



Lincoln Ranger District

District Office Interpretive Plan Office Renovation & Exhibit Concepts

United States
Department of
Agriculture



Forest Service
Region 1

Helena National Forest

December 2012





Contributors:

This plan was created with the help of the:

Lincoln Ranger District: *Amber Kamps, Casey Burns*

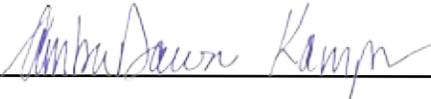
Blackfoot Challenge: *Nancy Schwalm*

Helena National Forest: *Eric Barclay, DJ Johnston*

Northern Regional Office: *Margaret Gorski, Steve Oravetz, Jane Kipp*

Center for Design and Interpretation: *Alexandra Botello, Lee Deeds, Glen France, Todd Michael, Donna Sullenger and Elizabeth Yo.*

Approved by:



Amber Kamps, Lincoln District Ranger



Eric Barclay, Forest Engineer, Helena National Forest



Margaret Gorski, Regional Program Manager

Recreation, Special Uses, Scenic Byways, LCNHT, Tourism, & Interpretation



Marcus Staley, Manager Center for Design and Interpretation

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Summary

This project entails the remodelling of the Lincoln Ranger District Office public entrance and lobby space. It will accommodate a new interpretive exhibit featuring an existing large grizzly bear mount. This project aims to improve the visitor and interpretive experience while reducing conflict between visitors and other Ranger District functions. Improvements will be modest, yet consider long term sustainability and the various ways in which the building is used.

Background

Just west of Lincoln, Montana along Highway 200, an 830 pound 12 year old grizzly bear was hit and killed by a truck in October of 2007. Thanks to radio collaring, much of this bear's life story had been tracked by Montana Fish, Wildlife, and Parks biologists. He had been recorded within the Black-foot river drainage for a number of years before his death. This grizzly often looked for easy meals, from raiding livestock grain supplies to breaking into local resident outbuildings finding garbage and pet food provisions.

The story of this grizzly was told in many newspapers and featured on television on most Montana news stations. After much debate, which reached statewide interest, it was decided to have the bear mounted for educational purposes and that it should be displayed in the community of Lincoln. The Lincoln Ranger District office was determined to be the optimal exhibit location as it has the greatest access for the public. The District grizzly display mount was installed on July 8th, 2008.

In order to display the bear, the Lincoln Ranger District made some modifications to the front lobby of the Ranger District Office and added a sign on the highway indicating a "Bear Exhibit" was available and open to the public. Since the bear has been on display, the district office visitation has increased over tenfold. From school children, tour groups, to individuals, the bear has attracted a lot of attention. The office lobby is nearly 500 square feet, 300' of which is usable public space. The lobby is located in between office space and the district's conference room which also serves as the break room. The

lobby was never designed for the type of use that is occurring now.

Staff time has shifted since the addition of the bear. Now more frequent and larger groups stop to view the bear, they are demanding much more face to face time from the staff to answer questions about the bear and other related topics. Featured on the first page of the community website (<http://www.lincolnmontana.com/>), the current bear display is an important source of pride for the community. Since this bear is on the road between Great Falls and Missoula, it has become a known stop on the "Glacier Route" and has for some, become a tourist destination in itself. Prior to the grizzly display, the Lincoln Ranger District drew in about 500 visitors a year. In 2008 over 10,000 visitors were documented in the office, in 2009 about 13,000 visitors, and over 12,000 visitors were counted in 2010.

Considering the fact that the grizzly bear is an iconic symbol of wildness and the mascot of the nearby University of Montana, there are few exhibits in the state that actually interpret this major wildlife species. There are only a handful of grizzly bears mounted which are on public display in Montana, and only a couple of these displays offer interpretation. Known locations of mounted grizzly's in Montana include: 1) Helena office of Montana Fish, Wildlife, and Parks, 2) Lewis & Clark Visitor Center in Great Falls, 3) Missoula airport, 4) Lincoln Ranger District, and 5) a hotel in St Mary's.

Opportunities and Issues

The Lincoln Ranger District Office is not a visitor center, rather the office poses a unique opportunity for the local Forest Service station to provide educational and interpretive messages regarding the agency and the grizzly bear. Additionally, improving the interpretive messages and remodelling the lobby would expand opportunities for enhancing the visitor experience. Improved messaging further promotes the bear as an asset to the community of Lincoln.

Unfortunately, the existing lobby at the Lincoln Ranger District was not designed to handle the traffic and visitation that it is currently receiving, nor does it provide adequate space to display the bear. The mount is 5 feet wide,

6 feet high, and 7 feet long with the top of the bear mount just 21 inches from the ceiling. In its current location, visitors can reach out and touch the bear. Hence the display itself feels tight in the space provided. With groups any larger than about 10, the lobby itself easily becomes crowded and claustrophobic.



There are two interpretive panels inside the lobby. One poster with information about the grizzly bear, another interactive type sign with different fish species. They are currently not hung on any wall. Redesign of the facility and adding interpretation to the renovated space should help to answer many of the common questions in a self-serve fashion thus freeing up staff to focus more time to work in other aspects of their jobs.

An in-house brochure was developed that addresses many of the common questions that the frontliners receive, but it has not replace the one to one contact with a Forest Service employee and the various requests for information the office entertains.

Interpretive signs outside the office address the Lewis and Clark Expedition and provide information about trees on the log that is located near the information kiosk.

The lobby is located between the staff offices and the conference/break room, creating a potential for conflicting use. Cross-traffic of staff through the current lobby to the conference room increases lobby congestion during busy periods.

If common questions on the grizzly and other topics can be answered through self serve interpretation, both inside the lobby and through exterior exhibits, this would reduce the current requests for such information that is currently asked of the frontliner staff as well as from district specialists who are routinely called to assist with answering the public's questions. New interpretation would better serve customers while freeing up additional time for frontliner staff to accomplishing other tasks including: taking phone inquires, issuing permits, performing mail clerk duties, providing staff support, and handling any number of various walk-in public requests.

The district office serves as a meeting space for the community and is the County Emergency Operation Center for the Upper Blackfoot Valley. There are few facilities in Lincoln where the community can hold meetings. Actively engaged in Lincoln, the district office continues to be available to host community, government, and nonprofit type gatherings.

Due to increased visitation, the parking area and traffic flow is more frequently congested and unsafe. Employee access to the office is via the same



entrance/exits used by the public creating additional traffic flow and conflicts from mixed traffic. There is also limited parking for RV's and insufficient turning radius for larger vehicles.

Policy and Direction

National Direction

The mission of the USDA Forest Service is to sustain the health, diversity, and productivity of the nation's forests and grasslands to meet the needs of present and future generations. This mission includes advocating a conservation ethic in promoting the health, productivity, diversity, and beauty of our public lands.

Framework for Sustainable Recreation (2010)

The framework for sustainable recreation helps “focus on providing benefits that respond to societal concerns at the community level and result in environmental integrity, social stability and economic vitality.”

The national vision for sustainable recreation is:

Renewing body and spirit, inspiring passion for the land

Among the six frameworks principles, two speak directly with this project

1. Connecting people with their natural and cultural heritage and
2. Cultivating community engagement

USDA Forest Service Interpretive Services Strategy (2003)

Interpretive Services assist in protecting resources, managing capacity, and maintaining local economies through sustainable tourism. As interpretive service providers “We create intellectual and emotional connections between people and their natural and cultural heritage, thereby instilling respect and appreciation for America's public lands and fostering their protection and stewardship through time.”

Regional Direction

Northern Region Recreation Heritage and Wilderness Program Niche, 2008-2018

*“Wildlands **connect with vast expanses of rural settings and growing communities** that attract people seeking a high quality of life with majestic scenery, clean water, and **unique charismatic wildlife**. The rich, colorful, and well preserved American Indian and Euroamerican heritage of the Region, as reflected in living cultural traditions, historic buildings, and thousands of archeological sites; is accessible and protected for the benefit of future generations. Hunting, fishing and gathering products, that were once life sustaining are now life enhancing. The Region is a **leader in facilitating collaboration between user groups, neighboring providers, and communities**. This protects open space and key access to the Region that is vital to the delivery of sustainable, recreation services. **We remain relevant and responsive to communities, visitors, and changing climate**. Outfitter guides are an important connection to new and changing visitors. High value, low impact visitation through geo-tourism, and trail-based recreation link to communities and are regional in focus.”*

Forest Direction

Helena National Forest Recreation Niche

*“The accessible landscape of the Helena National Forest **enriches the lifestyles of local residents with abundant wildlife**, history, scenery and trails in a million acre “backyard” surrounding Montana's capital city. Just as Meriwether Lewis, while travelling along the Missouri River first saw the “gates of the [Rocky] Mountains,” adventurers of all ages can still experience the forest's western landscapes...”*

The niche goes on to establish that connections – are held in **very close proximity to local communities**.

Helena Forest Land Management Plan (1986)

The Forest-Wide standards and management area direction include the following goals:

Goal 1: Provide a range of quality outdoor recreation opportunities within a forest environment that can be developed for visitor use and satisfaction.

Goal 4: Maintain and improve the habitat over time to support big game and other wildlife species.

Goal 7: Maintain or enhance sufficient grizzly bear habitat to meet the population recovery goals established in the Grizzly Bear Recovery Plan for the Helena Forest.

Goal 18: Emphasize educational and public information and programs to increase public awareness and understanding of Forest Service management activities.

Forestwide Standards

Standard 4: Whenever possible, use public education and information programs as well as public involvement to help gain support and understanding of our management objectives and activities.

Administration Facilities Standards

Standard 1: Provide a cost effective program of maintenance to necessary administrative facilities. This will protect the investment, provide for public and employee's health and safety in accordance with current building codes and standards, and present a neat, well kept appearance in harmony with its surroundings.

Standard 2: Construct new administrative facilities to replace existing structures that no longer are cost effective to maintain or expand or are inadequate to serve the needs of resource management.

Audience

Since Lewis and Clark County includes the communities of Lincoln as well as Helena, actual numbers of visitors and expenditures will not reflect precisely what occurs in and around the town of Lincoln. Visitor trends may be useful.

According to a 2005 Institute for Tourism and Recreation Research (ITRR) survey (prior to the mounted Grizzly) of Lewis and Clark County, over 80% of nonresident visitors are repeat visitors to Montana and plan to return again within 2 years. 13% of visitors came from Washington state while 9% from Alberta, Canada, and 7% from both California and Minnesota. The average

age of these visitors was 52, with most in the age range of 35-54 years old. Party size for 45% of the respondents was 2 people.

The top two activities that visitors engaged in were 1) 59% driving for pleasure, and 2) 41% wildlife watching. Nearly 75% of expenditures for nonresident visitors to Lewis and Clark County were spent on services such as gas, restaurants, retail business, and hotel expenses.

The ITRR conducted an updated nonresident visitor survey in 2009 (after the Grizzly mount had been on display) however these figure are still being analysed and currently are not available for review.

From discussions with district staff, it seems that many visitors to the district may come to the office as a side trip while they are visiting local friends and relatives. Others are hunters, and some are travelling along the scenic route, Hwy 200, and stop here between their primary destinations.



Assumptions

- The Lincoln Ranger District office will continue to house the grizzly bear
- The Lincoln Ranger District will continue to be relevant in the community and remain as a Forest Service office in the future.
- The Lincoln Ranger District will continue to be an important venue for public gatherings and a meeting location for the community of Lincoln.
- The Lincoln Ranger District will continue to have limited budgets
- The Lincoln Ranger District will continue to cultivate relationships and generate funds with partners

Project Goals

- To improve the interpretive messages and viewing experience for the visiting public.
- To improve building accessibility
- To minimize visitor impacts to the daily business of the ranger district
- To maintain the use of the district office as a community meeting place

Project Objectives

Infrastructure

- Provide for security and physical protection for the grizzly bear mount
- Provide for the use of the conference room for community meetings and gatherings
- Locate front desk for most efficient conducting of “regular” ranger station business
- Accommodate larger groups, from 5-40 people. These visitors may include international travellers, visitors with accessibility needs, school groups, and retirees.

- Provide outside 24 hour 7 days per week information about the bear and general recreation information
- Reduce vehicle and pedestrian hazards so pedestrians can safely access the office.
- Improve accessibility
- Improve rest room capacity
- Minimize or reduce long term maintenance and operations cost
- Facility design complements Built Environment Image Guide (BEIG) with structure and information areas outside office in harmony with building design

Interpretation Objectives

- Employ the unique opportunity of this mounted bear to tell about bears in their environment and grizzly biology.
- Provide information in order to reduce human/bear conflicts.
- Serve as a point of contact to receive educational and interpretive messages on how to live and recreate with bears (grizzly and black)
- Use the Grizzly Bear to educate people about carnivore conservation
- Serve as a point of contact to receive general recreational information
- Maximize self-serve information

Action Objectives

- Provide opportunities to celebrate the community pride within their relationship of living “in” nature and with wildlife, especially with grizzly bears.
- Provide opportunities for local school children to experience the natural life around them
- Contribute in the making of Lincoln as a “Bear Safe” Community
- Put Lincoln “On the Tourism” map as a place to “get nose to nose” with a Grizzly Bear.
- Be a vehicle to encourage people to spend more time in Lincoln.

Themes & Storylines

Definitions

A *Primary Theme Statement* is developed from the interpretive and action objectives. This theme helps tie together information and ideas that are then presented to visitors. The primary theme statement provides the foundation for all themes and storylines identified. It is the umbrella statement, no matter what media is used, to express these themes and storylines. It is the principle message we want to get across to our audience and answers the questions “So what?”, “What’s the big deal?”, and/or “Why should I care?” Typically, themes are expressed in complete sentences.

Sub-Themes further develops an important component or aspect of the primary theme. Most plans will have not more than 7 subthemes, based on Miller’s research of 7 plus/minus 2 rule. He found that most people can remember 5 things, some can remember 7, few can recall 9 elements or sub-themes in an exhibit.

Storylines are the core ideas extracted from the primary theme and sub-themes. The story is what draws the audience in, it is the heart of interpretation and where much of the human interaction and communication takes place within an interpretive display, exhibit, or presentation. It helps the audience explore meanings and their relationship to resources.

Primary Theme

To live, work, and recreate in this ecosystem provides opportunities to view wildlife in their natural environment. This unique setting includes the added responsibility for people to take steps to minimize conflicts with wildlife and their habitat.

Sub-Themes

1. The grizzly bear range has changed dramatically over the past two hundred years as have how people have viewed this animal and adopted conservation efforts.

Storylines

- a. From the Pacific Ocean to prairies and mountains, grizzlies once lived throughout the vast stretches of open and unpopulated land of the western United States. Once European settlement swept across the west the fate of the grizzly shifted and their population drastically shrunk.
- b. While self sustaining populations of grizzlies still thrive in parts of Canada and Alaska, an estimated 1200 -1400 survive in the lower 48 states of what was once thought to be a robust population of 50,000. In 1975, the grizzly was listed as a threatened species by the US Fish and Wildlife Service changing the fate, once again, of this animal.
- c. Grizzlies currently remain in only five ecosystems in the states of Montana, Idaho, Washington, and Wyoming. These ecosystems are designated as the North Cascades, Selkirk, Cabinet-Yaak, Northern Continental Divide, and Yellowstone recovery zones. Recovery efforts have halted population decline.
- d. In 1804, William Clark, of the Lewis and Clark Expedition, were the first to scientifically record their observations of and encounters with the grizzly bear, its range, habitat, and its impressive physical characteristics.
- e. The Salish/Kootenai tribes of this area continue to view the grizzly as an important symbol of protector and of creating positive energy.

SubTheme

2. The impressive Lincoln grizzly provides an opportunity to learn more

about this species.

Storylines

- a. Much is known about the life of this bear as he was radio collared by the US Fish and Wildlife Service at just one year old. There is much data on this bear's size, eating habits, travelling routes, and age.
- b. This was not his first run-in with a vehicle, just his last.
- c. The debate over where to locate this mounted grizzly generated much statewide interest.

SubTheme

3. There are a number of characteristics unique to the grizzly bear.

Storylines

- a. Sometimes called a "silver tip" the hair on the grizzly is flecked with lighter colors at the ends of its hair, particularly on the back and shoulders, thus leaving a "grizzled" appearance. The color of the coat varies widely from blond to reddish blond, to light brown, and some may even be black.
- b. There are distinct differences between the grizzly and black bear. While size can help differentiate between species, more reliable indicators of species identification can be found in the face, ears, shoulders, and claws of the grizzly and black bear.

SubTheme

4. As people recreate, hunt, and live in bear habitat, it is necessary for people to understand how their actions can affect bears positively and negatively.

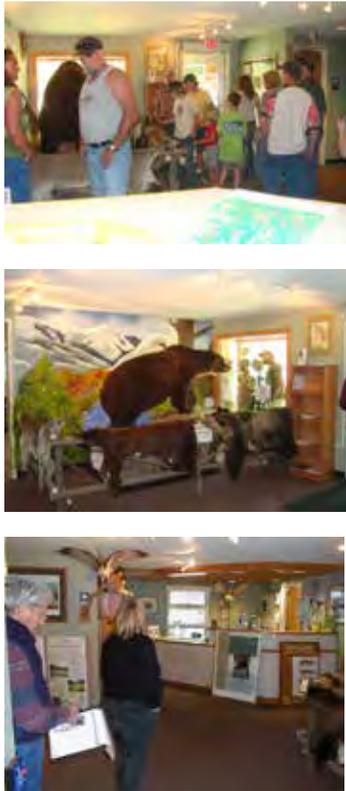
Storylines

- a. Planning ahead and being prepared for potential encounters with

grizzly or black bears can keep your trip enjoyable. Know how to travel and recreate when in bear country.

- b. Prepare ahead, pack smart, play and camp smart, travel in groups, and be alert.
- c. Be able to identify black versus grizzly bears, learn their basic behaviors and patterns ahead of visit to the forest.
- d. Be able to recognize signs of bear activities.
- e. Living in bear country, one needs to protect property by learning bear behaviors and attractants.
- f. Bears like to eat, and eat a lot. Be bear aware, know if you are offering bears food such as garbage, pet and livestock feed, gardens and fruit trees, and even bird feeders. Take steps to bear proof these "food" sources.
- g. Keep pets and livestock secured, especially at night.

Existing Condition

	Observations	Implications
	<p>Generally, there is a lack of self serve information available to the public.</p> <p>The exception is a brochure was developed at the District that relays the story of this bear.</p> <p>There are two interpretive signs, one on various fish species in the area, the other is a poster about the grizzly bear.</p>	<p>The public often have questions on the grizzly that they need district staff to personally answer. Many of these questions that could be easily addressed through interpretive displays. The current information demands consumes more time from a limited capacity staff.</p>
	<p>The existing lobby is too small and isn't designed to allow for adequate flow of traffic. The size of the space doesn't do justice to the size of the bear. The top of its hump is only 21 inches from the ceiling and feels crowded.</p> <p>The bear mount takes up nearly a quarter of the lobby, the reception desk another quarter of the space. The remaining 50% of the lobby is in the middle of the room.</p> <p>One public rest room does not meet needs when office is busy.</p> <p>There is limited wall and floor space to use for interpretive displays/exhibits.</p> <p>There are 5 doors in this lobby, and they are placed such to limit wall space for potential interpretation and cause traffic flow issues.</p> <p>The outside entrance has a walkway but no gathering space near window or front door area where bear can be viewed after business hours.</p>	<p>When busy, people block front door, the doors to rest room, conference rooms, and door that access hallway leading to office spaces. There is not enough room inside to adequately accommodate a bus load of school children or tours groups.</p> <p>There is not enough space outside to deliver interpretive messages along window by the bear. Interpretation where the bear is located would cause congestion in traffic, particularly by front entrance.</p>

	Observations	Implications
	<p>The exterior signs do not have a similar look, either with material selection, framing, or graphic style, nor do they tie to each other with any identifiable, thus memorable, theme.</p> <p>Signs are not placed in an aesthetic manner, rather just installed, here and there.</p> <p>During part of the year, the tree ring sign gets covered with ice and is not legible. Leaving this sign part of the year, as an ineffective interpretive message.</p>	<p>Visitors likely will not recall messages at sites where no theme is present.</p> <p>The mixture of sign materials looks unprofessional and doesn't draw people in to read messages.</p> <p>Winter conditions, such as temperatures, ice, and snow loads, needs to be a design consideration for exterior exhibit spaces. Roofs help to provide protection of exterior signs and maintain their legibility year-round. Lighting should be considered in exterior space design.</p>

	Observations	Implications
   	<p>The parking area gets crowded (especially on weekends and holiday) and drivers often pose risks to pedestrians.</p> <p>Employee traffic uses the same entrance/exit both for personal and work vehicles as well as crosses foot traffic to front door.</p> <p>Approach signing does not meet FS standards.</p>	<p>Interpretive messages should be combined in one easy to access area, such as placed around a central kiosk structure close to building.</p> <p>Keep the look of signs similar and themes of messages consistent with interpretive themes identified in this plan.</p> <p>Locate message structures where pedestrians are safe and won't put themselves at risk with traffic.</p>

Existing Publications

There are a number of existing brochures and handouts available at the District office. Samples are included in Appendix. Other materials are available for purchase.

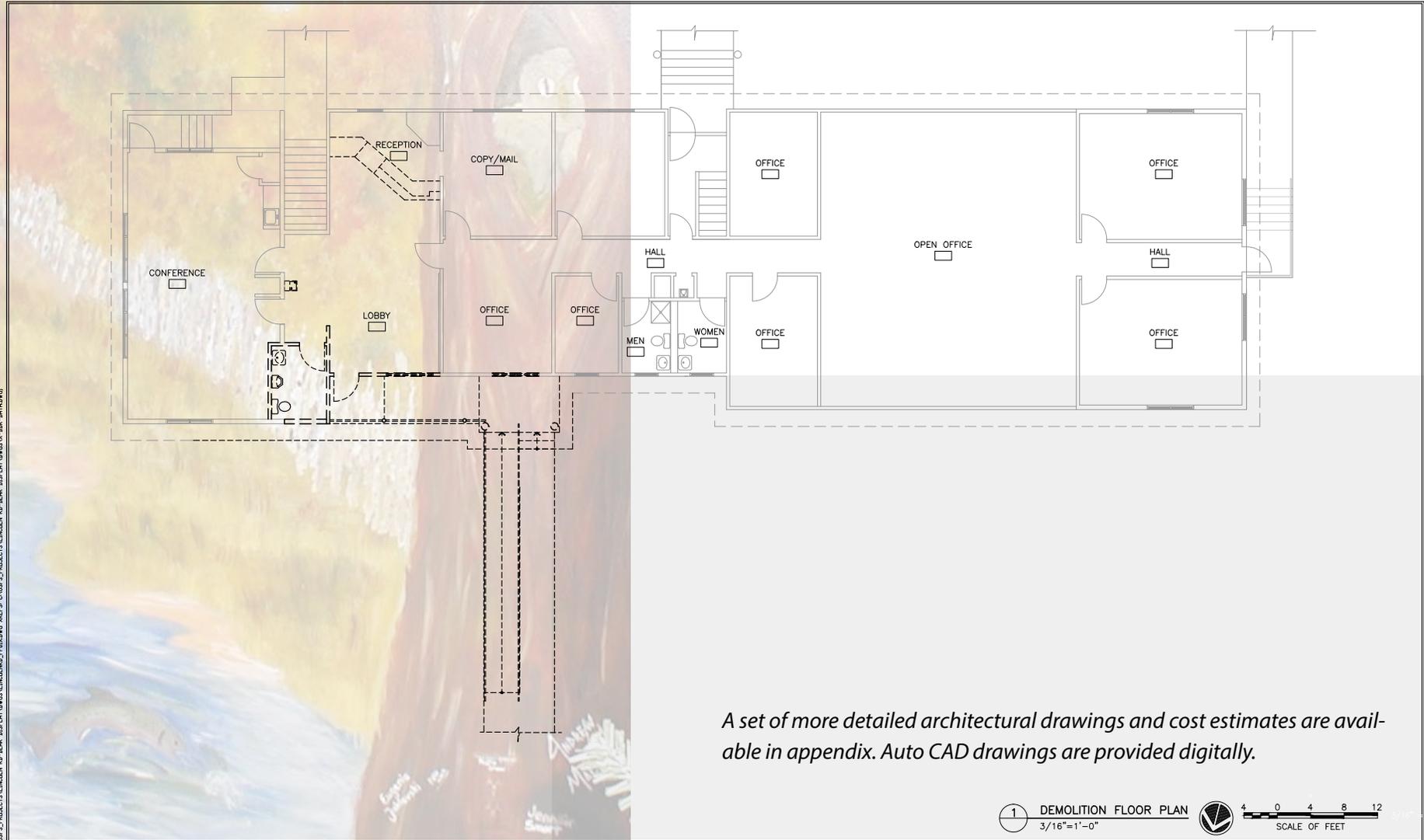
Publication Name	Description	Contact / Source	Type
<i>The Lincoln Grizzly</i>	Summary of the story of the grizzly bear mount at the district office	The Lincoln Ranger District, USDA Forest Service	Brochure-in house
<i>Be Bear Aware*</i>	Includes safety tips and advise for living in bear country	Be Bear Aware.org	Brochure
<i>Hiking in Black Bear Country</i>	Provides safety tips and precautions for hiking and recreating where bears live	Be Bear Aware.org	Brochure
<i>Wildlife Viewing and Photography Guide</i>	Safety tips and stewardship etiquette	Be Bear Aware.org	Brochure
<i>Bear Spray</i>	Become an informed consumer when purchasing bear spray	Be Bear Aware.org	Brochure
<i>Who's Who?</i>	Provides information on how to tell apart black versus grizzly bears	Be Bear Aware.org	Brochure
<i>Living With Grizzlies</i>	Provides tips on how to avoid grizzly bears	US Fish and Wildlife Service	Handout
<i>Getting to Know the Grizzly</i>	Summarizes some history of the grizzly and provides some common characteristics to look for	US Fish and Wildlife Service	Handout
<i>What do Grizzly Bears Eat?</i>	Provides information on what bears typically eat	US Fish and Wildlife Service	Handout
<i>Know the Signs of the Grizzly</i>	Provides information on how to identify for signs of recent activity of bears	US Fish and Wildlife Service	Handout
<i>How to Avoid Grizzly Bears</i>	More safety tips on minimizing encounters with bears	US Fish and Wildlife Service	Handout
<i>Bear Essentials --Fun Facts, mini poster</i>	Fun Facts about Grizzlies with a lot of graphics (http://www.greatfallstribune.com/article/99999999/NEWS01/70922007&template=theme&theme=GRIZZLY/News-about-grizzly-bears?odysey=mod newswell text Frontpage s)	Great Falls Tribune (date) (check to see if these could be available for distribution)	Mini Poster

*The brochures developed in conjunction with the Be Bear Aware campaign can be obtained with ordering instructions at www.bebearaware.org, or [wwwcenterforwildlifeinformation.org](http://www.centerforwildlifeinformation.org) for additional information.



Office Renovation Plan

Existing Floor Plan



A set of more detailed architectural drawings and cost estimates are available in appendix. Auto CAD drawings are provided digitally.

1 DEMOLITION FLOOR PLAN
3/16"=1'-0"



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SCALE OF FEET

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U.S. DEPARTMENT OF AGRICULTURE
FOREST SERVICE
R1
NORTHERN REGION




Forest
HELENA NATIONAL FOREST
LINCOLN DISTRICT

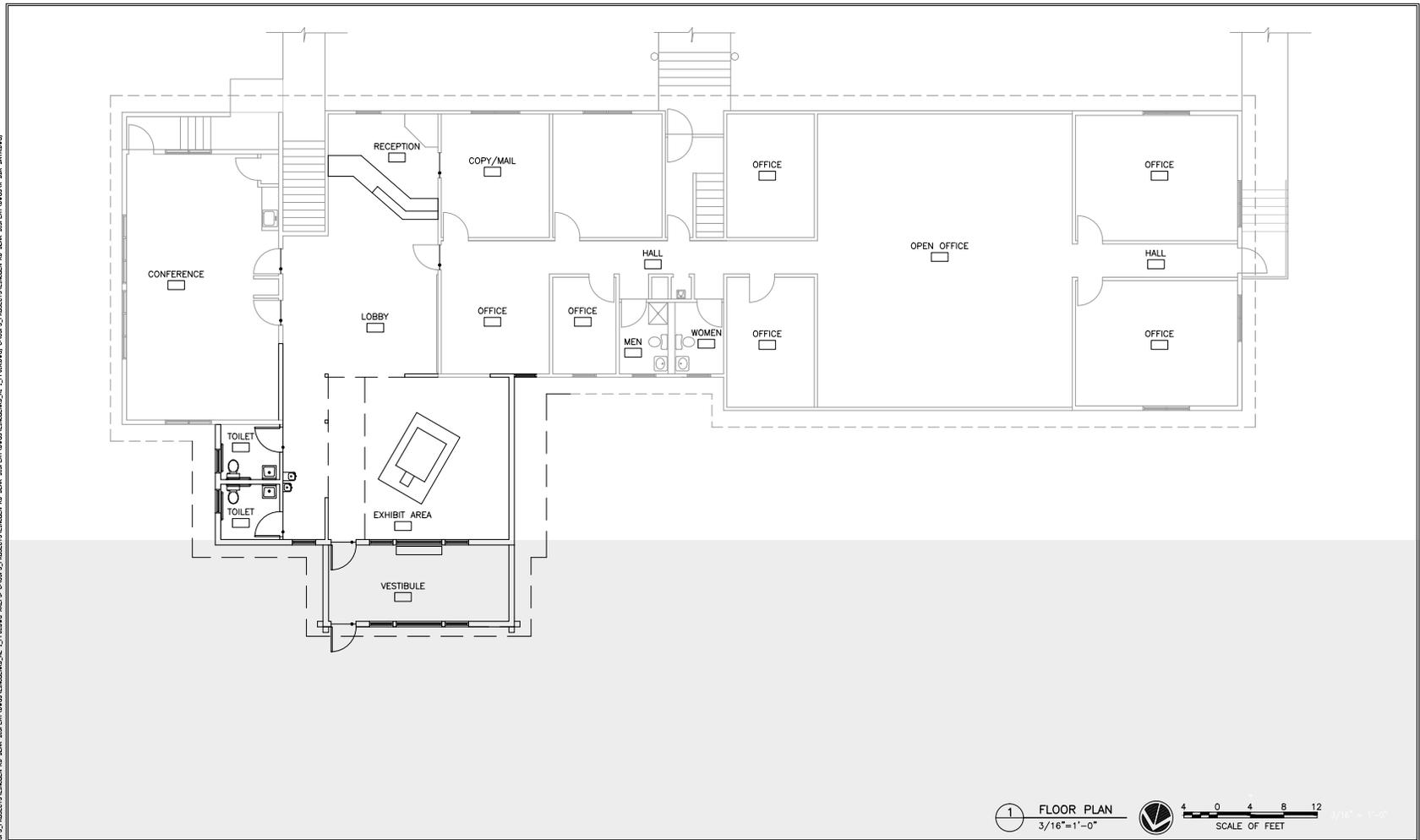
Tessa Gehring

Design: J.L. DEEDS/E.YO
Drawn: E.YO
Checked: _____
Date: 9/2012

Sheet Title:
DEMOLITION FLOOR PLAN
LINCOLN RANGER DISTRICT OFFICE ADDITION

Sub Sheet:
A1.1
Sheet
3 OF 7

Renovation Concept



1 FLOOR PLAN
3/16"=1'-0"
SCALE OF FEET

<p>U.S. DEPARTMENT OF AGRICULTURE FOREST SERVICE R1 NORTHERN REGION</p>	<p>Forest</p> <p>HELENA NATIONAL FOREST LINCOLN DISTRICT</p>	<p>Design: <u>J.L. DEEDS/E.YO</u> Drawn: <u>E.YO</u> Checked: _____ Date: <u>9/2012</u></p>	<p>Sheet Title:</p> <p>FLOOR PLAN</p> <p>LINCOLN RANGER DISTRICT OFFICE ADDITION</p>	<p>Sub Sheet:</p> <p>A2.1</p> <p>Sheet 4 OF 7</p>
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The renovation alternative selected includes an 885 square foot addition to the lobby which showcases the grizzly, affords space for the flow of visitor traffic, provides two public rest rooms, and includes an enclosed vestibule that can be accessible to the public 24 hours a day. The addition building materials will be designed to match the existing ones. This includes a standing seam metal roof, wood, cedar siding with operable windows. The entry vestibule will have an exposed, rough-sawn wood truss with exposed bolt connections.

Exterior Image

First Impressions

Exterior of Lincoln Ranger District Office

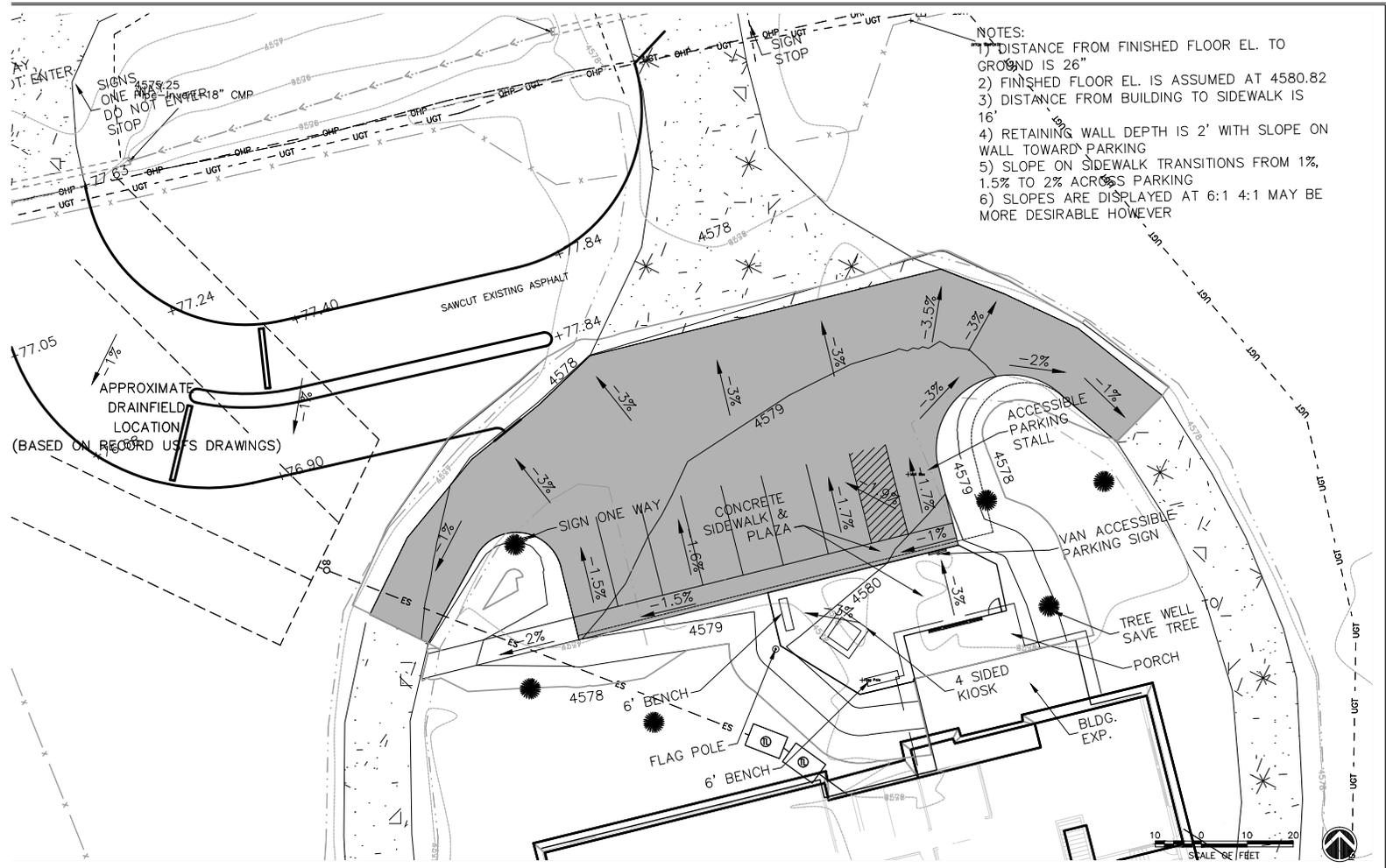
The exterior of the Lincoln Ranger District Office provides the opportunity to welcome visitors, it is your first impression and an opportunity to tie in kiosk design to architecture of the building and introduce interpretive theme(s) identified in this plan to your visitors.

There is a three panelled kiosk with general information and map displayed and two interpretive panels, on the Lewis and Clark National Historic Trail, the other addresses the fallen log, and tree ring identification.



Exterior Renovation Concept

The renovation includes grading from the new entrance that allows for wheelchair accessibility, a plaza, concrete surfaced entrance that welcomes visitors, a new walk around four-sided kiosk which style is consistent with the building architecture, and a bench. Accessible parking is identified.



DEPARTMENT OF AGRICULTURE
FOREST SERVICE
R1
NORTHERN REGION

Forest
HELENA NATIONAL FOREST
LINCOLN DISTRICT

Design: J. Kehm/G. France
Drawn: J. Kehm/G. France
Checked: _____
Date: 9/2012

Sheet Title: **PARKING AND PLAZA CONCEPT**
LINCOLN RANGER DISTRICT OFFICE ADDITION

Sub Sheet:
G1
Sheet
2 OF 7

Design Elements

Font and Palette Suggestions

Titles, Subtitles

GRIZZLY BEAR Chianti XBd BT

Body text, secondary text

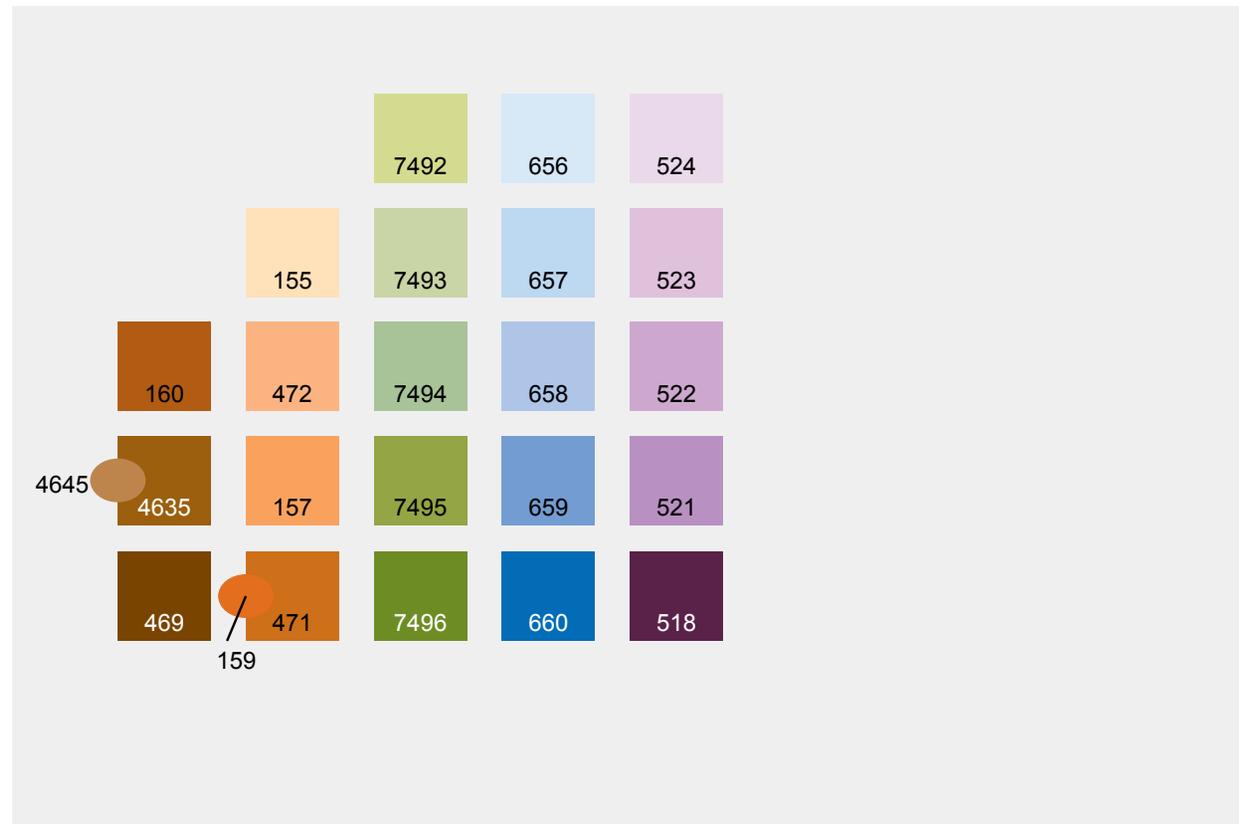
This is the story of the Lincoln Ranger District Grizzly Bear. - Amerigo Md BT

Continuing the story of the bear... Amerigo BT - a lighter version

Italic version of this font for captions, quotes etc.

A suggested palette drawn from the wall mural. From this palette two or three base colors could be decided upon. One color to be most predominant, one or two others to be used as accent. Colors should not compete with the mural but take a back seat to its predominance. The accent colors could be stronger but should be used sparingly and to draw the eye around the room. Palette is Pantone Solid Coated.

As these shades were chosen from photos of the mural, best practice would be to choose similar colors with shade guide in hand during a site visit. Next best practice would be to have hard copy palette printout at an early stage to manually check color harmony with the mural.



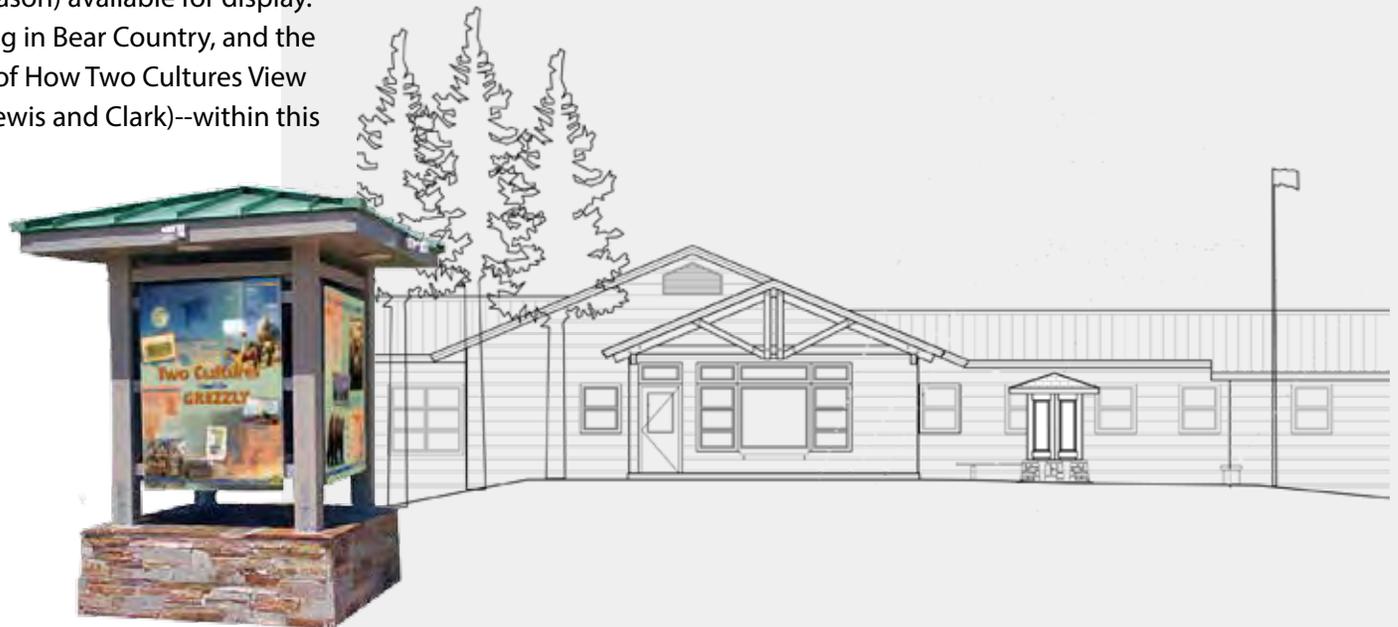
Concept 1/ Exterior view and kiosk

A four sided, four panel roofed kiosk would be installed. Four - six interpretive panels designed for this kiosk with 24 hour information. Consider outside lighting for kiosk allowing for readability and greater security.

Kiosk would provide orientation and information to visitors. Also, interpretation messages displayed on kiosk would tie to interior of building and relates to overall theme.

Recommendations

- Remove all current interpretation (includes Lewis and Clark sign, Log and log interp sign, kiosk). Depending on the condition of the log, it may be re-purposed into furniture... cross section table top where growth rings could be identified (such as when Lewis and Clark travelled through here -- keeps relevant to themes) or not, or crafted into a bench.
- Replace kiosk with a 4 panel walk around roofed kiosk that would match the design of the exterior of building--like materials, like color schemes, etcetera. (Low profile systems do not work at this location--they can easily get iced over, all messaging should be contained on the kiosk. The kiosk would include one panel with a map of the area, and one panel Things to Do and See information. Both the map (orientation) and Things to Do (information) panel can be designed with a message for both winter and summer-- which would make this kiosk have 6 signs (two being interchangeable with the season) available for display. The third sign would be on Living in Bear Country, and the fourth sign presents the theme of How Two Cultures View Grizzly (Native Americans and Lewis and Clark)--within this sign reference how L&C relate to this area.
- Add "Welcome to the Lincoln Ranger District" sign
- Incorporate pavement surrounding kiosk (plaza) that is connected to the sidewalk. Patterns could be incorporated into the pavement that relate to the interpretive theme(s) of district office.



**Concept 1/ Narrative of 4 topic areas
Continued.**

**Kiosk Topic: Welcome/
Orientation**

Map of district and relevant surrounding area- where to go information.

May include recreation sites and trails, if sites are reservable, provide Recreation.gov information etc.

For both the Orientation and Things to Know panel, there could be a winter and summer information that gets swapped out during the appropriate season.

Kiosk Topic: Things to Know

This panel would contain general information regarding district, safety tips, emergency #'s, user courtesy (Leave No Trace) or any local information that is timeless and relevant.

Kiosk Topic: Living in Bear Country

SubTheme 4 a, b, c, d, e, f, g.

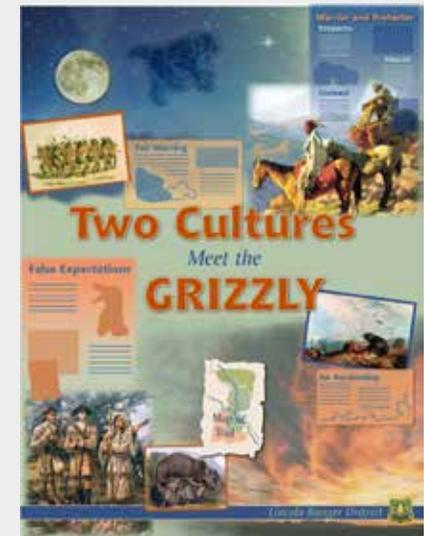
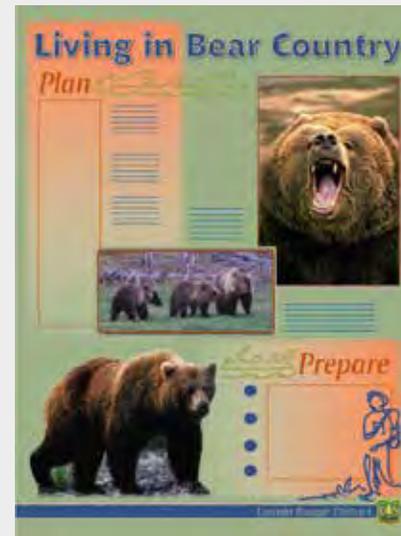
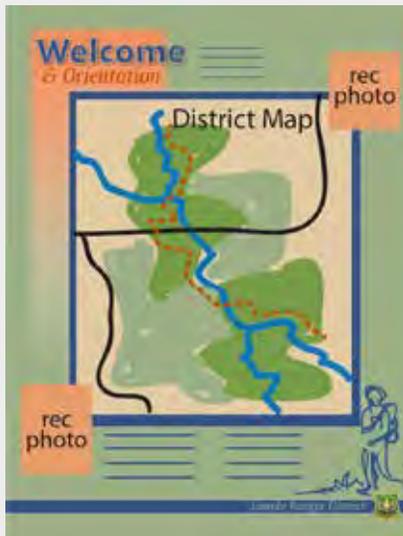
Basic tips on safety and awareness of living, working, and recreating in bear country. Planning for trips in bear country.

If there was a relevant and timeless website, say with the Montana Fish, Wildlife, & Parks, or with the US Fish & Wildlife Service we could consider incorporating a QR code or smart tag to the sign that people can click and find more information.

Kiosk Topic: Lewis & Clark / Two Cultures; meet the grizzly

SubTheme: 1d

Be sure to tie in relevance of L&C to this area-- the party actually travelled through this area. The interpretive story would include that the Native Americans first warned Lewis and Clark of this mighty animal yet the Expedition didn't take warning seriously, thus having "False Expectations". Soon they were Awakened to its might during their first encounter with the grizzly. Also, provide an overview of who L&C were, and focus on their documentation of "new" species of plants and animals.



Concept 2/ Enclosed vestibule, 24 hour service, brochure/message board rack, window view to bear and interp panel under window.

SubTheme 2a, 1b, 1c, 3a

Interp panel would address basics about the Lincoln grizzly and grizzly conservation efforts, and characteristics of grizzly.



Interior Interpretive Exhibit Concepts

Concept 3: The Lincoln Grizzly

Themes/Storylines: 2a, b, c, 3a

The Lincoln Grizzly will be protected by a glass fence, the height can vary and be taller or shorter than depicted in drawing if chosen. The fence would incorporate a larger area than current taxidermy and include more natural setting components such as a snag.

Additional protection for after hours use of the office could be provided in the form of a retractable metal mesh security gate (similar to those used for store fronts at shopping malls). A see through fence was selected to give greater view of mount yet not impose on the space. Visitors will be able to walk around the grizzly to fully appreciate its size. Fence is a distance from bear that visitors reaching over fence would still not be able to touch bear.

The story of the Lincoln bear will be told both at this location under the windows in the vestibule with full view (24/7) of bear mount. Each location will tell different aspect of this bears life so as not to duplicate information. On the exterior the design can include a QR (quick response) bar code where visitors can download additional information onto their smartphones. This would be particularly handy for after hours visitors. QR's can also provide links to relevant trip planning information from the Forest Service website.



Recommendations

Concept 3A: Range of Bears

Themes/Storylines: 1a, b, c, 3b

The Range of Bears exhibit will show past and current areas of the grizzlies range.

Map could be designed as a hologram (lenticular) type map having the effect that once visitors move from side to side different information appears.

This exhibit highlights the story of the grizzly species including current conservation efforts designed to save this charismatic species.

The exhibit will provide some life size three dimensional silhouettes (possibly cut from metal) of average adult black bear and grizzly bear where visitors can stand next to in order get a sense of the scale of these animals.

Visitors should get the sense that they can help determine this species future.

The exhibit will have an area where visitors can compare their foot/hand print with that of the grizzly.

Measuring stick on the right side of display will further help get the scale across to visitors. On the scale, tick marks can indicate how big the animal is when standing on two back legs.

This exhibit would include some wow factor (Did You Know?) facts and figures such as bears ability to smell, speed it can run, and its strength.



Concept 3B: Bear Encounters

Themes/Storylines: 4a, b, e, f, g

The Bear Encounters concept covers how humans interact with bears, both grizzly and black, and how humans can take steps to avoid negative encounters with bears. There are a number of simple interactive elements in this exhibit. It encourages a pick-up-and-touch-section. This area can provide interchangeable items, such as safety items and where they can be purchased and how they are used (many contained in the cooler), or a flip book with information on / photo examples of a home that is bear resistant versus property that attracts bears. Benches are designed to be nesting and tuck under each other to conserve space or be moved around and placed for visitors to sit on. A bench is provided that would have additional tidbits on bears incorporated right into the seat. Tidbits might include information on how you can recognize signs of bear activity when out in the woods and other Bear Aware tips that help the visitor prepare ahead for their trip.

Depending on the building alternative selected, there may be space near this display to incorporate a *Curious Kids* area... table and benches and brief activities for younger visitors to participate in or take home with them.

There is a line between making this topic too scary and therefore not as informative. A little fear, from title and photo's really grabs the visitors attention, then focus should be on facts and how to most safely enjoy the outdoors.

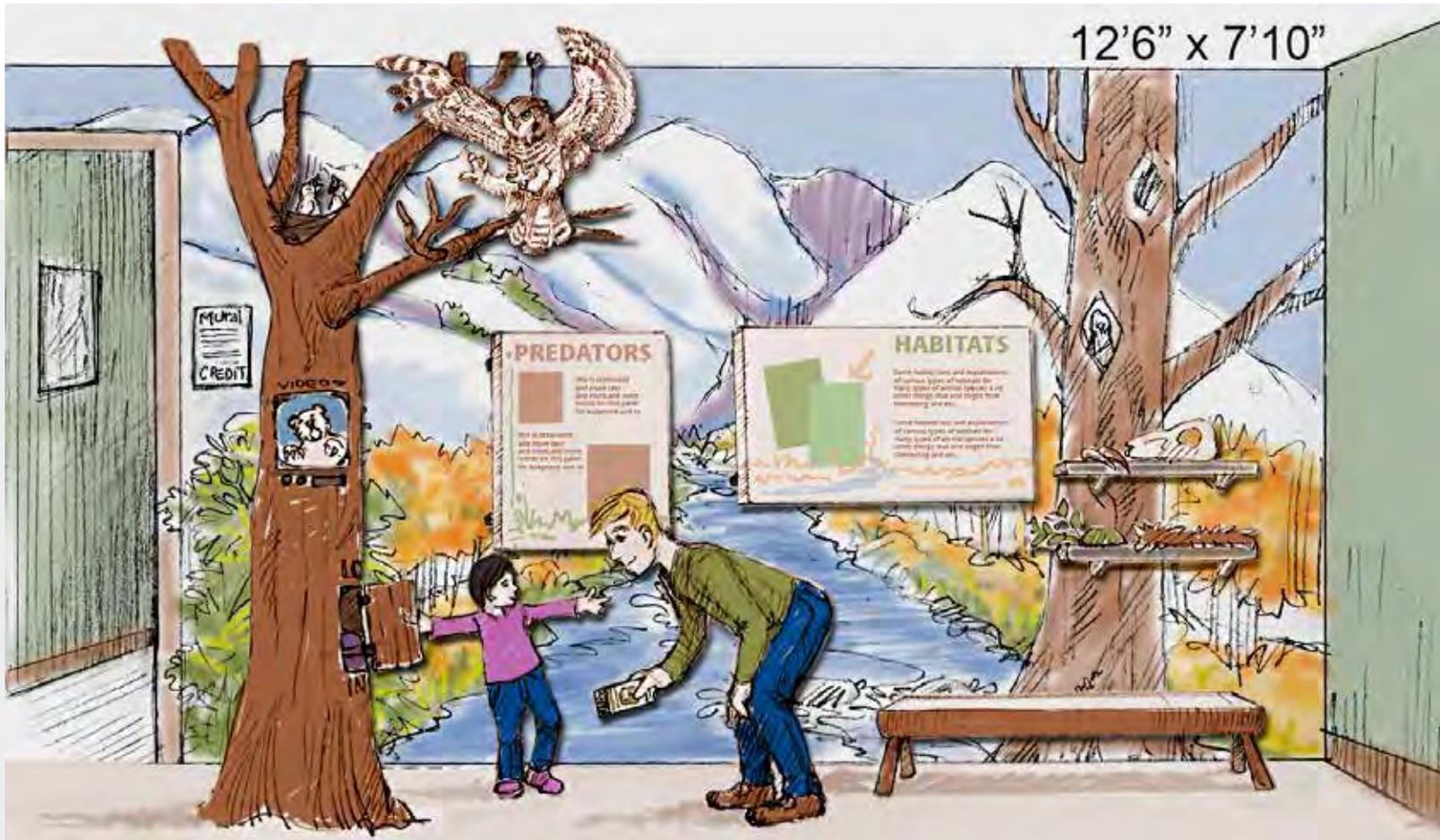


Concept 4: Habitat and Habits

Themes/Storylines: 3a, b, 4c, d

The Habitat & Habits concept focuses on the grizzly and its environment. This exhibit will also display differences between black and grizzly bears, where they live, travels, and what they typically eat. Tactile shelves encourage visitors to touch items, such as bear claws, skulls, and different samples of fur--use a quiz format so the visitor can identify what animal fur samples belong to which bear species. Include samples of the "silver tip" type fur and different color variations of both black and brown bears. A video, incorporated into the snag, of how to tell black from grizzly bears plays. Secret doors at child heights are located in the snag and contain additional touch and feel items and stories.

Signs on mural wall would protrude from wall feeling more 3-dimensional. They would be of a more etched lexan material where the mural could come through in appropriate spots on the sign panels.



There is a portion of this display that tells the role of predator species, and talks about other predators that are in this area. Additional taxidermy mounts of smaller predators, such as owl, can be incorporated in this display within the snag.

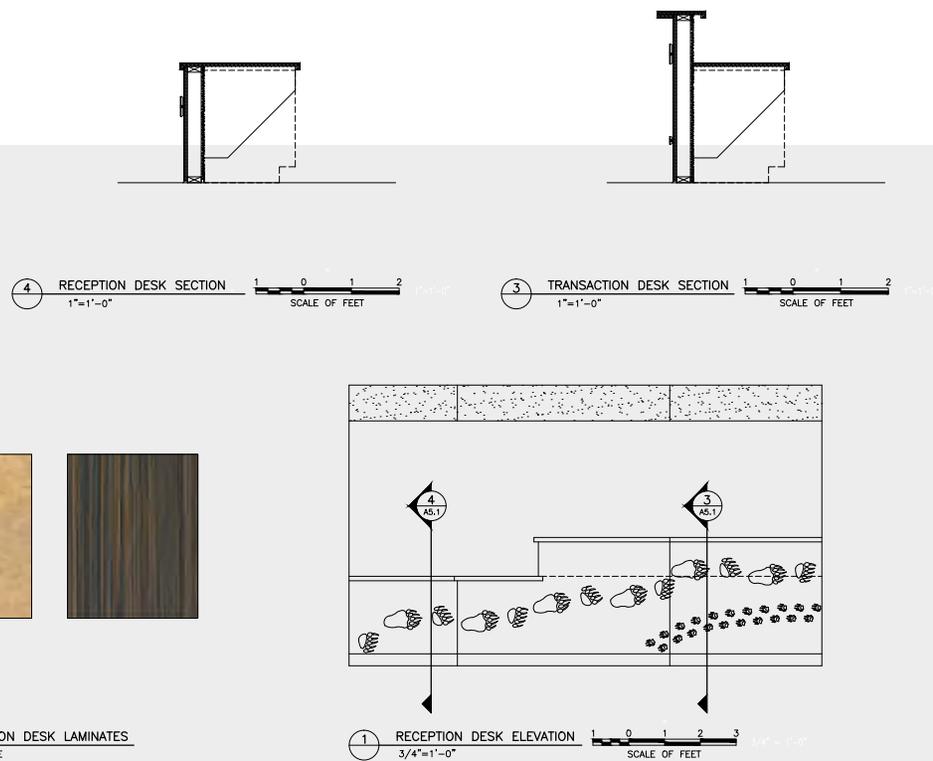
The bench top would serve as a resting spot and a surface for interpretation. A series of nesting benches would work if more seating is desirable.

Concept 5: Book and Sales Area

Located by the reception desk, a wall mounted book shelf unit would provide space to display books or miscellaneous sales items. It would be within close proximity to reception desk which provide added security for inventory.

The reception desk would be new/ updated but in the same configuration just moved more into lobby space to meet accessibility standards behind the desk. Animal prints could be incorporated into the exterior of the desk. Lighting above the reception desk would be replaced and updated.

Walls not identified for displays were on the conference room side of the lobby and typically more in cross traffic such as adjacent to bathrooms so not designed for interpretation. These spaces can have framed prints of places on the district. Photos would be especially appropriate if they relate to interpretive themes identified in this plan.



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Design: E.YG
 Drawn: E.YG
 Checked: _____
 Date: 9/2012

Sheet Title: **RECEPTION DESK: ELEVATION & DETAILS**
 LINCOLN RANGER DISTRICT OFFICE ADDITION

Sub Sheet
A5
 Sheet
 7 OF

Websites

- Add to Forest Website a link for Grizzly viewing at the Lincoln RD on the first page of website. It is currently not on forest webpage or in "Links of Interest".
- Link existing material on publication list on grizzlies to Helena National Forest website.
- Develop or link to existing a virtual (video) tour for forest website that shows both grizzly and black bear habitat and provides information on how to tell them apart. Possibly see if there is a good YouTube video that may show bears in their habitat.
- On the first page of Lincoln community website, there is a collage of photos that includes the grizzly. Work with the webmaster for this site to identify each photo and add name to them when mouse scrolls across photo, add links for additional information if available. Link to district website.

Social Media

Given that the Forest Service is starting to use social media, opportunities to share your story through technologies such as Facebook or Twitter may be a great tool to get messages out to users that embrace new technologies at very little cost.

Quick Response (QR) Codes

- A QR code is a type of bar code that can be scanned through smartphones. A free application (app) is available to enable this service. Additional information or website links that relate to interpretive messaging can then be downloaded from a website that the bar code automatically scans to by the user. This form of communication is popular and would be beneficial for the Forest to embrace. Use QR codes in conjunction with interpretive displays, particularly exterior exhibit spaces. Provide a question or teaser in display that can be answered through QR scan and download.

Publications

- Revise and reprint brochure on The Lincoln Grizzly, use USDA printing standards.
- Develop a brochure/handout on why people should be interested in/support conservation efforts.
- Develop a Discovery Booklet for kids with quizzes and activities related to the Grizzly. Work with local educators and determine if you can use any of the storyline topics as school project ideas and assignments and serve to help teachers accomplish class and state credential requirements.
- Develop a series of interpretive presentations that support themes and storylines identified in this plan. Additional themes may be incorporated. Design presentations for district staff and local educators. These presentations can be linked via topic to an interactive website. Partner development of educational material with Montana Fish and Wildlife on topics that are within their interest, such as a bear monitoring program that local students can participate in. (Sample project in Juneau, Alaska)
- Cultivate local partnerships and tie into community events to share the story and celebrate the grizzly bear.
- Recruit volunteers who are knowledgeable or can be trained to present interpretive programs to targeted audiences.
- Display brochures in the office on the Lewis and Clark NF Trail especially those that provide highlights within Region 1.
- Additional furniture and wall racks would be incorporated into the lobby space to provide a place to display information and orientation such as brochures, handouts, maps, and other sale items such as books. There may be space for a free standing rack.

Cost Estimates

Cost estimate for building renovation includes demolition, building addition including finishes, site improvements including vehicular access, parking, pedestrian access, kiosk, and plaza. The preliminary cost estimate for the addition and site improvements is approximately \$475,000. A detailed break out may be found in the appendix.

Exhibitory cost estimates vary widely depending on the type of exhibit being produced/purchased. In general, interior interpretive exhibits may cost between \$300-\$700 per square foot for design, fabrication, and installation. Flat panel, basic sign exhibitory may cost in the \$300/sf range while high-technology exhibits could cost much more.

High pressure laminate 36" X 24" interpretive panel - \$2500-\$3000 for design, fabrication, and delivery.

Interpretive Exhibits (Rough estimates include design, fabrication, and installation at 2011 prices)		
ITEM	Floor Plan "J"	Comments
Exterior kiosk signs	10,000	Does not include kiosk
Vestibule under window signs	5,000	
Bear mount in Box \$250/SF DIAROMA	\$40,000	
Range of Bears	\$17,000	
Bear Encounters	\$30,000	Includes 3D items-- bear proof garbage containers etc.
Habits and Habitats	\$10,000 + tree	Tree cost can vary, especially if you add video within it.
Brochures and Book Sales Furniture	\$10,000	
subtotal	\$122,000 + tree	
Total Estimate	\$125-175k	Lighting, carpet, basic wall paint (to be selected in conjunction with interpretive designer), is included in architectural cost estimates.

Brochures, full color, tri-fold, 8.5" X 11", 500 quantity, printing may run .60 cents each. The greater quantity printed, the less expensive the price. This price does not reflect design costs.



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