouse Visitor Center

exhibits is still being sought at this time. Estimated completion date is the end of 1989.

The Lighthouse and Visitor Center is a short 1/4 mile walk on a closed road from the parking area. Along the path are wayside exhibits on the Gulf of the Farallones National Marine Sanctuary and sea lions. There is also a sitting bench situated to offer views of the dramatic north coast of the peninsula. Parking for the disabled is located along the roadway to the Lighthouse.

Interpretive media proposals are:

--Install one or two more benches for viewing/resting along path to the Lighthouse Visitor Center Area.

--Design/fabricate exhibitry for the Lighthouse Visitor Center. Although the space is not large (400 sq. ft.), it is an important area to provide detailed information about the history and construction of the Lighthouse. In turn, important management messages should be conveyed to help protect the fragile Headlands.

--Design and fabricate exhibitry for the fog horn equipment shed located next to the Lighthouse. The shed contains historic lighthouse equipment and old fog horns (two-tone type) which were once used at the Lighthouse.

--Provide audio tapes for visually and physically disabled. This would allow reasonable accommodation or like experience for those individuals that cannot make the trip down the 300 steps to the Lighthouse and back.

Tomales Point Road Viewpoint

As the park visitor travels along Tomales Point Road, just north of Kehoe Ranch, a spectacular viewpoint appears at the top of the ridge. At this point one can view Tomales Bay and the work of the great San Andreas Fault. A viewpoint should be constructed here, with a wayside that would explain the formation of Tomales Bay and describe the natural and cultural features which can be viewed in the distance.

Pierce Ranch

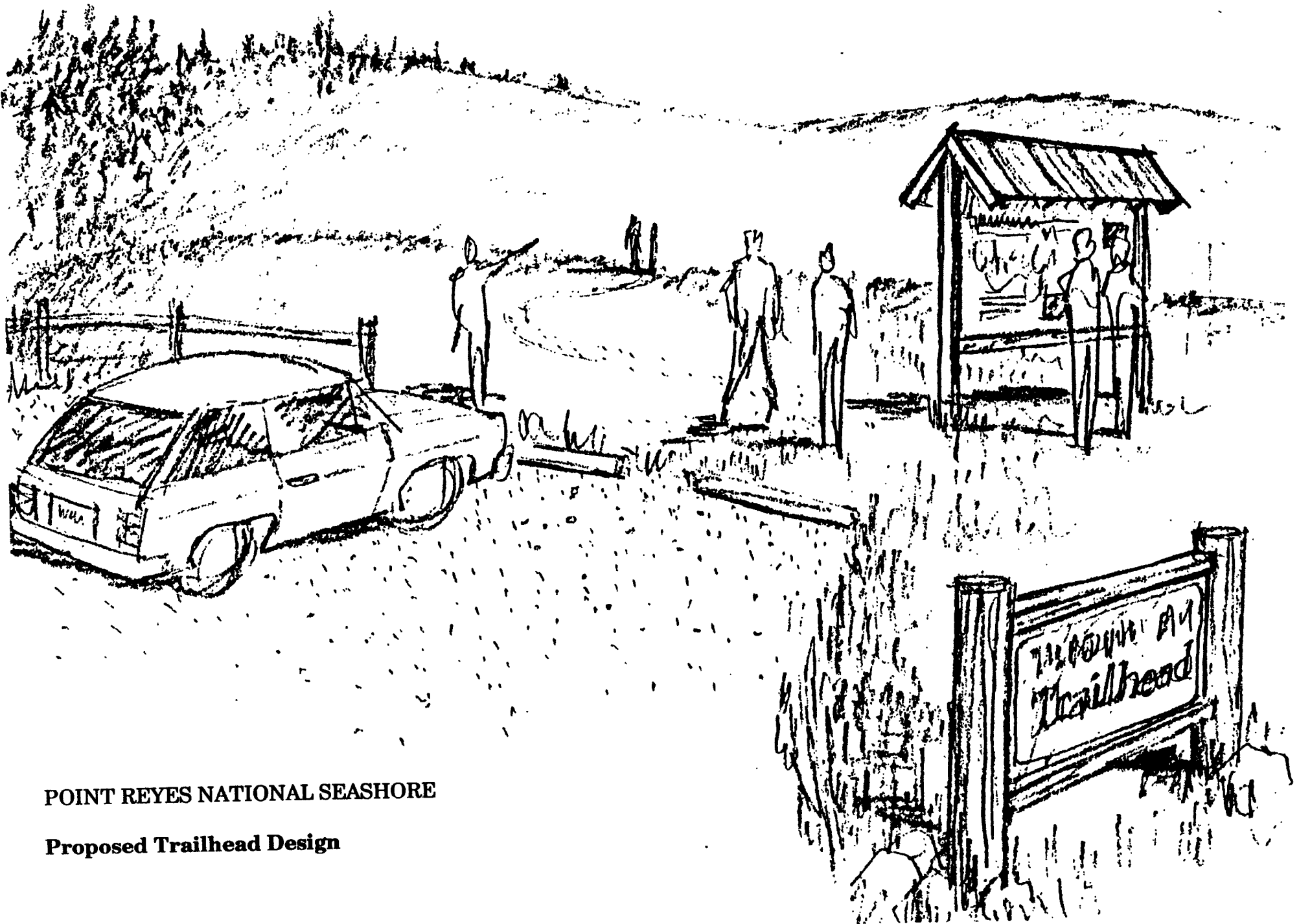
Pierce Ranch is a complex of 26 structures that has been determined eligible for the National Register of Historic Places. Some of the ranch structures were constructed in the 1860s. Point Reyes maintenance staff have stabilized approximately half

of the structures including a 15,000 sq. ft. hay and milking barn. The ranch is surrounded by Congressionally mandated wilderness and the tule elk reserve. From the upper parking lot near the Ranch, visitors have a spectacular view of both Tomales Bay and the Pacific Ocean.

Because the structures are now available for interpretation, media proposals for the area are:

--Plan and produce nine wayside exhibits with standard NPS frames for a self-guided trail around the Ranch. The exhibits would interpret the history of ranching in the area, explaining the use of each structure. Historic photographs of the area should be used to explain past ranching techniques and illustrate the human history.

--Design/fabricate a wayside on the wilderness quality of the area, emphasizing the importance of the area for the long-term preservation of tule elk and peregrine falcons.



POINT REYES NATIONAL SEASHORE

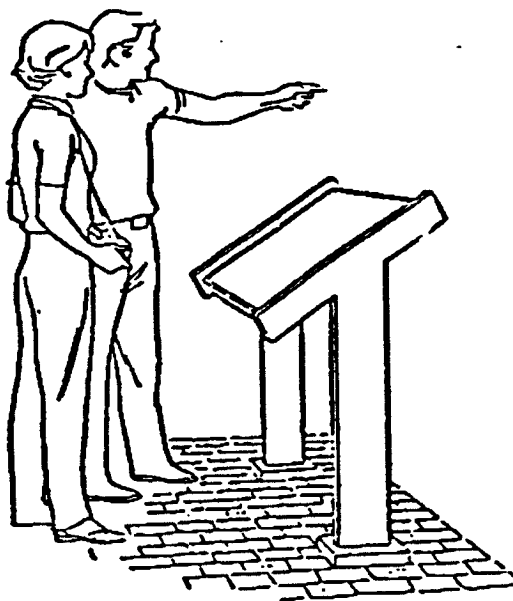
Proposed Trailhead Design

PARK SIGNING AND INTERPRETIVE MEDIA DESIGN

Every effort should be made to provide a consistent design format throughout the park when producing signs, wayside exhibits and kiosks. At present, a mixture of sign types exist, as well as kiosk designs. Trailhead signs should also be consistent from location to location.

Interpretive media design in the Olema Valley, within and near Golden Gate National Recreation Area, should also be consistent in design, style, and fabrication. Consistency will improve the ability of the park visitor to recognize media types which are specific to certain areas.

The planning team recommended that trailhead signs and kiosks most appropriate to the area should be traditional in style to enhance the park-like quality of the area. Kiosks should have simple gabled roofs and be constructed out of rustic rough cut woods. Trailhead signs should be edged with a wood border to soften the visual impact.



OUTREACH MEDIA

The need for portable outreach media is crucial for Point Reyes National Seashore. The Park's proximity to a major urban area provides an opportunity to "bring the park to the people." This outreach programming also provides a medium to market the National Park Service as a whole to the urbanized population of the San Francisco Bay Area.

Outreach media recommendations are:

--Plan and fabricate portable exhibits (some interactive) that can easily be carried into the classrooms of urban schools. Interpretive content should stress the National Park Service and its function in preserving our cultural and natural heritage. The "national status" of Point Reyes National Seashore and other park areas should also be highlighted. These exhibits would be taken to special events.

--Plan and develop a series of audiovisual materials in videotape format. These audiovisual presentations would deal with topics such as trip planning, wildflowers, fire ecology, wildlife, cultural history of Point Reyes, etc. This will create an inventory of audiovisual materials which can easily be made available to loan or sell to interested organizations and groups.

--Develop a formal press package with information and photos of the National Seashore. Presently, the Interpretive Division receives substantial numbers of requests from the press and cannot provide adequate photos or proper information quickly.

SPECIAL POPULATIONS

Federal law and NPS policy require that every reasonable attempt be made to provide disabled persons access to park buildings and facilities. Once there, disabled visitors are to receive the same benefits, services and information provided to all visitors. The goal of total accessibility to park facilities and programs is that no disabled person should be denied the benefits of, or participation in a park program or activity solely because of his or her disability.

At Point Reyes in 1988, Park staff along with members of the disabled community conducted a self-evaluation of the accessibility of park facilities and programs. The outcome of the survey was the document Point Reyes: Accessibility Study Volume I and II. This document will guide the Park in obtaining full accessibility to interpretive programs and facilities.

In general, interpretive media (exhibits, publications, audio-visual presentations), interpretive developments (trails, museums, amphitheaters), and personal services programs (conducted walks, demonstrations, talks) will be designed to serve, to the maximum extent feasible, the widest possible segment of special populations.

In turn, all NPS informational facilities (visitor centers, waysides, kiosks, etc.) will be physically accessible to the entire visitor population.

Specific recommendations include:

--Altering existing program/media/facilities, including all informational brochures and handouts, to provide full scale opportunities to disabled visitors.

--Use specialized equipment in the auditorium for hearing impaired visitors, such as audio amplification systems. In addition, captioning the park film is programmed to be completed within the next year.

--Develop an access guide for disabled visitors which would contain necessary information relevant to a disabled person's visit.

--Develop audiovisual programs and park brochures in foreign languages, especially Spanish and Japanese.

--Pave access to wayside exhibits to provide full accessibility to the physically disabled.

--Develop/produce cassette tapes and large type handouts for the hearing and sight impaired on the cultural and natural resources of the Park. Include audio and large type versions of park brochures. These would be available with cassette recorders, without charge, at major visitor centers.

FUTURE PUBLICATIONS

The National Seashore, with its rich cultural and natural resources and myriad recreational opportunities, needs a wide variety of interpretive and educational publications. Since annual visitation has reached 2.2 million visitors and sales outlets are available at all Visitor Centers, there is an ample market for distribution.

This plan recommends the following additional publications:

--A Guide to Short Hikes: A handbook which describes less than two-mile excursions in Point Reyes. Because visitors often spend less than a day at the Seashore, this guide would be invaluable.

--Road Guide to Point Reyes National Seashore: At present, no road guide is available for the car bound traveler. Visitors have repeatedly asked for this type of publication and therefore it should be a good sales item.

--The Point Reyes Lighthouse: Plans are underway to reproduce a handout and small book on the historic Point Reyes Lighthouse. Since the area receives over 300,000 visitors annually, a small publication could be an excellent sales item and meet the educational needs of these visitors.

--Site Bulletin for Pierce Point Ranch: This plan indicates that a site bulletin for the Pierce Ranch area would be the best interpretive treatment for providing necessary information about this historic structure. This bulletin/brochure would be a four fold 8 1/2" x 14" publication.

--Education Center Resource and Teacher's Guide: With the construction of the new Education Center in 1987, these guides are necessary to properly orient teachers and group leaders to the site.

--The Cultural History of Point Reyes: Several publications cover the extensive natural history of the park but no recent publication covers in detail the rich human history of the area. This publication should be a first priority for the Park's cooperating association.

INTERPRETIVE DEVELOPMENT PRIORITIES

Scheduling of interpretive media projects is always difficult because of coordination with other construction and repair/rehab projects that must be done concurrently.

The following is a listing of projects grouped in three priority categories. These priorities were set by park staff with consideration given to funding potential, amount of future use by park visitors, and coordination with other park projects. In addition, an emphasis has been placed on interpretive development in the North District.

Priority One Projects

Lighthouse Exhibitry for Visitor Center

Pierce Ranch Waysides and Site Bulletin

Drakes Beach Visitor Center Rehabilitation

North Beach Viewpoint Waysides

Drakes Estero Viewpoints Waysides

Large Type Handouts and Audio Tapes for the Disabled

Fog Horn Equipment Shed Exhibitry

Foreign Language Brochures

Tomales Point Road Viewpoint

Priority Two Projects

Lifeboat Station Exhibits

Slide Program for BVVC

Demonstration Dairy Waysides and Interior Exhibits

Five Brook Trailhead Exhibits

Park Film Design and Production

Ottingers Hill Kiosk and Wayside Exhibits

RCA and Abandoned Ranch Waysides

Farallones Overlook Wayside

Chimney Rock Waysides

**Computer-Based After-Hours Information System at Bear Valley
Visitor Center**

Computer-Based Staff Information System at Park Library

Priority Three Projects

Portable Exhibits and Video for Outreach Programs

Wilderness Panel at Pierce Ranch

Clem Miller Education Center Interior Exhibits

**Clem Miller Education Center Hidden Valley Self-guided Trail
Waysides**

Limantour Trailhead Kiosk

Ocean Viewpoint Wayside

Portable Exhibits and Video for Outreach Programs

Outline of Media and Cost Estimates

(A) = Audiovisual
(E) = Museum exhibits
(W) = Waysides
(P) = Publication
(PL) = Plan

Location	Media Proposal	Plan/Produce	Equipment
<u>South District</u>			
BVVC	(A) Develop/pro-duce 22 minute updated park film	\$90,000	
BVVC	(A) Computer based teaching system for park library to be used by staff and researchers	\$60,000	\$20,000
BVVC	(A) Plan/pro-duce interac-tive computer based "after hours" infor-mation system for park visitors	\$52,000	\$23,000
BVVC	(A) Audio tapes for hearing im-paired on Earthquake Trail, Morgan Horse Ranch, Kule Loklo	\$15,000	\$1,500

Location	Media Proposal	Plan/Produce	Equipment
BVVC	(P) Develop large type handouts for visually impaired	N/C (in house)	
BVVC	(A) Script and produce 20 minute slide program	\$40,000	\$5,000
Five Brooks Trailhead	(W) Plan/fabricate three waysides on GGNRA and history of area	\$9,000	
Limantour Trailhead	(W) Plan/fabricate kiosk and three waysides on marine sanctuary, snowy plover, recreational opportunities, and estuary system	\$18,000	
Clem Miller Environ. Education Center/Hidden Valley Trail	(W) Plan/fabricate/install 12 trail waysides on basic ecological concepts and how they relate to Point Reyes	\$21,000	
Clem Miller Environ. Education Center	(E) Plan/produce two interior exhibits on role of NPS and wilderness protection/resource management.	\$6,000	

Location	Media Proposal	Plan/Produce	Equipment
<u>North District</u>			
Ottingers Hill	(W) Plan/pro-duce a major kiosk area with six waysides to introduce North District	\$30,000	
Drakes Estero Trailhead	(W) Plan/pro-duce two way-sides for trail-head area; in-clude site orientation information	\$6,000	
Drakes Estero Pullout	(W) Develop three waysides on estuary sys-tem protection	\$9,000	
North Beach Viewpoint	(W) Design/fabricate wayside on Creamery Bay	\$3,000	
Ocean Viewpoint	(W) Design/fabricate way-side on ocean resources	\$3,000	
Drakes Beach	(E) Plan/fab-ricate exhibits for VC on explorers and cetacean fossils	\$80,000	
Abandon Ranch/Gallaghers	(W) Produce two waysides on the historic ranch and nearby RCA activity	\$6,000	

Location	Media Proposal	Plan/Produce	Equipment
Dairy Ranch Demonstration Area	(E)(W) Design/ fabricate a major exhibit and kiosk area to interpret the cultural (ranch- ing) landscape; project requires construction funds	\$80,000	
Farallones Overlook	(W) Design/fab- ricate two way- sides on Head- lands area	\$6,000	
Chimney Rock Pullout/Park- ing Lot	(W) Design/fab- ricate two way- sides on site opportunities and Drakes Bay	\$6,000	
Fog Horn Equipment Shed Lighthouse	(E) Design and construct exhi- bits and pro- tection for fog horn equipment	\$30,000	
Lifeboat Station	(W) Plan/pro- duce two way- sides on life- saving history	\$6,000	
Lifeboat Station	(E) Design/pro- duce interior exhibits for museum area at Lifeboat Station	\$60,000	
Lifeboat Station	(PL) Historic Furnishings Plan for lower bay area	\$25,000	

Location	Media Proposal	Plan/Produce	Equipment
Lighthouse	(W)(E) Fabricate recently designed exhibits on lighthouse history and Headland area	\$70,000	
Lighthouse	(A) Script/produce audio tapes for hearing impaired	\$15,000	
Tomales Point Road Viewpoint	(W) Plan/produce wayside on Tomales Bay formation	\$3,000	
Pierce Ranch	(W) Plan/produce nine wayside exhibits on history of ranch and use of structures	\$27,000	
Tule Elk Range	(W) Plan/produce exhibits on wilderness area	\$3,000	
<u>Park General</u>			
Park General	(E) Plan and develop portable exhibits on NPS and the role of Point Reyes in protecting our national heritage	\$10,000	
Park General	(E) Plan/fabricate audiovisual (video) tapes for outreach program (3); include one tape on resource management	\$45,000	

Location	Media Proposal	Plan/Produce	Equipment
Park General	(P) Design, coordinate, and publish park brochure in four foreign languages and in large type format	\$16,000	
<hr style="border-top: 1px dashed black;"/>			
TOTAL		\$850,000	\$49,500

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