Case Studies
1. Kaisaniemi Botanic Garden, Helsinki, Finland.
2. Australian Garden, Melbourne, Australia.
3. Washington Park Arboretum, USA.
Washington Park Arboretum

- Located in Seattle, WA USA
- Founded 1934
- Designed by Olmsted Brothers Firm – James Dawson
- Managed by three entities
  - City of Seattle Parks and Recreation Dept. – grounds
  - University of Washington – collection
  - Arboretum Foundation – fundraising and membership
- Graham Visitors Center opens – 1985
- Master Plan completed 2001 (3-4 plans over time)
- Interpretive and Wayfinding Plan completed 2004
  - First major implementation of the 2001 Master Plan
WASHINGTON PARK ARBORETUM

Interpretive and Wayfinding Plan

December 22, 2004

Cascade Interpretive Consulting
LEHRMAN CAMERON STUDIO
Interpretive Plan Implementation Advice

• Develop and Use Guiding Principles
INTERPRETIVE

Interpretation at Shelters

Signage is not the only means of interpretation at built places or objects. Materials, shapes (representational or not), colors, locations, proximities, flexibility, interactivity (hands-on), etc., can all help to tell a story. In fact, the choice of a design style is a story unto itself; building is pedagogy. Further, there can be words or symbols incorporated into the design of built elements that help reinforce a story and discovery in nature. Interpretation at shelters will occur only as part of the shelters themselves. If there are panels, they will be incorporated into the structure to describe significant points of interest and highlights within the nearby collection.

Locations
- Only 4-5 of these at Interpretive Shelters (Tree-Top Canopy, Foster Island, Madrona Terrace, Overlook, possibly Alpine Slope).
- Located in conjunction with other built elements (existing or planned), like a shelter or other structure, whenever possible.
- May be located with Pedestrian Orientation marker.
- See Appendix: Proposed Locations of Site Elements.

Design Principles
- Not “dripping” or “saturated” with literal interpretation. Fits the context of peaceful harmony.
- Describes what is significant about the collection in this area and where things are located within the exhibit.
- Design adapted to context. Consistent with Themes developed in this Interpretive and Wayfinding Plan. If interpretation includes a panel, it will follow layout provided in style guide. Shape/form in which the interpretive information is displayed is unique.

Potential Materials
- Depends on interpretive shelter with which it is integrated.
- Wood, metal, stone, phenolic, terrazzo.

Content
- Depends on subject matter at interpretive shelter with which it is integrated.
- Consistent with interpretive themes.

Selected Guiding Principles for the WPA Plan

- Engage all senses
- Embrace change
- Fit the historical context
- Use character befitting the place
- Place only a few small harmonious signs
- Be unobtrusive
- Cluster and incorporate
- Use positive language
- Communicate effectively
- Establish identity
- Maintain consistent leadership
- Acknowledge contributions
Interpretive Plan Implementation Advice
• Develop and Use Guiding Principles
• Interpretation vs. Wayfinding
• Ensure an Internal Sponsor or Champion
• Develop a Consistent Implementation Process
• Plan an Initial Implementation Project
Interpretive Plan Implementation Advice

- Develop and Use Guiding Principles
- Interpretation vs. Wayfinding
- Ensure an Internal Sponsor or Champion
- Develop a Consistent Implementation Process
- Plan an Initial Implementation Project
- Provide Common Access to the Plan
Master Plans and History

The University of Washington, the City of Seattle and the Arboretum Foundation are working together on the implementation of the Arboretum Master Plan. Examples projects are the Japanese Garden Entry Structure, the Gateway to Chile Cascade Forest, New Zealand Forest and the Irrigation Mainline Project.

Plans and Policies

- Washington Park Arboretum
  - Master Plan Implementation Adoption Letter and introduction
  - Master Plan Implementation 2004
  - Master Plan Implementation Roles and Responsibilities
  - Master Plan Implementation Other Considerations
  - Washington Park Arboretum Master Plan Proposal 2006
  - Seattle Parks and Recreation EIS Master Plan page
  - Interpretation & Wayfinding Plan
  - Pacific Connections Garden Project

- Center for Urban Horticulture
  - Jones & Jones: Union Bay Teak and Research Arboretum, 1972
  - Berger Partnership: Master Plan update, Illustrative Rendering, 2006
  - Berger Partnership: Master Plan update, Thematic Diagram, 2005

- UWBG Collections Policy, 2012
- UWBG Conservation Policy, 2012
- Union Bay Natural Area and Shoreline Management Guidelines
- SFR health and safety Plan

History

UWBG was established in 2005 to unite the gardens and programs of the Washington Park Arboretum, founded in 1934 and the Center for Urban Horticulture, opened in 1984. The Gardens are located around the shoreline of Union Bay on Lake Washington.

- Oral History of the Washington Park Arboretum and Center for Urban Horticulture Audio Clips
- Looking Back: A History exhibit of the Washington Park Arboretum
- The Seattle Parks & Recreation Shewwood History Files for the Arboretum (about the collection)
Looking Back – Final Words of Advice for Planning

- Process is most important
- Take your time
- Ensure management level support
- Document what issues need to be solved BEFORE the process starts
- Be cautious about wholesale changes
- Practical vs. Inspirational – don’t be afraid of either
Interpretive Planning

1. What are you working on?
2. What challenges do you face?
3. What are some possible solutions?