Wayfinding

AN INFORMATION SYSTEM FOR TRAVELERS
FINDING THEIR WAY ACROSS SOUTHEAST COLORADO

A Project of Region 2, Colorado Department of Transportation

All journeys have secret destinations of which the traveler is unaware. *- Martin Buber*

Dear Partners,

After nearly three years of community input, planning, design and collaboration, The Colorado Department of Transportation (CDOT) Region 2 developed a Wayfinding System for Southeastern Colorado that aids travelers in their destination decisions. This system was developed in partnership with the twelve counties in Southeastern Colorado that are actively promoting heritage tourism. We were able to leverage the initial success of Canyons and Plains to extend the system first within their heritage region, and then into the neighboring heritage region of the Southern Rockies. In establishing this Wayfinding System, we have opened the door to help travelers to discover the hidden gems in Southeastern Colorado while also guiding additional customers to local businesses.

The Wayfinding System is comprised of two tiers of information – gateway installations and local kiosks. The gateways provide an opportunity to highlight regional histories and point out significant attractions. The local kiosks share stories most important to local communities. The information system encourages exploration and provides drivers both pre-notification and reassurance as they navigate their way across the region.

Many Colorado destinations have advertising budgets and media campaigns that reach potential travelers, but smaller communities often rely on road signage to capture the attention of travelers. The signage serves two groups – the visitor, and the local businesses that benefit when visitors stop, shop, recreate, eat, and explore the attractions in our local communities.

It has been a privilege to partner with the local communities and regional organizations to create a system of traveler information that covers one-quarter of the State of Colorado. I would like to thank those who worked together to get us to where we are today. It is my hope that together we can improve the traveler experience for out-of-state visitors and Coloradoans alike.

Sincerely,

Wendy Pettit

Wendy Pettit
CDOT Region 2 Planning Manager

COLORADO

Partners in Wayshowing

CANYONS AND PLAINS

The Canyons & Plains region of Southeast Colorado is a six county Regional Heritage Taskforce. Its partners include local elected officials, National Park Service representatives, local preservation commissions, chambers of commerce, economic development agencies, and tourism-related businesses. Additional partners are the Colorado Welcome Center in Lamar, Colorado Parks and Wildlife, and citizens interested in history and heritage. The six counties include Baca, Bent, Crowley, Kiowa, Otero, and Prowers, and eastern Las Animas Their accomplishments include education and training, research, marketing of historic sites, technical support to private landowners and entrepreneurs, youth and preservation programs, stewardship, the promotion of adaptive reuse of historic buildings, and the introduction of heritage tourism as a viable new economic sector.

THE SOUTHERN ROCKIES: CROSSROADS OF CULTURE

The five counties which comprise the Southern Rockies, Crossroads of Cultures (SRCC) region have been home to a broader array of cultural groups than any other place in Colorado. Following Native American and Hispano eras, mining, manufacturing, and agriculture attracted people from around the world. The SRCC is organized to preserve, foster, and increase awareness of the area's diverse cultural heritage. Preservation of both tangible physical sites and the intangibles of cultural heritage is achieved by working with many organizations dedicated to keeping alive the individual traditions of history, art, music, food, and literature.

C O L O R A D O

Tale of Two Heritage Tourism Regions

2007
A Framework for Wayshowing is published as a priority recommendation in the Canyons & Plains Heritage Tourism Strategic Plan.

2008
Canyons & Plains seeks funding for interpretive signage installations at the Four Gateways to the Heritage Tourism Region.

2009
Gateway interpretive signage is funded with $40,000 from the Colorado Division of Wildlife, and $40,000 from Preserve America.

2010
Canyons & Plains is awarded $170,000 in Federal Transportation Enhancement Funds to add fifteen additional kiosks in local communities.

2011
Southern Rockies Heritage Tourism region completes a formal wayfinding assessment with CDOT and the Colorado Tourism Office.

2012
Southern Rockies is awarded $370,000 by CDOT for a wayfinding information system of twenty-three interpretive kiosks.

2013
In collaboration with CDOT historians, stakeholders provide panel content. The wayfinding system begins to build.

2015
Build out of all thirty-eight kiosks is complete.

Wayfinding vs. Wayshowing

WAYFINDING IS THE MENTAL PROCESS PERFORMED BY TRAVELERS IN IDENTIFYING AND LOCATING THEIR TRAVEL DESTINATIONS.

WAYSHOWING IS A COLLECTION OF COMMUNICATION TOOLS THAT COME IN THE FORM OF MAPS, SIGNS AND OTHER MEDIA INTENDED TO AID THE TRAVEL IN FINDING THEIR WAY.

Explore Colorado's Canyons & Plains

Gateway Installations & Local Kiosks

GATEWAY INSTALLATIONS PROVIDE AN OPPORTUNITY TO HIGHLIGHT REGIONAL HISTORIES AND POINT OUT SIGNIFICANT ATTRACTIONS.

ALL OF US AT THE NATIONAL PARK SERVICE ARE EAGER TO HAVE THE EADS GATEWAY INSTALLATION COMPLETE. THE SAND CREEK MASSACRE NATIONAL HISTORIC SITE WAS OPENED TO THE PUBLIC IN 2007. VISITATION IS GROWING, BUT WE WOULD LOVE TO CAPTURE MORE OF THE THOUSANDS OF VEHICLES THAT PASS THROUGH EADS ON US 287 DAILY.

OUR GATEWAY INSTALLATION OFFERS A HUGE REGIONAL MAP AND ALERTS TRAVELERS TO TOURISM POSSIBILITIES RIGHT DOWN THE ROAD.

- Janet Frederick, Eads Working Group

LOCAL KIOSKS DEPICT STORIES MOST IMPORTANT TO LOCAL COMMUNITIES.

THE BACA COUNTY COMMISSIONERS ASKED CANYONS & PLAINS TO CONSULT WITH CAMPO STUDENTS TO DETERMINE WHAT STORIES SHOULD BE TOLD ON THE SPRINGFIELD INTERPRETIVE PANELS. THE STUDENTS HAVE GATHERED ORAL HISTORIES ON THE DUST BOWL, THE ERA OF BROOM CORN AND A SOCIAL HISTORY OF THE COUNTY.

THE STUDENTS HAVE PARTNERED REGULARLY CANYONS & PLAINS FIRST IN THE 2007 YOUTH SUMMIT IN GRANADA, THEN IN FILMING THE PUBLIC SERVICE ANNOUNCEMENTS FOR LOCAL MOVIE THEATERS. IT MEANS A LOT TO OUR STUDENTS TO BE INVOLVED IN PROJECTS THAT HAVE SUCH HIGH VISABILITY.

- Nikki Johnson, Superintendent, Campo School

Wayshowing System

SOUTHERN ROCKIES: CROSSROADS OF CULTURE

TELLER

Cripple Creek

Victor

FREMONT

Canon City

Florence*

Wetmore

CUSTER

Silver Cliff

Pueblo

PUEBLO

La Veta

Walsenberg

HUERFANO

Stonewall

Cokedale

LAS ANIMAS

Trinidad

Branson

Kim

- ⬤ ONE PANEL KIOSK
- ⬤ TWO PANEL KIOSK
- ⬤ THREE PANEL KIOSK
- ⬤ FOUR PANEL KIOSK
- ⬤ SIX PANEL KIOSK
- ✳ PANEL LOCATED IN CAÑON CITY

CANYONS AND PLAINS

KIOWA

Towner

Sheridan
Lake

Chivington

Haswell

CROWLEY

Sugar
City

Olney
Springs

Ordway

Las Animas

Lamar

PROWERS

La Junta

Bogsville

BENT

Gobler's
Knob

OTERO

BACA

Town of
Campo

ONE PANEL KIOSK

TWO PANEL KIOSK

THREE PANEL KIOSK

FOUR PANEL KIOSK

SIX PANEL KIOSK

Kiosk Design Guidelines

ONE PANEL KIOSK

Roof sheeting 1 x 4" tongue & groove clear aspen.

Pre-finished ribbed metal steep pitched roof.

Roof framing 2 x 4" rough cedar.

Rustic design compliments rural landscapes. Symmetrical signs are tall and highly visible from the roadway.

TWO PANEL KIOSK

Interpretive panel size is 42 x 48" (May vary by installation site to 36 x 36" or 48 x 48").

Interpretive panels are high pressure laminate (HPL).

THREE PANEL KIOSK

Sandstone base is quarried locally, honoring
WPA masonry projects throughout the region.

Stone minimum width is 16", height varies from 12-16."
Stone extends 10-12" past the exterior kiosks posts.

WPA Tradition

The Works Progress Administration (WPA) was
a New Deal agency established to carry out public
works projects by employing millions of out-of-work
Americans during the Great Depression. Projects
prioritized labor over materials resulting in projects
that emphasized hand craftsmanship and use of local
materials as seen in Crowley County.

WPA Build Culvert in Crowley County. Photo courtesy of Colorado Preservation, Inc.

Our Local Stories

A Haven for Wildlife
Kiowa Creek Natural Area

Did You Know?

Sand Creek Massacre
National Historic Site

Trave

| PRE-HISTORY | 1833-1849 | 1853-1860 |
| Comanche National Grassland | Bent's Old Fort and the Santa Fe Trail | Bent's New Fort |
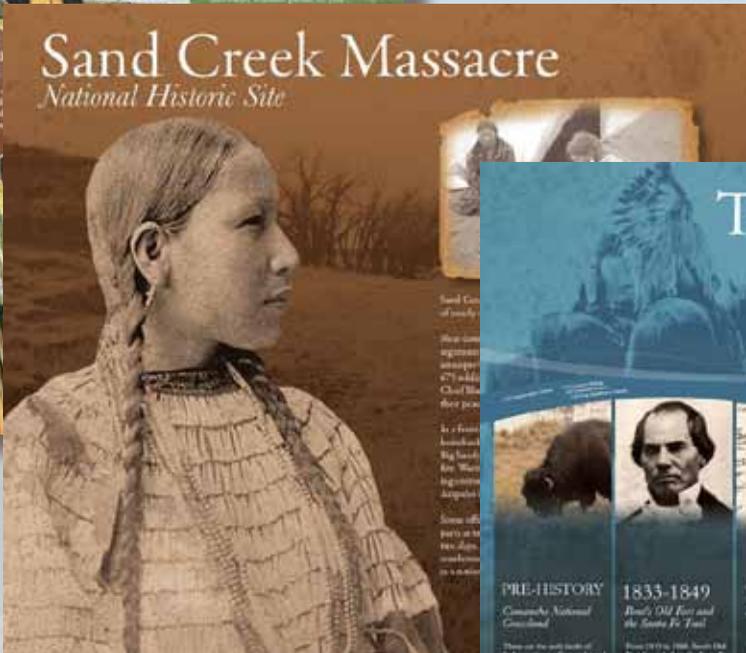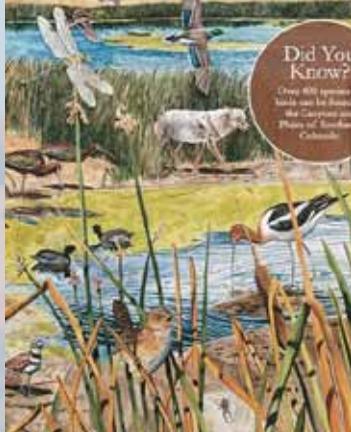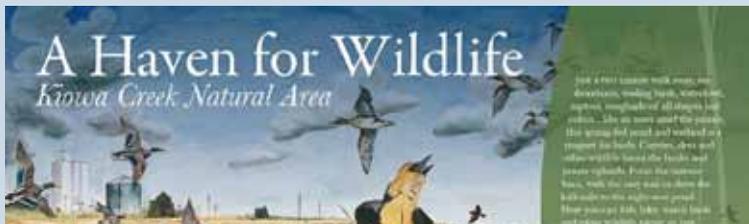
"THIS SMALL TOWN IS PACKED FULL OF STORIES."

Half Way Across America On the

Trans America Bicycle Trail
(4,262 miles)

1877

Looking Through Time & Nature

Kiowa County Heritage Trails

the Pathways Through Time

Historic Sites, Canyon & Plains

1864
Sand Creek
Massacre

1863-1873
Boggsville

1842-1945
Camp Amache

Local kiosks will explain the history and significance of a place and to highlight the character and context of historic elements that are still visible today.

Communicating the cultural heritage of a place to a wide audience requires that multiple visitor interests be covered, yet it also requires that a coherent story be told. The wayfinding system allows each town to tell its own important stories, Conceptually, the process can be compared to walking through an unknown city and asking a local where to go or what to do.

Interpretive panels from Gateway Installation in Eads, Colorado. Courtesy of Cry Baby Designs.

Now, go find your way.....