



# National historic trail awareness and experience



Low level aerial view of Gardner Junction with Burlington Northern Intermodal and Logistics Park, Gardner and Edgerton, Kansas

## National historic trail awareness and experience

While many will use the national historic trails on a regular basis as they would any other trail—for recreation or transportation—the national historic trail should be recognizable as something distinct from purely recreational trails. This section of the document presents various NHT options, tools, and ideas available to cities, counties, and partner organizations for identifying and interpreting the NHTs through their communities.

NTIR-NPS can provide technical assistance with the use of the tools in individual development projects, or in interpretive planning. The options shown here are not exhaustive or exclusive, but represent a selection of possibilities; design of the NHTs is constantly evolving, and new ideas and proposals are welcome.

The NHT logos are federally protected marks, so any use of the logos requires the agreement of the administrating office, NTIR-NPS.

### Marking

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The NHT logos, in a variety of forms, are used to identify a given trail or route as part of the national historic trail.

#### TOPICS INCLUDE:

- Ground surface logos (pages 168–171)
- Pedestrian signage (page 172)
- Site identification and entrance signage (page 173)
- Road signage (page 174)
- Banners (page 175)
- Limestone posts (page 176)

### Materials

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Material choices in trail design can help visitors connect with the vanished landscapes of the historic trails.

#### TOPICS INCLUDE:

- Crosswalks (page 177)
- Paving (pages 178–179)
- Planting (pages 180–181)

### *Bridging awareness and experience: Historic trail encounters*

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People, animals, vehicles, structures, and landscapes of the past can be partially recreated in a variety of mediums, providing a touchstone for the public hoping to rediscover history on the modern national historic trails.

#### TOPICS INCLUDE:

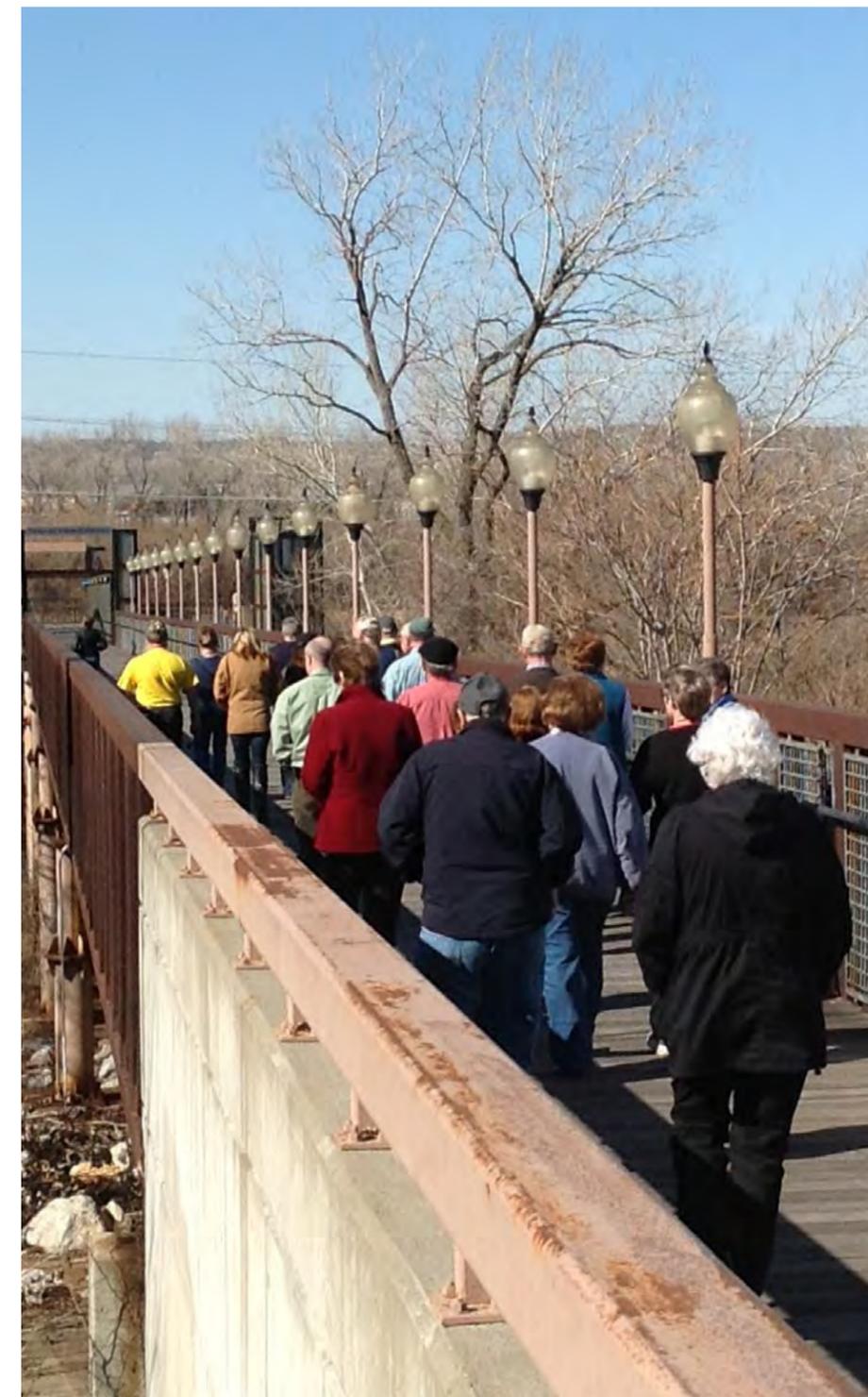
- Overview (pages 182–183)
- Silhouettes (page 184)
- Historic images (page 185)
- Landscape images (page 186)
- Viewports (page 187)

### *Interpretation: Connecting people with places and stories*

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#### TOPICS INCLUDE:

- Trail-wide themes (page 190)
- Knowing your audience (page 192)
- Moving people through place and time (page 193)
- Interpretive media types (page 194)
- Choosing interpretive media (page 195)
- NHT marking and interpretation (page 196–197)
- Awareness tools for the Kansas City Metro area (page 198)
- Recommended interpretive media by audience (page 199)



A tour visiting the Town of Kansas Bridge (segment 57), March 2014. Photo: NPS

## Marking: ground surface logos

Streets and trails are often marked directly on their surfaces to reduce confusion about directional indication sometimes caused by signs, and as an aesthetic choice. In the case of the national historic trails, placing logos directly on the ground surface of a trail also minimizes new signage in the trail setting, which can be beneficial in avoiding sign clutter and preserving existing historic character of a trail, road, or the surrounding area.

While signage standards for the nine national historic trails administered by National Trails Intermountain Region existed prior to the start of this project, feedback from cities and counties involved in the project indicated a need for a means of marking the trail route, using the national historic trail logos, that would not require signage. Concerns were expressed about sign pollution, specific limited right-of-way situations, and a desire to avoid using pedestrian signs on side paths closely following roads.

In response to this input, this project proposes that the base style of marking used throughout the Kansas City Metro area will be a ground surface application using the three national historic trail logos. A trial installation is being conducted in Kansas City, Missouri, at Schumacher Park. The following pages outline the preferred use of the logos for this purpose but modifications to the standard may be needed after further testing. Please contact NTIR-NPS before beginning a logo project, as funding may be available for logo purchase, and logo use requires review of the plan by NPS.

Multiple material options were explored, but the ceramic tiles shown in this section were determined to be the most practical and cost effective among the options considered. Additional options may be considered and tested if needed. Please contact NPS with any ideas about material options that should be considered for a benefit of lowering cost, increasing longevity, or reducing maintenance requirements.

### Porcelain tile for trail and sidewalk use

The proposed application for these ceramic tiles is in four tiles in a 1' x 1' or 3' array, set within a 1.5' wide colored concrete band spanning the width of the trail or sidewalk. The logos and band can be installed by sawcut in existing paving, or as a part of a new pavement installation. See the following pages for more detail on installation.

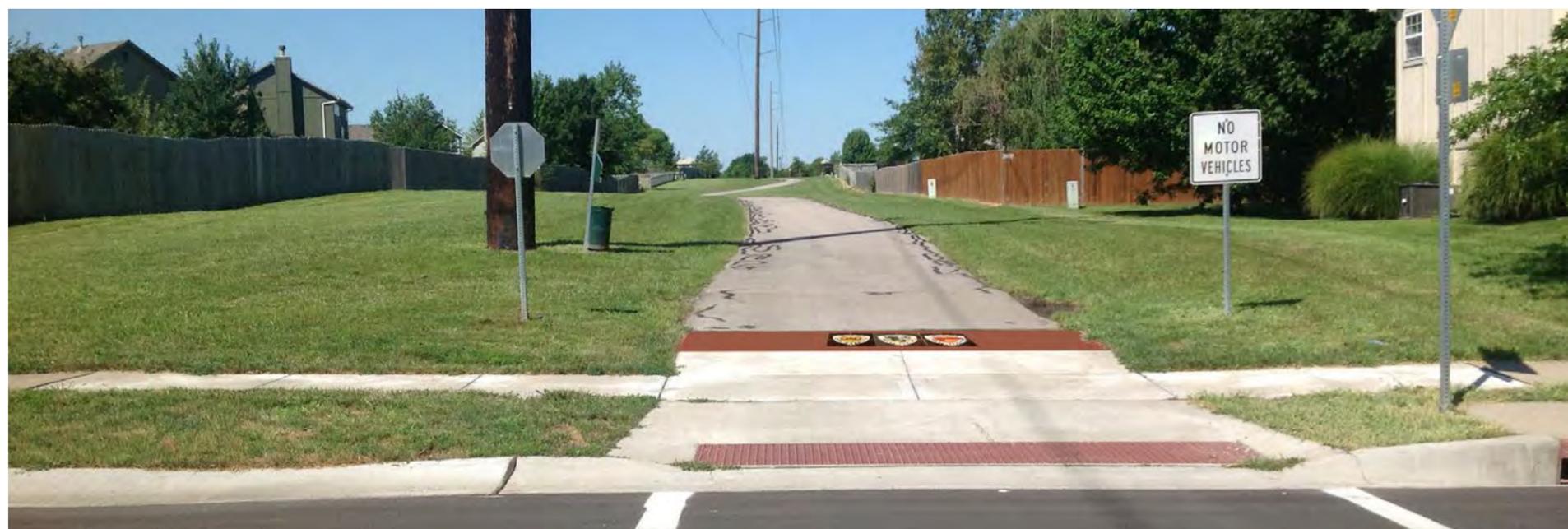
A local source for these logos has been identified; more information regarding sourcing and cost savings for volume purchasing of these logos will be available as use of this logo style becomes more widespread.



Four 6" x 6" ceramic tiles create a 12" square logo. Where applicable, the three NHT logos are installed together in a 1' x 3' horizontal array.



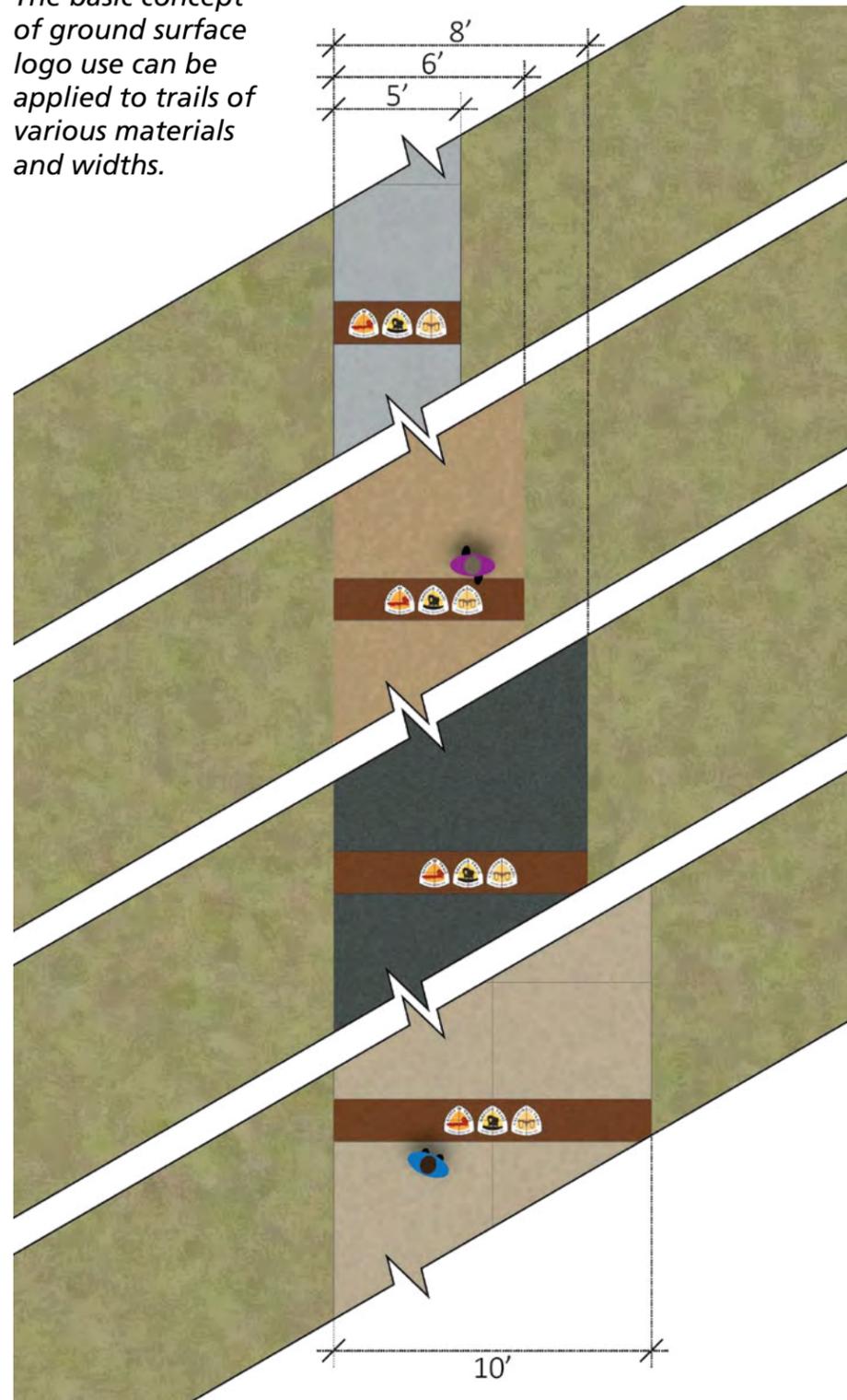
Ceramic tiles in use for a street name in Prairie Village, Kansas. Photo: NPS



Conceptual representation of tiles applied to an existing trail in Olathe, Kansas.

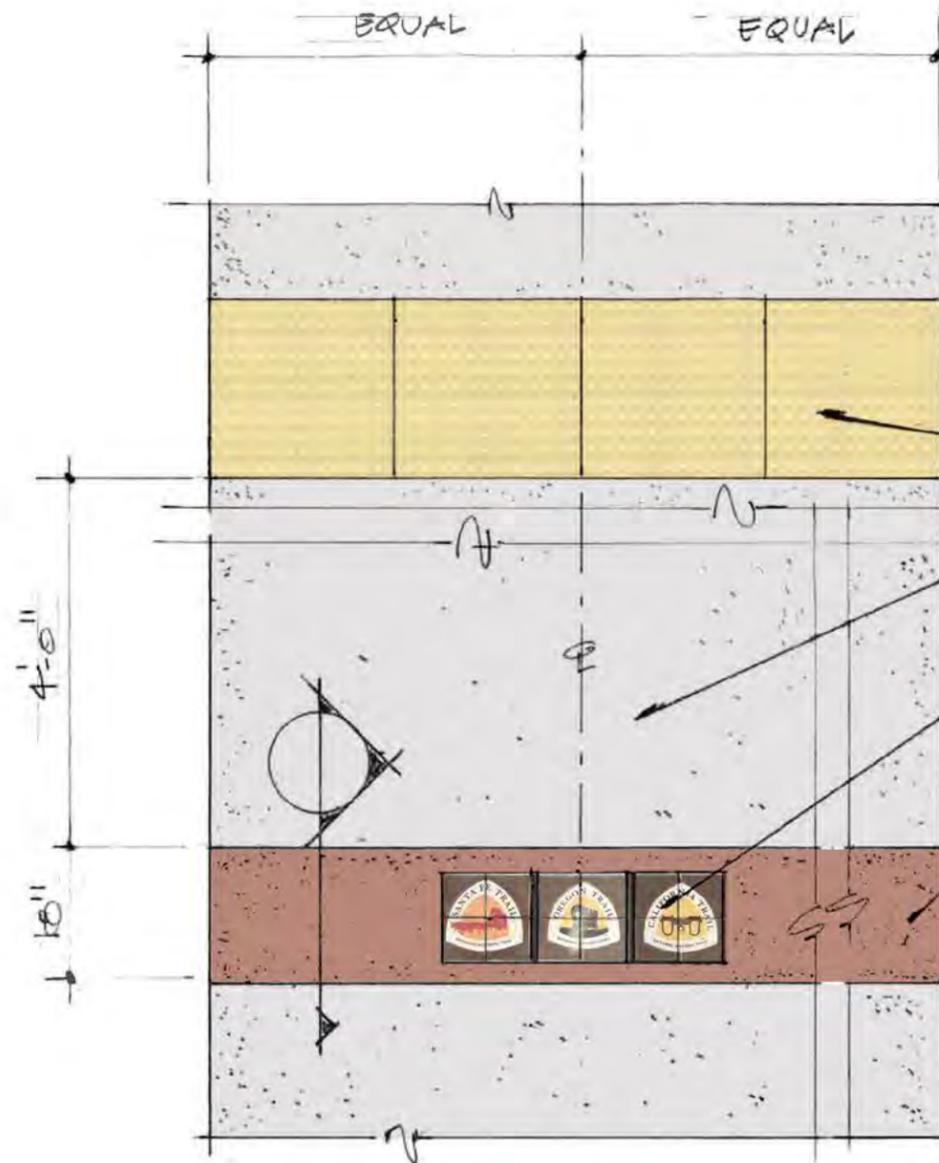
# Marking: ground surface logos

The basic concept of ground surface logo use can be applied to trails of various materials and widths.



Basic installation concept. In the Kansas City Metro area, it is recommended that logos always face toward trail users as they enter a trail or road intersection (see diagrams page 171).

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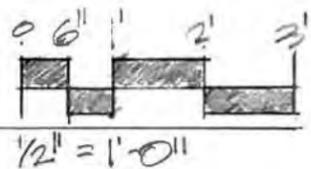


NOTES!

- CONCRETE FINISH SHALL BE LIGHT BROOM STEEL TROWELED EDGES
- CONCRETE COLOR TO BE APPROVED BY OWNER & THE NPS NATIONAL TRAILS INTERMOUNTAIN REGION
- NATIONAL HISTORIC TRAIL LOGOS TO BE PROVIDED BY OWNER
- PLACE NHT LOGO BAND 4' UP FROM INTERSECTION ACCESSIBLE RAMP BEGINNING OR DETECTIBLE WARNING STRIP OR AS INDICATED IN PLANS

- DETECTIBLE WARNING STRIP WHERE OCCURS
- NEW/EXIST. TRAIL WIDTH VARIES
- 1/2" NATIONAL HISTORIC TRAIL LOGOTILES SET IN NEW CONCRETE W/ WATERPROOF GROUT. GROUT COLOR BLACK
- NEW 1 1/2" COLORED CONCRETE BAND FULL WIDTH OF TRAIL. COLOR SHALL BE SCHOFIELD CHROMIX INTEGRAL COLOR SORENTO RED # 5059 OR APPROVED EQUAL

NATIONAL HISTORIC TRAIL PAVEMENT LOGO BAND



Marking: ground surface logos



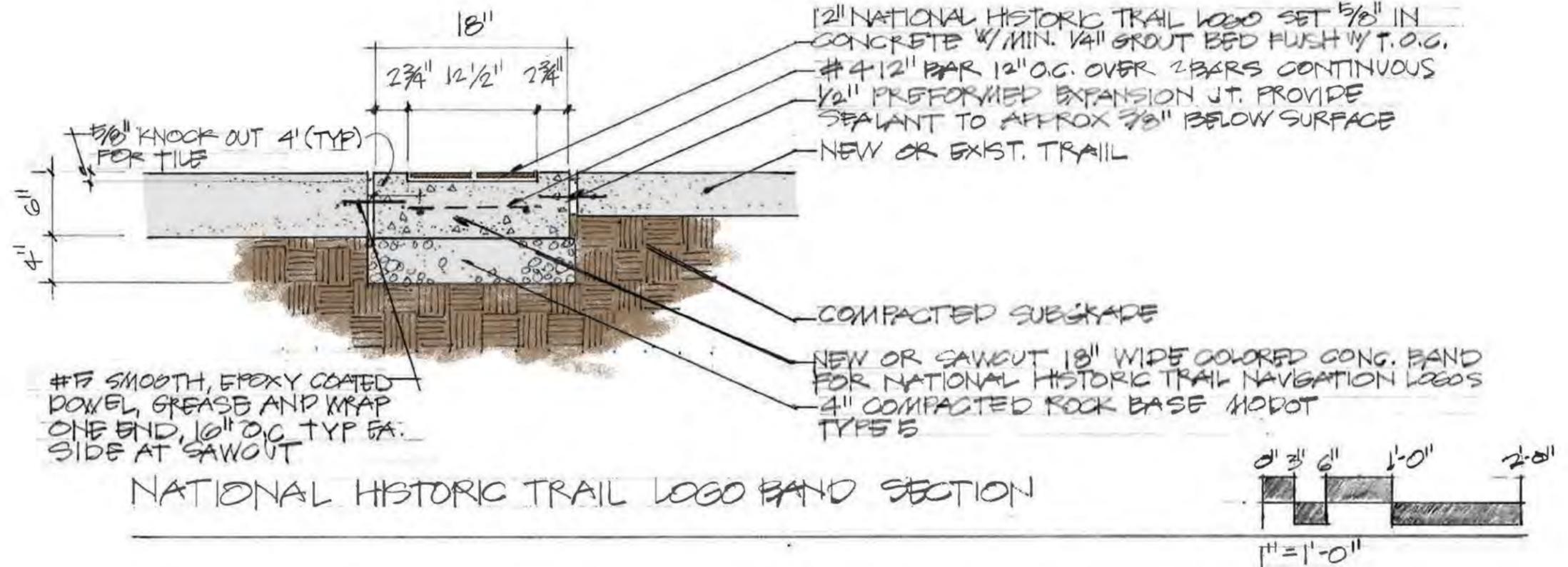
Conceptual representation of tiles and planting beds along an existing trail in Gardner, Kansas.



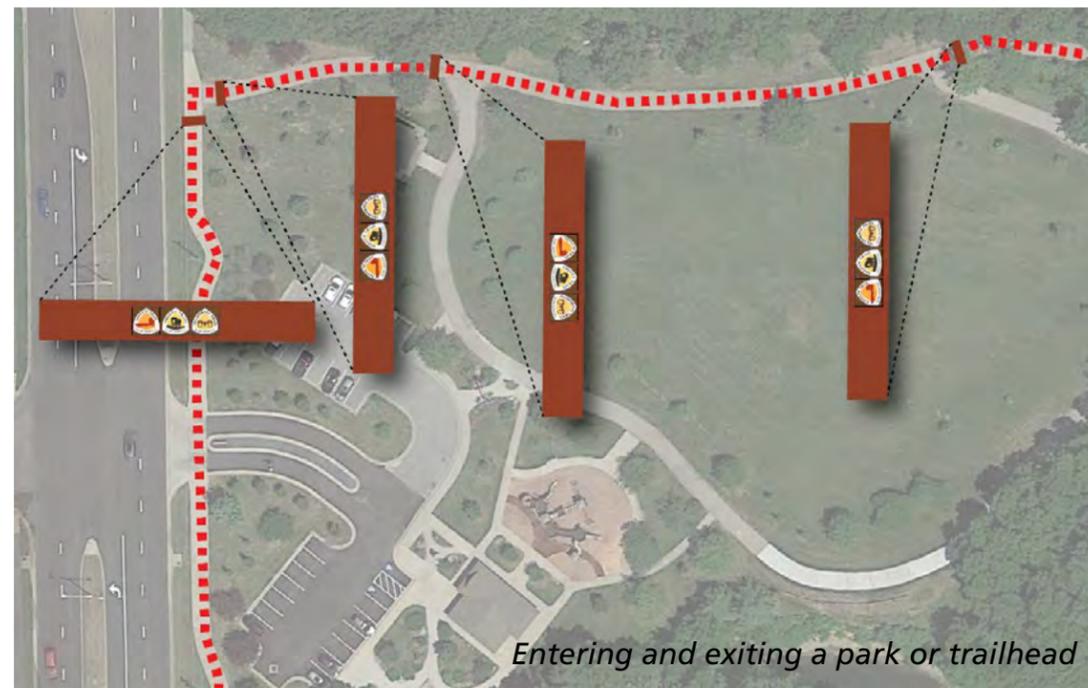
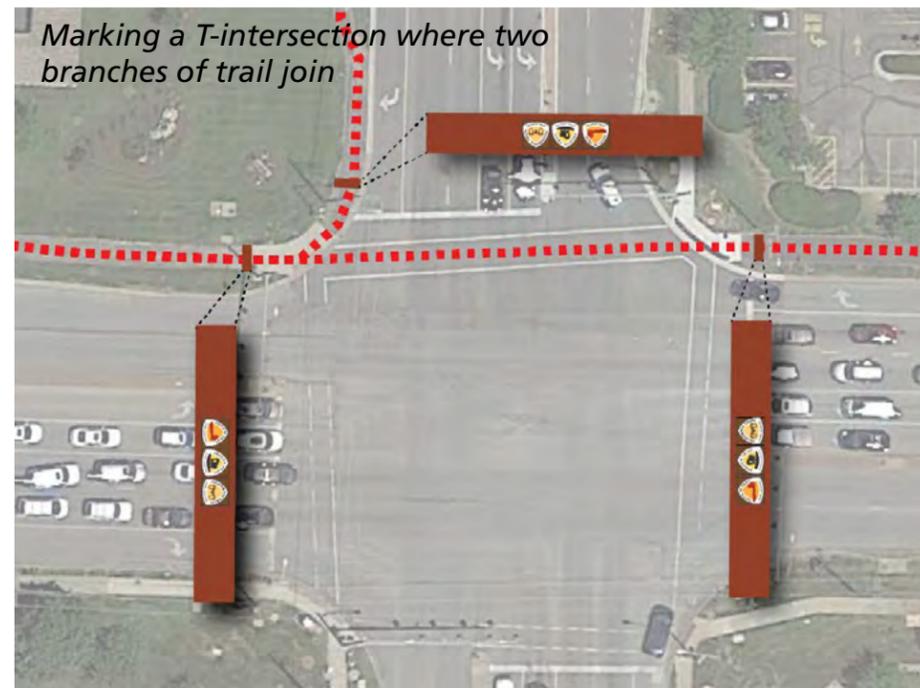
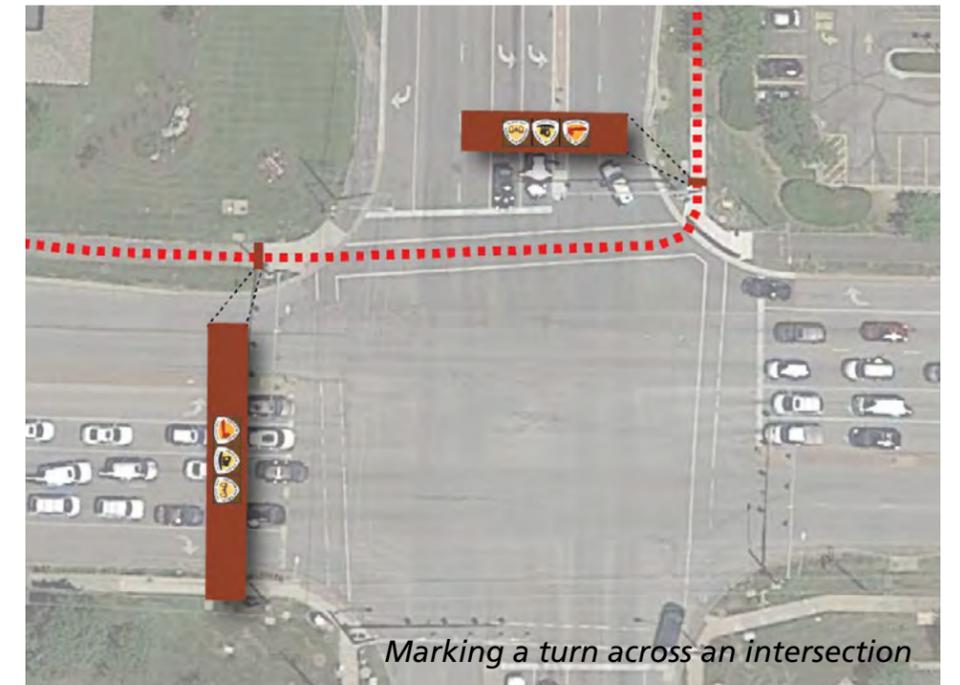
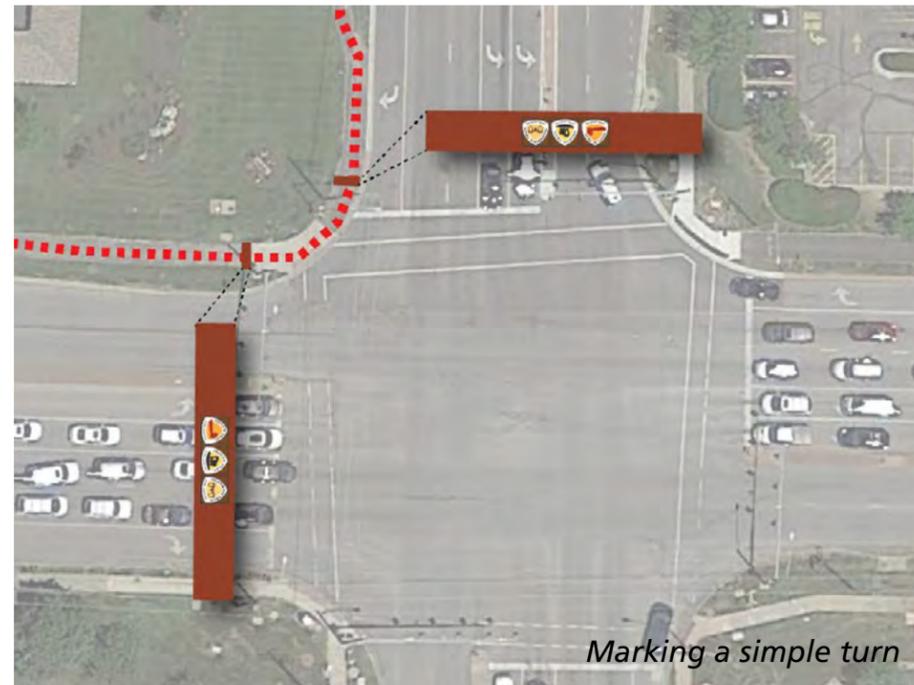
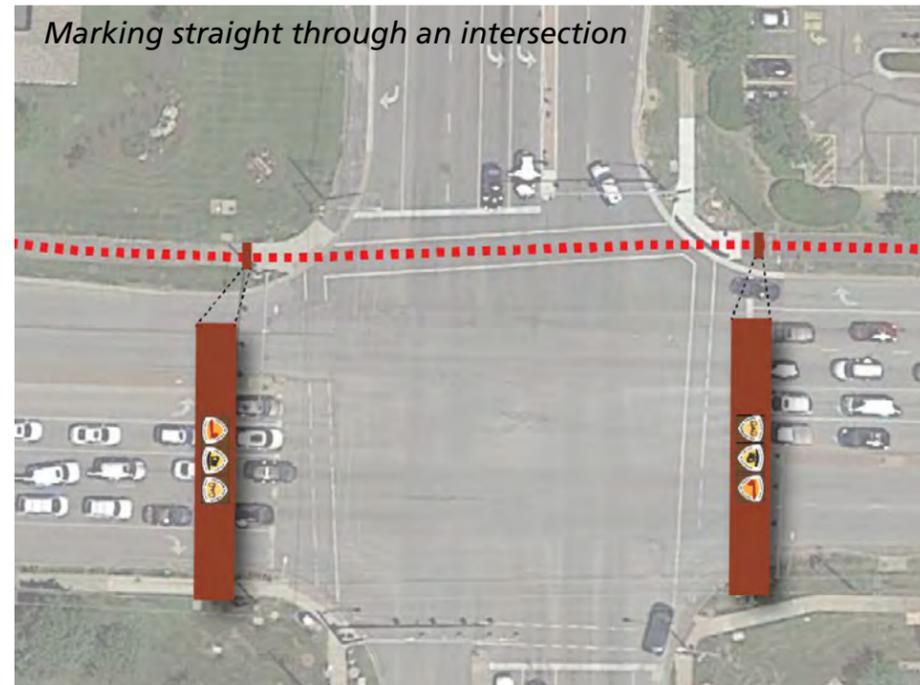
Conceptual representation of tiles and planting beds along an existing trail in Gardner, Kansas.



Conceptual representation of tiles and planting beds along an existing trail in Kansas City, Missouri.



## Marking: ground surface logos, use and placement



Logos should face a trail user as they enter an intersection or park/trailhead space. Where intersections and park space exist in close proximity, the intersection takes precedence for the purposes of clear navigation.

Logos are suggested at the following locations:

- where the route makes a turn, on both branches of the trail
- on both sides of parks, trailheads, and major intersections with roads, even where the trail does not make a turn at that intersection or in that public space
- at intervals along extended straight segments of which are uninterrupted by intersections, as needed
- as the local jurisdiction considers necessary to ensure ease of navigation for the public

Logos alone are not sufficient to create a full trail experience; however, when used consistently and in combination with other elements can be an important tool for trail users navigating the NHTs across the Kansas City Metro area.



## Marking: pedestrian signage

The standard national historic trail pedestrian signs shown below are used widely across the national historic trails. While not applicable in every circumstance along the NHTs in the Kansas City Metro area, they may be useful for specific conditions, including:

- Along soft surface trails like those in Lone Elm Park, where implementing the ground surface logos may be challenging
- At trailheads or other access points, to provide visibility for the trail route or indicate distances to both ends of the NHTs or to local destinations
- To mark places where the historic route of the trails crosses a modern segment of the NHTs

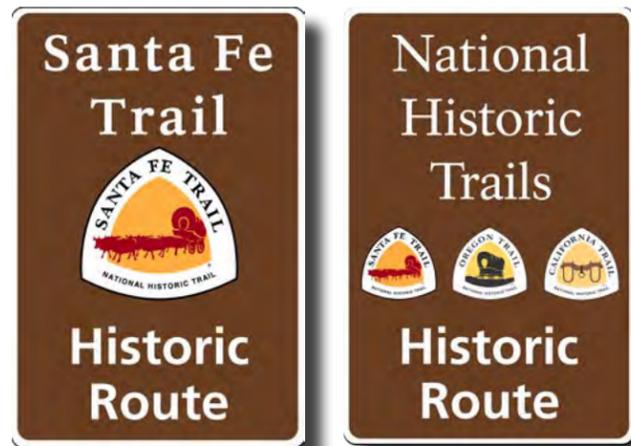
Signs can be produced in three sizes and material types as shown below, and serve a variety of functions.

As with the ground plane logos and road signs, along the Independence Route pedestrian signs will use all three NHT logos, and along the Westport Route will use only the Santa Fe NHT logo.

If interested in using pedestrian signs along a segment of trail, please contact NTIR-NPS for assistance. [NTIR-NPS CONTACT INFORMATION](#)

### Historic Route Sign 16" x 24"

Marks the historic route of the national historic trail



### Historic Route: lower panel options



### National Historic Trail Sign 16" x 18" or 24"

Marks trail that approximates and/or connects to the national historic trail, but is not on the actual historic route



### Site Name Sign 16" x 24"

Directs trail users to sites associated with the national historic trail (site name varies with destination)

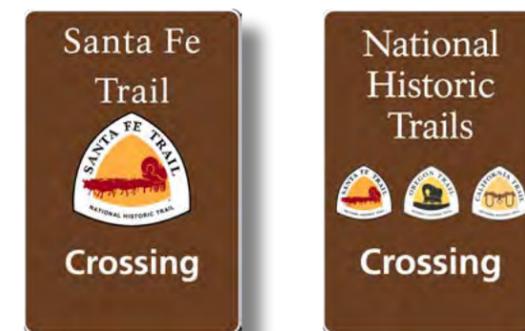


The above signs can be paired with these arrows

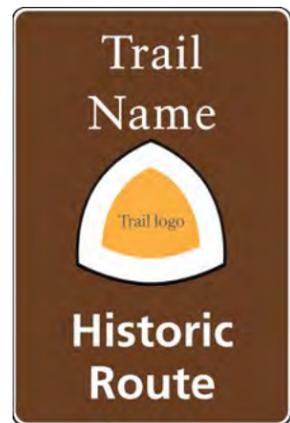


### Crossing Sign 16" x 24"

Marks places where the historic route of the national historic trail crosses a modern trail



Note: NTIR-NPS also has standards for the equivalent of most, but not all, of the sign types shown here in the 12"x 12" and Carsonite sticker versions.



16"W x 24"H  
aluminum sign

For use at trailheads or areas where additional visibility is needed

12"W x 12"H  
aluminum sign  
Along stretches of trail in urban/suburban settings

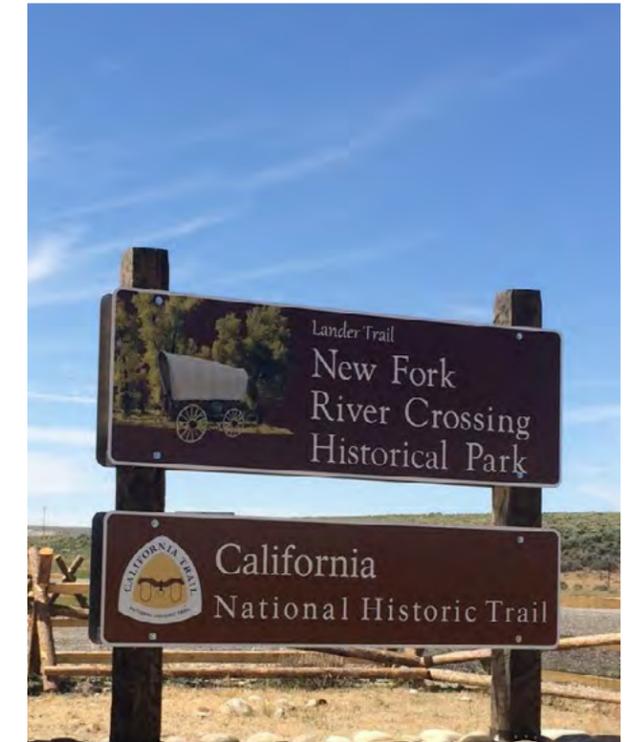
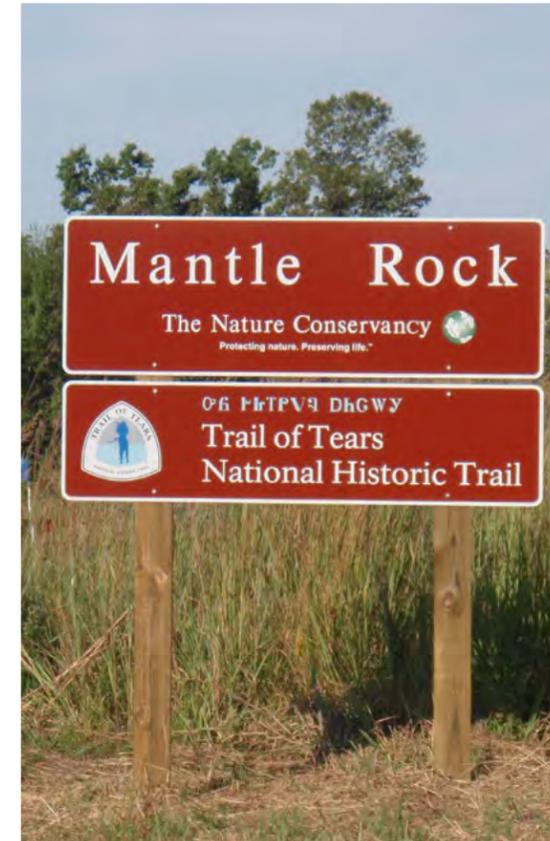
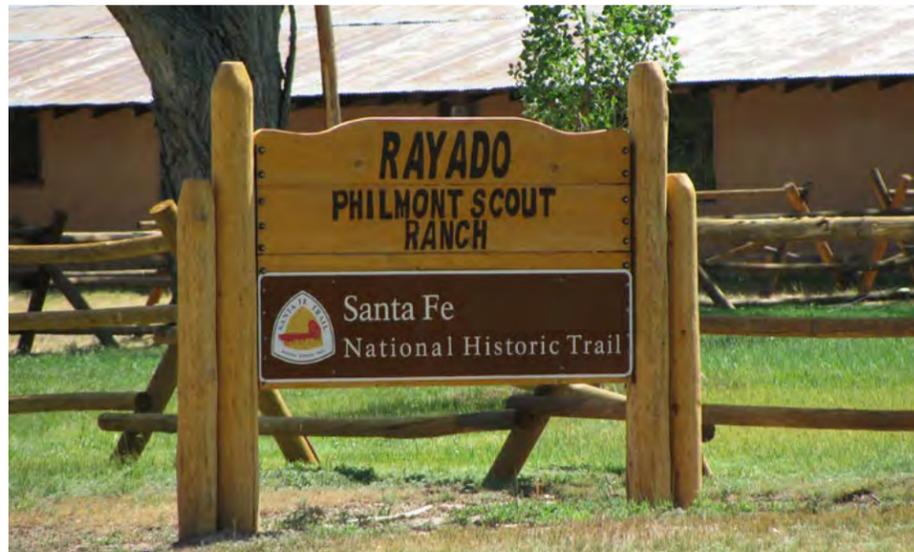


3"W x variable H  
Carsonite post/sticker  
For use in rural areas or at large natural parks



## Marking: site identification and entrance signs

National historic trail site identification and entrance signs are already in use across the Kansas City area and the length of the NHTs, and serve to alert the public to the fact that they have arrived at a trail related site. They can be stand alone signs, either standard or customized (as shown in most examples this page). Alternately, the standard trail name and logo panel can be added to an existing entrance sign to highlight the site's connection to the national historic trail or trails (see Philmont Scout Ranch example, below). Signs may be made in smaller dimensions where space is limited, such as in urban settings or at bus stop trailheads, see page 164. P. 164





## Marking: road signs

The standard national historic trail road signs shown below are used widely across the national historic trails. They have already been installed along the entire length of the Independence Route through the Kansas City Metro area, but may still be useful in specific situations in the future, primarily in directing to new or newly developed trail sites and trailheads.

The standard size for these signs is 32 or 36 inches wide by 48 inches high to preserve a minimum 4 inch letter height for legibility and meet MUTCD minimums, but can be made in smaller sizes for specific situations at road jurisdiction request. Custom signs are used sparingly in the rare situation that cannot be addressed with a standard sign.

Like the pedestrian signs, road signs are often paired with lower panels or arrows to communicate direction or distances.

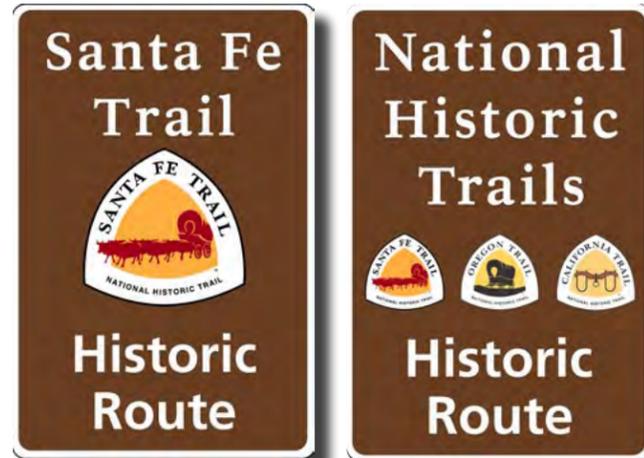
As with the ground plane logos and pedestrian signs, along the Independence Route pedestrian signs will use all three NHT logos, and along the Westport Route will use only the Santa Fe NHT logo.

If interested in using road signs, please contact NTIR-NPS for assistance.

[NTIR-NPS CONTACT INFORMATION](#)



*Historic Route Sign (lower panels available)  
32" x 48"*



*Historic Site Name Sign  
36" x 48"*



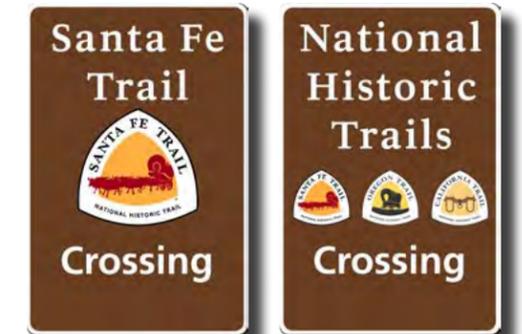
*Site Identification Sign 40–48" x 72" (see  
previous page for customized examples)*



*Auto Tour Route Sign (only for  
use on designated NHT auto  
tour routes) 32" x 48"*



*Crossing Sign  
32" x 48"*



## Marking: banners

Banners are used for two purposes along the trail:

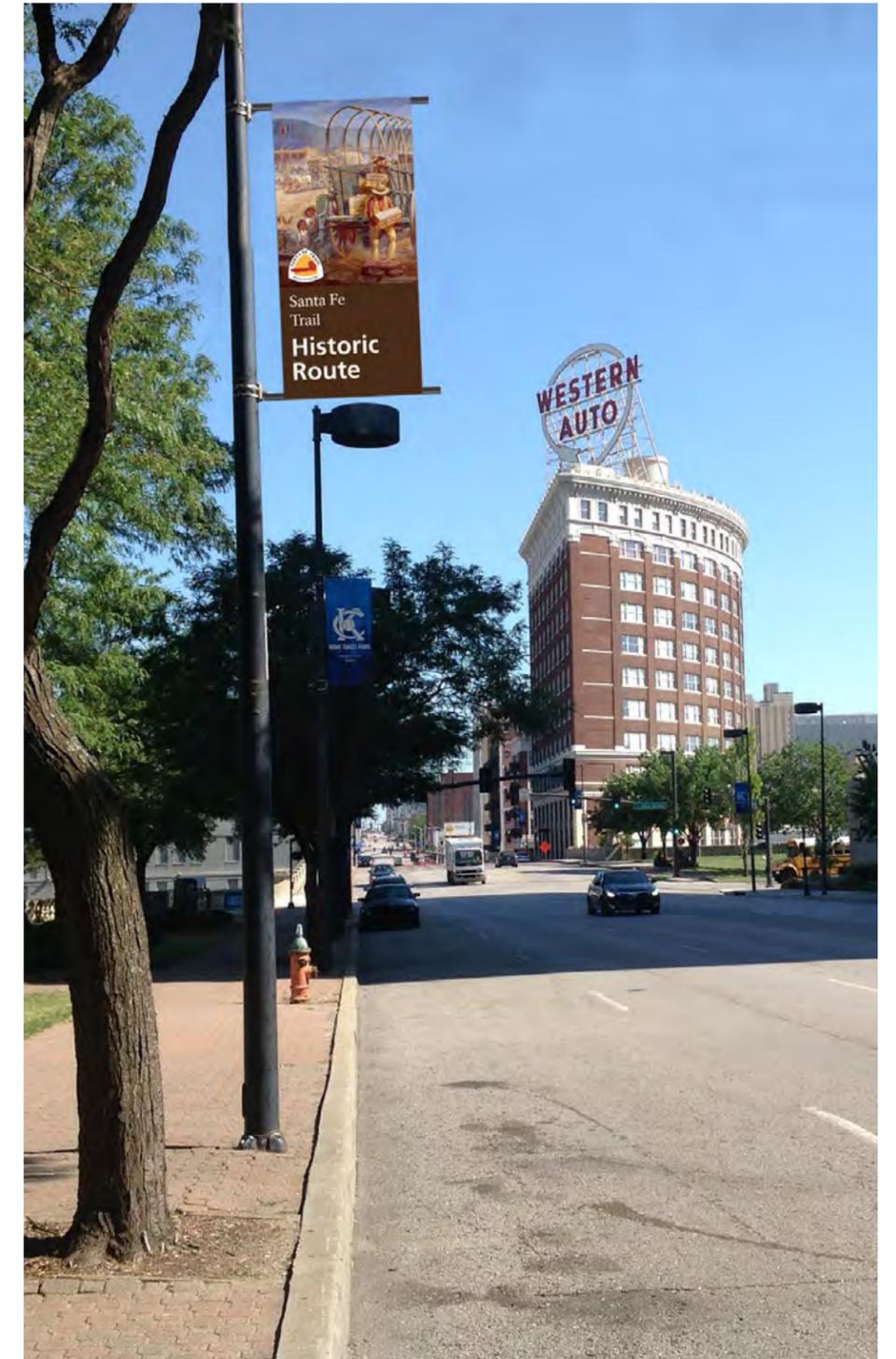
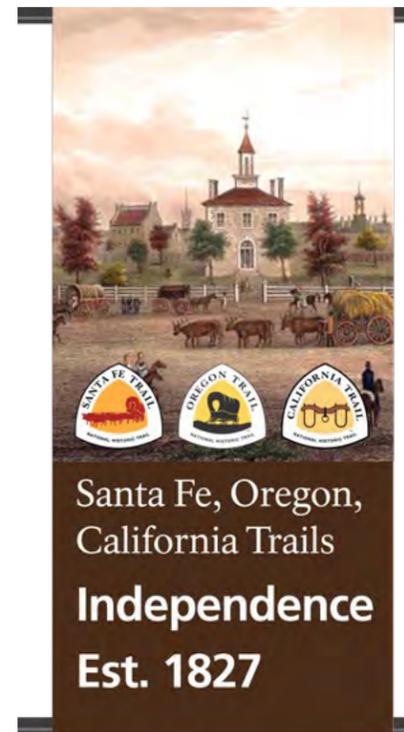
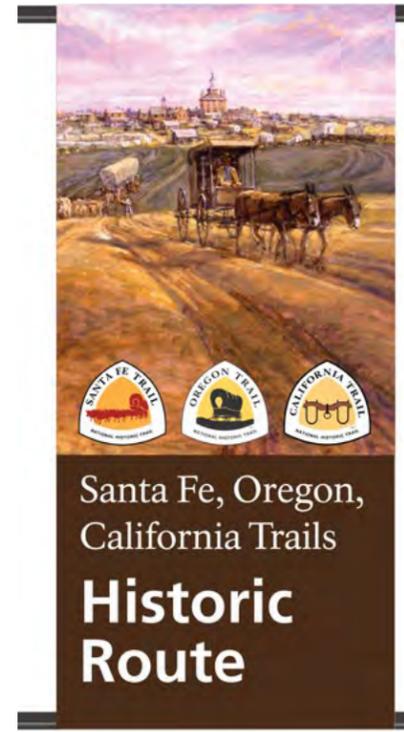
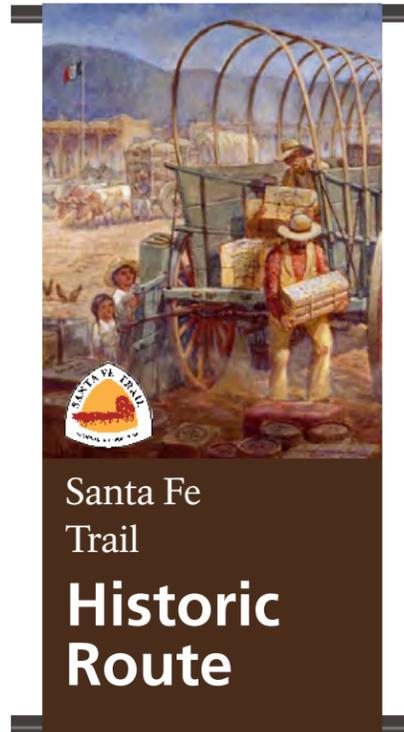
- to identify the historic route of the trail along roads that are too busy or congested for the addition of signs
- to highlight a main street of a town with strong historical connections to the national historic trail or trails

The banner style used to mark the historic route is intended to be consistent across the entire length of a trail except where, as in Kansas City, multiple trails overlap. In those cases a standard banner can be created for the shared route in that area. See example banners for the Santa Fe NHT and for the three trails, to right. *Note: the banner examples shown here are draft, and are subject to additional review before they are finalized.*

While the basic layout for the town-specific banner remains the same from place to place, the image used on the banner is selected by the local community and is specific to that community and its trail history. See example Santa Fe, Oregon, and California NHT banner for Independence, lower right. This banner is for example purposes only. If there is interest in using a banner of this kind in Independence, a design will be determined at a later date in collaboration with the community.

In Kansas City, an applicable use for historic route banners might be along the Westport Route on Grand Avenue in downtown Kansas City. For town/main street use of banners, a potential location may be along Main Street/US Highway 56 in downtown Gardner, to recognize Gardner's importance as the junction of the Santa Fe, Oregon, and California trails.

Many streets along the route may already have the necessary infrastructure in place to make use of these banners with little initial investment. They may be customized in size and material to fit existing banner mounting systems, if necessary. Banner examples shown here are 28 inches wide by 60 inches tall.



Conceptual appearance of a Santa Fe NHT banner on Grand Ave south of 22nd St, Kansas City, Missouri.

## Marking: limestone posts

Limestone posts, with or without embedded trail logos, have been used frequently to mark the historic and/or developed route of the NHTs, primarily in Missouri and Kansas. They were incorporated into the design guidelines in the Kansas City Missouri 6th District Pedestrian Intermodal Transportation Connector plan (PITC) in 2010, and have been used consistently as trail segments have been constructed in that area. Although they are not part of the general branding for the entire lengths of the three national historic trails, there is significant local precedent for their use, and they remain part of the toolbox for identifying the route of the national historic trails across the metro area. See the PITC plan document<sup>1</sup>, page 39, for more information about the recommended use of these posts.

1. Found online at <http://www.3trailsid.org/projects/pedestrian-intermodal-transportation-connector-plan-pitc/>

Clockwise from top left: Avila University, Hickman Mills School, edge of Verona Hills neighborhood, Wieduwilt Swales, all Kansas City, MO; post marking the trail swales in Austin Harmon Park, Prairie Village, Kansas.



## Materials: crosswalks

As places where the national historic trail intersects roads, crosswalks may be an opportunity to make the trail more visible in the overall streetscape. Several material options were considered for this project, and those shown here were considered preliminarily viable depending on the specific situation or need. These crosswalks would generally be used in addition to a standard use of the NHT logos to mark the trail.

Some basic potential patterns that could be used are presented here, incorporating trail related symbols or imagery. Further design and planning will be necessary to select a preferred design or designs as part of individual implementation projects. Until this has been implemented in a few locations, it will remain a custom application. Please contact NTIR-NPS with questions about the approach or if there is interest in implementing a crosswalk project along the national historic trails.

The Federal Highways Administration has issued some guidance regarding colored paving in crosswalks and safety which may impact or limit the types of patterns used in NHT related crosswalks. This guidance may be taken into account on a project by project basis, please see *Interpretation Letter 3(09)-24(I) – Application of Colored Pavement*: [https://mutcd.fhwa.dot.gov/resources/interpretations/3\\_09\\_24.htm](https://mutcd.fhwa.dot.gov/resources/interpretations/3_09_24.htm)

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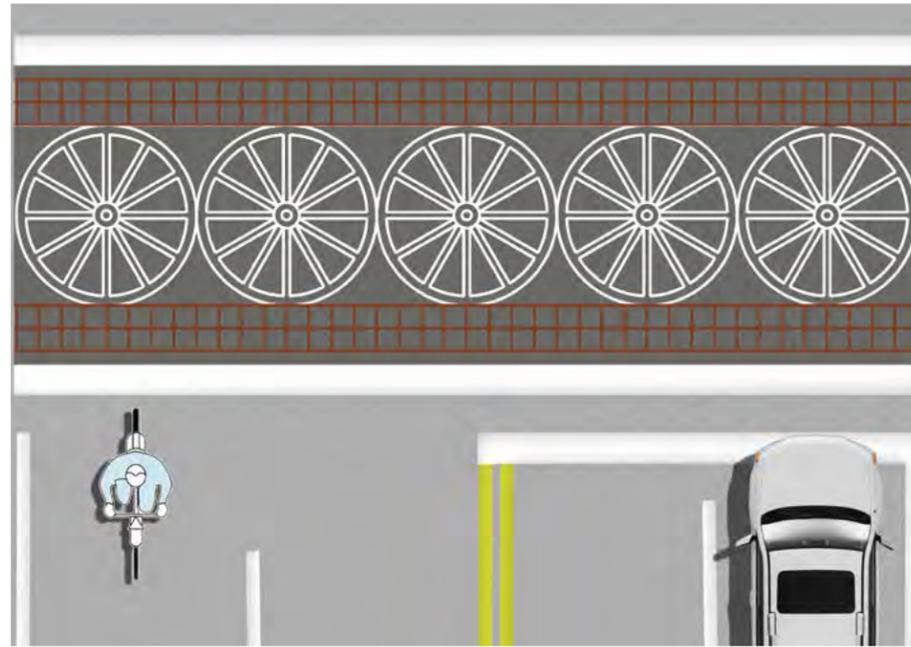
NTIR-NPS CONTACT INFORMATION

Photo sources, see Appendix E, page 212



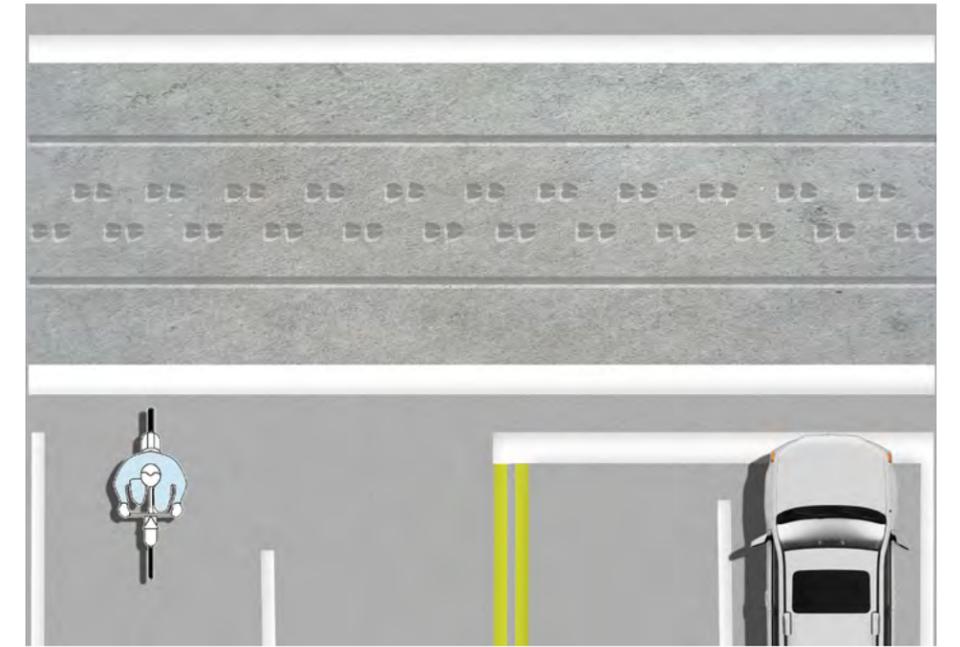
### Sand-blasted concrete

Extremely durable, but more expensive to install. Only simple/black and white type designs can be achieved.



### Thermoplastic

Less expensive to install, but shorter lifespan. Can incorporate limited color into design on a large scale.



### Stamped concrete

Similar in cost and durability to sand-blasted concrete. Patterns are relatively subtle and are intended be noticeable only to pedestrians and bicyclists, not drivers or vehicular passengers.



# Materials: paving recommendations

A change of paving type can be a simple way to highlight the national historic trail as it passes through high traffic areas, trailheads, or other important places. Depending on material choice, it can also help recall the unpaved trails followed by historic trail travelers and enhance the vicarious experience of trail travel for the public.

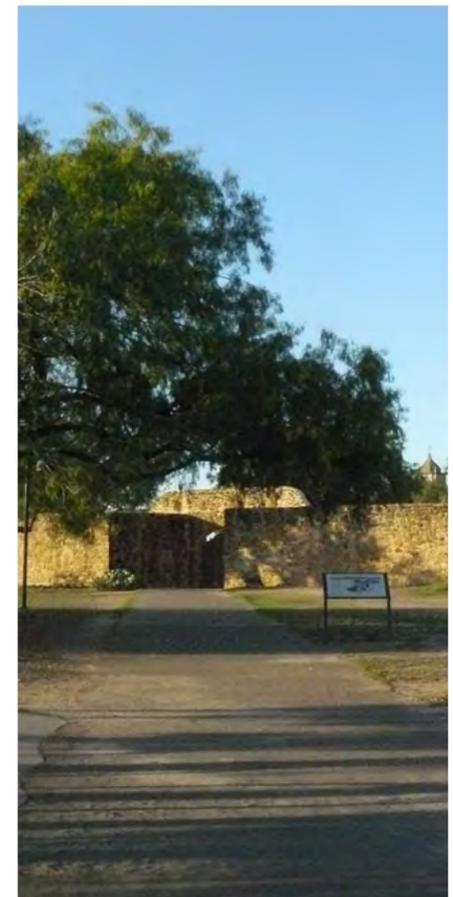
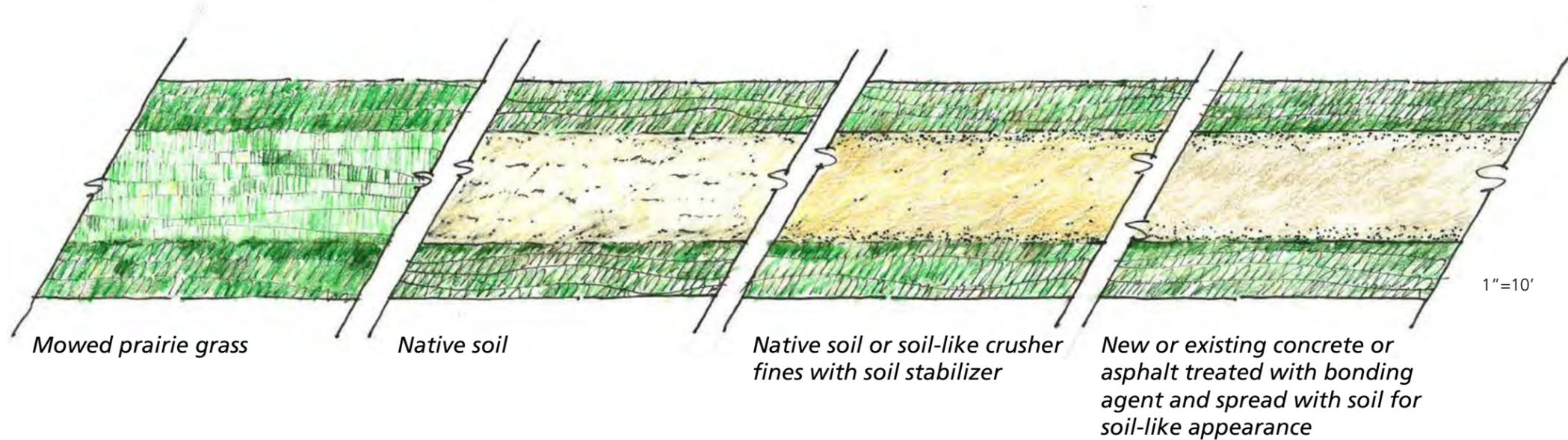
While paving materials must be selected to fit local needs including durability, maintenance requirements, and cost, opportunities to help distinguish the national historic trails from other trails by using a visually distinctive paving type may exist in many projects. Not all the material types shown in this section will work in every situation, but where feasible, material options should be selected in the following preference order:

- Group A: Natural surfaces (left to right)
- Group B: Concrete (left to right)
- Group C: Asphalt (left to right)

Where integral color for concrete or asphalt is referenced, it is intended to be in the range of reds to browns, to bring a more soil-like color to modern paving types.

Any safe and functional paving type is acceptable for the national historic trails, as long as it is paired with a use of the logos to clearly identify any given trail as part of the NHT or NHTs.

## GROUP A: NATURAL SURFACES

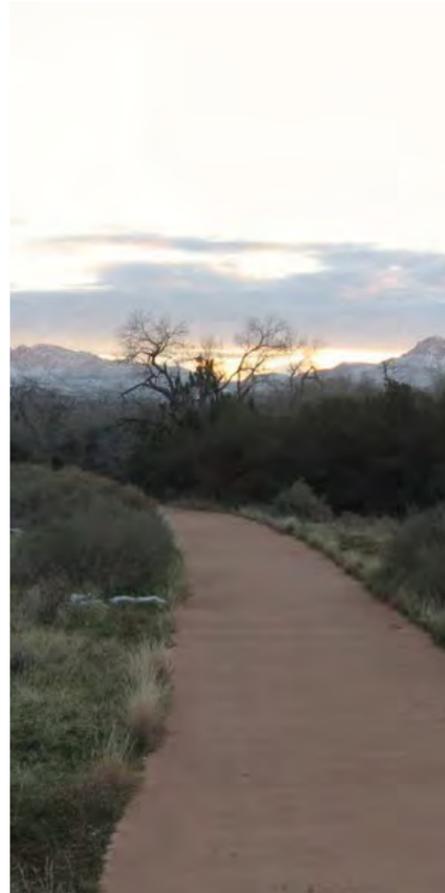
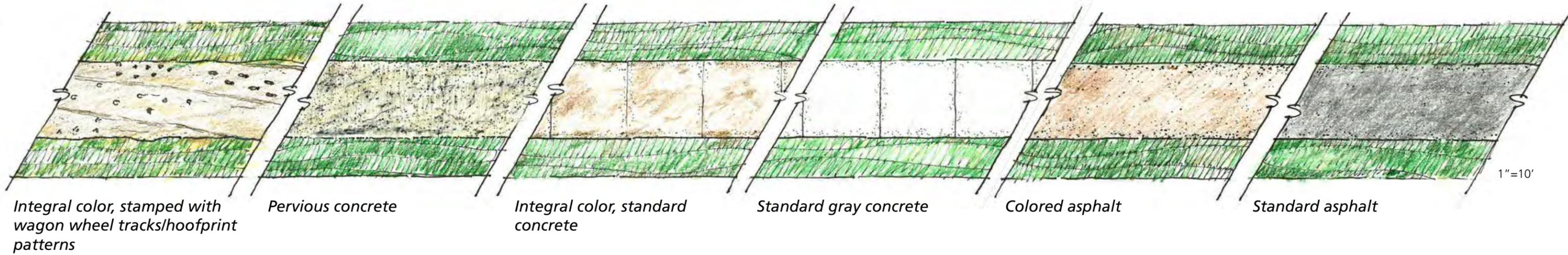


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Photo sources, see Appendix E, page 212

GROUP B: CONCRETE

GROUP C: ASPHALT



## Materials: planting recommendations

Planting and plant choices along the national historic trail are an opportunity to create a visual connection to the historic landscape through use of native species and semi-natural planting styles. The native plants of the region would have been an important sensory part of historic trail travel, and selection of native plant materials can help in recreating a part of that experience for the modern trail user. Recommendations here are broad to be adaptable to each city's particular trail design guidelines and safety standards for trails.

The same Type I, II, and III categorization used in the landscape guidelines section is used here to capture the range of NHT-related planting options in areas of limited, moderate, or generous right-of-way (Types I, II, and III, respectively). See page 156 for general guidance on these three types of trail landscapes relating to other aspects of NHT design. P. 156

Trailheads also may incorporate NHT-related use of native plants, although in context of overall design and structure of the site, which will often be dictated by existing conditions and non-NHT uses of the parks or trailheads. See Sample NHT Trailheads section, pages 162–165. Basic plant lists are included in Appendix C, page 210. P. 162 P. 210

### Type I NHT Landscape

- Constrained space with which to work
- Manicured lawn appearance and/or short grass (buffalo grass, for example) along trail edge as required for maintenance
- Limited, structural use of native grasses, perennials, or shrubs if space allows
- In some urban/downtown settings, planting may be limited to street trees or no planting at all
- Limited amount of trees, regularly occurring street trees, or existing trees

### Type II NHT Landscape

- Medium amount of space with which to work
- Manicured lawn appearance and/or short grass (buffalo grass for example) along trail edge as required for maintenance
- Shrubs and selected grasses in planting beds, native species preferred
- Several trees in groupings or existing trees to remain

### Type III NHT Landscape

- Large amount of space with which to work
- Tallgrass prairie effect
- Native shrubs and wildflowers
- A few trees in small groupings or existing trees to remain



TYPE I



TYPE I



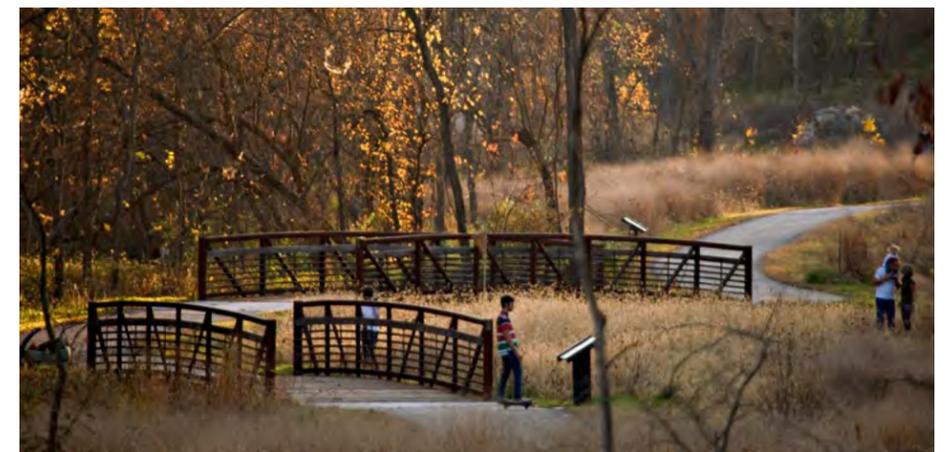
TYPE II



TYPE II



TYPE III



TYPE III

### Neighborhood trail: Type I or II

Neighborhood trail settings can sometimes accommodate both shade trees and prairie grass or shrub plantings, depending on neighborhood interest. Available right-of-way varies from neighborhood to neighborhood.



### Greenway park: Type III

Greenway parks may be an appropriate setting to mass grasses or native shrubs in a semi-natural style to evoke historic landscape conditions of the national historic trails



### Ample right-of-way: Type II

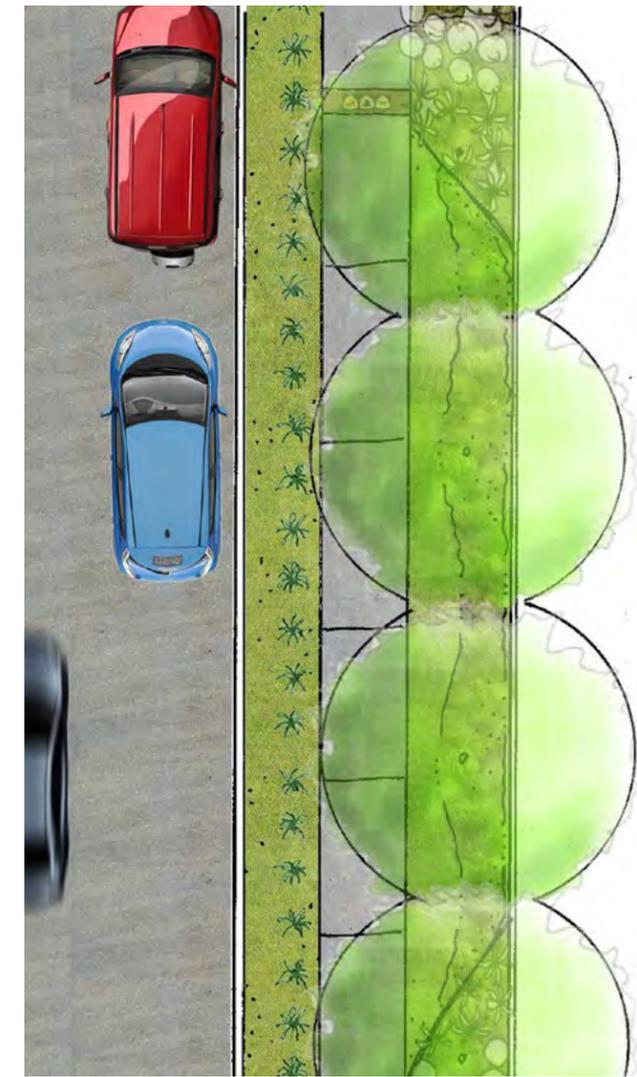
Plantings and meandering paths may be appropriate for street side trails where ample right-of-way is available.



PRIVATE PROPERTY / OUTSIDE ROW

### Limited right-of-way: Type I

In limited right-of-way settings, plant choice is a viable option for the purposes of connecting to trail history, but plantings will likely be more structured and limited to fit into available space.



PRIVATE PROPERTY / OUTSIDE ROW

	Massed native grasses/prairie mix
	Mixed native shrubs, perennials, and grasses
	Structural native bunch grasses

## Bridging awareness and experience: historic trail encounters

To complement the experience of the historic sites and segments that still remain along the trail, the concept of historic trail encounters is to create opportunities for the public to periodically “encounter” a visual reminder of now-vanished features, figures, and characters that would have been seen on the trail during its historic use. These encounters along the trail are intended to be visual reminders and provocations, points of interest to enrich the national historic trail experience.

This section outlines a few types of landscape features that can be implemented along the trail corridor to help put today’s trail travelers in touch with the trail travelers of the past. These elements may be used individually, or in groupings, depending on space available, local interests, and connections that can be made with place-specific stories through use of interpretive media, custom characters, or area specific historic images. They also may be paired, as appropriate, with use of prairie grasses and native vegetation, and trail surface materials evocative of the historic trail (pages 178–181). P. 178

With further development of digital media related to finding and experiencing the national historic trails in the Kansas City area, ideally these installations would also include a means to link to web pages or an app providing information about the National Trails System, and interpretive content about trail history. This may be affixed to the element itself, or displayed nearby.

The following six pages deal with these elements, and are accompanied a section providing guidance related to interpretation of trail history, including methods for choosing the kind of interpretation or media best suited to a place or story, and features and things to consider regarding various media types (pages 189–199). That section may be useful in determining interpretive themes, and how the elements outlined in this section, in combination with media, may be best utilized to create a vibrant national historic trail experience. P. 189

Efforts are being made to standardize the use, fabrication, and installation of these elements to reduce cost and workload associated with implementing one of these trail encounters at trailheads, in public parks, or along trail segments. Please contact NTIR-NPS for the most current information if you are interested in developing a historic trail encounter along a segment of trail. NTIR-NPS CONTACT INFORMATION



*Historic trail encounters general concept. For number key, see opposite page.*

Historic trail encounters elements may be used in a variety of settings, including curb extensions or expanded sidewalk pedestrian areas in a streetscape (Type I, lower far right) or along trails with wide right-of-ways, either on greenways or along streets (Type II, upper far right, or Type III, lower right).

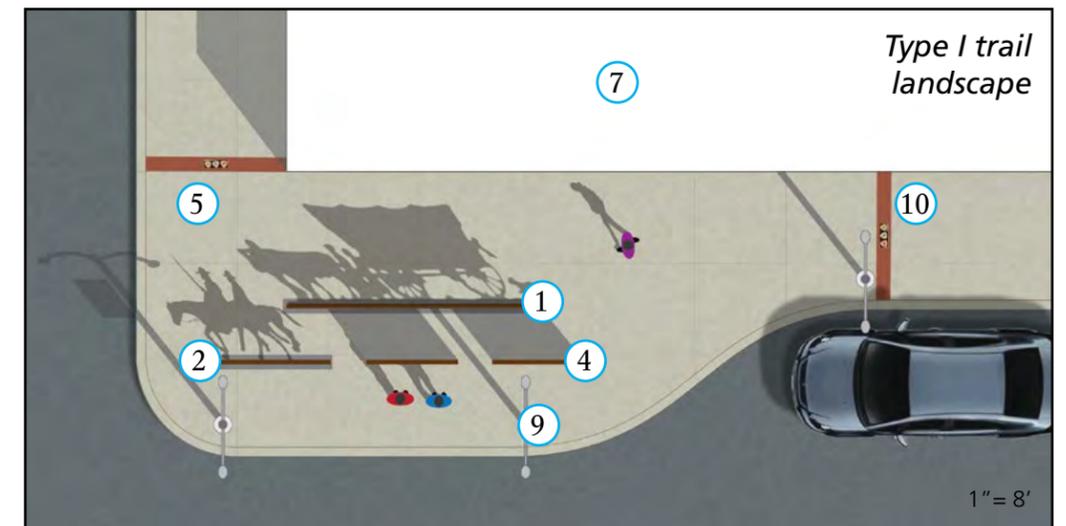
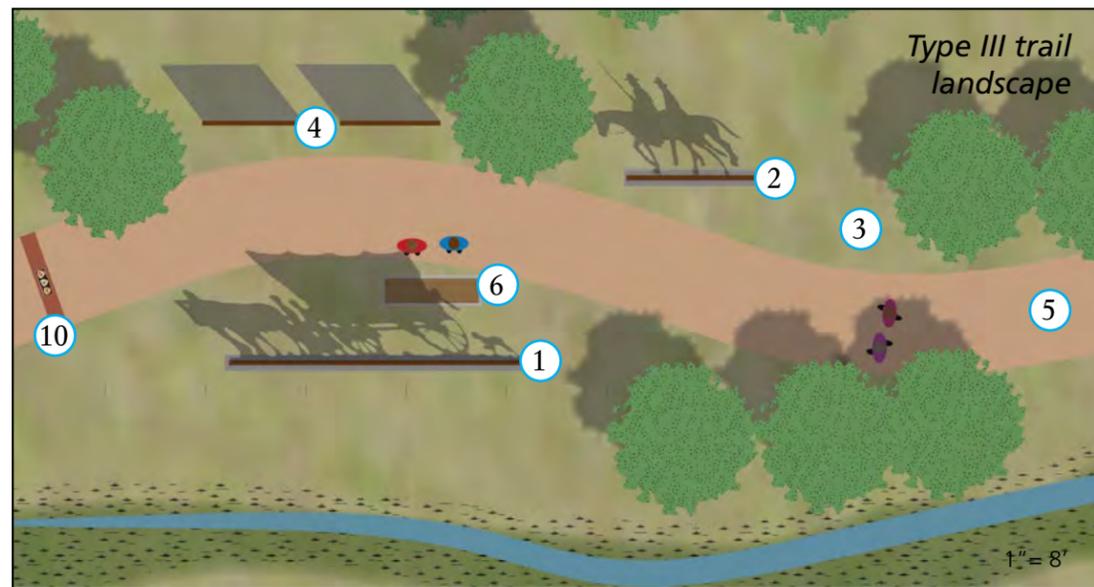
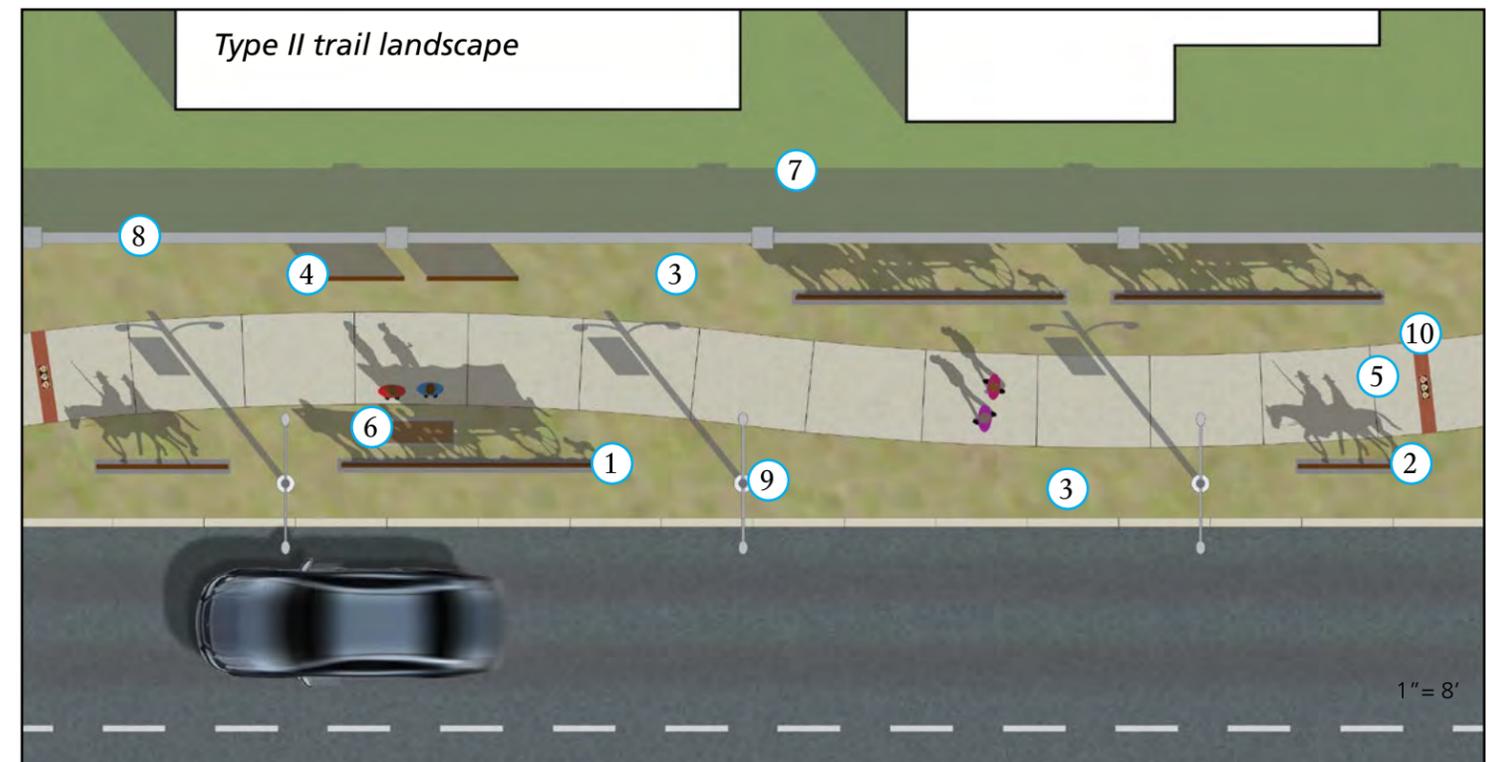
Locations for these encounters are at the discretion of communities and local partnering organizations or individuals, but may depend on factors such as:

- Availability of publicly owned space or right-of-way, or interest of a private landowner in offering space for an installation
- High pedestrian traffic or other high potential opportunity to make the historic trail visible to the public
- Unique interpretive opportunities around a theme or story, or a unique event that happened near the location

Planting areas and/or changes of pavement style may be associated with the historic trail encounters features. Prairie grasses and other appropriate native vegetation is preferred for this use, see pages 178–181. P. 178

Not all the features shown in these examples would necessarily be associated with every historic trail encounters installation. An encounter may be as simple as a single silhouette, historic image, or viewport, with or without special plantings or changes of paving style. It is always preferable to implement these encounters as part of a holistic planning process that considers all aspects of how and why an installation may be appropriate in a given place. For more information, see Interpretation: Connecting people to places and stories, pages 189–199. P. 189

- 1 STEEL WAGON SILHOUETTE (PAGE 184)
- 2 SANTA FE TRAIL TRAVELER SILHOUETTE (PAGE 184)
- 3 NATIVE PRAIRIE GRASS (PAGES 180–181, APPENDIX C, PAGE 210)
- 4 LARGE HISTORICAL PHOTO IN FRAME (PAGE 185)
- 5 CONCRETE, COLORED CONCRETE, OR STABILIZED NATURAL MATERIAL OVER CONCRETE (PAGES 178–179)
- 6 INTERPRETIVE EXHIBIT (PAGE 194)
- 7 PROPERTY OUTSIDE OF THE ROW AND INTERPRETIVE AREA
- 8 RIGHT-OF-WAY BOUNDARY (WALL, FENCE, OR OTHER DELINEATION)
- 9 LIGHT POLE WITH NATIONAL HISTORIC TRAIL BANNER (PAGE 175)
- 10 GROUND PLANE NHT LOGOS (PAGES 168–171)



## Historic trail encounters: silhouettes

Silhouettes of trail figures and wagons have been used in many places across the national historic trails, including within the Kansas City Metro area, to help connect the public to the people who travelled this way in past centuries. They are most frequently used at ridge tops or in open space, to be viewed at a distance, but also can have appeal when approached closely. They are most commonly made of Corten or other weathering steel, designed to rust over its life span. While sometimes made oversize for viewing at a distance, the preferred application of silhouettes is at life-size, to maximize connection with vanished people and animals.

Silhouettes of this type have been fabricated locally and installed in the Kansas City Metro area in several locations including at the Hickman Mills School and along I-435 near Bannister Road and the new Powder Mill pedestrian bridge, both in Kansas City, Missouri. For more information about local use or production, please contact NTIR-NPS, Vireo, or 3 Trails West, Inc.

There is potential, in the long term, to create a full catalog of standard silhouettes of characters, vehicles, and animals from which cities, counties, or groups can select when beginning a silhouette project. Categories would include standard generic characters such as traders, horseback riders, and tribal figures as well as famous individuals from the trail period, such as Kit Carson, John C. Fremont, or Susan Shelby Magoffin. Vehicles would include a range of wagon types (both emigrant wagons and trade or military wagons), stage coaches, ferries, and steamships; animals would include both domesticated animals and appropriate wildlife. If there is sufficient interest in use of silhouettes across the Kansas City Metro area or the NHTs in general, additional work may be put into formalizing the catalog, finalizing the silhouette designs, and making the needed files available for the use of partner organizations and fabricators.

[NTIR-NPS CONTACT INFORMATION](#)



Conceptual representation of historic trail silhouettes along a greenway trail. Image shows silhouettes and a small plaque with QR code or other link to digital media.



Historic trail silhouettes in place at the Hickman Mills Middle School, Kansas City, MO. Photo: L. Short, SFTA..



Historic trail silhouettes in place at the Hickman Mills Middle School, Kansas City, MO. Photos: A. Allen for NPS.



Conceptual representation of historic trail silhouettes along an existing trail in front of a school in Gardner, Kansas. Image shows silhouettes with some prairie grass plantings.

## Historic trail encounters: historic images

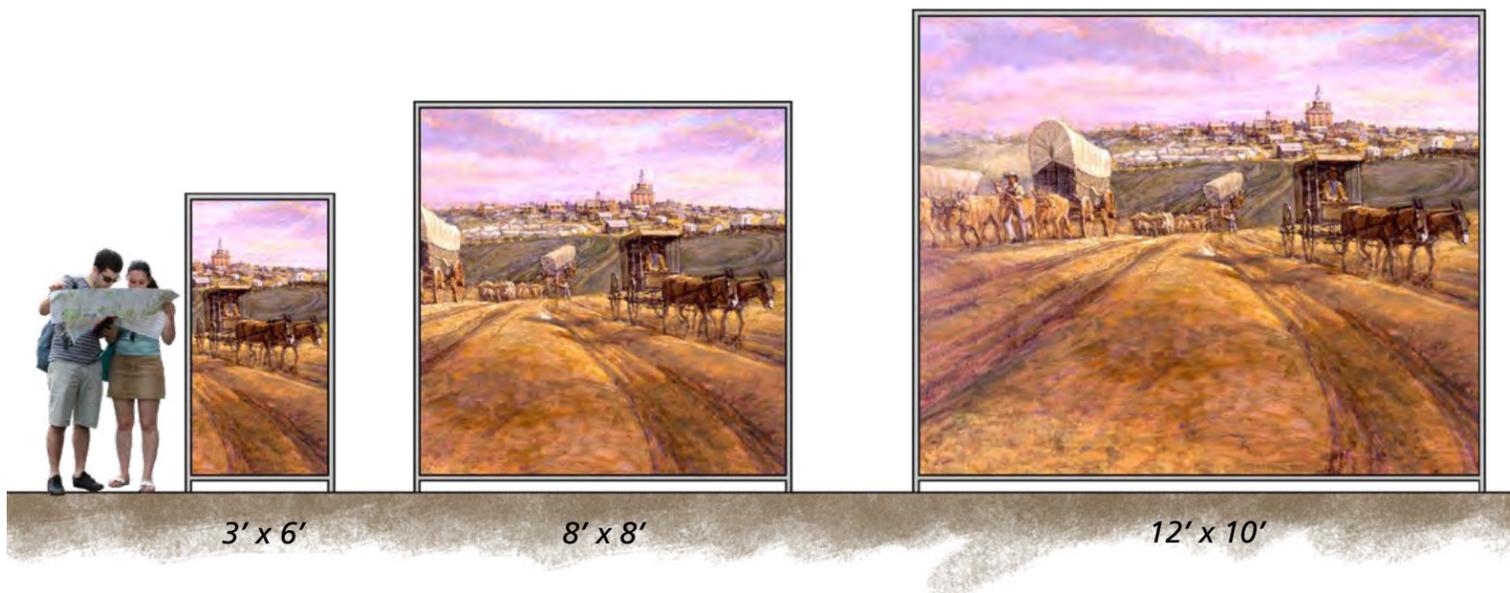
Panels displaying historical images at a large scale are also a potential component of historic trail encounters installations. These panels would feature paintings, photographs, or other imagery related to trail history in a given area. Images may feature trail scenes, buildings and places related to the trail, or people who travelled the trails.

Panels can be set in metal frames, and are proposed in two material types: an opaque high pressure laminate, such as is often used for interpretive exhibits, and a printed semi-translucent screen. One option may be preferred over the other in specific situations based on desired size of image, structural needs, safety, and environmental considerations.

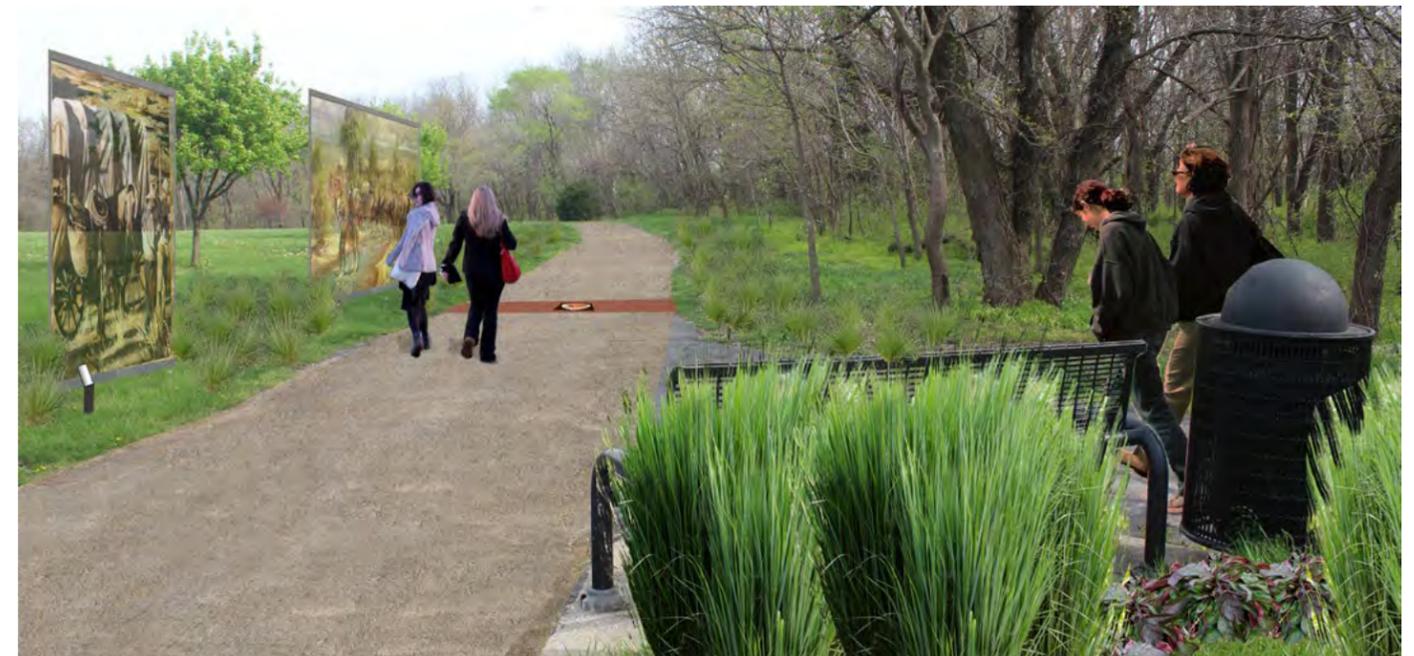
Although the construction and sizing is intended to be consistent throughout these uses, the images used will be specific to a given place along the trail and locally sourced. Resolution needs for an image of this size will limit the available options; a custom artwork related to trail history may also be considered for this purpose.

Some standard historic images may, in the future, be available through NTIR-NPS for this purpose. However, where locally relevant images of sufficient resolution exist in a given area, these images will likely be preferred to create a stronger connection to a given place or region along the trail.

### Proposed standard sizes



Conceptual representation of a large historic image along a greenway trail. Image shows a landscape format image panel, a small plaque w/ QR code or other link to digital media, and native plantings.



Conceptual representation of two historic images along a greenway trail. Image shows an 8' x 8' image panel, a 12' x 10' image panel, a small plaque with QR code or other link to digital media, a soil-like surface treatment on existing asphalt, and native plantings.

## Historic trail encounters: landscape images and screens

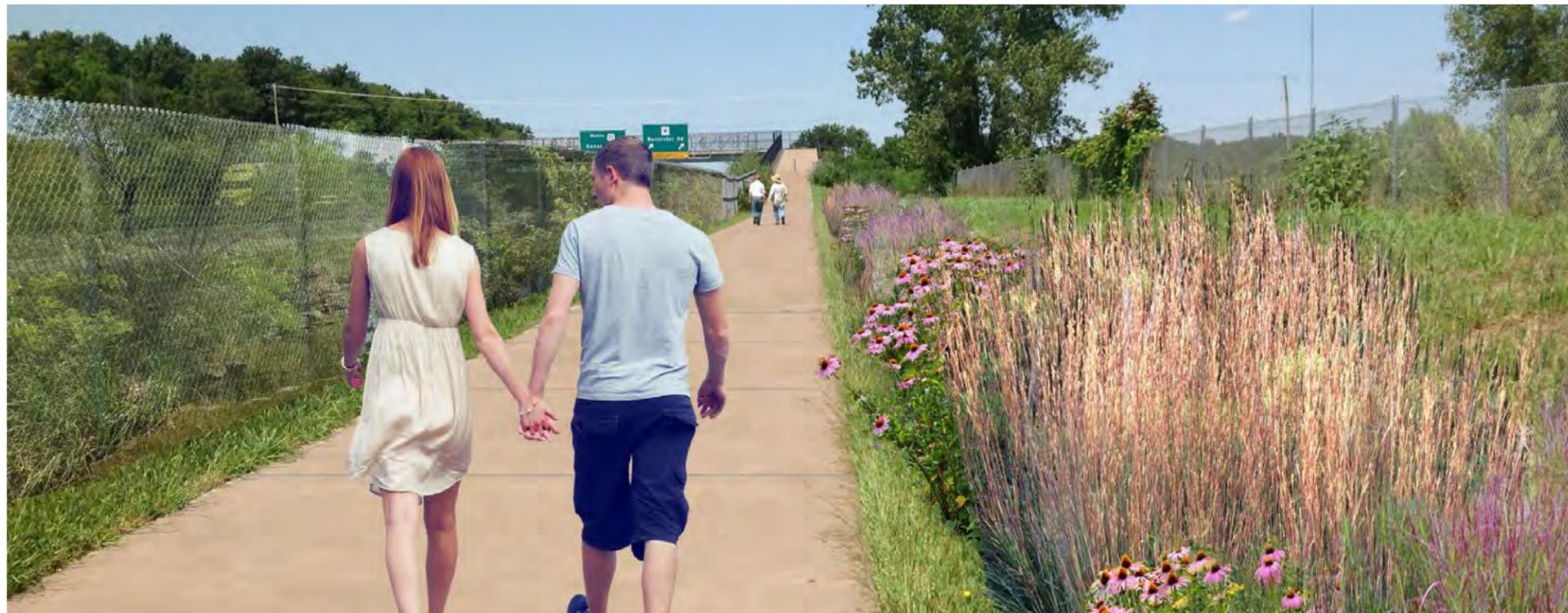
Printed fabrics for outdoor screening are widely available, and are most commonly used for marketing or branding purposes, along construction sites, ball fields, and other outdoor places. In this proposed application, fences and under-utilized surfaces could become a means to help trail users recall the natural landscape of the Kansas City area prior to urban or suburban development, particularly the open prairies and wooded streams that historic trail travelers would have encountered on their way. While this is a new NHT element, if interest is strong a future project might involve acquisition of appropriate high resolution photos to be made available to partner organizations for this purpose.



Conceptual representation of a landscape image screen in front of a school in Overland Park, Kansas, along an existing chain link fence.



Large scale landscape imagery screens at the Prairie Fire Shopping and Entertainment Center, Overland Park, Kansas. These screens are translucent when viewed from inside the parking structure. Photo: NPS.



Conceptual representation of a landscape screen showing Harts Creek, installed along the trail approaching the US 71 pedestrian overpass, Kansas City, Missouri.



An example of the detail possible on printed shade screens. Photo: NPS, taken of outdoor exhibit *The Fence 2017* (Santa Fe). Claire Rosen, "Birds of Prey" <https://thefencenm.org/>

## Historic trail encounters: viewports

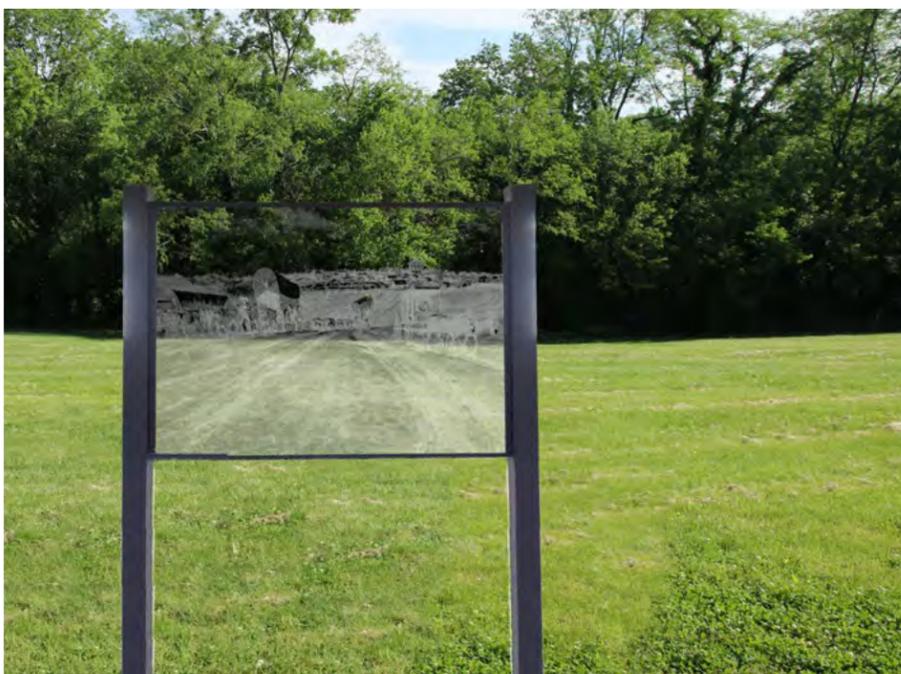
Viewports are transparent or semi-transparent windows placed in the landscape, through which one can see a representation of a past historic place or landscape superimposed on the existing landscape. They are a means to accomplish some of the purposes of a reconstruction without the costs or the challenges of attempting to accurately recreate historic conditions. They are often paired with a more extensive interpretive exhibit telling the story of the scene (see example image, far right) but can be used as a stand alone feature.

Viewports may feature images of an actual or site specific scene (for instance, an image of a trail era building that has since been destroyed) or a more general scene (such as a campground scene at a known trail campground site.)

At this time, viewports would be a custom application, likely contracted out to an exhibit design firm.



Conceptual design and placement of a viewport at Lone Elm Campground, showing the scene as it might have appeared during the trail period.



Conceptual design and placement of a viewport at Bingham Waggoner Estate swales, showing the view north toward the center of Independence during the trail period.



A viewport illustrating the former location of a building which has since been destroyed.



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## Interpretation: connecting people with places and stories

### What is interpretation?

Interpretation is an activity that facilitates intellectual and emotional connections between the interests of the user and the meanings of the resource.

Interpretive planners and designers identify the tangible resources, intangible meanings in the resources, and universal concepts to create a meaningful, possibly life-changing, experience for users. When users find relevance they are open to stewardship values.

### Interpretation's role in trail development

Interpretive media conveys stories and meanings to the public. These can be ideas, feelings, relationships, values, or beliefs. Relevance matters when planning for visitor use. After all, visitors are choosing how to spend their valuable leisure time.

When coupled with trail marking and site design, interpretation offers structured experiences ranging from orientation or information to in-depth awareness and complex stories told from a variety of perspectives. When offered meaningful experiences, a user may opt to explore more than one place or story.

In Kansas City, the public can choose recreational or traditional history experiences at a variety of access points. The goal is to craft an experience relevant to the user and connected to the power of place. The desired outcome is to engage communities who will enjoy and protect national historic trail resources.

### Thematic interpretive planning

Media products including print, video, and interactive materials, connect the interests of the user with the importance of the site. Text, graphics, design, and other elements work together to create opportunities for the audience to make connections. Planners must consider many factors when planning interpretive media.

The process of interpretation helps users find relevance in the sites and stories they encounter along the national historic trail. Interpretive planners work with site designers to create strategic and experiential user experiences.

Themes drive powerful messages by connecting stories to human experience. Those who create compelling themes need knowledge of the place, story, and audience. Trail-wide themes provide continuity of story and experience along national historic trails.

Themes are also used to guide the planning process.

#### Interpretive themes:

- Are a specific, disciplined way to express a relevant idea.
- Are expressed in the form of a single sentence.
- Link trail resources to intangible or universal meanings.
- Reveal the topic's relevance to the audience, answering the question, "What does this have to do with me?"
- Are tools for organizing and focusing interpretive products.

### Trail-wide interpretive plans

The NPS developed an interpretive prospectus for the Santa Fe NHT in 1991 to bring the Santa Fe Trail alive for the public. The plan guides the development of interpretive media across the length of the trail in cooperation with owners or management entities.

The NPS developed an interpretive plan for the Oregon, California, Mormon Pioneer, and Pony Express national historic trails in cooperation with the Oregon and California Trail Association and other trail partners during 2007–2008.

These documents provide guidance regarding trail-wide interpretive themes, goals and actions. These form the framework for interpretive planning.

Interpretive plans:

- Articulate a vision for the interpretive future of the trails.
- Make recommendations for ways to serve partners and audiences.
- Are successful in achieving management goals.
- Help people make meaningful connections with resources and stories.



## Interpretation: Trail-wide themes

### Santa Fe NHT trail-wide themes

#### *Pre-1821 - Informal establishment of the trail*

The Santa Fe Trail became a bridge for international trade and commerce between the United States and Spanish territory. Despite many earlier attempts to establish the bridge, the Spanish government effectively blocked trade.

#### *Purpose of the trail and how it differs from other trails*

The Santa Fe Trail was a significant link for trade and commerce in the trail network across the North American continent in the 1800s.

#### *Effect of the trail*

Opening the trail had far-reaching effects on the United States, the provinces of northern Mexico, and American Indians.

#### *Natural elements*

Survival depends on successful interaction with natural forces.

#### *Military presence*

Conflict occurs when different peoples do not understand each other or have different goals.

#### *Relationship to today*

Human needs and desires do not change, only the means by which they are achieved.

Additional topical subthemes include:

1. Old Franklin to Council Grove
2. Council Grove to Cimarron Route
3. The Cimarron Route
4. The Mountain Route
5. Fort Union/Watrous (La Junta) to Santa Fe

### Oregon and California NHTs trail-wide themes

#### Impact on American Indians

The influx of close to 500,000 emigrants and communications corridors across and into the traditional homelands of the American Indians undermined the latter groups' political and economic independence in the trans-Mississippi West, resulting in resource losses, disease, violence, increased intertribal conflicts, and loss of lifestyle.

#### National heritage

All 19th century overland travelers shared similar experiences while traveling west: the drudgery of walking or riding hundreds of miles, suffocating dust, violent thunderstorms, mud, temperature extremes, bad weather, poor forage, fear of Indians, accidents, sickness, and death. These experiences — frequently recorded in journals, diaries, and letters — became a part of our national heritage and inspired a romantic movement in art, literature, and cinema that has had an enormous effect on American popular culture.

#### Past, present and future corridors

Though overland traffic declined dramatically after the completion of the transcontinental railroad in 1869, the trail corridors laid the basis for communication and transportation systems that are still in use today. Railroads, modern highways, pipelines, and powerlines still follow the general routes of the old emigrant trails.

#### Strength and survival

The impact to the indigenous tribes was devastating. After suffering through the introduction of alien diseases and loss of homeland, the tribes were placed on reservations. The story of survival of the American Indian is a story that covers all aspects of human strengths. The dreams of the emigrant may have been attained, but the dreams of American Indians were altered as well.

### *Oregon and California NHTs trail-wide themes (cont.)*

#### Intercultural contact

There was a broad range of intercultural contact ranging from mutually beneficial to violent conflict that led to open warfare.

#### Nature's influence

Landforms, landmarks, forage, wood, and water dictated the paths of migration. Numerous factors, such as weather, flooding rivers, adequate pasture for draft animals, and water for animals and humans affected the organization and outfitting of wagon trains and the Pony Express.

#### Superhighways

These corridors were the "superhighways" of westward expansion during the mid-19th century, a period of "manifest destiny" when the nation realized its dream of stretching from ocean to ocean.

#### Suffering and hardship

After surviving the journey, and reaching their destinations, emigrants still faced hardship, hard work, and deprivation to realize their dreams.



## Oregon and California NHTs trail-wide themes (cont.)

### Natural roads

The geographically central corridor of these four historic trails (up the Platte, the North Platte, and the Sweetwater Rivers to South Pass) has been called “the best natural road in the world.” Segments of this corridor had been used for thousands of years by American Indians and in the mid-19th century became the transportation route for successive waves of European trappers, missionaries, soldiers, teamsters, stagecoach drivers, Pony Express riders, and overland emigrants bound for opportunity in the Oregon territory, the Great Basin, and the California goldfields.

## Oregon National Historic Trail subthemes

Family	Better life	Mass migration	Transportation advancement	U.S. expansion
Farming families, with their oxen and wagons, traveled the Oregon Trail to reach the promise of rich, fertile land in the Oregon Territory.	Between 1841 and 1869, more than 250,000 Americans traversed the Oregon Trail to escape economic adversity, or to obtain better farmlands.	The Oregon Trail was the harbinger of America’s westward expansion and the core of one of the largest and longest mass migrations in U.S. history.	In 1836 when Presbyterian missionaries Marcus Whitman and Henry Spalding took their wives over the Oregon Trail to establish Indian missions in the Oregon country; they proved the feasibility of moving families and wheeled vehicles across an area previously perceived as impassable.	The waves of migration to Oregon strengthened U.S. claims to the Pacific Northwest. By 1846, when the treaty with Great Britain established the northern boundary of the United States at the 49th parallel, more than 5,000 emigrants had settled in the fertile Willamette Valley.

## California National Historic Trail subthemes

Emigrant diversity	Economic hopes	National and international influence	Transient young men
The California Trail emigrants represented various cultures, ethnic groups, religious denominations, educational backgrounds, and economic interests.	Between 1841 and 1869, more than 200,000 Americans traversed the California Trail to escape economic adversity, obtain better farmlands, or get rich quick in the gold rush.	The rapid influx of Americans along the California Trail influenced national politics, international relations and boundaries, and U.S. policy toward American Indians. Settlement was so rapid that California became a state in 1850 without having been a territory.	Although most of the overland emigrants to Oregon and California through 1848 sought to establish farms and permanent homes, a majority of the forty-niners were single young men, hoping to make their fortunes in the goldfields of the Sierra Nevada and return home to the East.

# Knowing Your Audience

## Audiences and learning needs

There are preferences for how people best learn. Since users are choosing to spend their leisure time learning about or experiencing the NHT in Kansas City, planning should focus on making that experience the best it can be for as many users as possible.

One way to accomplish this is by comparing multiple factors to find which interpretive media types meet resource, audience, and learning needs.

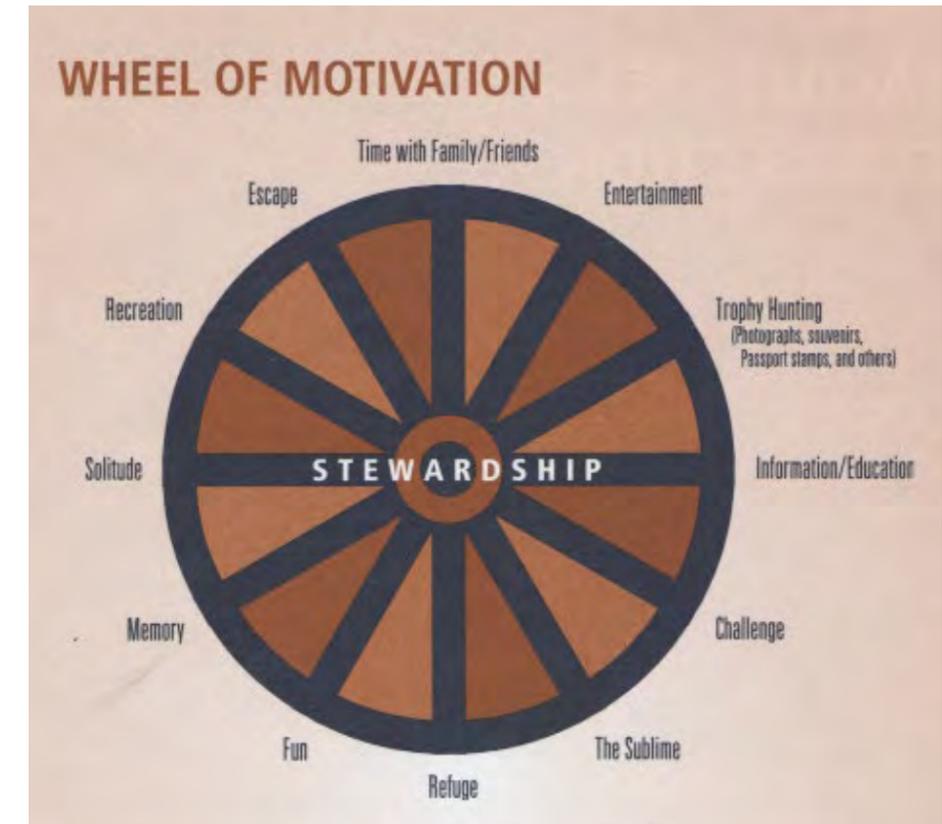
Learning type	Learning preferences	Media type
Visual-Spatial	Graphics, virtual reality, standing in the resource, features, landscape	Traditional or digital media
Bodily-Kinesthetic	Physically being at the resource, moving through the landscape	Traditional or digital media
Musical	Mobile tour audio, sensory immersion	Digital media
Interpersonal	Sharing through media that promotes conversation	Digital media
Intrapersonal	Relevance to self, immersion in place of reflection	Traditional or digital media
Linguistic	Audio or video, use of words, languages, and stories	Digital media
Logical-Mathematical	Features, places, movement, structure	Traditional or digital media
Naturalistic	At the place, environments, surroundings	Traditional or digital media

*Traditional media meets the needs or expectations of users who prefer looking at exhibits or brochures to interact with the landscape. Digital media meets the needs of people who use a smartphone to access content or to share experiences.*

## Questions to ask about your audience

Audience knowledge can simplify interpretive media choice. In Kansas City, with its urban recreation trails that follow the historic routes, extra consideration may be needed to devise ways to meet the needs of recreational and traditional users as well as residents.

- Who are your user groups/audiences?
- What are visitor expectations upon arrival?
- How much time do users have?
- When do you provide interpretation – before, during, or after experiencing the site?
- What are the primary languages, literacy patterns, ages, and group types?
- What are the motivations for coming to the site?
- Are there cultural differences to take into account?
- What physical abilities are required to interact with site and media?



Individuals have a variety of reasons for spending time at trail sites. Understanding motivations helps plan for a variety of users and their interests.



## Moving People Through Place and Time

### Multiple stops and cohesive experience

In the Kansas City area, users will access trail opportunities from a variety of points and represent a variety of user groups. Moving people through place and time requires an additional planned component to trail retracement.

Benefits for trail users interested in multiple stop use of the retracement trail are many. Sequencing experiences offers multiple opportunities to connect to the trail and helps foster stewardship.

To plan for an interpretive experience:

- Know your current and potential audiences
- Identify relevance to users
- Present a cohesive story
- Create multiple connection opportunities

To get started, evaluate:

- Trail resources
- Group characteristics
- Interpretive opportunities
- User comfort

To offer essential, sequenced, planned components:

- Follow an interpretive process
- Sequence multiple stops
- Facilitate resource immersion
- Create intense, immediate activities
- Consider logistics

To encourage more visits:

- Be relevant
- Explain where to go next

### Audiences and users

Consider the preferences of each user group. In the Kansas City Metro area, potential audiences and users include:

- Point in time (chance encounter)
- Recreation user (running, biking, walking)
- Multi-stop user (if interested will visit more)
- Resident community user
- Family or friend group
- Youth
- Long distance trail retracement visitor
- Digital preferences
- Traditional user
- Environmentally conscious
- Education
- General public (awareness)

### *Planning for audiences and experiences*

- » Make it a journey
- » Know the resources
- » Identify sites and routes
- » Recognize and promote identity
- » Create potential intellectual connections
- » Create potential emotional connections
- » Provide immersion opportunities
- » Provide interactive encounters
- » Consider sequencing opportunities
- » Use transitions
- » Determine distance and pacing
- » Provide sequenced activities
- » Create awareness of the resource
- » Build for accessibility and universal design
- » Present multiple points of view
- » Choose stops with interpretive intent
- » Plan knowing logistics and safety
- » Promote resource protection

## Interpretive media types

### Know your interpretive media

Interpretive media selection is as much art as science. A goal is rarely met in only one way. An interpretive media specialist should be included in planning. Each situation has its own particular mix of factors to consider. Some of the most important elements in a media decision are: message, audience, and resources.

Digital media endures longer than other forms and can reach broad audiences by addressing diverse learning styles and engagement preferences.

Learn more about interpretive media at:  
<https://www.nps.gov/hfc/products/>

### Traditional media examples

#### *Orientation exhibits*

These exhibits help users know where to start and what to expect.

#### *Wayside exhibits*

This type of exhibit captions the landscape. It is used at the location of the resource to which it refers.

#### *Publications*

Examples included brochures, self-guiding walking/driving tours, rack cards, trail or partner newsletters, and more.

#### *Audiovisual*

Film, podcasts, audio driving tours, and pedestrian tours are illustrative.

#### *Museum exhibits*

Comfortable indoor exhibits use historical content, including in depth local stories and trail wide contextual information.

### Digital media examples

#### *Web media*

The foundation for digital media is the web. It is the place to start the conversation with the public about planning a visit, exploring a topic, or learning about history. In-depth content not appropriate to other types of interpretive media may be offered on a website or mini website.

#### *Mobile apps and mobile websites*

Locating yourself on a map, making your own tour, finding ranger programs, or discovering what's around you by just looking through your smartphone is possible with this media. Apps for smartphones, tablets, and ereaders are an important part of the digital user experience. Apps can stand alone (native) or be web-based (mobile website or web app). Both offer expanded content and meet the needs of a variety of user preferences.

#### *Virtual experiences*

Use technology to your advantage by offering virtual or augmented experiences for private land or inaccessible sites. Visit with the landowners to find a way to enhance the user experience without intruding on private or sensitive property.

#### *Social media*

The public is discovering and connecting to parks through their friends and family on social media. Social media is a tool to encourage interpretive connections to a place or experience. It allows for immediate feedback and sharing of the experience, which is particularly important to younger audiences.

#### *Education technology*

Every new application of education technology is designed to intensify formal and informal educational experiences, and to expand the audience for park educational programs. Digital media resources can support and expand education programs both on site and through distance or virtual learning.





# Choosing interpretive media

## Ask the right questions

### Choose the right place

Is the site...

- Welcoming?
- Safe?
- Accessible?
- Iconic?

Consider...

- Trailhead levels
- Materials
- Trail types

### Preparations

- What concepts do you want to share?
- Are there multiple perspectives on the site's story?
- Do you have knowledge of the resource(s)?
- Do you have knowledge of the audience(s)?
- What are the meanings the site may hold?
- Have you written a theme?

### Considerations

- What is the interpretive need?
- What are the desired outcomes?
- Does media creation support organizational goals?
- How and where will you share stories?
- Are there any expectations amongst partner or public groups?

### Choose the right type

- What kind of media can best express your message? More than one kind may work.
- Does a certain media type best engage current and/or future audiences?
- Do you have the resources you need to begin developing interpretive media?

## Interpretive media types, impacts, and accessibility needs

Consider this chart to choose appropriate interpretive media that effectively communicates the resource meaning or message for a site. The rating is for the resource or site's investment, not the cost to users. For the Kansas City area, continuity across sites is important.

• = low      •• = medium      ••• = high

Types	Outdoor signs	Outdoor signs	Audiovisual	Audiovisual	Audiovisual	Interactive	Interactive	Mobile	Mobile	Publications
	<i>Interpretive exhibits</i>	<i>Wayfinding signs</i>	<i>Personal device</i>	<i>Integrated at site</i>	<i>Video</i>	<i>Physical</i>	<i>Digital</i>	<i>Website</i>	<i>App</i>	<i>Paper</i>
Cost	••	•	••	•••	•••	••	•••	••	••	•
Staffing	•	•	•	••	•••	•	•	•	•	•
Design time	•••	••	•••	•••	•••	•••	•••	•••	•••	•••
Maintenance	•	•	•	••	••	••	••	••	••	•
Lifespan	••	••	•	•	••	••	••	••	••	•
Learning styles	•	•	••	••	•••	••	••	••	••	••
Landscape effect	•••	•••	•	•	•	•	•	•	•	•
Ease of group participation	••	••	•	•	••	•	••	•••	•••	•
Continuity	••	••	•••	••	•	••	•••	••	•••	••
Meets accessibility needs	••	•••	•••	•••	•••	••	•••	•••	•••	•

# NHT marking and interpretive media

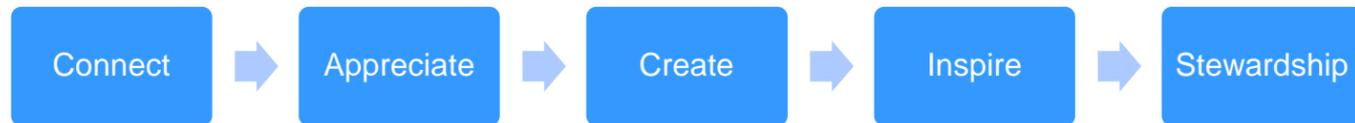
## Continuum of connections to trail resources



**Awareness and immersion**  
 Marking and media can be used to connect users with trail sites and stories.

Marking and interpretive media can be used to connect users with trail sites and stories. Through directed experiences that intentionally integrate interpretive media, physical movement, and resource immersion, the Kansas City Metro area has the potential to offer deeply engrossing and engaging experiences. Quality experiences utilize a combination of awareness and interpretive media tools.

Planned long distance retracement experiences provide flexibility for the audience to interact spontaneously with the resource, wherever they access the trail. Movement along the trail can take a variety of forms. Planning can facilitate an effective and safe immersion experience for the user in the particular resource and type of activity.



Once trail users *connect* and *appreciate* the resources in their community, they may be open to more experiences.

Immersion in a trail resource provides opportunities to understand the meanings of trail stories, *creating* lasting memories.

The goal is not only to educate but to *inspire*.

Structured planning can facilitate the meaning-making process. If users make personal connections to the trail, they will be more likely to return, tell others, and advocate for trail protection through *stewardship*.

**Recommendations**  
 Recommendations for the Kansas City area focus on outdoor interpretive opportunities and experiences. Awareness tools work with informational and interpretive media to facilitate experiences.

**Planned**  
 All marking and media products have a clearly identified, appropriate, and articulated:

- Purpose
- Message
- Audience
- Material

## Awareness

Purpose: Raises awareness that the trail passed through their community.

Marker/Material/Media: Marking tools such as NHT signs and choice of appropriate materials

Audiences: All

Awareness tools could include:

- Logos
- Road signs
- Pedestrian signs
- Site identification signs
- Ground surface logos
- Limestone posts
- Banners

Placeholder images



## Orientation

Purpose: Reaffirms that the user is in a place where they can learn about or experience the trail.

Marker/Material/Media: Range is available, including physical and digital tools

Audiences: All

Orientation materials could include:

- Awareness tools
- Exhibit
- Map
- Publication
- Mobile tour
- App
- Flyers
- QR codes
- Social media

## Information

Purpose: Offers orientation and information, such as maps, where to go next, and information about the trails. Also provides historical context.

Marker/Material/Media: NHT signs, choice of materials

Audiences: All

Informational materials could include:

- Awareness tools
- Orientation or informational exhibit
- Publication
- Mobile tour
- App
- QR codes
- Teasers/hooks
- Social media

## Interpretation

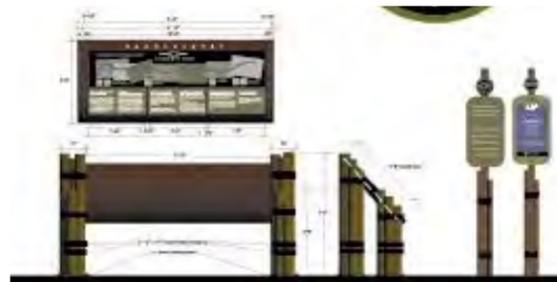
Purpose: Connects the user to a trail resource in a relevant and meaningful way. Goes beyond information to tell stories.

Marker/Material/Media: NHT signs, choice of materials

Audiences: All

Interpretative materials could include:

- Awareness tools
- Interpretive exhibits
- Publications
- Mobile tour
- App
- Websites
- QR codes
- Teasers/hooks
- Social media





# Awareness tools for the Kansas City Metro area

## Awareness tools for the NHT experience

Audiences need to be able to identify the trail to begin a trail experience. Using trail marking and orientation tools, the NHT can meet the needs or preferences of diverse users. With selective choice and planning, something for all users can be offered as part of the NHT experience.

Marking and orientation can also cause users to shift from one preference to another when experience options are offered. Fostering trail stewards may require multiple stops or experiences that resonate with the user.

By incorporating awareness tools and interpretive media into one plan, future trail users will be able to find and receive options to further their experience.

### Goals for use

Trail users will:

- Recognize the trail
- Access the trail
- Experience the trail
- Visit more than one location
- Come back for more
- Tell others about the resource
- Advocate for trail protection

### Awareness tools - summary

Marking:

- Site identification or entrance sign
- Direction signs
- Pedestrian signs
- Road signs

Materials:

- Plantings
- Crosswalks
- Paving
- Ground surface logos
- Banners
- Limestone posts

Historic Trail Encounters:

- Silhouettes
- Large historic images or art
- Viewports

### Historic trail encounters

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Interpretive media supports historic trail encounters by meeting learning preferences and offering choice to users. They can choose a meaningful and comfortable way to connect.

	Historic trail encounters (supported by interpretive media)		
Media type	Silhouettes	Large historic images or art	Viewports
Exhibit - orientation/Information	*	*	
Exhibit - interpretation	*	*	*
QR code or short URL	*	*	*
Audiovisual - personal device	*	*	
Interactive - physical	*		
Interactive - digital	*	*	*
Mobile - web	*	*	*
Mobile - app	*	*	*



# Recommended interpretive media by audience

## Tools for the NHT experience by type and audience preferences

Once users know that they are at a trail location, they can comfortably explore what the NHT has to offer. They will be more open to learning or doing if presented with a variety of user activities or experiences. They may even shift audience categories and see the trail from different perspectives.

Information and interpretation can help them choose their next activity – hopefully one that takes them to another place or story on the trail. Note that these tools provide layers of experience. No one tool is effective alone if you want to reach diverse audiences.

Also consider that this is an outdoor, urban experience. Some users may not have planned a visit to any portion of the trail. They are accessing with what they have on hand. All users need awareness mechanisms such as trail marking.

Information & interpretation	Historic trail encounters (supported by interpretive media)			Exhibits		Audiovisual			Interactive		Mobile		Publications
	<i>Silhouettes</i>	<i>Large historic images or art</i>	<i>Viewports</i>	<i>Orientation/ information</i>	<i>Interpretive exhibits</i>	<i>Personal device</i>	<i>Integrated at site</i>	<i>Video</i>	<i>Physical or tactile</i>	<i>Digital/device</i>	<i>Website</i>	<i>App</i>	<i>Paper</i>
Point in time	*	*	*	*	*	*				*	*		
Recreation	*	*		*		*				*			
General public	*	*	*	*	*	*	*	*	*	*	*	*	*
Multi-stop user	*	*	*	*	*	*	*	*	*	*	*	*	*
Resident community user	*	*	*			*					*		
Family or friend groups				*	*	*			*	*	*	*	
Youth				*		*			*	*	*	*	
Long distance retracement	*	*	*	*	*	*	*	*	*	*	*	*	*
Digital or mobile users						*				*	*	*	
Educational groups	*	*	*		*	*	*	*	*	*			
Traditional users				*	*			*	*				*
Environment conscious						*				*	*	*	

**Continuum** Information  Interpretation