

National Park Service
U.S. Department of the Interior



Long-Range Interpretive Plan

Cabrillo National Monument
California



Cabrillo National Monument

Long-Range Interpretive Plan

April 2009

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National Park Service
U.S. Department of the Interior

Front Cover:
Cabrillo statue. The National Park Service at Cabrillo National Monument commemorates Juan Rodríguez Cabrillo's voyage of exploration and its significance, and protects, preserves, interprets, and manages the cultural and natural resources and associated values in the park and adjacent areas. NPS photo.

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The Old Point Loma Lighthouse, one of the first eight lighthouses built along the west coast, is the Point Loma landmark most familiar to San Diegans. NPS photo.

Introduction and Planning Background

Using the park purpose and resource significance statements, combined with the primary interpretive themes and visitor experience goals, this plan articulates a vision for the park's interpretive future.

Introduction

Cabrillo National Monument, located in San Diego, California, was established by Presidential Proclamation in 1913, and transferred to the National Park Service (NPS) in 1933. The park occupies the southern end of Point Loma, a narrow, six-mile long peninsula at the entrance to San Diego Bay. From its 420-foot elevation, the monument offers a commanding view of San Diego, the bay, and nearby communities to the north, east, and south; Mexico to the far south; and the Pacific Ocean to the west. The 160-acre monument is an enclave within the federal military reservation on Point Loma. Access to the park along State Highway 209, Cabrillo Memorial Drive, is controlled by the Naval Base Point Loma. The monument is bordered by the Naval Submarine Base, San Diego on the north and northeast; the Space and Naval Warfare Systems Center, San Diego (SSC San Diego) on the north, south, and west; the City of San Diego Point Loma Wastewater Treatment Plant (PLWWTP) on the northwest; and the U.S. Coast Guard Point Loma Light Station on the southwest. Access to PLWWTP, U.S.C.G. Light Station, SSC San Diego Marine Sciences Facility, and Battery Humphreys is through the park (see map).

In addition to those lands contained within the monument boundaries, the NPS administers and maintains an additional parcel: an approximately 120-acre intertidal area on the west side of the park including submerged lands to 300 yards offshore.

Interpretive facilities and media at the monument include a visitor center complex comprised of a view building (containing a staffed information desk, temporary exhibits, and cooperating association sales area), auditorium

(showing several different audiovisual programs), and an exhibit room interpreting the life and voyage of Juan Rodríguez Cabrillo; an overlook with the Cabrillo statue; the Old Point Loma Lighthouse and exhibits in the Assistant Lightkeeper's residence; the Whale Overlook shelter; Ocean View overlook; Ballast View rest area; World War II exhibits in a former military radio station building; other military structures; and interpretive trails to the tide pools and through portions of the coastal Mediterranean community.

The park also offers a wide variety of personal services interpretive and educational programs and special events throughout the year.

Planning Background

A General Management Plan (GMP) for Cabrillo National Monument was completed in 1996. The GMP made a number of proposals aimed at expanding and improving visitor facilities and better accommodating existing visitor activities. More specifically, the plan proposed constructing an interpretive building near the lighthouse, replacing the Whale Overlook structure to accommodate more visitors and improve its aesthetic quality, providing access to some of the historic coastal defense structures, and working with the Navy to explore the potential of utilizing a building at the Navy Marine Sciences Facility for an intertidal interpretive center.

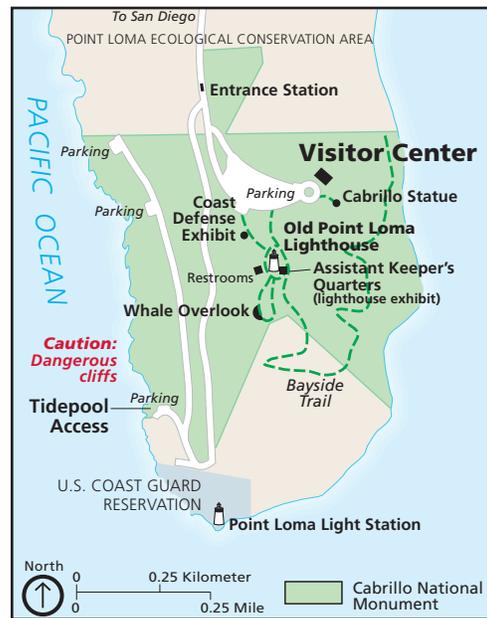
An interpretive prospectus for Cabrillo NM was completed in 1991, and a number of the recommendations have been implemented. However, the life span of most long-range interpretive plans is about ten years, and the 1991 plan is now mostly obsolete. Since then a number of changes have

occurred in park facilities, visitor use, resource knowledge, programs, and management issues. Also, new advances in media development have been made, based on research to better attract and hold visitor attention and message comprehension. In addition, the park desires to expand its education program and to develop new and expand existing partnership opportunities.

This long-range interpretive plan (LRIP) for Cabrillo NM is the first component of the park's Comprehensive Interpretive Plan (CIP), as outlined in National Park Service Director's Orders-6 (DO-6). Using the park purpose and resource significance statements, combined with the primary interpretive themes and visitor experience goals, this plan articulates a

vision for the park's interpretive future, and recommends the media, facilities, and programs best suited for meeting visitor needs, achieving management goals, and telling the park stories. These "foundation elements" come directly from or are based on similar statements in the park GMP and strategic plan.

The LRIP is not an end in itself, but rather, it establishes the overall framework for the next phases of the process—program planning, and media planning, design, and production over the next 10+ years. Using the recommendations in this LRIP, the park will need to develop annual implementation plans and an interpretive database to complete the remaining two components of the CIP called for in DO-6.



Site map on left and Area map on right

Planning Foundation

Juan Rodríguez Cabrillo (Joao Rodrigues Cabrillo) was the first European to explore and chart the west coast of what is now the United States of America.

Park Mission

The National Park Service at Cabrillo National Monument commemorates Juan Rodríguez Cabrillo's voyage of exploration and its significance, and protects, preserves, interprets, and manages the cultural and natural resources and associated values in the park and adjacent areas in a manner that leaves them unimpaired for future generations.

Park Purpose

The purposes of Cabrillo NM, as stated in the GMP are:

- To commemorate the 1542 voyage of exploration and accomplishments of Juan Rodríguez Cabrillo and communicate this story and its significance to visitors and local residents.
- To preserve, restore, protect, interpret and enhance the significant cultural and natural resources within and adjacent to the park, including Point Loma Lighthouses, coastal defenses, and California's coastal, marine, and terrestrial environments.
- To provide visitors the opportunity understand the relationships humans have with their land and sea environments as they enjoy one of the world's great harbor and ocean views.

Park Significance

Resource Significance:

Cabrillo NM was created to commemorate the life and 1542-1543 voyage of exploration of Juan Rodríguez Cabrillo (Joao Rodrigues Cabrillo) through the erection of a statue. This statue is a cultural resource representing an important cultural icon, Cabrillo. Cabrillo was the first European to explore and chart the west coast of what is now the United States of America.

Though not a part of the original reason for establishment of the monument, the other resources now within it and on adjacent military land managed by the National Park Service are significant, as described below:

Cultural Resources:

Lighthouse. The 1854 Old Point Loma Lighthouse, one of the first eight lighthouses built along the west coast, is the Point Loma landmark most familiar to San Diegans. The National Park Service has restored and refurnished the lighthouse and surrounding area to their 1887-1891 appearance because photographic and narrative evidence for the period when Robert Israel was light keeper (1875-91) is abundant. In 1887, the lighthouse was whitewashed to retard erosion of the sandstone blocks used to construct it, establishing the era interpreted.

The Old Point Loma Lighthouse provides a context to interpret the development of aids to navigation on the west coast of the United States and the culture that supported it. These played a significant role in the move to develop the West.

Defense structures. Within the monument are 21 structures of a varied and widely scattered complex of artillery positions, and support facilities that made up part of the San Diego harbor defense network during World Wars I and II. Construction was begun before World War I and greatly expanded during World War II. The complex extends beyond the monument's northern boundary on the Pacific Ocean side, around the tip of Point Loma, and to the northern boundary of the federal reservation on the bayside.

The coastal defense system built to protect San Diego is part of our national heritage and represent the universal human desire to protect values, families, and ways of life.

Native American Peoples. On Cabrillo's voyages, Cabrillo and his crew interacted with different groups of Native American Indian peoples. The interactions had both positive and negative impacts on both cultures.

Natural Resources:

Tidepools. The extensive rocky intertidal area along the monument's western boundary and the southern tip of the Point Loma peninsula contains one of the best-preserved, mainland Pacific tidepool ecosystems in southern California. This area, protected by NPS staff and volunteers, provides unique opportunities for the public, academic groups, and researchers to observe and study a local marine community relative to similar but also distinctly different communities south through Baja California and Baja California Sur, Mexico and north to Point Conception, California.

The park has created three management zones with (from north to south) Zone 1 being closest to public access points and receiving the highest visitation, Zone 2 which is only accessible through Zone 1, receiving less visitation, and Zone 3 being closed to the public and reserved for research and administrative uses as a control.

Native Plant Communities. The native Coast Mediterian plant communities on the Point Loma peninsula are all considered sensitive or extremely endangered according to the California Natural Diversity Database (managed by the California Department of Fish and Game). On Cabrillo NM the predominant vegetation types are Diegan coastal sage scrub, maritime succulent scrub, and southern maritime chaparral (Holland classification system). Small quantities of other types of habitat are also present on the peninsula, including southern coastal bluff scrub and southern foredunes. As of 2005, over 280 native vascular and non-vascular plants have been reported for the park. Although none on the park are currently listed as federally threatened or endangered, several are listed as candidate species, or are state-listed species (including a state endangered lichen). Although introduced at Cabrillo NM, Shaw's

Agave is a federal species of concern, while the California Native Plant Society lists it in category 2 of their ranking system (rare, threatened, or endangered in California, but more common elsewhere). These habitats are to be protected and serve as high quality examples of rare community types on the southern California coast.

Terrestrial Wildlife. The regionally rare native plant communities of the Point Loma peninsula are home to a wide variety of native wildlife. The U.S. Fish and Wildlife Service considers Point Loma to be a major wildlife resource of regional significance due to the quality, abundance, and diversity of habitats and its position adjacent to the Pacific Ocean. As of 2005, native wildlife species recorded for the monument include 11 reptile, 1 amphibian, 29 mammals, and an unknown number of terrestrial invertebrates. To date, approximately 104 birds are considered year-round, winter, or summer residents on the Point Loma peninsula (Edwards). The species remaining on this isolated "island" of habitat within an urban area should be conserved and maintained for research and education opportunities.

Migratory birds. The Point Loma peninsula is located at a convergence point along the Pacific migratory bird flyway. Approximately 133 bird species to date have been recorded as seasonal migrants or irregular visitors to the peninsula (Edwards). The peninsula is an internationally significant location for birders.

Geologic resources. Created by deep water "sea fans" of deposited sediment from the Cretaceous period and uplifted by folding of the Rose Canyon Fault, the geology of the Point Loma peninsula was the guiding factor for the development of most cultural and natural resources of this area. The elevation of the promontory and the rocky shoreline created by the sandstone terraces guided all natural resource development and attracted the Kumeyaay, Cabrillo, lighthouse placement, and the military. The formations are rich in interesting fossils from the Cretaceous period.

Recreational Resources:

The cultural and natural resources within the monument and on adjacent intertidal areas administered through cooperative agreements provide outstanding recreational opportunities for an average 1.1 million annual visitors.

Visitors are attracted by opportunities to see, photograph, sketch, and study a historically restored 19th century lighthouse; tidepools; coastal sage scrub habitat; remnants of a World War II coastal defense system; and the world class view of the City of San Diego, its natural harbor, the coast of Mexico, the Pacific Ocean, and off-shore islands.

Visitors can observe large marine mammals, such as the Pacific gray whale, several dolphin species, and occasional orcas (killer whales), from cliff-top vantage points.

Visitors view and receive information on naval and civilian air and sea traffic.

The Bayside Trail through the coastal sage scrub provides an opportunity to experience the native environment and solitude in nature.

The monument provides opportunities for birding.

School groups use the park to learn of Cabrillo's exploits and of the monument's natural and cultural resources. The visitor center, Old Point Loma Lighthouse, Coastal Sage Scrub Demonstration Area south of Old Point Loma Lighthouse, Bayside Trail, and tidepools are heavily visited by organized school groups.

The monument is host to the annual Cabrillo Festival, which was originally begun in (?) and revived in 1963, attracts up to 6,000 participants; special events, such as the Kiwanis-sponsored, non-denominational Easter Sunrise Service that attracts 1,200 participants, and the Naturalization Ceremony,

conducted annually by the Justice Department, that attracts 600 new citizens and family members.

The annual Whale Watch Weekend, begun in 1988 and now known as the two-day Whale Watch Weekend and Intertidal Life Festival attracts approximately 10,000 visitors, while the Old Point Loma Lighthouse Open House Events for the Anniversary of the first lighting of the lighthouse and for the NPS Anniversary attract approximately 4,500 visitors.

Primary Interpretive Themes

Primary interpretive themes are those ideas/concepts about Cabrillo NM that are key to helping visitors gain an understanding of the park's significance and resources. The themes, which are based on the park's mission, purpose, and resource significance, provide the foundation for all interpretive media and programs in the park. The themes do not include everything that may be interpreted, but they do address those ideas that are critical to understanding and appreciating the park's importance. All interpretive efforts (through both personal and non-personal services) should relate to one or more themes, and each theme should be addressed by some part of the overall interpretive program. Effective interpretation is achieved when visitors are able to connect the concepts with the resources and derive something meaningful from their experience.

The following theme statements provide the basis for interpretation at the park, and with the exception of the first theme, the numbers do not denote any prioritization. The bulleted items following each theme statement will give interpreters a sense of possible topics for development of interpretive programs and media. These lists are not exhaustive. It is important to put Spanish actions into proper historic context, explaining not only what happened, but also why, in 16th century terms, not judging by modern values.



1. In 1542, Juan Rodriguez Cabrillo became the first European to explore and chart the west coast of what is now the United States, extending the domain of New Spain and opening the doors for those that followed in exploring the world.

Interpretation of this theme will help visitors to understand:

- Who Cabrillo was.
- Cabrillo's mission.
- Cabrillo's accomplishments.
- Details of the voyage.
- Shipboard life in the 16th century.
- Life in the 1500s.
- The situation in Spain that contributed to exploration of the New World.
- Spain's legacy – their mission, motivations, and what they wanted to accomplish in the New World.
- The role Spanish exploration, conquest, and colonization played in uniting/joining the world/people.
- Reasons for exploration: food, spices, and treasures.

- Kumeyaay and other Native peoples' interactions with Spaniards; contributions of Native peoples and others to European and world cultures.
- The lasting impacts of the Spanish on Kumeyaay and other Native American Indian peoples.
- The diversity of peoples and cultures involved in Spanish exploration, conquest, and colonization of the Americas (Spanish, Portuguese, other Europeans, Sephardic Jews, Africans (enslaved and free), Asians, Pacific Islanders, etc.
- Weapons, armor, navigational tools, clothing, food, and technology of the time.
- Geography of the west coast.
- State of natural systems at the time of, and prior to, contact with Europeans and how those systems have been impacted and changed since then.

2. As one of the first eight lighthouses built by the U.S. Lighthouse Establishment on the west coast, the Old Point Loma



Fresnel Lens.
NPS photo.

Lighthouse helped improve navigation, and promoted maritime commerce and safe travel in the developing west.

Interpretation of this theme will help visitors to understand:

- Life and duties of the late 19th century lighthouse keepers, their assistants, and their families.
- Navigational instruments used and their operation.
- The Board of Survey and U.S. Lighthouse Establishment and their roles in placing and constructing lighthouses.
- The roles women played in lighthouse keeping (including serving as lighthouse keepers, assistant lighthouse keepers and wives).
- How the buildings were used after the closure in 1891, including NPS restoration and preservation efforts.
- Visitors to and use of the lighthouse throughout its entire life.
- That when the lighthouse was first built, this enhanced development and growth of San

Diego by identifying the harbor for travel.

- The sense of dedication of the keepers to the safety and welfare of others.

3. The regionally significant rocky intertidal habitat at Cabrillo National Monument are protected, and are valued for their public access, research potential, and educational opportunities.

Interpretation of this theme will help visitors to understand:

- Species of the rocky intertidal habitat (flora and fauna).
- Interactions of biological (e.g., food chain) and physical features (e.g., wave action, oxygen) to sustain life in the tidepools.
- The three protection zones of the park and why they are there.
- The Tidepool Protection, Education and Restoration Program (TPERP), its purpose and why it exists.
- Long-term monitoring of the natural resources and changes that have occurred (started in 1990).

Tidepool Area.
NPS photo.



- MARINE and other regional monitoring efforts (e.g., Channel Islands National Park).
 - Educational value for school groups and visitors.
 - Why these habitats are regionally unique as some of the best-preserved intertidal areas on the Southern California mainland, and as a result they are valuable to researchers, educators, and the public.
 - Connections to other marine environments, especially the Point Loma kelp forest, one of the largest in the world.
 - Influences of the San Diego Bay (i.e., water quality, pollution, how that affects quality of human and marine life, as well as life further inland/watershed considerations).
 - High, mid, and low intertidal zones and the organisms within them.
 - That visitors are likely to see a rocky intertidal species while they are here during low tides.
 - Causes of tides (lunar and gravitational influences).
 - Geologic history of tidepool formation and adjacent landscapes.
 - Behavior of visitors (e.g., safety, resource degradation, volunteerism).
 - Connection of visitors to the resource (e.g., don't pick up organisms, lessons they can take home and apply to every day life, close interaction of humans and their environment, negative influences people have on native systems and the viability of those systems, including the ability to sustain human life).
 - Economic impacts of water quality and marine environmental health (watersheds).
 - Kumeyaay use of tidepools.
 - Loss of certain species (e.g., abalone, ochre sea star).
 - The purpose and importance of the Clean Water Act.
 - The nature and significance of watersheds.
 - NPS inventory and monitoring, and restoration and preservations efforts.
- 4. The U.S. Army coastal defense systems that protected San Diego are part of our national heritage and represent the universal human desire to protect values,**



Left:
 Artillery Fire Control Exhibit.
 NPS photo.

Below:
 Coastal Sage Scrub Habitat.
 NPS photo.

families, and ways of life.

Interpretation of this theme will help visitors to understand:

- The defense of the harbor – Fort Guijarros (first organized) through World Wars I and II.
- Mindsets of people – how ordinary people contributed to the war effort.
- Interaction between Fort Rosecrans and San Diego, including development of local aerospace industries.
- Role of women at Fort Rosecrans.
- Continuum and evolution of weapons through time.
- That weapons technology and weapons defense technology constantly evolve to render each other obsolete.
- The military presence on the peninsula and on-going influence to current times in San Diego (economically, politically).
- That there are 21 managed coastal defense structures in the park plus others throughout the peninsula.
- Different structures and how they were used (e.g., searchlight, gun emplacement, base-end stations).
- The 77th Chemical Smoke Generator Company (African American unit) in the Chemical Warfare Service, activated at Fort Rosecrans in April 1942 and its role in harbor defense.
- Roles of non-combatants and support personnel at Fort Rosecrans, including Buffalo Soldiers of the 9th Cavalry helping the Olympic Equestrian team train for the 1932 Los Angeles Olympic Games, women, stewards, clerks,

- quartermasters, etc.
- NPS restoration and preservation efforts.

5. An isolated, but viable remnant of the sensitive coastal Southern California Mediterranean ecosystem is being preserved on the Point Loma peninsula, and is valued for its public access, research potential, and educational opportunities.

Interpretation of this theme will help visitors to understand:

- Flora and fauna species that are present.
- Interactions between physical and biological resources.
- Endangered, threatened, and sensitive species (federal and state).
- The value of the Endangered Species Act and the listing process.
- Kumeyaay and their interactions with the environment and use of resources.
- Adaptations by organisms to a Mediterranean climate, desert, and micro-habitats.
- Lichens and soil organisms and their roles.
- Regional inventory, monitoring



efforts, especially those of the Mediterranean Coast Network Inventory and Monitoring Program and the Natural Resource Challenge, and long-term monitoring efforts on the peninsula.

- Mediterranean climates and world-wide locations.
- Plant and animal interactions unique to the Mediterranean systems.
- Protection of a rare habitat type that is now listed as one of the most endangered in the world.
- The Point Loma Ecological Conservation Area: what it is and who the partners are.
- Impacts by humans, including fragmentation and unbanization.
- Aesthetic values of native communities and the impacts of open space for human physical and mental health.
- Environmental justice (location of natural areas near affluent areas) and access to open space.
- Connection of visitors to the resources (e.g., take home messages, protection of these habitats).
- One of last remaining examples of “old-growth” coastal habitats in southern California that has otherwise been highly developed.
- Role of citizen volunteers.
- Influences of non-native and invasive species on water use, fire ecology, the environment and other species.
- The need for and methods of water conservation.
- The value of using native species in gardens and landscaping.
- NPS restoration and preservation efforts at the park for areas changing from non-native to native species; the purpose of the NPS greenhouse, including potential for volunteerism and education opportunities.
- That the peninsula is terrestrially an “island;” the genetic diversity and importance of maintaining it; and terrestrial invertebrates

and their uniqueness on the peninsula.

- That this is the southern boundary of some species’ distribution, northern-most boundary for others.
- The geologic processes which formed Point Loma (including erosion and geomorphology) influenced Cabrillo’s landing, the placement of lighthouses, coastal defense structures, development of Coast Mediterranean and intertidal habitat, gray whale migration, and the development of San Diego.
- That Point Loma contains a significant fossil record featuring many prehistoric species.
- How water actions (including rain and waves) and wind are affecting the shape and landscape of the Point Loma peninsula, including erosion, sediment transport, and other factors.
- Soil processes (by which soil is created along the coast).
- Influences that soil type, aspect, and slope play on vegetation types.
- Fire history, adaptations and ecology on the peninsula.

6. The terrestrial and marine resources within and adjacent to Cabrillo National Monument are inextricably connected to and affected by human influence, and their condition requires that we do what we can to protect, preserve, interpret, restore, and enhance them.

Interpretation of this theme will help visitors to understand:

- Gray whales and their natural history.
- Historical effects of whaling, the results of protection, and the current status of populations.
- The different peoples (ethnic and cultural groups) involved in whaling at Point Loma.
- Worldwide distribution and conditions of Mediterranean climates and systems.

- That the park protects remnant of the coastal Mediterranean ecosystem, one the most threatened ecosystems on Earth.
- Marine Reserves, Point Loma Marine Reserve (aka Mia Tegner Reserve), their value, and current proposals to expand the state reserves.
- The area that is administered by Cabrillo NM and the value of protection.
- There is disagreement between state (California Department of Fish and Game) and federal regulations for the areas administered by the NPS. Under CDFG regulations, lobster and crabs may be harvested and fish may be commercially harvested in this area, while federal regulations prohibit such practices.
- Protection of terrestrial environments compared to other coastal habitats.
- Unique species present that can be seen here (different than even 5 miles inland).
- Historic use of the peninsula and how that use has affected conditions and use today.
- Non-native plants: their effects on the environment, and restoration efforts at Cabrillo NM.
- That recreation and its value comes with a cost – impacts to the environment and how we minimize those.
- Urbanization and fragmentation: that Cabrillo NM is located on a terrestrial “island.”
- The need to develop and maintain various inventorying and monitoring methods to measure the health of the ecosystem over short and long periods of time, and management actions that are taken in order to maintain the system.
- Point Loma Ecological Conservation Area, its history, current activities, importance for protection of remaining terrestrial habitats on the peninsula.



Terrestrial and marine resources within and adjacent to Cabrillo National Monument are inextricably connected to and affected by human influence. NPS photo.

- That even in some of the country’s most protected areas (the national parks) species are being lost.
- The critical importance of multiple partnerships to manage the park’s land and marine resources and help restore depleted populations.
- The often unintended impacts of human actions (e.g., the former use of DDT, why pets are not allowed except in the tidepool area, release of pets such as cats in the park, etc.).
- Examples at the park of restored species after stopping the use of chemicals (i.e. peregrine falcon nesting) or application of other management strategies.
- That marine resources and habitats are finite and that it often takes a long time to restore them.
- The human use of marine resources over time, including current use of the kelp forest.
- The importance of responsible and ethical commercial and recreational uses of terrestrial and marine resources.
- That global climate change is occurring, and what this means for us locally.
- What people can do to limit the impacts on climate, the environment, and habitats.
- That the park offers many opportunities for recreation, research, studying, teaching, learning, and inspiration.
- The role of natural areas and open space in enhancing and maintaining physical, emotional, and spiritual wellness and public health.
- Economic impacts of open and natural spaces.

Visitor Experience Goals and Objectives

CABRILLO NATIONAL MONUMENT MANAGEMENT GOALS:

The following management goals are taken from the *Statement for Management, Cabrillo National Monument, May 1994* and continued in the *General Management Plan, February, 1996* and were developed to achieve the monument's purposes, protect significant resources, and impart the primary themes:

- Commemorate Juan Rodríguez Cabrillo and his 1542 voyage of exploration of what is now the west coast of the United States.
- Protect, interpret, and restore the cultural and natural resources within the monument, and those adjacent to the park that are administered by the NPS, including the tidepools and the Point Loma Ecological Conservation Area (formerly the Point Loma Ecological Reserve).
- Provide visitors with the opportunity to enjoy one of the great harbor views of the world, and understand the interrelationships between humans and their environment.
- Provide a safe, pleasant environment, accessible to all, in which to enjoy the resources and programs of the park.
- Maintain cordial, productive relationships with adjacent U.S. Navy commands, other federal agencies, city, county and state entities, local San Diego communities, the cooperating association, and conservation, planning and cultural organizations in the San Diego area.

CABRILLO NATIONAL MONUMENT MISSION GOALS:

Cabrillo Mission Goal Ia: Cabrillo National Monument's natural and cultural resources and scenic values are protected, restored and maintained in good condition and managed within

their broader ecosystem and cultural context.

Cabrillo Mission Goal Ib: The National Park Service at Cabrillo National Monument contributes to the knowledge of Point Loma's natural and cultural resources and its associated values; management decisions about resources and visitors are based on adequate scholarly and scientific information.

Cabrillo Mission Goal IIa: Visitors to Cabrillo National Monument safely enjoy and are satisfied with the availability, accessibility, diversity and quality of park facilities, services and appropriate resource-based recreational opportunities.

Cabrillo Mission Goal IIb: Park visitors and the general public understand and appreciate the significance of Cabrillo National Monument and support the preservation of its resources and values for this and future generations.

Cabrillo Mission Goal IVa: Park employees at Cabrillo National Monument work in a safe and supportive environment and use current management practices, systems, and technologies to accomplish the park mission.

Cabrillo Mission Goal IVb: The National Park Service at Cabrillo National Monument increases its managerial capabilities through initiatives and support from other agencies, organizations, and individuals.

CABRILLO NATIONAL MONUMENT INTERPRETIVE AND VISITOR USE OBJECTIVES

The following series of objectives was formulated for Cabrillo National Monument from the park purpose, significance, and interpretive themes.

Visitors to Cabrillo National Monument will have opportunities to:

- Experience the historical/cultural significance and setting of Point Loma.
- Experience as nearly as possible the natural condition of the

- southern California coast.
- Retain a sense of discovery and enjoy different ranges and depths of educational experiences related to park significance(s) that do not detract from other visitor experiences.
- Gain access to and experience the inspirational values of the spectacular views from Point Loma in a park setting.
- Enjoy safe, barrier-free universal access to the extent feasible.

conducted by the park in 1992-1993, the GMP, the 1991 Interpretive Prospectus, the 2005 Servicewide Interpretive Report, and discussions with park staff.

Figure 1 shows the total number of recreation visits to Cabrillo NM over the last ten years (1998-2007). The table depicts a relatively consistent level of visitation over the past decade. Figure 2 presents the total monthly visitation for 2007.

As with annual visitation, monthly visits also are roughly even. Like many NPS areas, there is a visitation peak in the summer; however, the monument has a number of special events throughout the year which attract large numbers of visitors. These include the Cabrillo Festival, Whale Watch Weekend and

Visitation and Visitor Use

The following information regarding park visitors and visitor use is derived from data maintained by the NPS Socio-Economic Services Division (WASO) in Denver, a visitor survey

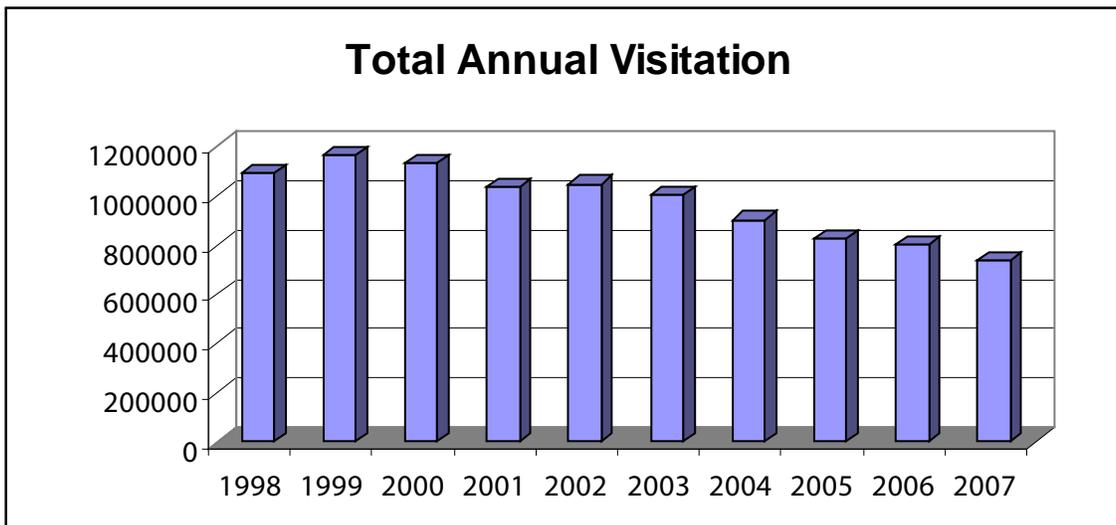


Figure 1

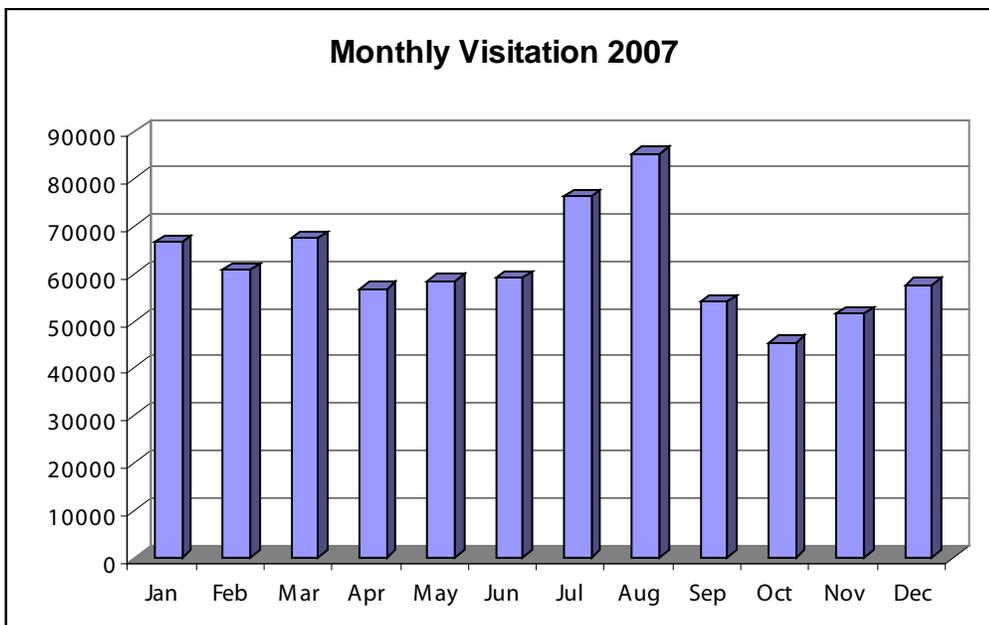


Figure 2

Intertidal Life Festival, the anniversary of the first lighting of the lighthouse, National Park Week, Junior Ranger Day, NPS Founder’s Day Anniversary, and the Kiwanis-sponsored non-denominational Easter sunrise service. In 2007 almost 24,000 visitors attended 5 special events in the park. Special non-NPS activities (i.e. sailing races, Fleet Week, the Festival of Sail, the sailing of the historic *Star of India*, other visiting tall-masted ships, or the arrival/departure of military ships) in the bay often attract large numbers of visitors to the monument.

A visitor use survey conducted from April 1992 through February 1993 indicated that:

- Most visitors (63%) come to the monument primarily to enjoy the view. Others come for recreational activities (13%), nature or history study (6.5%), solitude (5.5%), and to visit the tidepools (3.2%).
- The vast majority of monument visitors arrive by private vehicle. Only a small number (1.47%) said they arrived by city bus, and 2.29% arrived on organized tours. However, since this study, Cabrillo NM staff have made a greater effort to promote the use of public transportation to the park. Most visitors come to the monument as family groups or with friends.
- Fifty-six percent of the respondents had not visited the monument in the past year, while 44% has visited more than once.
- Almost 60% of the respondents planned to spend from one to three hours in the park; 35% planned to stay one hour or less; and 5% said they planned to stay longer than three hours.
- Twenty-one percent of visitors were aged 21 or younger, 58% were between the ages of 32-62, and 21% were aged 62 or older.
- Visitors first stop on entering the monument were: the visitor center (62.6%), Tidepools (13.6%), Lighthouse (14.1%), Cabrillo statue (6.9%), Bayside Trail (2%), and the Whale overlook (0.6%).
- Over 40% of visitors come from the San Diego area, and close to two-thirds of visitors come from

western states. Most international visitors come from Japan, Canada, England, and Germany. However, there are now significant numbers of Chinese, Italian, and Latin American visitors.

Note: The above data is now over a decade old. Caution is advised in applying the results to today’s visitors.

The park staff felt that today between ten and twenty percent of the total park visitors visit the tidepools. More come in the winter when low tides occur during the day. They also stated that the San Diego Zoo and Sea World are San Diego’s most marketed sites, and that many visitors to Cabrillo NM do not know that the site is administered by the NPS. In 2007, the park began promoting the park with the tagline “San Diego’s national park.”

In the 2007 Servicewide Interpretive Report, Cabrillo NM submitted the following visitor data regarding attendance at various interpretive/ educational activities and special events:

Visitor Center contacts	510,747
Informal Interpretation	45,778
Formal Interpretation	9,012
(534 programs)	
Demonstrations & Performing Arts	5,078
(183 programs)	
Junior Ranger Programs	1,705
Special Events (5)	23,819
Education Programs (228)	7,398
Attendance at AV Programs	46,823

The 1991 Interpretive Prospectus reported that approximately half of monument visitors are home-based day users. Thirty percent of these are local residents, while many of the remainder are regional residents living within a two to two-and-one-half hour drive of the park. This drive radius includes all or part of several major metropolitan areas: San Diego, Tijuana (Mexico), Orange County (Anaheim, Santa Ana), Riverside, San Bernardino, and southern portions of Los Angeles. San Diego is one of the top tourism destinations with primary feeder markets being southern California,

San Francisco Bay area, Las Vegas, and Pheonix.

Existing Conditions

The following is a summary description of the visitor experiences as they existed at the onset of this long-range interpretive planning process. This section is intended to identify baseline conditions and highlight key issues and deficiencies to help justify many of the plan’s recommendations. The intent is not to describe all existing conditions, activities, and programs.

Pre-Arrival

Cabrillo NM is included in a wide variety of tourism literature and web sites; however, many visitors do not know that the site is a unit of the National Park System. To the extent possible, the park needs to ensure that park information provided by others is accurate, appropriate, and current.

The park web site provides much information for people planning a visit as well as for those who may not be able to come in person. There is a need to expand the park web site, introduce new features, make it easier to navigate, and establish links with more park partners and with sites that are connected thematically.

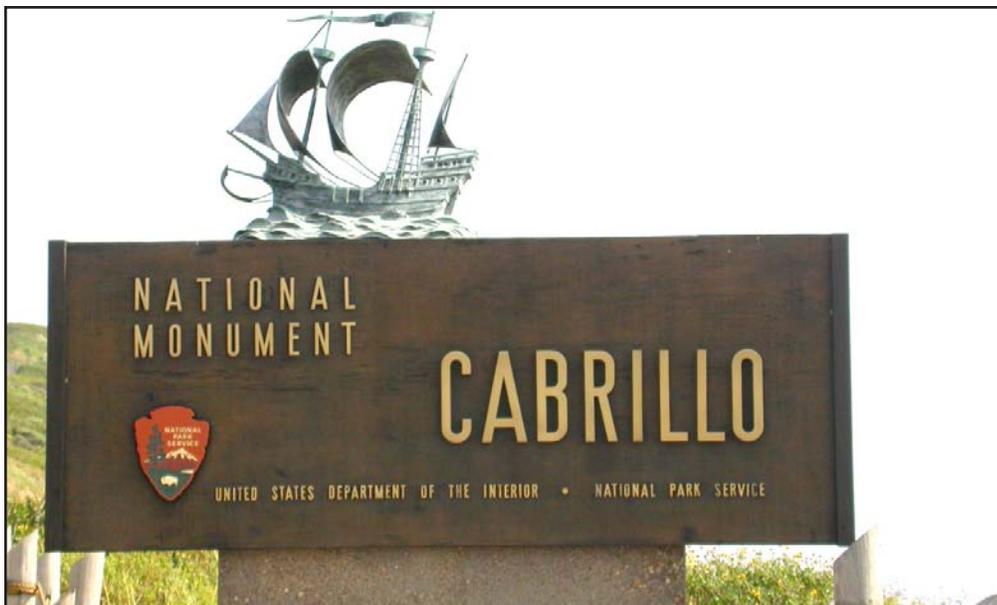
There is also a need to strengthen and expand the park’s education program, and to provide information about it and park partner programs in a clear and organized manner.

The park wishes to attract new local and regional audiences and show that the cultural and natural resources have meanings for them also.

On-Arrival

Signs at Cabrillo NM were planned and produced before the advent of the new NPS UniGuide sign system authorized by the Director in 2003 and implemented in 2005. The existing signs represent many different types and styles and appear to have been installed as needed over the years in response to changing conditions. As a result, they do not always speak with one voice in terms of colors, designs, and materials, and they do not conform with the new sign standards in all respects. Among the types represented are painted boards with gray backgrounds. Some of these signs seem large relative to the typography and content presented. There are also metal signs with silver backgrounds which are still legible but have a worn look.

Although the park’s current signs cover most of the basic functions expected of a sign system, there are places where adding, deleting, revising, or consolidating signs would help reduce visual clutter and facilitate comprehension. Many park visitors are repeat visitors who already know where to find park features, destinations, and services. Improved signing is most important for infrequent or first-time visitors who need more guidance, and for those with cognitive disabilities.



Main Entrance Sign.
NPS photo.

At the approaches to the park along Catalina Boulevard it is important for visitors to know they are on the correct route to the park. Since they are entering a military environment with a security checkpoint, there may be some apprehension about the route and what areas are open to them. Signs confirming the route to the park along the way should be evaluated.

There is a need to provide initial visitor orientation near the parking area as visitors approach the traffic circle and visitor center area. A collector walk leads to the breezeway and visitor center, but visitors can also cross over to the trail to the lighthouse. There is no exhibit or orientation device at this point to inform that decision. While the visitor center (View Building) is intended to be the most comprehensive orientation space, an outdoor orientation device in this approach area could be a very useful wayfinding tool.

As visitors enter the visitor center complex they walk through a breezeway leading to the View Building which houses the information desk and cooperating association bookstore, and which offers magnificent views of the city and the bay. Overhead signs label the entrances to the theater, exhibit room, and restrooms.; however, many visitors do not notice these signs.

The park map in the monument's brochure is only two and a half inches wide, limiting its visual accessibility and the amount of information it can carry. Although Cabrillo NM is relatively small by NPS standards, its steep terrain can be hard to visualize.

Cabrillo NM has made several improvements in sustainability and making the park greener over the last several years, yet there is nothing telling visitors about these improvements or why they have been made.

Visitor Center Complex

View Building

The View Building, is the northernmost structure in the park's headquarters/visitor center complex. Currently the majority of the square footage is being used for book sales and the information desk function. Among the other functions represented are a small video viewing area with a large monitor; two upright, textile-covered display boards for temporary exhibits; a counter with a few pieces of replica Cabrillo-period (16th century) armor, weapons, navigational implements, rations, and clothing in an area used for interpretive demonstrations; a Fresnel lens bull's eye; and a color relief model of San Diego harbor. While all of these elements have value for



View Building Interior.
NPS photo.

visitors, there does not appear to be any organizational principle for them, and they were not produced as part of a comprehensive plan for the building. In addition, the Fresnel Lens bull's eye is a historic artifact that was only intended to be temporarily displayed in the view building until the How Lenses Work section of the exhibit in the Asst. Keepers Quarters was completed. However, that exhibit did not accomplish what was hoped.

Large windows on all four sides of the building have the potential to provide a broad view of the peninsula and harbor, and some sections of the park. This potential for indoor viewing might be most useful when there is a need to be protected from rain, sunlight, wind, or other weather conditions; otherwise, the plaza area adjacent to the building would normally provide a better viewing experience.

Although some modifications have been made to the visitor center in recent years, such as improved track lighting and new bookshelves, this space has not been the subject of a major exhibit development project.

The information desk is front and center, and functions well. A park employee greets all visitors who enter, and questions are answered verbally and through publications which are available there. However, it soon becomes apparent that the bookstore is the primary function in the space. Other than the sale items, there is little to introduce visitors to the primary interpretive themes, and there are no exhibits to introduce that park's natural history resources.

In good weather most visitors go out to the plaza to enjoy the extensive views. Wayside exhibits and an audio station provide interpretation of features in the viewshed. The audio station is difficult to maintain, (probably due to deteriorated cables), the message text is old, and the sound quality is often bad. Although the audio is available in multiple languages, many visitors do not listen to the entire message.

In partnership with HDWREN, two cameras used to monitor visibility from

the north patio provide images of the view from the visitor center and may be accessed via the internet. The digital images have interpretive applications for interpreting air quality and changes to the built area surrounding the park.

Cabrillo Exhibit

The *Juan Rodriguez Cabrillo and the Age of Exploration* exhibit is relatively new, having been installed in 2002, and replaced earlier exhibits on the same subject. This space is the prime focus for telling the story of Cabrillo in three dimensions. Other media which treat this theme are the plaza waysides, two audio stations, the Cabrillo statue, the film, "In Search of Cabrillo," in the auditorium, the park brochure, cooperating association sales items, and numerous personal services programs and events, including the annual Cabrillo Festival. The museum exhibit helps to portray this historical personage on a scale that visitors can comprehend. The primary media for accomplishing this are the Cabrillo mannequins illustrating phases of his life, a display of period navigational aids, a mural illustrating the landing event, a model of his ship with an accompanying ship cross-section interactive, and a lighted map program describing Cabrillo's voyage up the coast of what today is California

The mannequins have not held up well, having been damaged by visitors pulling on and removing clothing, fingers, hair, and accoutrements. Park staff is working toward repairing them and placing them in cases.

The sliding glass doors at the entry to the exhibit room allow too much light into the front of the exhibit room, and they are not compatible with the rustic style of the visitor center architecture. The white etched text and ship graphic on the doors lack contrast, and are less discernable to visitors than the red "automatic door" labels.

The small swivel gun on display needs to be better anchored to avoid the possibility of crushed fingers where the breech meets the rear support block. Type sizes in this exhibit, on the whole, are smaller than what might be optimal under these conditions.

The E'waa (traditional Kumeyaay home) display in the northwest corner of the exhibit room was never completed.

Theater

The park currently offers a variety of audiovisual programs in the theater on a daily basis. These films include; *In Search of Cabrillo*, and *On the Edge of Land and Sea: The Tidepools of Cabrillo National Monument*. During the annual gray whale migration (December through March) a commercially produced film about the Pacific gray whale is shown. There is potential for producing AV programs on other theme-related topics such as Old Point Loma Lighthouse, Coastal Mediterranean ecosystem, Point Loma Coast Defenses and Fort Rosecrans, the Pacific gray whale, and an orientation film.

There is no single audiovisual program that introduces visitors to all of the primary interpretive themes of the park and the variety of visitor experiences available.

Except for special events such as the Whale Watch Weekend and Intertidal Life Festival, the large theater rarely fills to capacity.

Military Exhibit Building

The relatively new *They Stood Watch* exhibit on World War II coastal defense (which opened in 1999) was planned and produced in collaboration with Harpers Ferry Center in the late 1990s. Located in the historic WWI radio station building, it uses a variety of media to provide a broad range of information on how the park site helped to defend the coast, San Diego harbor and the region's military industrial complex, using a wide array of defensive works, including gun batteries, searchlights, radio stations, base end stations, and command posts.

Except for a few minor rehab needs the exhibit remains in good condition, and successfully communicates many elements of the World War II coastal defenses on Point Loma. Some visitors, however, have difficulty finding this exhibit.

Battery Ashburn Base End Station

Most visitors can easily access the exteriors of Battery Ashburn Battery Command and Base End Station that were important in the aiming of the coastal defense guns of the battery. Visitors who use wheelchairs will have difficulty due to the bark-covered path.



Cabrillo Exhibit Room.
NPS photo.



The base end station near the military exhibit building has been used by the park and volunteer groups for interpretive demonstrations. There is potential to open the battery commander's station to the public and provide more interpretation of the facility.

Old Point Loma Lighthouse

The historic 1855 lighthouse is interpreted through historic furnishings planned and installed in 1995 by Harpers Ferry Center. The furnishing of rooms on the main and upper levels gives a very accurate picture of how the rooms may have appeared during the historic period. It has been suggested that the lighthouse may be "over furnished" and the historic furnishings plan should be re-evaluated and modified as appropriate. Many of the furnishings on display are familiar to today's visitors and communicate much about the life of the keeper and his wife without labels or additional interpretation.

Spaces within the lighthouse are small and glazed room barriers prevent visitors from entering the furnished spaces. Only one visitor group at a time can look into a room. Due to the lack of circulation and viewing space, it is not possible for visitors to remain long at any one room barrier.



Far Left:
They Stood Watch Exhibit.
NPS photo.

Left:
Lighthouse Sculpture.
NPS photo.

Lower Left:
Furnishings on display in the
Old Point Loma Lighthouse.
NPS photo.

It would be good if visitors could know more about the furnishings and some of the stories associated with them that might help illuminate the life of the keepers and family members. Space in the building is probably too restricted for interpretive panels at the room barriers, and exhibit panels there or on bare walls might be obtrusive and out of character with the building. The watch room in the tower needs to be better secured, as visitors sometimes throw items such as coins through the grating at the irreplaceable Third Order Fresnel lens.

New exhibits located in the recently constructed assistant keeper's quarters were produced in 2005. These exhibits provide in-depth interpretation of the lighthouse service at Point Loma using display objects, photos, artwork, models, cast figures, audio programs, and interactive devices. The exhibits are appealing and strong in content and interpretive value.

Whale Overlook

The Whale Overlook is a popular destination and viewpoint. For many visitors it's the first opportunity for a panoramic view of the Pacific Ocean. With a roof and large windows on three sides, the shelter gives visitors a comfortable viewpoint protected from rain, sun, and wind.

The current structure features wayside exhibits identifying and interpreting gray whales, the tidepools, and other features visible from the site including the Point Loma Light Station, base end stations, marine mammals, and kelp beds. A tactile, bronze scale model of a gray whale is located on the plaza leading to the shelter.

Right:
CABR Tidepools.
NPS photo.



the oceans, resource protection, and stewardship. It will also continue to be a prime viewing area, especially during periods of inclement weather.

Tidepools Area

The tidepool area has what is probably one of the highest visitation rates to a marine resource of any park in the Pacific West Region (est. 90,000 to 100,000 per year). Currently, interpretation of tidepools is provided by a new video, *On the Edge of Land and Sea: The Tidepools of Cabrillo National Monument* (which was produced by Harpers Ferry Center and premiered in January 2006), wayside exhibits, personal services, education programs, and publications. Other than publications in the visitor center view building and an orientation wayside and bulletin case at the tidepool trailhead (see Wayside Exhibits section), there is little to introduce visitors to this significant resource. However, through a partnership with HPWREN, five cameras installed in the tidepool area to monitor visitation and wildlife usage take digital photos of the tidepools every two minutes. These images are immediately available on the internet. Motion activated images and computer generated time-lapse animations are also available. Visitors increasingly report use of these cameras to see tide conditions and what

Below:
ROV camera in CABR tidepools for
distance learning program.
Courtesy of HPWREN.

The park is working with the Denver Service Center to replace this aging shelter with a new one a short distance to the north and at a slightly lower elevation on the hillside. This structure will accommodate more visitors, and will be less visible from park vantage points, including the tidepool area below. Cabrillo NM staff will work with Harpers Ferry Center exhibit specialists to plan, design, and fabricate exhibits for the new Whale Overlook.

It is anticipated that the new shelter will provide a more comprehensive look at the marine environment in the park and decrease the emphasis on whales which are only seen in numbers seasonally and never enter the park. Together with the tidepool area, the Pacific View Shelter will be an important destination for those interested in experiencing and learning more about marine plants and animals, coast geology, the state of



began as a scientific research project is providing a powerful education tool. Using a wireless network, interpreters are able to present interpretive programs to remote audiences and the visitor center using interactive live video conferencing technology.

The GMP proposes that the park work with the Navy to explore the potential of utilizing a building at the Navy Marine Sciences Facility for an intertidal interpretive center. At one time the Navy was interested in exploring this proposal; however, since September 11, 2001, the Navy has shown little interest in this proposal due to heightened concerns for security.

Wayside Exhibits

The park's core wayside exhibit system was planned and designed in 1977 by Harpers Ferry Center in collaboration with the park. The Western Regional Office prepared base designs and landscaping plans. Since then wayside panels have been replaced on a case-by-case basis, and a number of new exhibits were added interpreting the Bayside Trail and tidepools (1994), and coast artillery sites (1997-98). The project utilized design features that were new at the time, but later became standard such as cantilevered bases, full color graphics, and the use of large



Left:
Tidepool Trail Orientation Exhibit.
NPS photo.

Below:
Old Wayside Exhibit.
NPS photo.

images as panel backgrounds. The Cabrillo waysides were also a pilot project in combining NPS writing/planning with contracted design/illustration and Regional Office landscape architecture.

These waysides have served their purpose and paid for themselves many times over. A new system is needed.

A number of exhibit panels have deteriorated through the effects of sunlight on the polyester resin/fiberglass materials used. The exposed glass fibers on some panels not only affect appearance and readability, but they also can penetrate the skin of those who rub their hands over them.

Existing wayside bases have chipped paint and have already been painted a number of times. They have a worn-out look that cannot be fixed by additional



repainting. At the time these bases were installed, Harpers Ferry Center had not yet established the standard of sandblasting bases as a way of preparing the aluminum for painting. As a result, paint will not stick properly. Also, the sharp edges of the extrusions used at the time are prone to losing their paint because the coverage on these edges is thin.

Exhibit frames on these bases have corroded and are difficult to remove for purposes of panel replacement or painting. Frame rails bend when pulled, unlike modern NPS base designs which have rigid frames which securely trap panels and are designed for easy replacement through removal of the top rail extrusion. Some bases are not installed level and plumb, and exhibit legs are not always parallel.

While nearly all wayside exhibit sites have hard surfaced pads, some of the overlook areas are looking stressed

from the impact of heavy visitation. Where there is not a solid wall on either side of the wayside, vegetation is trampled and soil is compacted and eroded.

The content of the existing waysides, while still relevant to some extent, is not consistent with changing conditions at the park. Ideas, information, and details have changed and need to be reevaluated. There is an increased emphasis on the natural resources of the park, and research has brought new information to light on the coastal sage scrub community and the ocean and intertidal life. Waysides at the visitor center overlooks that identify scenic features use old artwork that lacks important detail, and features identified are not interpreted or described.

The orientation wayside exhibit at the tidepool trailhead is cluttered with too much information, some of which is not well designed to capture and hold



Cabrillo Statue.
NPS photo.

visitor attention. The structure also is situated on an eroding slope which faces the setting sun.

Four audio stations at wayside sites need to be evaluated to see if they are effective. Currently it is difficult to maintain the electronic aspects of these stations, probably due to deteriorated cables. The waysides, like most used in the NPS today, have no audio description tracks for those with visual impairments.

Cabrillo Statue

The Cabrillo Statue is interpreted primarily with a wayside exhibit, an audio station, and a variety of personal services programs. The wayside exhibit and audio station will be included in evaluations and recommendations for the park's overall wayside program. Planning and production of a scale relief sculpture of the Cabrillo Statue is currently underway. This will be similar to the sculpture of the Point Loma Lighthouse already in place, and will offer a way for sight impaired visitors to experience the statue.

Proposed Kumeyaay Monument

There is a proposal to install a commemorative work recognizing the American Indians who lived in the area prior to the Cabrillo exploration and who were here to meet the explorers when they sailed into the bay. This long-range interpretive plan will offer some general suggestions for the interpretation of this proposed commemorative work to ensure that visitors will understand and appreciate its significance.

Publications

The Cabrillo National Monument Foundation is the park's cooperating association. It operates the bookstore in the view building and has published several publications. The store carries a wide range of interpretive and theme-related items.

Not many visitors are seen utilizing the official park brochure while they are in the park. Although many visitors request a map of the park, the map in the brochure is too small and inadequate to use as a self-guiding



Left: Students at California Science Center in Los Angeles interacting with ranger in distance learning program via internet. Courtesy of HPWREN.

device. It is felt that many people read the brochure after they have visited.

In addition to the official park brochure, the park also provides some free literature at the information desk, including a bird checklist, some site bulletins and translations of the park brochure into seven languages: Spanish, Portuguese, Chinese, Japanese, Italian, French, and German. Park staff is working on a Braille translation of the park brochure and plans to revive the park visitor guide, *The Cabrillo Journal*, and produce large text and audio versions of the park brochure in the future. There are opportunities for developing site bulletins on other thematic topics.

Education Program

The current education program at the park is aimed at grades 2-6. Teachers can choose from a variety of curriculum-based activities and schedule a field trip to the park. These free programs support California

Below: Young girl touching CABR tidepools from Pala Indian Reservation during distance learning program. Courtesy of HPWREN.



Left:
Park ranger presenting
distance learning program
from CABR tidepools.
Courtesy of HPWREN.

Below:
Park ranger doing 1880's living
history at Old Point Loma
Lighthouse.
NPS photo.



frameworks for the targeted grade levels. The park sees the opportunity and need to expand the curriculum-based program to include middle school and high school students.

The park is participating in a pilot distance learning program with Educational Service Unit No. 5 (ESU#5) of Omaha, NE and the Southeast Nebraska Distance Learning Consortium. When NPS IT Security policies changed to disallow

videoconferencing vis ParkNet, the park began a partnership with the High Performance Wireless and Education Network (HPWREN), based at the University of California, San Diego, to create videoconferencing capability via wireless internet access. This system, which will be launched officially in FY08, will allow the park to contact and present interpretive and educational programming to thousands of students throughout the country.

Cabrillo NM also is one of three parks engaged in the California Mediterranean Research Learning Center. This program, which designs ways to communicate between researchers, the public, and the park has an education and outreach component to help broaden public understanding of park issues and to help preserve the Mediterranean biome. One current goal is to develop ways for the three parks (Cabrillo National Monument, Channel Islands National Park, and Santa Monica Mountains National Recreation Area) to work together.

In 2005, each park hired an intern for the *Each One, Teach One* Program funded by the California





1880's living history at the 150th Anniversary of Old Point Loma Lighthouse. NPS photo.

Mediterranean Research Learning Center, and at Cabrillo the intern worked with one high school in the area. Working with researchers and teachers, the intern developed a hands-on science curriculum and classroom materials for selected high school classes. The park wants to expand this program, to engage more schools, and to better get research information and results out to the public.

The park also wishes to develop partnerships with child development and teacher education programs at area colleges and universities. On an even broader plain, there is a need to bring together the many and varied environmental education providers in the San Diego area to explore ways to coordinate efforts, market programs, and make it easier for educators to learn about the many different programs available.

Special Events

A number of special events are conducted annually at the park. The major events include: the Cabrillo Festival, Whale Watch Weekend and Intertidal Life Festival, the anniversary of the first lighting of the Old Point Loma Lighthouse, NPS Founder's

Day, National Parks Week, Junior Ranger Day, and the National Parks America Tour. In addition to the NPS Centennial in 2016, the park will celebrate its 100th Anniversary on October 14, 2013 and will likely plan celebratory activities. Some events have become quite large and labor intensive, and the park wishes to explore ways to reduce the workload and re-evaluate the programs.

Partnerships

As a key attraction in the eighth largest metropolitan area in the nation, which is perennially among the top tourism destinations in the country, Cabrillo NM is a major gateway to other national parks and must interface with many other groups, organizations, and agencies on a wide variety of topics including information, orientation, interpretation, education, and resource management. With so many service providers, visitors and residents often find it all confusing, and there can often be duplication of efforts.

The park web site contains a list of some local partners and informational resources that includes: San Diego Area California State Parks, County of San Diego Parks and Recreation, City of San

Diego Parks and Recreation, Cleveland National Forest, and SeeAmerica.org. Other key partners include the San Diego Maritime Museum, the Cabrillo National Monument Foundation (the park's cooperating association), Founders' Trail Associates of San Diego, U.S. Navy, U.S. Coast Guard, the Multi-Agency Rocky Intertidal Network (MARINE), the Point Loma Ecological Conservation Area, the Mediterranean Coast Network, the San Diego Museum Council, the Early San Diego Regional History Consortium, the Congress of History of San Diego and Imperial Counties, the National Association for Interpretation,

the Southwest Marine Educators Association, the High Performance Wireless Research and Education Network (HPWREN), Educational Service Unit #5 of Omaha, NE, the Southeast Nebraska Distance Learning Consortium, and numerous public and private schools and school districts. The park also works with the American Indian tribes in the area, including the Barona Indian Reservation and the Barona Cultural Center and Museum.

While the list of partners is long, the park sees the need to maintain and strengthen these alliances and to establish new ones.



Replica 16th Century Armor
Display.
NPS photo.

Recommendations

The park will continue to work with the local, regional, national, and international travel industry to let them know that the park is here, that it has what they and their clients/patrons are looking for, and that it is open for business. Since most people are aware of the NPS, consideration might be given to marketing the monument as San Diego's only national park.

The following is a description of program and media recommendations designed to further define, support, and communicate the park's mission, purpose, resource significance, interpretive themes, and visitor experience goals. Implementation of these recommendations will help ensure that visitors are well prepared and informed, and that they will be able to develop meaningful connections with tangible and intangible resources.

The discussion of each program or media proposal identifies its purpose, special considerations, and sometimes suggests specific means of presentation. It is important to remember that the latter are only suggestions and should not in any way limit the creativity essential during the media and program planning and design processes. On the other hand, proposals will be specific enough to provide meaningful guidance, develop Class C cost estimates, prepare PMIS submissions, and define the parameters within which this creativity can be expressed.

Throughout the implementation process, the park staff and media and program developers need to ensure that the products reflect elements of the interpretive themes and visitor experience goals.

More than one of the interpretive themes makes direct or indirect reference to the American Indian peoples and their long and continuing associations with the land. It is essential that the park maintain a dialogue and active participation with tribal leaders regarding the planning, design, and production of theme-related media and programs.

Pre-Arrival

General and trip planning information will continue to be provided through traditional means such as answering regular mail, phone, and email requests. Responses will continue to be tailored to specific inquiries. Pre-developed packets of material will continue to be used in handling more common requests. All printed information will contain appropriate phone numbers and addresses, including TTY, email addresses and the park web site url. All materials will be reviewed on a regular basis to ensure that they remain accurate, appropriate, and current.

The park will continue to work with local and regional news media, travel and tourism operators, school, parks and recreation departments, public library systems, local governments and elected officials, convention and visitor bureaus, chambers of commerce, churches, synagogues, mosques, temples, and partners such as the Cabrillo National Monument Foundation, the San Diego Museum Council, Founder's Trail of San Diego, and other civic, service, educational, cultural, and environmental organizations to promote the park.

The park has updated its website to conform to the current NPS standard and will continue to enhance it in order to reach larger and more diverse audiences. This should include the continued development of the park's education program materials that can be downloaded for use in the park or used online, and exploration of podcasting. The park should ensure the website is accessible (meets accessibility standards). The park should also explore translating the website to Spanish.

The World Wide Web offers a variety of methods to reach future, potential, and virtual visitors before they leave home. Primary goals for the park web site include:

- providing visitors with pertinent information for planning their trip.
- providing material in multiple languages, especially Spanish.
- developing a web presence above and beyond the NPS profile system that serves as a central portal to all park specific content.
- strengthening the online experience for virtual visitors.
- developing an online repository for literary, artistic, cultural, and scientific information for researchers and others.
- providing interpretive experiences for those who can only have a virtual park experience.
- providing high quality interpretive and resource information such as site bulletins and species lists.

Two-way web links or references to other sites, museums, and programs that deal with or touch upon themes and resources of Cabrillo NM should be explored and developed.

In making improvements to web site material, it is important that the front page become a portal directly to all of the online content. Access to specific content should be as simple and intuitive as possible. This means that a virtual visitor should be able to gain access to any documents, images, or information within two clicks or fewer. Content should be arranged in a thematic and consistent manner. Developing an interface that allows a visitor easy access to all available content is essential for those looking for specific information and are not just “surfers.”

Children are no strangers to the World Wide Web, and they potentially can account for much of the online visitation to parks. It is important that children feel connected to the park even though they may not be able to

visit in person. The park should explore the development of both virtual and interactive activities to help children make meaningful connections with significant resources and primary themes. Virtual tours of some of the exhibits, the lighthouse, a base end station, the geologic evolution of the area, whale migration, etc. would help people better understand aspects of the interpretive themes. The park has a virtual tour of the coastal sage scrub and should continue to update, expand, and upgrade it, as appropriate, as well as explore creation of a WebRanger site.

The web site also should be a place for posting cultural and natural research data/reports. The web site could become a repository for research information and bibliographic sources that could be accessed by the academic community ranging from high school to graduate school. Excerpts or abstracts of research documents could be used so web users can determine if they want to look at or download an entire file.

The park will continue to work with the local, regional, national, and international travel industry to let them know that the park is here, that it has what they and their clients/patrons are looking for, and that it is open for business. Since most people are aware of the NPS, consideration might be given to marketing the monument as San Diego’s only national park. In 2007, the park began using “San Diego’s National Park” as a tagline on all news releases and media contacts.

The park will continue to encourage and provide reviews of tourism literature (including web sites, radio, and television spots) which promote or provide information about the park to ensure that the material is accurate, appropriate, and current.

The park should provide information sharing meetings/seminars that are open to public and private service providers. This could become an annual event sponsored by multiple partners. One of the primary goals would be to share information among the participants to ensure that

everyone receives accurate and up-to-date information about many of the major attractions in the area. As an incentive for attending the park and other entities, partners might offer free visitation passes. This alliance also might lead to publications and/or web sites that include all theme-related partner sites.

In partnership with Cabrillo National Monument Foundation, the park will explore the possibilities of PSAs for broadcast and for hotel in-house channels, rack cards at convention and visitor centers, California welcome centers, the airport, train station, bus station, cruise ship terminals, and other paid advertising in targeted publications.

The various park audiovisual programs, including new ones proposed in this document, can serve an outreach or pre-arrival role through television broadcasts, podcasts, and sales. While AV is not a good reference medium, it can convey and elicit emotion and get people excited about visiting the park. These films could be used by area television stations (e.g. PBS or public access), in-hotel TV channels, and schools.

In an effort to attract more visitors from San Diego's large Spanish-speaking population, the park could offer certain interpretive programs in Spanish and advertise them as such. Spanish language podcasting also should be pursued.

Brochure racks, interactive touch screen computer screens, or even exhibits at the park visitor center and at various park partner facilities (e.g. Birch Aquarium at Scripps, Founders Trail, and San Diego Museum Council members' brochures and websites) could be designed to help visitors learn more about other theme-related attractions in the area. For example, at Cabrillo NM visitors would discover that they can learn more about Cabrillo's voyage by visiting the San Diego Maritime Museum or other sites. Similar displays/exhibits at these other sites would in turn direct visitors to the park to learn more about certain topics or to engage in related interpretive or educational activities.

Part of this effort to help visitors learn more about certain themes and resources could also result in a combined publication/brochure that would list the various partnering entities, their locations, facilities, contact information (including web site url's), and a brief description of their interpretive and/or educational focus.

On-Arrival

The park will work with the various highway authorities and the Navy to evaluate the effectiveness of the directional signing to the park. In an urban environment, and with the road to the park passing through a military base, visitors need to be assured that they are following the correct route.



Visitor Center Entrance.
NPS photo.

Directional signs inside the park need to be examined in a comprehensive way with an eye to their placement, effectiveness, design continuity, and replacement using the new NPS Sign System. This will not necessarily increase the overall number of signs, but will result in a more efficient use of signs that will meet visitors' needs for the right information at the right time and in the right place.

The main park entrance signs near the fee station and at the approach to the visitor center, which feature a metal sculptural representation of one of Cabrillo's ships, will be retained. Some refurbishing may be necessary.

Old style NPS arrowhead plaques throughout the park should be replaced with ones that conform to the new NPS graphic identity standards.

One of the primary goals of the directional signing and the park brochure is to help visitors get to where they want to go. For most visitors the first stop after leaving their vehicles will continue to be the rest rooms and the visitor center.

To assist and provide guidance with overall directional signing, the park should consider utilizing a wayfinding consultant, possibly from Harpers Ferry Center and/or the Pacific West Regional Office.

While the visitor center (View Building) is intended to be the most comprehensive orientation space, there is a need for an outdoor orientation exhibit as visitors approach from the parking lot. One proposed location for this exhibit is the uppermost parking lot island. This is a dry area with some grassy scrub and no trees. Crosswalks to the north and south connect the grassy island to the collector walks bordering the parking lot. Accessible walkways and curb cuts will have to be added to make the orientation exhibit accessible. This could be a shaded orientation exhibit, perhaps with a labeled relief model showing all the major features of the park. The model/map would be oriented to the ground, and if mounted flat, would provide a

good vantage point to see the locations of major park features. The exhibit would direct visitors to the visitor center, but would clarify their options if they prefer to go straight to a specific park feature like the lighthouse or whale overlook.

Sign planning for the park should include the breezeway in the visitor center complex. Since visitors tend not to look up, it might be better to position entry signs for the Cabrillo exhibit, theater, and visitor center beside the doors leading to these areas. These could be vertical units with engaging colors and graphics. Other graphic materials mounted on the breezeway walls (such as the metal bulletin case) should be evaluated for their effectiveness and design, and removed or redesigned if not visually compatible with the other elements. The intent would be to remove visual clutter, and to direct visitor attention to the primary exhibits, programs, and services accessible from the breezeway.

To make the official park brochure more useful to visitors while they are in the park, a larger map or landscape illustration—perhaps derived from an aerial photograph—could be an important wayfinding and orientation tool. Fort Frederica National Monument, a site similar in size to Cabrillo NM, uses a full side of its brochure to illustrate the historic and modern layout of the fort using oblique aerial view art, with labels identifying points of interest. Although Cabrillo NM is relatively small by NPS standards, the steepness of the terrain can be difficult for first-time readers of the brochure to discern. In addition, the dramatic character of the park would be very compelling in such a graphic. It may be possible to use this graphic in multiple media projects—the brochure, wayside orientation, and visitor center exhibits. Such a graphic would be useful in illustrating how all of park's resources are interconnected.

Visitor Center

The visitor center is a complex of facilities, including the breezeway, information desk, bookstore, viewing patios, Cabrillo exhibit, theater, Ballast

View reat area, and rest rooms. The administrative offices are also part of this complex, but most visitors do not enter this component.

View Building

The park should consider removing the Fresnel lens bull's eye or adequately preserving and protecting it if remains on display in the view building. An important design objective that should be kept in mind is to retain the airy and open feel of the room and to capitalize on the views. Exhibit elements should avoid blocking the views through the windows. An exception could be the wall facing the public restrooms in the southeast corner.

Exhibition in the view building should introduce visitors to all the major themes and resources of the park, engage their interest in these topics, and direct them to other places in the park where they can experience these resources first-hand and more in depth. Topics might include Cabrillo, city/harbor views, lighthouses, marine environments, coastal sage scrub community, evolution of the bay over time, coastal defense, American Indians, and partner sites/resources. In each case the subject will be introduced with engaging exhibit techniques (some perhaps with AV components—such as a short animation of the geologic history of the area), and visitors will be directed to specific sites in the park—or at partner sites—where those topics may be seen or studied in greater detail. The desired visitor experience here would be for the visitor to easily comprehend the resources of the park, to make wise decisions about their visit, and to promote stewardship based on a more comprehensive understanding of park resources and their diversity. The exhibits in this room would not be designed to retain visitors for a long time, or to be a substitute for seeing park resources at other locations.

The exhibits might be envisioned as the outer ring of the room adjacent to the windows (as long as they do not block the views outside), and in many cases referencing features visible outside. Possibilities to consider include a scale model of Cabrillo's flagship alongside,

a flight deck of a modern aircraft carrier, or a full-size fiberglass gray whale suspended from the ceiling. The information desk would remain at the main entrance for answering questions before or after viewing the exhibits, and the bookstore might be central in the room, but somewhat screened at the entrance to remove the impression that the building is primarily a bookstore. Bookshelves could be arranged so that titles on the shelves appear adjacent to respective exhibit topics. It might be possible to actually integrate some of the book titles into the exhibits as has been done at other NPS sites like the Mississippi River National River and Recreation Area Visitor Center in St. Paul, MN. The cash register might be placed near its present location facing the north side of the room—back-to-back with respect to the information desk.

The view building also would continue to have space for changeable displays, and for conducting education programs, interpretive talks, and demonstrations. The video viewing area has been replaced and the current changeable display panels have been removed. A new changeable display module would be included in the overall redesign of the room. A case to display items related to special events and current research projects should be among the many potential topics and themes that could be presented through changeable exhibits.

Reproduction objects used for interpretive talks and demonstrations will continue to be displayed in the room and will be located in the space allotted for these activities. In addition to simple labels identifying the objects, interpretive exhibit text would be developed to give the items more meaning, especially when a program is not in progress. Also when appropriate, a small sign could encourage visitors to touch some of the objects. As with the changeable exhibit, objects also could be rotated periodically and replaced with items relating to an entirely different theme. Another suggestion is to develop an interactive cart that can be wheeled to multiple locations both inside and outside the building

for conducting interpretive talks and demonstrations.

To introduce the theme relating to the rocky intertidal habitats, there was discussion about recreating a tidepool inside the view building. An earlier tidepool exhibit was removed from the building partially because of high maintenance requirements and also because the planning team for the *1991 Interpretive Prospectus* recommended moving the focal points for interpretation of the various park resources out to the resources themselves rather than in the visitor center, in part due to the relatively small size of the park and the desire to have visitors experience the resources firsthand. The consensus of the planning team was to consider developing a tidepool exhibit, but not to redesign one using live specimens or requiring maintenance of an actual aquatic environment. Instead, the exhibit would use artificial specimens (both plant and animal) that could be picked up and potentially used for interpretive talks. The illusion of water can be created, and an AV component could be developed to simulate wave and tide movements.

Finally, consideration should be given to designing some exhibit elements so they can be moved when needed to accommodate large groups attending special interpretive activities, education programs, or special events.

Viewing Patio & Breezeway

Some of the recommendations for these areas of the visitor center complex also are addressed in the On-Arrival and Wayside Exhibit sections of this document.

The use of native plantings around the view building and possibly in the breezeway would provide an opportunity to identify and interpret components of the coastal sage scrub environment, or to interpret ethnobotanical species used by the Kumeyaay. In both of these examples castings of some of the native animals could be incorporated. The park should explore potential interpretive uses of the long planter (the former reflecting pool), such as a native plant garden or

other use. Another possibility would be to use and identify native plantings and show area residents how they can incorporate native species at their homes.

It is suggested that a new weather-resistant relief map be developed and placed in a location outside on one of the patios. This would allow visitors to make visual connections with what they can actually see.

Many visitors enjoy watching ships and aircraft in and over the bay. The current wayside exhibits that identify some of military craft are out of date and should be removed. Replacing these waysides is proposed; however, they will need to be periodically updated as new types and designs of ships and aircraft are developed. Providing this same content in a site bulletin format would allow for easier and less expensive updating, and it would be something that visitors could take with them. In either case, the media also should graphically show the size of Cabrillo's ship compared to those seen today.

The park also should explore the possibility of partnering with local military bases on upgrading the wayside exhibits, with possible key messaging about the military's importance to San Diego and the types of ships and aircraft, so that this area could be promoted when ships come and go.

In addition to identifying and interpreting features that people can see in the views from the patio, other possible exhibits such as air quality, global climate change, fire ecology, greening of Cabrillo NM, and weather should be included.

Cabrillo Exhibit

The relatively new Cabrillo exhibit will remain and the park is tackling the list of other rehab items (some of which are the result of vandalism) for completion in FY09. The mannequins all need some repair and some form of protection to prevent further damage. Although glass might be perceived as a barrier limiting the effectiveness of the figures, it might also be a device for allowing visitors to approach the figures more closely. It might also be possible



Cabrillo Exhibit Entrance.
NPS photo.

to add to and enhance the details of the figures if they were shielded.

Another recommendation is to remove the glass doors at the entry to the exhibit to establish more controlled lighting that highlights the most important points of interest. The fiber optic map exhibit and the crossbowman figure in this area do not have their full impact because of the wash of flat light from the breezeway. One suggested improvement would be to replace the glass door with a solid wood door that might give the feeling of entering a cabin on a ship. A solid door would allow the lighting in the front of the exhibit to be controlled and focused.

The small swivel gun on display needs to be better anchored to avoid the possibility of crushed fingers where the breech meets the rear support block.

Type sizes in this exhibit, on the whole, are smaller than what might be optimal under these conditions. Consideration should be given to enlarging text when it is time to replace labels.

The display case of American Indian artifacts in the northwest corner of the exhibit room was intended to be covered with reeds to replicate a Kumeyaay dwelling (ewaa).

The covering will be fabricated and installed in FY09 perhaps using modeled reeds to harden the exhibit or possibly using a protective railing. An exhibit specialist from Harpers Ferry Center could assist the park with planning the remedial work needed in the Cabrillo Exhibit Room.

Auditorium

The park will continue to show a variety of theme-related audiovisual programs in the auditorium. As an urban park with many repeat visitors, the variety of audiovisual programs can offer something new to experience.

Eventually, in addition to an overall program, it may be possible to produce satellite films addressing each of the primary interpretive themes. One specific suggestion is to produce an AV program on the Coastal Mediterranean Ecosystem sites worldwide. All of these programs could be offered as sales items through the bookstore, and made available to schools and television stations.

The problems of poor air circulation and of exhaust from the restrooms entering the auditorium needs to be addressed.

The park staff will explore and test various ways of encouraging more visitors to view the AV programs.

This could include various marketing strategies such as announcing them more consistently by using well-written and delivered PA messages. A professional marketing specialist might also be consulted.

Military History Exhibit

These exhibits remain in good condition and will be retained. The recently installed wayside exhibit helps to draw more attention to the Radio Room building and the exhibits; however, this wayside should be evaluated in the proposed new wayside exhibit proposal.

Some minor rehabilitation work on the exhibits is needed. The acrylic case in the front room appears to be abraded and slightly yellowed. Ideally, it should be replaced with a shatterproof plexi-glass top to provide a clearer view of the materials in the case, and to expedite cleaning.

Battery Ashburn Base End Station

It is recommended that the upper battery command portion of the command and base end station near the Radio Station military history exhibit be restored on the interior and opened to the public. The park needs to undertake a historic furnishings plan to determine and document what type of furnishings should go in the building and how they should be used. The interior restoration would include removing all of the post-WWII finishes and furnishings, replacing the scope and the scope post in the floor, reproducing the military identification charts and maps for placement on the rear interior wall, and providing a means to hang a period or reproduction phone on the wall.

The degree of period furnishings would depend on whether the room would be staffed or not. If staffed with park interpreters or living history volunteers, then the room could be fully furnished with the scope, charts, and phone. If staffed periodically, those staffing the exhibit could bring these items with them and take them back for safe storage at the end of each day. If the facility is to be open but unstaffed, then the above items would not be used.

Where possible, new exhibits or publications about coast defences should include interpretation of units other than 19th century coast artillery such as 77th Chemical Smoke Generator Company and non-combatants such as Rosie the Riveter WWII Home Front National Historical Park or other support personnel.

A wayside exhibit near the top of the stairs to the command room would interpret the resource whether it is furnished or not and regardless of whether it is open or closed. This wayside would be developed as part of the parkwide wayside exhibit proposal. An audio station in association with the wayside exhibit would present excerpts of oral history interviews of men who were stationed at this post during World War II. While the wayside exhibit and audio station would provide interpretation for everyone visiting the site, it also would provide programmatic interpretation for those visitors unable to negotiate the narrow stairs.

In addition to the Battery Command Post/Base End Station for Battery Ashburn South and the radio station, the park should evaluate other military coast defense structures for appropriateness for restoration and for interpretive purposes, develop historic structures plans, and historic furnishing plans for those determined feasible such as Searchlight Bunker and Generator Station on the Bayside Trail and Battery Point Loma, the only gun emplacement within the boundary of Cabrillo NM. Other potential batteries include Battery Bluff, Battery White, Battery Humphries, and Battery Whistler. Although none is on NPS land, Battery Ashburn, which is not owned by NPS, would provide additional learning opportunities. This might be facilitated should parts or all of Naval Base Point Loma and/or Point Loma Lighthouse Station be declared surplus to their needs by the Navy and Coast Guard, respectively, and be transferred to the NPS.

Old Point Loma Lighthouse

No changes are proposed for the interpretive media in the lighthouse. The full furnishing of rooms in the

lighthouse gives a very accurate picture of how they may have appeared when the Israel family lived there. Many of the furnishings on display are familiar to today's visitors and communicate much about the life of the keeper and his wife without labels or additional interpretive media. The quality of the visitor experience is enhanced by the presence of park interpreters who are often dressed in period clothing. It has been suggested however, that the lighthouse may be "over furnished"; the historic furnishings plan should be evaluated and modified as appropriate. Ongoing research into the lighthouse and keepers should be reflected in development of new site bulletins.

As the Fresnel lens in the lighthouse was often covered by drapes during the day, Consideration should be given to draping at least part of the lens with appropriate covering to add an interpretive element.

The new exhibits in the assistant lightkeeper's residence provide in-depth interpretation of the lighthouse service in the park using display objects, photos, artwork, models, cast figures, audio programs, and interactive devices. The exhibits are appealing and strong in content and interpretive value.

It is recommended that these exhibits be retained subject to any remedial

work needed on the rotating lens mechanism, the prism refraction interactive, audio handsets, or other exhibit elements that are not operating as planned.

Whale Overlook

The GMP proposes replacing the current Whale Overlook with a new one. The park, working with the Denver Service Center, has begun work on the design for a new shelter a short distance to the north and at a slightly lower elevation on the hillside. This structure will accommodate more visitors, incorporate some of the architectural elements of the visitor center, and will be less visible from park vantage points, including the tidepool area on the coast below.



Left: Gray Whale Sculpture. NPS photo.

Below: Whale Overlook. NPS photo.



It is anticipated that the wayside or other outdoor exhibits at new shelter will provide a more comprehensive look at the marine environment adjacent to the park, not just whales, which are only seen in numbers seasonally. In this regard, it is recommended that a descriptive name be given to this facility—i.e. Pacific View Shelter, Ocean View, etc. Together with the tidepool area, the new shelter will be a destination for those interested in experiencing and learning more about marine plants and animals, coast geology, and resource protection. The overlook also provides a good view of the Point Loma Light Station which presents an opportunity to interpret the evolution of lighthouses in this area. In addition, the relocated shelter will be close to one of the World War II base end stations.

Electrical power can be provided in the new shelter, making it possible for a variety of media to be employed, including wayside exhibits, audio stations, and video programs. The old exhibit used artwork to describe whale behavior such as spouting and breaching. In the new shelter video monitors could illustrate this behavior using video clips (with or without sound). Audio description tracks could provide a rich interpretation of the media and vistas for those with impaired vision. The whale sculpture from the old shelter site will be integrated into the new shelter as a tactile and artistic element. It is also desirable to reinstate a design feature that outlines the average size of a gray whale and this will be incorporated into the design of the new structure. One possibility will be to create a lithocrete map of Point Loma and the continental shelf, which could be integrated into the pavement.

The Pacific View Shelter can be a good site for personal services programs on a variety of topics from marine life to coast defense. Some seating also would be desirable and will be incorporated into the design of the new structure.

Ideally, planning and design of the new shelter should be done in collaboration with a consulting media specialist(s) with knowledge of indoor and outdoor

exhibit technologies. In this way the building and its functions can complement each other in creative ways.

Tidepool Area

The GMP proposes working with the Navy to explore the potential of utilizing a building at the Navy Marine Sciences Facility for an intertidal interpretive center. At one time the Navy was interested in exploring this proposal; however, since September 11, 2001 this interest appears to have waned due to heightened concerns for security. Therefore, two options are presented for interpreting the tidepool area.

Under both options there will be a need for wayside exhibits to interpret key features, including evaluation and improvement of the kiosk at the trailhead. There also will be a need to mark the areas that are closed to visitors. Area closed signs need to extend to the waterline, and a means of keeping these signs from washing away need to be developed.

Option 1

This option is based on the Navy supporting the use of one of its buildings as an intertidal interpretive center. If this becomes a viable option, then a number of separate planning, design, and management efforts will be necessary that lie beyond the scope of this long-range interpretive plan and an interpretive media specialist should be integrated into the planning team from the beginning of the efforts. It is, however, within the scope of this document to describe some of the basic functions and theme-related topics that could be interpreted in such a center. Initial ideas discussed during the development of this LRIP include:

- The center would become the gateway for visitors going to the tidepools. People would funnel through the facility to a new tidepool trailhead.
- The facility would be functional in both a staffed and unstaffed mode.
- Visitors would learn how to safely and sensitively explore the tidepools .



Tidepool Area.
NPS photo.

- Space, perhaps a video alcove or small theater, would be provided for showing marine themed films.
- Salt water tanks could display, possibly on a rotating basis, various live specimens that visitors can look for or that might be very difficult for most visitors to find on their own.
- An exhibit on kelp forests would interpret their significance, help people identify them on the surface, but also show what they look like under water.
- Use of a tidepool cam could be explored.

The center also would include an office for park staff or researchers, rest rooms, a small cooperating association sales area, and storage space. Additional space could be considered for use as a research/education center (see Education Program section).

Option 2

If the Navy is not receptive to the tidepool interpretive center concept, then interpretation of this area will continue to rely mainly on wayside exhibits, interpretive literature, and personal services.

The current wayside exhibits along with the trailhead exhibit would be evaluated in the parkwide wayside exhibit proposal.

The park should explore the possibility of creating multimedia publications including site bulletins, species lists, podcasts, and expanding the use of the internet to enhance interpretation of the tidepool area. The park should also explore the creation of a self-guided nature trail using universal design concepts including tactile sculptures, waysides, or other outdoor exhibits.

Wayside Exhibits

It is recommended that the park develop a new comprehensive wayside exhibit plan which will list all proposed wayside exhibit units and describe their purpose, content, location, and specifications. This document will also be a basis for estimating the cost of planning, design, and production.

It is recommended that new wayside exhibit panel materials be made of fiberglass embedded inkjet prints which will allow for a serviceable life in the field and easy replacement. All panel layouts will be digital which will facilitate content changes as needed. Changes to the existing panels are

Wayside exhibits
Tidepool Area.
NPS photo.



expensive, but will be much less expensive when the new series is installed. The new bases should be selected from the standard NPS bases provided under the UniGuide system.

Topics for the new exhibits will probably include many of those in the existing series, with a number of additions reflecting new knowledge, themes, resources, sustainability practices, fire ecology, global climate change, and the state of the oceans.

Topics to be retained would include Cabrillo's voyage, lighthouses, harbor/city views, tidepools, whales/marine life, native vegetation, and coast defense. Additional topics could include American Indians and natural resources management.

The 1993 visitor survey stated that 63.4 percent of visitors gave "view scenery" as their primary reason for entering the park, as compared with 3.4 percent who selected "study nature" and 3.1 percent who selected "study history." While this data should not dissuade the park from interpreting nature and history, it does indicate that interpreting the views would provide a much desired experience for visitors. New wayside exhibits using the latest graphic technology can do a much better job of identifying significant and

dramatic viewsapes, and in making connections between the scenery and park themes. Wayside exhibits might interpret how the viewscape has changed over time and the impacts of humans on their environment. In addition to panoramic photos with identifier labels, the new waysides can feature inset photos which enlarge and describe points of interest, replicating what visitors might see if they looked through binoculars.

Bronze tactile models of the lighthouse, the harbor, and the gray whale are very effective and should be retained, but in the context of redesigned wayside panels. Other opportunities to use tactile elements on or adjacent to waysides (such as the one currently being developed of the Cabrillo statue) should be explored.

Audio description stations should be considered for some or all major waysides. While they would be most valuable for those with visual impairments, they would help many others to enjoy viewing park features without having to read labels.

In addition to the orientation exhibit suggested for the east end of the parking lot, an additional orientation map might be placed at the tidepools parking area, since visitors can drive

there first. Waysides at the tidepool area will offer interpretation, but also safety, resource protection, and stewardship messages.

The exhibit structure at the tidepool trailhead will be reevaluated when the wayside exhibit plan is developed. The structure is situated on an eroding slope which faces the setting sun. While some panels may be retained here, it might be good to move some of the more specific intertidal interpretation farther down the trail at the approach to the water where the information would be more immediate. Visitors do not want to remain long in the parking lot area. The exhibit kiosk will be reevaluated and possibly moved and reoriented, or replaced as part of the renovation of the tidepool parking, which is underway.

The wayside exhibit plan should consider using small identifier waysides for interpreting some of the native plants, especially around the visitor center and possibly along the trail loop between the lighthouse and the Whale Overlook. This interpretation might include how some native plants were used historically by American Indians in the area.

It is recommended that wayside exhibits and sign panels be cleaned on a regular basis. Harpers Ferry Center has information on cleaning and maintenance kits that can be assembled. When panels become eroded or faded they should be replaced. Park volunteers can easily be trained and outfitted to perform wayside maintenance work. For more information the park may call HFC at 304-535-5050.

Note: Some wayside-related exhibit elements are proposed in the On-Arrival section of this LRIP.

Cabrillo Statue

The current wayside exhibits and audio station will be evaluated through the development of the parkwide wayside plan. A decision to produce a scale tactile sculpture of the statue had already been made before the onset of this LRIP. The sculpture will be incorporated in any new interpretive

media (wayside exhibits) at the site. The park should consider a wayside with information about the statue, its history, and deviation or comparison with historically accurate conquistadors.

Guided walks and talks will continue to be an important means of interpreting Cabrillo and the statue. This area also will be a good place to introduce visitors to aspects of the coastal sage scrub community.

Proposed Kumeyaay Commemorative Work

This commemorative work is proposed by the Kumeyaay-Diegueño Unity Band and, if approved, will be developed in coordination with them. During the planning and design of this proposed commemorative work, a decision will need to be made on whether additional interpretation will be necessary for visitors to fully understand and appreciate its meaning and significance. Additional interpretation, if deemed necessary, might become a topic of discussion during the development of the wayside exhibit plan.

Publications

A major revision of the official park brochure is recommended. A primary change will be to produce a large map or landscape illustration that visitors can use as they go from site to site.

It is recommended that the park periodically review all of the public literature and the web site for needed corrections and updates. Literature should be included in a changeable display of free materials so that visitors will know what is available. A small label stating "Available on request" will tell visitors that they can get copies of what interests them at the information desk.

The Cabrillo National Monument Foundation had completed a Scope of Sales which should be periodically evaluated and updated. Periodic reviews of all publications and related items sold through the cooperating association are recommended. This often takes the form of a Scope of Sales review, which evaluates all items in light of price, intended audiences, and interpretive themes addressed.

This may be especially important now since this LRIP redefined the primary interpretive themes and established a list of visitor experience goals. The review can identify strengths as well as areas where the publications program needs to concentrate its efforts. A similar review also could evaluate how prominent publications keyed to the on-site experience are displayed.

It is recommended that a self-guiding audio tour of the park be developed. This would not be marketed as the primary way of visiting the park, but as a supplement it would provide more in-depth interpretation on elements of specific themes. This could be done using podcasting technology or cell phone, if coverage were improved.

Education Program

School groups, from kindergarten through graduate school, will continue to be among the park's primary audiences. With the large number of students in the San Diego metropolitan area and in neighboring cities and from very diverse ethnic, cultural, national, and language backgrounds, there is great potential to communicate elements of park themes and to integrate them with existing curricula for multiple age/grade levels. Through a system of well designed education programs and activities, and as students become adults with children of their own, the NPS identity along with a desire to protect important natural and cultural resources will become more pervasive. The park should create an education plan to formulate such a system and to identify and marshal resources.

Throughout southern California there are many organizations and agencies that have education programs relating to one or more of the park's primary interpretive themes as one of their main or secondary missions. Some of these groups focus on very specific resources and issues, while others have a broader scope. The sheer volume and diversity of these programs can be daunting, leaving teachers and others confused as to which programs would best meet their needs.

Educators throughout the area would benefit from some degree of centralized listing of these theme-related programs. This would make it easier for educators to learn about the different programs, participate in workshops, and find activities that coincide with specific curriculum requirements. The park education coordinator, along with other park partners, could initiate this action by contacting the various education providers and perhaps scheduling a meeting or symposium to discuss the possibilities. A couple of outcomes could include posting a list of available programs on all participating group web sites, and/or publishing a brochure listing the various providers, their programs, contact data, and other pertinent information.

Within the NPS there are a number of different programs with education components that address one or more of the park's themes and cultural and natural resources. These include the current elementary school activities listed on the Cabrillo NM web site, the Mediterranean Coast Network (involving Cabrillo National Monument, Santa Monica Mountains National Recreation Area, and Channel Islands National Park), the California Mediterranean Research Learning Center (involving the same three NPS units), and the Tidepool Protection, Education, and Restoration Program (TPERP) at Cabrillo National Monument. In addition to NPS programs and programs of other agencies with education components, such as the Multi-Agency Rocky Intertidal Network (MARINE), the San Diego Maritime Museum, the Birch Aquarium at Scripps, the San Diego Natural History Museum, the San Diego Historical Society, and many other non-profit, for profit, and government agencies.

As with the area-wide programs, the focus, goals, activities, and target grade levels of these internal programs can be confusing. There needs to be a central listing of these programs (also included in area-wide listings) so that area educators can clearly see which ones might best serve their needs and show people how they can

learn more and get involved. The park web site, or in some cases each of the participating park web sites should have all this information in one easy-to-find location. A brochure, perhaps in site bulletin format or something published through the cooperating association(s) also could be produced. A San Diego or Southern California Environmental Education Summit or Oceans Education Summit may be helpful in this regard. Continued active participation in the San Diego Museum Council, Founders Trail Associates of San Diego, the Early San Diego Regional History Collaborative, and the Congress of History of San Diego and Imperial Counties will help with coordinating and information sharing about educational activities regarding historical/cultural resources.

In addition to all of the above, the park wants to put more emphasis on developing curriculum-based education programs for junior high and high school students, supporting implementation of the PWR/AKR Region and and NPS Educational Strategies, and the NPS Interpretation and Education Renaissance Business Plan and Action Plan.

The park does have an education program coordinator; however, coordination and implementation of many of the above and subsequent recommendations in this section will involve far more work than can be accomplished by one person. Although many of the recommendations will engage various park partners, with some playing lead roles, an increase in park staff dedicated to the education program will be necessary (see Staffing section).

In addition to marketing and coordinating programs provided by NPS staff and park partners, there is a need to work with schools and school districts to explore ways to:

- encourage more schools to develop environmental and history clubs.
- integrate community service requirements of schools with the education and natural and

cultural research potential at the park.

- engage recreation centers to get children to the park(s) for environmental and historical education activities.
- develop materials/programs for students who may not be able to visit the park. including Live Interactive Virtual Exploration (LIVE), distance learning programs, podcasts, and virtual tours.
- seek grants or other funding for all of the above.

At the college level the park would work with existing environmental education programs to explore ways to involve students with park resources. This could take the form of potential student internships in research and education, seminars, symposia, and other activities. This, along with proposals for the park web site, may also be a means of helping to get research information out to the general public.

There are ten teacher credential programs at universities throughout San Diego County, although none currently has an environmental education focus. There is also an Education and the Environment Initiative, led by the California State Environmental Protection Agency, the California Department of Education, and the California Regional Environmental Education Community Network (CREEC), to develop state environmental education curriculum content standards. Cabrillo NM should work with the university programs to initiate and institutionalize such a focus, providing field placement and internship opportunities.

With the existing and potentially expanding education program at the park, some thought was given to creating an on-site education center. The primary purpose of such a facility in the park would be to provide indoor space to assemble groups for initial park orientation and wrap-up discussions; conduct experiments or analyze data collected in the field; lead interpretive/educational

demonstrations; get out of inclement weather; and house equipment used in the various activities.

While it is beyond the scope of this long-range interpretive plan to make any formal decisions regarding the location of the proposed education center, a number of possibilities were discussed. One option could be the interpretive/research center proposed for the tidepool area. This, of course, is contingent on the Navy's decision on the potential use of one or more of its buildings at the Marine Sciences Facility. A facility located near the tidepool parking area would be ideal for school groups studying natural resources in the park. Students would have easy access to the tidepools and coastal area for viewing and photographing specimens, and ample space indoors for conducting experiments or analyzing data. An education/research center in this area could also be used for research by park staff, interns, volunteers, teachers, students, and others. A stronger NPS uniformed presence here would help deter inappropriate behavior in the tidepools and along the coast.

Even with an on-site education center, there will be many students who will not be able to visit the park or park partner sites. Some programs could be developed specifically for the Internet and offered through the park web site. In this same regard, the California State Parks have produced the Parks Online Resources for Teachers and Students (PORTS) program. Perhaps through a joint grant, the NPS could partner with the State to expand this program or to use it as a model for separate programs. The podcasting and Live Interactive Virtual Exploration (LIVE) distance learning potential of Cabrillo NM should be developed here or in partnership with local universities, community colleges, high schools, other government agencies, or non-profits.

Finally, but perhaps most important, the park should develop a separate education plan. Education coordination in the NPS has become a discipline in its own right, and in many parks the need for a separate education

plan has become essential. A separate education plan would go into greater detail than can be provided in one section of a long-range interpretive plan. It would articulate the education mission, assess current programs, describe initiatives for future program and facility development, identify potential partnerships, analyze the most pressing issues, and present program proposals. Development of the plan would involve active participation by area educators and many existing or potential park partners, network partners, and the California Mediterranean Research Learning Center.

Special Events

Theme-related special events are an excellent means of attracting new and repeat visitors and one of the best ways of attracting positive media attention. However, these activities can be extremely labor intensive and can take park staff and funds away from other necessary programs.

Some of the events, such as the Cabrillo Festival, engage a large number of participants and several organizations and agencies share aspects of the event's coordination. The park should meet with the various coordinating partners to evaluate the event (perhaps annually) and explore ways to better distribute the workload. It may be possible to rotate some of the coordination duties, or even to disperse some of the activities to different partner sites. For example, when the San Diego Maritime Museum completes the replica of *San Salvador*, some of the Cabrillo Festival activities could shift to the museum.

The Whale Watch Weekend and Intertidal Life Festival, begun in 1988 as a Whale Watch Weekend, is one of the park's most popular special events, attracting 7,000 - 10,000 visitors in the span of two days. Many visitors look forward to the annual NPS Founders Day and the anniversary of the first lighting of the Old Point Loma Lighthouse, the two days each year that the tower of the Old Point Loma Lighthouse is open to the public. Junior Ranger Day is growing in popularity and there's great potential for new

special events for the park's centennial in 2013.

The potential for developing a special event focusing on what that area was like prior to Cabrillo's arrival could be explored. This pre-contact event could involve new park partners and possibly attract new audiences to the park.

Partnerships

The implementation of many recommendations in this long-range interpretive plan will depend on the continuation and strengthening of existing partnerships and the establishment of new ones. Park resources connect directly with many curriculum and education standards of area schools. The park also contributes to the overall visitor and resident experience of the greater San Diego metropolitan area.

Many of the individual partnerships (both existing and potential) that relate to the park's interpretive and education programs are mentioned in connection with individual programs or media proposals. All partnerships, both formal and informal, offer ways to ensure that the overall park experience goals are achieved and that elements of the primary interpretive themes are communicated.

Partnerships are successful when all parties contribute to and gain from the alliance, when all parties are involved in defining the goals and responsibilities of each participant, and when there is a continuous liaison among all members. In most cases it is important that visitors and residents become aware of the existence of partnerships, and the programs and activities they manage. This not only helps visitors become better oriented to a site and aware of the available activities, but it also can show people other avenues for getting involved themselves.

At Cabrillo NM is has been proposed that a list of the primary park partners be developed, along with a brief description of the services performed and contact information. The list would be updated on a regular basis and it could be posted on the park web site.

The list also could be marketed by a brochure and made available at the visitor center, special events, and at partner facilities.

Personal Services

A variety of personal services activities will continue to be an essential component of the overall interpretive program at Cabrillo NM. The park currently provides a good range of programs that attract large numbers of visitors. Current programming should continue. These programs have the unparalleled advantage of being inspiring, versatile, alive, and tailored to the needs of individuals and groups. An interpretive staff presence helps with the protection of fragile resources. Interpreters, whether behind an information desk, roving, leading a tour, giving a talk, or conducting a living history demonstration are the best of all interactive tools in enabling visitors to experience, understand, appreciate, and make personal connections with resources.

The diversity of the park's overall interpretive program presents almost limitless opportunities for both standard and innovative activities. Keeping within the parameters of the interpretive themes and visitor experience goals, park staff should continue to be given a high degree of creative freedom to explore and experiment with new programs. This will help to maintain a creative edge and attract new and returning audiences. The proposal to develop and advertise certain activities for Spanish-speaking audiences is one example.

Personal services interpretive programs can provide more in-depth discussions, respond to individual interests and questions, and reinforce the NPS presence in San Diego. Having some interpreters in period clothing adds a living element to otherwise static exhibits.

Since personal services interpretive programs are relatively easy to change, the activities should be evaluated on a regular basis to discontinue those that are not effective, modify and improve those that require it, and validate those that are successful. Personal services

interpretive programs also are most easily affected by changing budgets, management styles, and the comings and goings of individual interpreters with special skills. Because of the need to retain flexibility, few specific personal services recommendations are presented in this document. Many of these decisions and recommendations are perhaps best left for incorporation into the Annual Implementation Plan component of the CIP.

Special Populations

Provisions will be made to accommodate the needs of special populations who visit Cabrillo NM. Special populations are identified as those with sight, hearing, learning, and mobility impairments; visitors who do not speak English; and, the elderly and young children.

Public Law 90-480, the Architectural Barriers Act, and the Americans with Disabilities Act of 1990 establish standards for physical access. Other regulations, laws, and standards include Sections 504 and 508 of the Rehabilitation Act of 1973 as amended, the new ADA and ABA Accessibility Guidelines for Buildings and Facilities (which superceded the ADA Accessibility Guidelines and the Uniform Federal Access Standards in May 2006), the Proposed Rule for Access in Outdoor Developed Areas (which is under consideration by the Access Board and represents best available guidance for access on trails, campgrounds, picnic, beach access, and other outdoor developed areas), Director's Orders No. 42, the Accessibility for Visitors with Disabilities in National Park Service Programs, Facilities, and Services, and the Programmatic Accessibility Guidelines for National Park Service Interpretive Media (October 2007). All newly constructed or renovated facilities, as a matter of course, will be designed for universal design including accessibility for physically disabled visitors and employees, as well as those with sensory or cognitive disabilities. For this plan it would include providing access to buildings, pathways, and wayside exhibit locations along roads and at accessible portions of sidewalks and trails. Accessibility guidelines

should be viewed as minimum standards, and every effort should be made to exceed them, where possible.

Every effort will be made to provide full access to interpretive media and programs to ensure that people with physical, sensory, and cognitive disabilities have access to the same information necessary for an equivalent experience and a safe and meaningful visit to Cabrillo NM. All new interpretive media will follow the standards for accessibility as described in the October 2007 Programmatic Accessibility Guidelines for National Park Service Interpretive Media. These guidelines, which can be found on the Harpers Ferry Center website at <<http://www.nps.gov/hfc/pdf/accessibility/access-guide-oct2007.pdf>>, will be consulted by park staff and media developers during the planning and design of new interpretive media. Park staff will determine the most common languages spoken by those who do not speak or comprehend English and will endeavor to provide appropriate information, interpretive media, and personal services in those languages. For Cabrillo NM, Spanish would be at the top of this list.

Staffing

Cabrillo NM is located in the seventh largest metropolitan area in the U.S. and one of the top tourism destinations in the country, and as such is an important gateway to the National Park System. Visitation is significant and fairly constant throughout the year, without a "slow season."

The Division of Interpretation and Education at Cabrillo NM currently has two permanent, full-time park ranger positions vacant due to lack of funding. This has resulted in the park historian having to help staff the visitor center, present living history interpretive programs, and occasionally present curriculum-based education programs. The Chief of Interpretation and Education also occasionally needs to help staff the visitor center. These two full-time permanent interpretive ranger positions, plus a third permanent full-time position that is now subject to furlough need to be fully funded in order to adequately

serve visitors, provide programming for school groups, provide outreach to the greater San Diego community, maintain and upgrade existing interpretive media, develop new media, provide daily interpretive programming to park visitors, plan and produce special events, and evaluate interpretive media and programs.

Three permanent, full-time park guides are needed to adequately staff the visitor center, free the park historian and Chief of Interpretation and Education from this duty so they may concentrate on their primary responsibilities, and allow the park ranger staff to concentrate on more complex functions such as managing interpretive media, publications, Volunteer-In-Park programs, outreach, program and media development, supervision, and program evaluation.

A permanent, full-time education specialist is needed to properly manage and expand the park's curriculum-based education program, outreach to the ten teacher training/credentialing programs in the Greater San Diego Area to involve faculty and student interns in the park's program, update and develop curricula and curriculum-based programs, develop and present teacher training, and conduct program evaluations.

The full-time TERM museum technical position needs to be made permanent, full-time to adequately manage and care for the park's museum collection, archives, library, and photographic collection in support of the overall interpretation and education program.

In all, this represents an increase of the interpretation and education staff from six (6) to eleven (11) FTE.

Research Needs

The interpretive division should continue working closely with the natural resource science staff to keep up to date on research activities and results. Interpretation and Education staff, Natural Resource Management Science staff, the park historian, California Mediterranean Research Learning Center staff, and the museum

technician should be encouraged to present regular briefings on projects to the entire park staff, especially interpreters. Agency and contract researchers also should be encouraged to produce executive summaries and programs that translate research results for park staff and the public. Interpretive staff should identify research and information needs as well.

An important research topic would be to determine visitor carrying capacity for the rocky intertidal (tidepool area as well as other areas of the park, and the park as a whole. Other important research would increase our knowledge and understanding of the environmental history of Point Loma, how it has changed over time, how humans have interacted with, and have impacted the resources and have been impacted by the environment and natural resources of Point Loma, particularly within Cabrillo NM.

Cabrillo NM needs to learn more about its actual and potential audiences: Who visits? What are their motivations, expectations, and satisfaction levels? What can be done to increase visitor stays and interaction with park resources? Who doesn't visit and why? What might get them to visit? How do answers to these and other questions vary from season to season? Many visitor service providers in the San Diego area would be interested in what we learn, and in turn, they may be willing to share some of their data.

Research also is important in the development of specific media and programs and will be planned as part of all substantial media projects and specialized programming. For example, **front-end evaluations** would query potential users of programs, facilities, and media before products and activities are developed. This type of research is targeted so that practical use can be made of the results. **Formative evaluations** would be conducted during conceptual design, and would test inexpensive mockups of interpretive media and programs before fully investing in final products. **Summative evaluations** are valuable in helping to determine the effectiveness of final media, facilities, and

programs—i.e. whether the intended themes are being communicated, if people actually make use of the information, or if visitor behavior is affected.

Other specific research needs include acquiring data regarding West Coast shipping in the 16th century in general, and specifically the expeditions of Juan Rodriguez Cabrillo and Ruy López de Villalobos. Ship musters, manifests, and logs would be of tremendous value, as would construction materials and materials notes from Gibraltar and Iztapa shipyards.

Research needs to be conducted into lighthouse keepers and assistant keepers of the Old Point Loma Lighthouse, their lives, careers, and families (if applicable). More information on the fate (and potential location) of the original Third Order Fresnel lens from the Old Point Loma Lighthouse would be useful.

More research is needed into the environmental history of Point Loma,

including what changes have occurred to the natural resources, and what caused those changes. Information from early expeditions, such as Cabrillo, Vizcaino, Drake, Malaspina, LaPerouse, and others, regarding the natural history of Point Loma, as well as archeological data would be valuable.

Research into historic furnishings of WWII coast defense structures and into personnel other than the 19th coast artillery (e.g. support personnel, women, minorities, etc.) at Fort Rosecrans and the relationship between Fort Rosecrans and the surrounding community would help tell a more complete story.

Should all or part of Naval Base Point Loma or the Point Loma Lighthouse Station be declared surplus to their needs by the Navy or Coast Guard respectively, and transferred to the NPS, there would be tremendous opportunity to develop lab, classroom, and dormitory space (for visiting researchers and scholars) to support this research.

Cabrillo Statue.
NPS photo.



SUMMARIES

Summary of Products and Actions

The following is a summation of the action items and products proposed in this long-range interpretive plan. Each of these items is described in greater detail in the narrative sections of the document. This list is designed to help develop the implementation schedule, prepare annual and long-term priorities, assign responsibilities, and develop cost estimates.

It must be emphasized that the following list deals specifically with actions and products for media and programs related directly to information, orientation, interpretation, and education. Although new, restored, or relocated facilities are proposed or referenced, actions related to these structures will need to be developed in greater detail during specific planning, design, and construction processes. Staffing requirements to implement the following actions are identified separately in the Staffing section.

Parkwide

- Develop and implement parkwide wayside exhibit plan (including both interpretive and orientation exhibits and audio descriptions).
- Upgrade park folder to include larger map.
- Review/update information produced by external sources. (ongoing)
- Enhance/expand park web site. (ongoing)
- Develop multi-language information, interpretation, and education materials and programs.
- Conduct cooperating association scope of sales study and update as needed.
- Evaluate/upgrade park sign system in partnership with others.
- Develop audio tour and podcasting to supplement park site interpretation.
- Evaluate special events activities in partnership with others. (ongoing)
- Develop information sharing

venues with other public service providers. (ongoing)

- Evaluate effectiveness of current audio stations.
- Develop ways that visitors and residents can learn about park and park partner programs/ activities.

Visitor Center Complex

View Building, Breezeway, & Patio

- Redesign exhibits for View Building (some with AV or interactive elements).
- Redesign bookstore to work in harmony with new exhibits.
- Develop new wayside exhibits (based on parkwide wayside exhibit plan).
- Develop native plantings for complex.
- Relocate relief map to viewing patio.
- Redesign and replace breezeway signing.
- Evaluate special events and outreach opportunities for effectiveness.
- Plan and implement park centennial celebration in 2013.
- Evaluate military structures for potential relocation and interpretation. Develop as appropriate.

Cabrillo Exhibit

- Rehab and complete Cabrillo exhibit elements.
- Mitigate light problems at entrance.

Auditorium

- Produce additional theme focused AV programs. (probably 2-3 programs)

Military Exhibit Building

- Implement minor exhibit rehab recommendations.

Battery Ashburn Base End Station

- Restore interior of command control room to WWII appearance.
- Furnish command control room to WWII appearance.
- Develop audio station along with wayside exhibit near top of stairway (based on parkwide wayside exhibit plan).

Old Point Loma Lighthouse

- Implement minor exhibit rehab recommendations.
- Re-evaluate historic furnishing plan.

Whale Overlook

- Implement site wayside exhibit recommendations (based on exhibit plan for new facility, and as part of the parkwide wayside exhibit plan).
- Relocate whale sculpture to new facility.
- Develop audio/video elements as part of the exhibit plan for new facility.
- Create design feature depicting the size of a gray whale.

Tidepool Area

- Implement site wayside or other outdoor exhibit recommendations (based on parkwide wayside exhibit plan).
- Determine feasibility of an on-site tidepool interpretive/research center in partnership with the Navy, Coast Guard, and possibly with the Metropolitan Wastewater Department.
- Develop exhibits for tidepool interpretive/research center with Harpers Ferry Center. (optional)
- Develop lab and research components of tidepool interpretive/research center. (optional)
- Develop education center component of tidepool interpretive/research center. (optional)
- Develop publications, wayside exhibits, podcasts, and virtual tours.
- Develop self-guided nature trail.
- Develop outdoor exhibits/tactile sculptures.

Cabrillo Statue

- Implement site wayside exhibit recommendations (based on parkwide wayside exhibit plan).
- Design & install scale tactile sculpture of monument.

Proposed Kumeyaay Commemorative Work

- Pending completion of a proposal by the Kumeyaay/Diegueño Unity Band, approval of the NPS Director, and signing of a MOU, provide additional interpretation, if required or appropriate.

Education Program

- Prepare an education plan.
- Fully implement the wireless network distance learning system & advertise availability of programs.
- Determine need &, if necessary, proposed location of education center.
- Expand education program in partnership with others, including the California Mediterranean Research Learning Center.
- Produce additional education materials on park web site.
- Organize park & park partner programs so that educators can easily determine those best suited to their needs.
- Expand education program and partnership opportunities to area colleges (particularly teacher credential & education programs at universities & child development programs at community colleges).
- Encourage more schools to develop environmental and history clubs.
- Explore ways to integrate community service requirements of schools with programs at the park.
- Encourage recreation centers to help provide student transportation to environmental education activities at the park.
- Seek grants for implementing aspects of the education program.
- Fully support implementation of PWR/AKR education strategies, the NPS Interpretation & Education Renaissance Business & Action Plans, Evaluation Strategy, and the California Education and Environmental Initiative.

Implementation Plan

The following lists the action items recommended in this long-range interpretive plan for Cabrillo National Monument. While the list does identify new or redesigned structures and media, it does not include things like mechanical systems, security systems, restrooms, offices, storage areas, workrooms, parking lots, and road/trail development. Those items, plus all new/restored structures and furnishings (e.g. seating, information desks, and sales displays) should be included in Denver Service Center, Regional Office, cooperating association, or contractor specifications.

Implementation of the recommendations in this long-range interpretive plan will be phased over the next ten (10) years, and many will require independent planning and design efforts. Other action items can be implemented immediately, within existing funds and staffing levels.

Changes in staffing, funding, and other unforeseen circumstances can alter priorities, especially when they are long-range or contain a lot of specific detail. Consequently, the following list shows only general phasing priorities. Specific descriptions/components of each item can be found in the Implementation Strategies section of this document. The following list should serve as a guide in developing the annual work program components of the Comprehensive Interpretive Plan.

The action items are:

Short Term (1-3 years)

- Develop and submit funding requests in PMIS (including TERM, temporary and seasonal staff) and OFS to fund and support all projects and staffing in this Long-Range Interpretive Plan.
- Update Interpretive Media Database in MIDS and maintain up-to-date.
- Develop a preventative maintenance plan for all interpretive media.
- Develop and implement parkwide wayside exhibit plan (including both interpretive and orientation exhibits and audiodescriptions).
- Upgrade park folder to include larger map.
- Review/update information produced by external sources. (ongoing)
- Enhance/expand park website. (ongoing)
- Conduct cooperating association scope of sales study.
- Evaluate/upgrade park sign system in partnership with others.
- Redesign and replace breezeway signing.
- Evaluate special events activities in partnership with others. (ongoing)
- Evaluate effectiveness of current audiostations.
- Relocate relief map from View Building to viewing patio.
- Develop native plantings for Visitor Center Complex.
- Rehab and complete Cabrillo exhibit elements.
- Mitigate light problems at entrance to Cabrillo exhibit.
- Implement minor exhibit rehab recommendations for Military Exhibit.
- Restore interior of command control room for Battery Ashburn South Base End Station to WWII appearance.
- Determine appropriate historic military structures to develop for interpretive purposes, and develop and implement exhibit and historic furnishings plans.
- Implement minor exhibit rehab recommendations for Old Point Loma Lighthouse.
- Develop exhibit plan for new Whale Overlook facility.
- Implement site wayside exhibit recommendations (based on exhibit plan for new facility, and as part of the parkwide exhibit plan).
- Relocate whale sculpture to new Whale Overlook facility.
- Develop audio/video elements as part of the exhibit plan for the new Whale Overlook facility.
- Create design feature depicting

- the size of a gray whale at the new Whale Overlook facility.
- Design and install tactile sculptural scale model of Cabrillo statue near full-scale statue.
 - Prepare an education plan.
 - Fully implement tie wireless network distance learning system (Live Interactive Virtual Exploration [LIVE] and Sea to Shining Sea) and advertise availability of programs.
 - Expand Education Program in partnership with others, including the California Mediterranean Research Learning Center.
 - Produce additional education materials on park website.
 - Organize park and park partner programs so that educators can easily determine those best suited to their needs.
 - Encourage more schools to develop environmental clubs.
 - Explore ways to integrate community service requirements of schools with education programs at the park.
 - Encourage recreation centers to help provide student transportation to environmental education activities at the park.
 - Seek grants for implementing aspects of the education program. (ongoing)
 - Fully support implementation of PWR/AKR education strategies, the NPS Interpretation and Education Renaissance Business and Action Plans, Evaluation Strategy, and the California Education and the Environment Initiative.
 - Hire full-time, permanent Education Specialist.
 - Hire two full-time, permanent park guides (GS-5) to staff visitor center.
 - Hire full-time, permanent museum technician.
 - Develop appropriate methodologies and evaluate effectiveness, appropriateness, completeness and inclusiveness of interpretive media, publications, park website,

personal services interpretive program, curriculum-based education program, outreach program, staffing needs and position management.

- Plan 2013 park centennial celebration.
- Evaluate military coast defense structures for potential restoration and interpretive use, and develop historic structures reports/plans and historic furnishings plans, as appropriate.
- Re-evaluate the historic furnishings plan for the Old Point Loma Lighthouse and modify, as appropriate.

Medium Term (4-6 years)

- Review/update information produced by external sources. (ongoing)
- Enhance/expand park website. (ongoing)
- Develop multi-language information, interpretation and education materials and programs.
- Develop audiotour and podcasting to supplement park site interpretation.
- Evaluate special events activities in partnership with others. (ongoing)
- Develop information sharing venues with other public services. (ongoing)
- Develop ways that visitors and residents can learn about park and park partner programs/ activities.
- Redesign exhibits for View Building (some with AV or interactive elements).
- Redesign bookstore to work in harmony with new exhibits.
- Develop new wayside exhibits for Visitor Center Complex (based on parkwide wayside exhibit plan)
- Furnish command control room for Battery Ashburn South Base End Station to WWII appearance (based on historic furnishings plan).
- Develop audiostation along with wayside exhibit near top of stairway for Battery Ashburn South Base End Station (based

- on parkwide wayside exhibit plan).
- Implement site wayside exhibit recommendations at tidepool area (based on parkwide wayside exhibit plan).
- Implement site wayside exhibit recommendations at Cabrillo statue (based on parkwide exhibit plan).
- Determine need and, if necessary, proposed location of an education center.
- Expand education program and partnership opportunities to area colleges (particularly teacher credential and education programs at universities, and child development programs at community colleges).
- Seek grants for implementing aspects of the education program. (ongoing)
- Fully support implementation of PWR/AKR education strategies, the NPS Interpretation and Education Renaissance Business and Action Plans, Evaluation Strategy, and the California Education and the Environment Initiative.
- Restore permanent, subject-to-furlough GS-9 park ranger position to permanent, full-time, GS-9.
- Hire two permanent, full-time GS-9 park rangers to fill vacant positions.
- Plan and implement 2013 park centennial celebration.
- Develop publications, wayside exhibits, podcasts and virtual tour for tidepools.
- Develop a self-guiding nature trail at the tidepool bluff, using universal design concepts.
- Develop outdoor exhibits/tactile sculptures for tidepools.
- Develop information sharing venues with other public services. (ongoing)
- Produce additional theme focused AV programs for auditorium. (probably 2-3 programs)
- Determine feasibility of an on-site tidepool interpretive/research center in partnership with the Navy, Coast Guard, and possibly the Metropolitan Wastewater Department.
- Develop exhibits for tidepool interpretive/research center with Harpers Ferry Center. (optional)
- Develop lab and research components of tidepool interpretive/research center. (optional)
- Develop education center component of tidepool interpretive/research center. (optional)
- Pending completion of a proposal by the Kumeyaay/Diegueño Unity Band, approval of the NPS Director, and signing of a MOU, provide additional interpretation, if required or appropriate.
- Seek grants for implementing aspects of the education program. (ongoing)
- Fully support implementation of PWR/AKR education strategies, the NPS Interpretation and Education Renaissance Business and Action Plans, Evaluation Strategy, and the California Education and the Environment Initiative.
- Restore military coast defense structures and develop interpretive exhibits, pursuant to evaluations, historic structures reports/plans and historic furnishings plans.
- Develop an updated Comprehensive Interpretive Plan.

Long Term (7-10 years)

- Review/update information produced by external sources. (ongoing)
- Enhance/expand park website. (ongoing)
- Evaluate special events activities in partnership with others. (ongoing)

Planning Team and Consultants

Cabrillo National Monument

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Terry DiMattio, Superintendent
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Karl Pierce, Chief of Interpretation
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Bob Munson, Historian
Tracie Cobb, Museum Technician
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Benjamin Pister, Ph.D., Marine
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Natalie Seitz, Each One Teach One
Intern
Jim Nauman, Volunteer

Park Partners and Consultants

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Karen Eccles, Executive Director,
Cabrillo National
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Eleanor Neely, Founders Trail
Associates of San Diego
Karen Beery, Interpretive Planner,
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Harpers Ferry Center

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Some Members of the
Planning Team.
NPS photo.





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