COLLEGIATE PEAKS SCENIC AND HISTORIC BYWAY:
PLAN FOR WAYSIDE INTERPRETIVE MEDIA
Plan was prepared for the Chaffee County Heritage Area Advisory Board
Project was administered by Greater Arkansas River Nature Association
Contractor was Exhibit Design Associates, a Colorado corporation
WHAT WERE THE GOALS OF THE PROJECT?

- Analyze the audience
- Develop a list of potential development sites
- Analyze the sites and develop priority list
- Suggest themes for each site based on existing management plan
- Develop designs for structures
- Seek public input
- Provide cost estimates for media development
WHAT DID WE FIND OUT ABOUT THE AUDIENCE?

- Don’t dumb it down, especially for the local audience, which is older & better-educated than the general population.
- Target special-interest user groups at the obvious points-of-contact.
- Make sure trail users can get the info they need.
- Increase awareness of Chaffee County heritage among visitors who may perceive the county mainly as an outdoor recreation destination.
- Provide after-hours info at visitor centers; provide wireless
- Push the internet presence
THREE LEVELS OF DEVELOPMENT

- Gateway--intended for roadsides at points-of-entry
- Kiosk--intended for urban areas with pedestrian traffic
- Wayside--intended for roadsides at intermediate points-of-interest
LOCATIONS OF PROPOSED DEVELOPMENTS
HIGH PRIORITY GATEWAYS

South Granite

Salida East
HIGH PRIORITY KIOSKS

McPhelemy Park

Collegiate Peaks Interpretive Center @ Poncha Springs

Riverside Park
HIGH PRIORITY WAYSIDES

Chalk Cliffs Viewpoint Wayside
ALTERNATIVE DESIGNS FOR STRUCTURES

- Arch
  - Reflects early wooden residential construction
- Brick
  - Common building material for 20th Century commercial buildings
- Cast Iron
  - Similar style to historic lamp posts and wayfinding signs
ARCH ALTERNATIVE
BRICK ALTERNATIVE
CAST IRON ALTERNATIVE