

Outdoor Interpretive Plan

LEO CARRILLO RANCH HISTORIC PARK | CITY OF CARLSBAD



ARTEFACTDESIGN
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The Park's Place in Time Today

In 1998 a Master Interpretive Plan (“master plan”) was completed to guide the City of Carlsbad to preserve and develop the 27-acre ranch and to open Leo Carrillo Ranch Historic Park for public enjoyment. Visitors first entered its gates in August 2003. Carrillo Ranch is a designated local, State, and National Historic Landmark.

That master plan is a living document. The interpretive section of the plan guides the park's landscaping, architectural enhancements, and themed interpretation carried out through signage, public programming, school tours, private facility rentals, and stewardship of supporters.

In Fiscal Year 2014/2015, more than 94,000 visitors explored the park. The park's 15th anniversary will be celebrated in August 2018. As parks and cultural centers accommodate the ever-changing demographics of visitation, it is important to consult the master plan as a living document while making recommendations for today's visitor.

When the park opened, interpretive signage was erected on laminated poster boards and placed in strategic places to define the life and times of Leo Carrillo and his ranch years, primarily, and to provide wayfinding and site identification. These were meant to be temporary. We will incorporate research highlights that have emerged—and reinforce site identity by placing interpretive and informational/ID signage away from historic structures that have been incorporated in this plan.

Today's visitor uses social media in apps and audio tours for self-guided exploration in parks and cultural centers. Social media is used to share the experience. This outdoor interpretive plan encourages the use of social media experiential and sharing technologies.

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Overview of Outdoor Interpretive Plan

The Global Approach

In accordance with the master plan, the majority of outdoor signage enhancements are about the life and times of Leo Carrillo, ranch years 1937–1961, and with a focus on visitor comfort and wayfinding. *Sign upgrades will uphold the rustic ranch feeling of the Leo Carrillo brand.*

- To preserve site integrity, existing signs on building exteriors will be relocated to primary and secondary signage offset from structures.
- California's rancho history will be balanced in support of the history of Leo Carrillo's years on the ranch.
- Interpretive and directional signage will be consolidated and reformatted into fewer and simpler signs that complement docent-led tours, and self-guided audio tours.
- A phased outdoor signage plan and audio app is recommended to be in place before the park's 15th anniversary in August 2018.



**Leo Carrillo's talents as actor and TV star, horseman, public steward, ambassador and host, poet and lover of art, historic preservationist, conservationist, and youth role model will be highlighted throughout the park's interpretive signage (and intrinsically through the open space and architectural allure).*

Outdoor Interpretive Signage Goal

Artefact Design has documented the existing visitor experience by cataloging exterior informational, directional, and interpretive park signage. The primary goal is to welcome and orient the visitor, while providing meaningful connections with Leo Carrillo, ranch history, and the native people, plants, and ranch residents before and during his time there.

Established in the Master Plan

Central Ranch Theme: The romance of Early California as seen through the eyes of Leo Carrillo

Primary Objective: Relate to the public, for its enjoyment and experience, the life and times of Leo Carrillo (ranch years 1937–1961) in the context of the American culture.

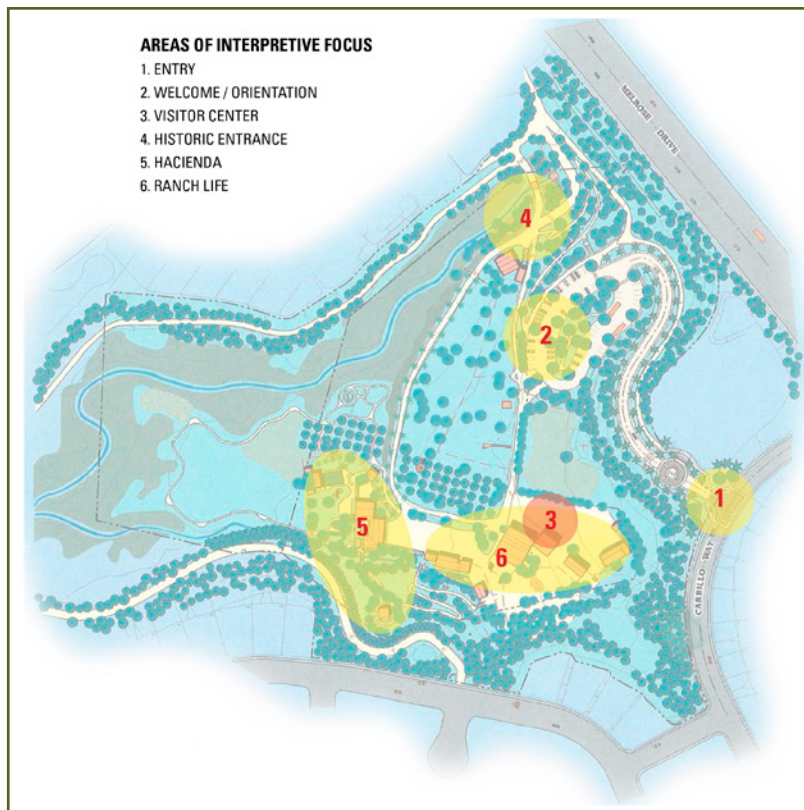
Ranch Sub-Themes:

- Orientation to the Ranch
- Site Integrity
- An historic rancho aligned with CA educational standards
- Life and Times of Leo Carrillo at the Ranch
- Leo Carrillo as Cultural Icon*
- Active Learning Center

Overview of Outdoor Interpretive Plan continued

Process in Planning

Work on the outdoor interpretive plan began in August 2015. Artefact Design conducted multiple site visits, and attended school and public tours, to catalog the visitor experience in wayfinding, orientation, and interpretive signage. Update and review meetings were held with park management and the archivist to refine direction and discuss recommendations during summer and early fall. A stakeholder meeting was hosted October 28, consisting of representatives from City of Carlsbad Parks & Recreation Department, Friends of Carrillo Ranch, Inc., and docents. Input from this meeting has been incorporated into the outdoor interpretive plan and presented in January 2016 with budgets incorporated.



* Please see Areas of Interpretation in full view at the end of this plan in Appendix B.

Interpretive Audiences

The City of Carlsbad Parks & Recreation Department owns and manages Leo Carrillo Ranch Historic Park. There is a full-time historic sites manager and recreation supervisor, and part-time archivist, docent coordinator/educator, and several part-time senior recreation leaders assigned to site operations.

All attendance numbers represent fiscal year 2014–2015.

Park Visitation

Admission is free. Donations are encouraged throughout the park. Park hours are Tuesday through Saturday 9 a.m.–5 p.m. and Sunday 11 a.m.–5 p.m. The park is closed every Monday and all city-observed holidays. Docent-guided tours (90-minutes) are on weekends: Saturdays at 11 a.m. and 1 p.m., and Sundays at 12 p.m. and 2 p.m. Last fiscal year, 1,850 people participated in a docent-led tour.

1. General Public: Weekday and Weekend

Like many cultural destinations, peak visitation is during weekends and in summer and late fall. More than 94,000 visitors came to the park last year. The interiors of many buildings are not accessible during self-guided tours. Of approximately 50 docents, a core group of volunteers leads weekend tours and weekday school field trips.

More casual observers are those that walk, bike, jog, and walk dogs (on leash and on trail) along the Rancho Carrillo Trail, a four-mile recreational trail in the Rancho Carrillo area of Carlsbad. The ranch is “the jewel in the center of the trail system.”

2. 4th Grade California History and Art Program

The California History and Art Program is a partnership with Friends of Carrillo Ranch, Inc., City of Carlsbad Parks & Recreation Department, and City of Carlsbad Library & Cultural Arts Department. The program achieves the California Academic Content Standards for history and the visual arts and serves 4th grade students in Carlsbad schools. Through docent-guided field trips, the program introduces students to an appreciation for art, a unique Carlsbad historical site and to Leo Carrillo as a cultural icon. Approximately 1,300 students are expected to tour the park this fiscal year. Docent-guided school tours for 4th-graders occur in the mornings between 9–11:30 a.m. In a recent school survey, the high quality ratings of the roping activity, docent-led tour, and overall program satisfaction confirmed to teachers that California history is brought to life for the students.

In addition, Scouts, city-sponsored programs, and special interest groups come through each year, complementing the number of “students” that visit the park.



Interpretive Audiences continued

3. Private Facility Rental

The venue is managed by Personal Touch Dining, a full-service catering and event management team. Up to 300 people are accommodated in private events.

Weddings constitute the majority of events. Corporate events, private parties, and fundraisers constitute the remaining venue rentals. Approximately 6,400 people attended private functions at the ranch.

4. Special Event Participation

City staff coordinates annual film festivals and movie nights. Approximately 3,900 people enjoyed these themed events.

5. Park Supporters

Friends of Carrillo Ranch, Inc. is the park's educational corporation and advocacy organization. Its current membership is approximately 300 people. City of Carlsbad administers the Leo Carrillo Ranch Trust, where donations from park supporters are directed.

6. Immediate Neighbors

Stewarding neighbors is a part of the park's operational considerations. Surrounding the ranch are residential subdivisions. Leo Carrillo Elementary School is within sight and adjacent to the historic entrance. Retaining walls and landscaping preserve ranch nostalgia, yet concern is given with sound and lighting during evening events, which end as late as 10 p.m. on Friday and Saturday evenings. City staff has made extraordinary efforts to assist several neighbors with peafowl disturbances in their yards.



Strengthening Established Interpretive Themes

The park's Master Interpretive Plan outlines established and relevant goals providing a living document to park interpretation. The overarching question is: What do we hope visitors will know, feel, and do during and after visiting Leo Carrillo Ranch Historic Park?

Cognitive Goals—

What we want visitors to know

- Where they are today: the park's 27-acreage in the context of what was once much larger
- Students will discover the historical connections and treasures within their own community, learning a balance of local and state history
- The park's historic distinction as a local, state, and National Historic Landmark
- Students will learn about Leo Carrillo, and history about some of his family members
- Why Leo Carrillo chose this land as his retreat—for its views, running water, and a perfect ranch setting
- Leo Carrillo preserved Kelly family history by retaining four original walls of the 1868 adobe into his own residence, and preserved other notable features such as the well
- An understanding of the Spanish culture through an emphasis on the colorful and romantic Spanish language. Highlighting Spanish words and phrases, part of the glossary in the 4th grade program, can include ranch terminology: *vaquero*, *caballero*, *adobe*, *cantina*, *hacienda*, *fiesta*, etc.
- Know the people of this place—through the stories of Leo and his family, the caretakers, ranchers, and celebrities who visited
- The values Leo placed on the plants he loved and cared for here—specifically the Spanish dagger, for which the ranch is named
- That the peafowl today are living descendants of the original birds Leo brought to this ranch. They're not owned by the city but have propagated and remain at the Ranch
- How they can help locally: that there are ways to give back to the park's future
- Rules of the park to ensure a safer visitor experience



Affective Goals—

What we want visitors to feel

- Welcomed and comfortable—each visitor is a personal guest of Leo Carrillo

Strengthening Established Interpretive Themes continued

- Grateful for Leo Carrillo's benevolence, as his influence extends beyond this park for all generations
- Grateful for City of Carlsbad's continuing preservation efforts and the Friends of Carrillo Ranch, Inc.'s advocacy and education programming
- Connected to the history of early Carlsbad—its native peoples, Californio and homesteader eras
- Inspired by the preservation of open space in an otherwise urban setting
- Students can connect with an on-the-ground understanding that California's architecture is vast and diverse.
- Artistically touched by the restored and soon-to-be restored architectural elements in each structure
- Linked to the nostalgia of the glory days of Hollywood and American filmmaking through the lens of Leo's movies and Cisco Kid series (13-minute overview film; Caretaker's House and Kindle Theater exhibits)
- The Master Interpretive Plan also states that the ranch will be an active learning center. While onsite programs are not the focus of this outdoor plan, we encourage present and future stakeholders to consider how hands-on elements (such as blacksmith workshops) and public events (such as film fests) can be expanded upon in context with cultural trends (such as food trucks in the parking lot, or local wine and craft beer tastings at public events; Spanish-influenced live music, etc.).

Behavioral Goals—

What we want visitors to do

- Tell their family and friends about their experiences at the park. Students will be encouraged to bring their families back
- Become repeat visitors
- Students will experience and participate in ranch demonstrations, such as roping, and a hands-on art making activity
- Donate to the Carrillo Ranch Trust Fund as campaigns will be aligned to public programs, educational outreach, or building renovations
- Consider the park as a venue for a family or group picnic, wedding, or private event rental
- Take photos and share them on social media
- Purchase commemoratives in the visitor center
- Join Friends of Carrillo Ranch, Inc.; get involved, become a major donor or docent



Outdoor Signage Plan

At the conclusion of each fiscal year phase, we recommend analyzing the outdoor interpretive plan as it relates to new signage opportunities, information gleaned from visitor surveys, and the possible incorporation of new research.

Phase I: Now through June 2016

This outdoor interpretive plan is part of year one. This plan documents the visitor experience and consolidates signage and audio upgrades in three phases.

Given the importance of facility rental—especially weddings—to the park’s funding stream, an emphasis on visitor orientation will be strengthened. A stronger sense of welcome and place will be established: first, as visitors enter the main gates, through to the kiosk in the parking lot. The visitor center will have more visible representation, and finally, the first building signage enhancements will be focused on the hacienda in the “heart of the park” where most events occur.

Graphic Standards

Interpretive panels will represent the rustic ranch feeling of the Leo Carrillo brand. A benchmark standard was developed in the design of the panel, *The First People*. Artefact will produce graphic standards that organize headline and body copy font styles, and image placement in primary and secondary signage. Spanish ranch words—such as *hacienda*, *fiesta*, *caballero*—will be highlighted in type font and defined (meets CA educational standards and bridges translation).

Phase I Recommendations

- City of Carlsbad to analyze placement of historic park directional highway and surface street signs. Could they be in more effective places? Does overgrown vegetation block viewing access, etc.? Visitors have shared that locating the park has been challenging.
- Update Monument Sign at Flying Leo Carrillo Lane.
- Touch up the painted ranch sign in the parking lot.
- Revise city park hours sign, at entrance, to show parking arrow.
- Kiosk in parking lot themes: Who was Leo Carrillo, Where You Are (map; include ADA symbol), and About the Ranch
- Visitor Center Visibility: Primary directional signage will be moved to the entry lane. A forged bronze brand and “Visitor Center” sign will be erected at a 45-degree angle at the facing corner of the building to be viewed at entry and from the roping area.

Outdoor Signage Plan continued

- Install a peafowl primary interpretive sign along the entry pathway. This sign will explain the birds' living history and feral biology, and will include visitor etiquette.
- Hacienda: primary and secondary interpretive signage will be installed, which will set the interactive theme for all other structures.
- Carriage House posters—reprinted and mounted on side walls.
- Visitor Guide: We recommend a complete update in Phase II. In the meantime, it would be ideal for the guide to be reformatted with light edits into a 4 x 9-trifold brochure.
- Assist City of Carlsbad with content for press information on the park's outdoor upgrades.

Phase II: July 2016–June 2017

With initial orientation and interpretive signage in place, the focus will be on the remaining structures. Phase II is about the remaining ranch life and audio tour development. A vendor or firm will be selected to develop a storyline with narrative roles defined. We recommend a visitor guide is also revised to incorporate the walking tour, and consolidated and new interpretive signage.

Phase II Recommendations

- The historic entrance/weir will have primary interpretive signage.
- Caretaker's House will have primary interpretive signage highlighting the people who lived there.
- Ranch Life—*cantina*, carriage house, stables, pigeon coop, well, Deedie's House, *cabaña*—all will be upgraded with primary and secondary interpretive signage.
- New visitor guide is developed after signage enhancements are near completion.
- Begin the audio tour process by defining the technology, story line, and narrative elements (production is in Phase III).
- Assist the City of Carlsbad with content for press information on the park's outdoor upgrades.
- We recommend a visitor guide is also revised to incorporate the walking tour, and consolidated interpretive signage.

Outdoor Signage Plan continued

Phase III: July 2017–June 2018

August 2018 marks the 15th anniversary of the opening of Leo Carrillo Ranch Historic Park. It is recommended that by this time, all interpretive signage has been updated, fabricated and in place, in advance of the audio tour/app for self-guided visitation.

Phase III Recommendations

- Production occurs on the audio tour/app for delivery during summer 2018.
- Analyze which buildings have recently or will be upgraded, such as blacksmith workshop in the foundry; restrooms, etc. (Page & Turnbull, preservation architectural firm)
- Analyze the park as an Active Learning Center—are there opportunities for new programs that may require temporary signage?
- Assist the City of Carlsbad with content for press information on the park's outdoor upgrades.
- A visitor survey should be completed during the first phase, and be ongoing throughout the remaining phases, as appropriate.



Phase One: Outdoor Plan

The Sign Type Menu ID (ST.#), referenced below each named area, is detailed at the end of this draft plan.

Monument Sign: 6200 Flying Leo Carrillo Lane

ST.A Site Entry; Pin-Mounted Metal Lettering and Logo

Brand and Visibility Enhancement

Partially obscured stone wall sign (plants and departing vehicles) and City of Carlsbad recognition is not always visible. Raise and reform metal lettering above the stone wall. Place City of Carlsbad in metal on standoffs from stone.



Rancho de Los Quiotes Sign

Retouch faded lettering

An artist can come onsite to gently clean and retouch fading elements of the reproduced ranch sign. It's highly important to leave it rustic, and the iron rust stains, for example, will be left intact.



Parking Lot Kiosk

ST.B Kiosk

Create a Stronger Sense of Welcome and Site Distinction

Welcome. *Bienvenidos*. Consolidate message and provide a clear sense of place, historic distinction, and who Leo Carrillo was.

Left Panel Theme: About Leo Carrillo

Middle Panel Theme: Visitor Map/Rules and Events poster Plexiglas case

Right Panel Theme: A Ranch of Historic Distinction



The kiosk structure will remain in place for these upgrades. There is the possibility of a public art element that could be placed adjacent to the kiosk or in an alternate site, to be determined.

A condensed reading rail timeline (pre-Leo, Leo, and present) will spread across the middle panel, also providing a seat rest. The visitor guide will have a Plexiglas brochure holder on left column. Move trash/recycling bins at current visitor map to the kiosk area.

The visitor map will be removed in-situ and placed in the middle panel. An updated Visitor Map will incorporate park rules/etiquette, photography, park hours, no dogs in park. The current donation box at the entrance will be moved (donation boxes addressed in Phase II).

Primary Rustic ID by Kiosk

ST.C Primary Rustic

Show ADA pathway

Replace information on this sign with an ADA graphic, and arrow to: Caretaker's Cottage & Historic Entrance



Phase One: Outdoor Plan continued



Rustic Exit Sign from Parking Lot

ST.G Secondary Rustic

Some visitors have driven back through the circular lot. An arrow (up) with "Exit" will show them the road out.



Visitor Center Visibility

ST.C Primary Rustic and ST.K Visitor Center ID

Identify the Visitor Center from Sighting at Entrance

Primary directional signage will be moved to the entry lane (moving the Visitor Sign at rear of nature center to the entry path). A forged bronze brand and "Visitor Center" sign will be erected at a 45-degree angle at the facing corner of the building to be viewed at entry and from the roping area.



Guided Tours Rustic Sign

ST.D Secondary Rustic

Create Meeting Place at the Visitor Center for Tours

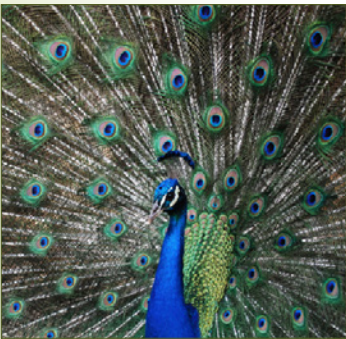
Sign to read: Tours Begin Here | Saturday 11 a.m. & 1 p.m. | Sunday 12 p.m. & 2 p.m.



Chalk Signs

Site Integrity

Remove chalk signs in Phase I as enhancements will interpret these messages. DO keep 1–2 of these signs at the Visitor Center for use in temporary signage about something unusual (a white peacock?) that visitors would want to see or know about that day.



Peafowl Primary Interpretation

ST.F Primary Interpretive

The Park's Peafowl Delight Visitors

Primary interpretive will reveal their feral biology and history as descendants of the original 6 birds. Feather collection rules, and no feeding and etiquette will be incorporated. Relocate the "Reclaimed Water Use" metal sign to more appropriate place where irrigation is seen/used, which allows for fewer visual interruptions at entry.

Phase One: Outdoor Plan continued

Hacienda

ST.F Primary Interpretive

Preserve Site Integrity by Relocating Interpretive Panels

Primary Interpretive:

(located at ADA sign): *Pais. Agua. Sol.*

- Relate the Kelly family to Carrillo story.
Show Bedroom layout in map.
- *Pais. Agua. Sol* wall panel—move info (main theme) to Hacienda primary interpretive panel.
- Peafowl/wildlife exhibit—move info Peafowl to primary peafowl interpretive.
- Home at Last panel on wall—move info to Weir (audio tour)



Hacienda Bedrooms

ST.G Secondary Interpretive

Each bedroom will have a secondary interpretive panel, offset from the structure, to reveal the life and times of people who lived at the ranch: Leo's Horseman's bedroom, Marie Antoinette's bedroom, and Leo and Deedie's room.



Hacienda Information Area

ST.I Hanging Reg/Info

Improve Helpful Information and Donations

This area will be adapted and consolidated in keeping with the rustic ranch feel. Rustic forged metal (ranch logo incorporated) to anchor information currently housed in boxes/tacked at the entry. Donations go to the Leo Carrillo Ranch Trust Fund. The donation box can be modified to incorporate new strategic campaign messages.



Dawn Redwood

Update Interpretive Sign and Relocate

It's possible that the Dawn Redwood living exhibit will be relocated nearer the creek area. The existing interpretive sign will be updated. This new sign will accompany the tree once it is rooted.



Phase One: Outdoor Plan continued



Botanical Sign Posts & Painted Insets on Signs **Refigure Numbering to be Consistently Styled**

An historic preservationist can re-style the painted numbering along the botanical tour markers, and in other noted historic signage with inset fonts painted.



Event Facilities Storage **Preserve Site Integrity**

Find a rustic storage solution to event chairs and traffic materials temporarily stored behind the Carriage House and pigeon coop areas. It can visually disrupt the nostalgic ranch feeling.

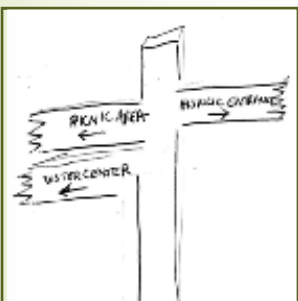


Carriage House Posters **Refine and Showcase Visual Posters**

Up to 10 posters will be reprinted, refreshed, and mounted on the side walls for weather durability, while allowing architectural photography from facing direction. Numbers will be removed and the new park logo branded at the bottom.

Event Signage in Parking Lot **Enhance Visitor Stewardship**

On the occasions that the park closes early to the public, it is recommended that a park-branded A-frame and temporary sign is placed in the parking lot that reads: Park Closed: Special Event in Progress. This one sign is standardized to the look and feel of the park's interpretive. Additional venue signage is directed by the park's event vendor.



Directional Wayfinding Post

ST.E Directional Rustic

Visitor Orientation at Entry

Where current visitor map is located, a whitewashed post with rustic directional panels will show where the visitor center, restrooms, primary features are located.

Phase Two: Installments and Enhancements

New Restrooms

Enhance Visitor Comfort Nearer to Parking Lot

Anticipate rustic restroom signage when coop area is adapted in two years (Page & Turnbull, preservation architectural firm).

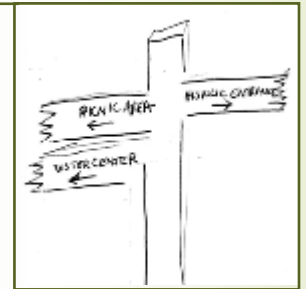


Directional Rustic Wayfinding Posts

ST.E. Directional Rustic

Show Primary Site Locations

From city staff review of the location plan, it was suggested that several more are placed. Of locations mentioned, and due to budgeting and simplistic approach, we recommend one more rustic wayfinding post is erected near the "Welcome Amigos" sign along Palm Lane.



Improve Parking Lot Signage

ST.D. Secondary Rustic

Provide Clearer Message of Primary Entrance

First consideration: if an electric gate feature can be installed, "No Vehicle Access" signs will no longer be needed in the parking lot. The gate will be closed unless a vehicle is passing through, either way. If electric is not feasible, we recommend a rustic secondary sign "No Vehicle Access"



Leo Carrillo, Cultural Icon Timeline

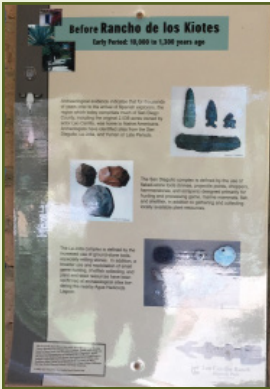
ST.F. Primary Interpretive

Provide Highlights of Leo Carrillo's Life, Outside of the Visitor Center Entrance

A Cultural Icon-themed timeline will reveal Leo's expansive career pre-ranch and ranch years. This timeline will not be duplicative of the kiosk timeline, which spans the eras from historic Native American presence here to current park milestones. This timeline will help to define Leo Carrillo as a Cultural Icon by focusing on his most recognized achievements for the park visitor.



Phase Two: Installments and Enhancements continued



Historic Caretaker's House

ST.F Primary Interpretive

Site Integrity

Restore the exterior rustic appeal by removing wall signage and placing a primary interpretive panel off the lawn on the path. Primary Theme: Caretakers in the history of the ranch. A "Caretaker is In/Out" flip panel can be adapted when building is closed during public hours.

- Pre-Los Kiotes panel—move info audio tour
- Pre-Leo's Ranch panel—move info to Hacienda
- About Leo—move info to Welcome Kiosk
- Where's Leo framed art—move inside
- Visitor Guides box—removed; incorporate in primary interpretive panel



Weir | Historic Entrance

ST.H Bridge

Interpret and ID Historic Entrance

Two angled rail panels will reveal the bridge's history as the original entrance Leo created; Leo's vision for the early ranch (west panel). Provide an explanation of flood control; a weir's purpose, and water use on the ranch (east panel).



Cabaña

ST.F Primary Interpretive

Reveal Leo's Setting for Fiestas

Famous Fiestas. Present Leo as an entertainer and host. An interpretive panel, placed in the ground in front of the BBQ, can elaborate on Leo's penchant for hosting famous fiestas—mariachi, grilling, stocked bar. Confirmed placement will be in consideration with event coordinator.

Phase Two: Installments and Enhancements continued

Cantina

ST.F Primary Interpretive

A Place to Relax and Refresh

Remove wall panel and consolidate information focused on the historic place to “relax, refresh and gather” on the working ranch. Anticipate pergola structure for future open area demonstrations: roping, adobe brick making, etc.



Carriage House

ST.F Primary Interpretive

Site Integrity

Reveal what vehicles were once parked here in context of its modern use as classroom, parks cart overnight parking, and groomsman's room (weddings).



Reconstructed Chicken Coop

ST. F Primary Interpretive

Interpet Historic Poultry on the Ranch

Explain, through this “ranch life” interpretive panel, all the necessary uses for tack shed, feed storage, and chicken coop/pigeon roost, after reconstruction.



Well | Windmill

ST. F Primary Interpretive

Interpret the Well's Historic Use

Primary theme: Kelly's original well adapted by Carrillo for his working ranch. Reveal how water was drawn, while maintaining rustic “keep off” signs.



Stable

ST. F Primary Interpretive

Site Integrity

Move wall panel to primary interpretive panel offset from structure. Primary Theme: Livestock on the ranch. ID Conquistador's stall (largest on the left) and consider integrating the story of his ranch burial on a hill (its mysterious location) by incorporating the reconstructed historic cross near this stall.



Phase Two: Installments and Enhancements continued



Deedie's House

ST.F Primary Interpretive

Interpret the Arts Deedie Commemorated in her Retreat

Primary Theme: An Artists' Retreat. Deedie collected historic crafts/arts and tried her hand at native basketry. Leo's wall pictographs and the horno can also be interpreted. Consider an arts show with loans from Museum of Man and Roscoe E. Hazard artifacts.



Foundry

ST.F Primary Interpretive

ID Site of Future Blacksmith Workshops

Primary Theme: Forged and Fixed Here on the Ranch. Future workshops will demonstrate rustic blacksmithing techniques.

Adios, Amigos Exit Interpretive

ST.F Primary Interpretive

Thank Visitors and Instill Carrillo's Legacy

Primary Theme: Leo's gifts to future generations (18 Years on CA Beaches/Parks Commission, films, this land now a park, etc.). Consider photo of Leo tipping his hat as a gesture toward the visitor as personal guest of Leo Carrillo. Panel to be located at visitor exit in foreground of closed gate support. "Join Friends of Carrillo" donation box to be implemented with panel.

Phase Three: Audio Tour

Installments and Enhancements

In fiscal year 2017–2018, Artefact Design will analyze schedules for new and remaining interpretive upgrades, with information based on visitor surveys. This third-year phase is focused on the audio tour/app production.

Note: Annual review and evaluation of technology and visitor feedback is critical in driving the final selection of the audio tour elements.

Audio Tour Goal

To reach the greatest range of visitors and keep the interpretive outreach and maintenance simple for the staff.

Recommendation

1) Develop stories and 2) install a combination of smartphone audio tour technology and 2–4 hand-crank or solar-operated listening posts throughout the park.

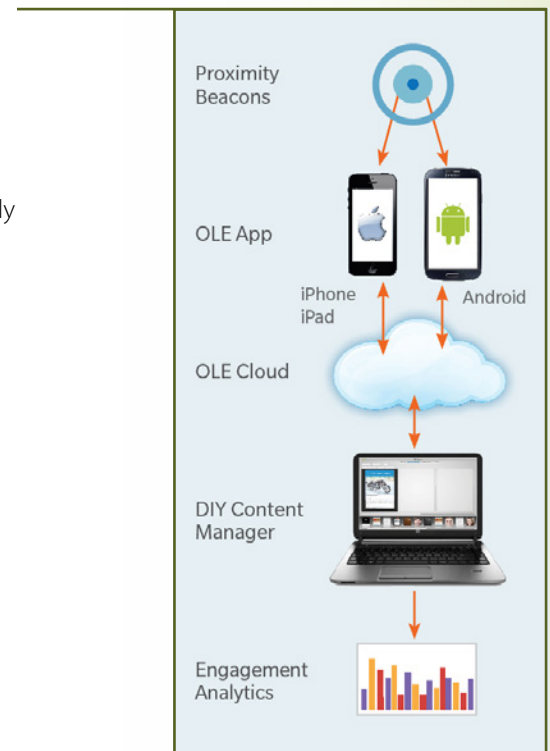
Media-rich Stories

Identify, research and develop up to 10 stories to augment the signage program. These would be compelling narratives about the people, events and history of the ranch. They could contain audio, video and historical references.

Determine appropriate technology and locations

Audio tour: A smartphone app + beacon solution for park navigation, visitor tours, and visitor data analytics.

- Primarily relies on the visitor providing the most expensive piece of hardware for the tour: the smartphone or pad.
- A custom app, based on established framework, is developed specifically for the park.
- The app is free to visitors via appropriate app stores.
- The latest version of content is downloaded and cached for offline use by the app.
- Starting and finishing point for tour must have good cellular service for visitors to download app if they did not do so before arrival and for app to send visitor analytics to server.
- Most of the content is stored in the app therefore not requiring constant internet access.
- Most content is available via the app when away from park by tapping on icons in the park map.



Phase Three: Audio Tour continued

- Some “treasure hunting” content is only available when in proximity to specific beacons.
- Relevant content of app on smart device is triggered by the beacons which are installed in specific spots in the park.
- Both iOS and Android beacons available. Low power draw so they can run on solar power and solar rechargeable batteries.
- Beacons installed at signage.
- System has the potential to be expanded into a city-wide park app.

Examples:

OLEengagements.com

Audioconexus.com

Tourmate.com



Listening Posts—Hand-cranked, or solar-powered outdoor audio platform

- Eco-Boxes are hand powered, environmentally friendly audio interpretive devices. Turning the hand crank handle located in the front of the device, powers audio messages. Each Eco-Box has 4 message button and messages for the buttons are fully reprogrammable MP3 files.
- The Solar Eco-Post is a solar powered eco-friendly interpretive device that requires no external power. Pressing a message button located on the front face of the post, plays an audio interpretive message. The audio content, which is powered by four solar panels, is fully reprogrammable using “drag and drop” MP3 files.

Examples:

Tourmate.com (Eco-box)

Tourmate.com (Solar Eco-Post)

Appendix 1: Budget Plan

Budget Plan

Estimated costs for completing design and fabrication phases of the interpretation project.

Leo Carrillo Ranch Historic Park Exterior Interpretive Signage Program

A	B	C	D	F	G	H
SIGN TYPE	DESCRIPTION	CONTENT	QTY	NOTES	UNIT \$	EXTENDED \$
AREA 1 & 2 - Entry & Welcome						
ST.A	Site Entry	Leo Carrillo Ranch Park, City of Carlsbad logo	1	Design, fabrication, installation - Refurbish or new painted metal letters pin-mount to top of stone wall - New City logo	\$4,000.00	\$4,000.00
ST.B	Kiosk Panel	Welcome message Who is LC message What is this Place	1	Design, fabrication, installation - (3) 48"W x 36"H interpretive panels (HPL, Gopher or approved equiv) - (1) 72"W x 9"H timeline panel (HPL, Gopher or approved equiv) - Routed paint-filled Welcome/Bienvenidos - Event board, brochure holder	\$16,000.00	\$16,000.00
ST.C, D, misc.	Primary Rustic, Secondary Rustic	IDs, Restrooms, directionals, etc.	6	Add, adjust, move, or replace up to four smaller existing signs; touch up to ranch overhead sign	\$600.00	\$3,600.00
ST.E	Directional Rustic	1. West of kiosk 2. Near Caretaker's Cottage	2	Design, fabrication, installation - 24"W x 96"H rustic directional	\$2,500.00	\$5,000.00
ST.F	Primary Interpretive	Story specific - Caretaker Cottage	1	Design, fabrication, installation - 36"W x 18"H x 40"H interpretive panel and support	\$3,000.00	\$3,000.00
					Y1: AREA 1 & 2	\$31,600.00
AREA 3 - Visitor Center						
ST.K	Visitor Center ID	Visitor Center, arrow, hours open	1	Design, fabrication, installation - ~60"W x 96"H rustic sign	\$4,500.00	\$4,500.00
ST.C, D, misc.	Primary Rustic, Secondary Rustic	IDs, Restrooms, directionals, etc.	4	Add, adjust, move, or replace up to four smaller existing signs	\$600.00	\$2,400.00
ST.J	Outdoor Changeable Rustic Display	Seasonal, events, etc.	1	Design, fabrication, installation - ~18"W x 60"H x 30"D rustic sign	\$1,500.00	\$1,500.00
					Y1: AREA 3	\$8,400.00
AREA 5 - Hacienda (includes Cabaña, DeeDee's, Dawn redwood)						
ST.E	Directional Rustic	Near Hacienda entry	1	Design, fabrication, installation - 24"W x 96"H rustic directional	\$2,500.00	\$2,500.00
ST.F	Primary Interpretive	Story specific - overview of building, persons, events, etc. (Hacienda, Kellys, Cabaña, DeeDee's, Dawn redwood)	5	Design, fabrication, installation - 36"W x 18"H x 40"H interpretive panel and support	\$3,000.00	\$15,000.00
ST.G	Secondary Interpretive	Sub-story specific - intimate facts of persons, events, etc.	5	Design, fabrication, installation - 24"W x 18"H x 40"H interpretive panel and support	\$2,000.00	\$10,000.00
ST.C, D, misc.	Primary Rustic, Secondary Rustic	IDs, Restrooms, directionals, (10) Carriage House posters, etc.	4	Add, adjust, move, or replace up to four smaller existing signs	\$600.00	\$2,400.00
ST.I	Hacienda Hanging Regs/Info	Rules, regulations, etc.	2	Design, fabrication, installation - 12"W x 24"H panel and support	\$1,000.00	\$2,000.00
					Y1: AREA 5	\$31,900.00
					Y1 TOTAL	\$71,900.00

Leo Carrillo Ranch Historic Park Exterior Interpretive Signage Program

AREA 6 - Ranch Life						
ST.E	Directional Rustic	TBD (near Stables or VC)	1	Design, fabrication, installation - 24"W x 96"H rustic directional	\$2,500.00	\$2,500.00
ST.F	Primary Interpretive	Story specific - overview of building, persons, events, etc. (Well, Stables, Conquistador, etc.)	5	Design, fabrication, installation - 36"W x 18"H x 40"H interpretive panel and support	\$3,000.00	\$15,000.00
ST.G	Secondary Interpretive	Sub-story specific - intimate facts of persons, events, etc.	5	Design, fabrication, installation - 24"W x 18"H x 40"H interpretive panel and support	\$2,000.00	\$10,000.00
ST.C, D, misc.	Primary Rustic, Secondary Rustic	IDs, Restrooms, directionals, (10) carriage house posters, etc.	15	Add, adjust, move, or replace up to four smaller existing signs	\$600.00	\$9,000.00
					Y2: AREA 6	\$36,500.00
AREA 4 - Historic Entrance						
ST.H	Bridge Primary Interpretive	Story specific - overview of weir, view and historic entrance	2	Design, fabrication, installation - 36"W x 18"H x 40"H interpretive panel and support	\$3,000.00	\$6,000.00
ST.C, D, misc.	Primary Rustic, Secondary Rustic	IDs, Restrooms, directionals, (10) botanical signs touch up, etc.	8	Add, adjust, move, or replace up to four smaller existing signs	\$600.00	\$4,800.00
					Y2: AREA 4	\$10,800.00
					Y2 TOTAL	\$47,300.00
					Year 1 & 2 Total	\$119,200.00
AUDIO	Park-wide Audio Tour	(~10) In-depth, scripted stories of history, buildings, persons, events, etc.	1	Research & writing	\$10,000.00	\$10,000.00
		Smartphone App + Beacon system	1	Programming, hardware, installation	\$15,000.00	\$15,000.00
		Listening post	2	Programming, hardware, installation	\$4,000.00	\$8,000.00
		Ongoing updating and maintenance		By staff		
					Y3 TOTAL	\$33,000.00

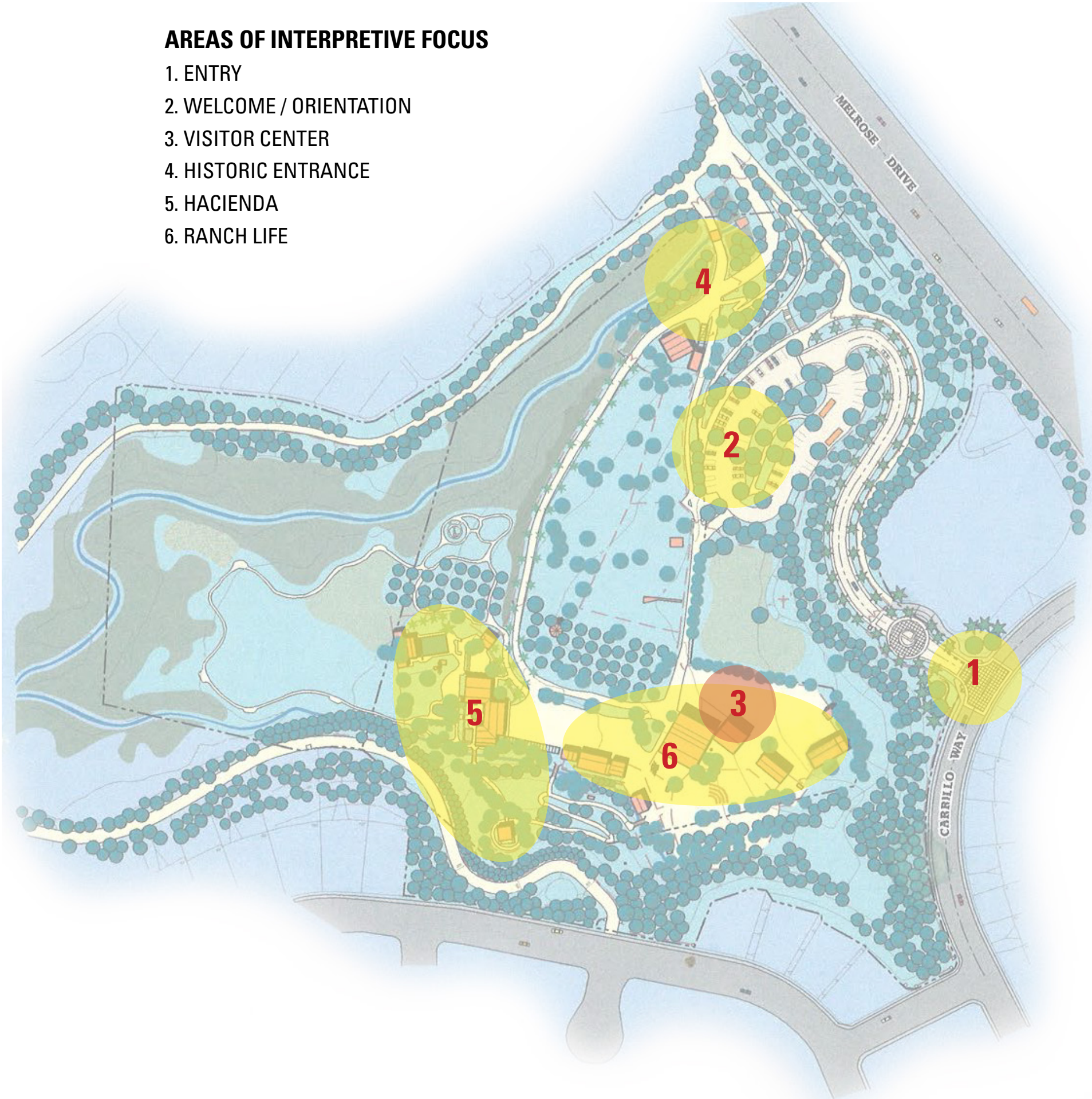
Appendix 2: Location Plan, Sign Type Menu, Concepts

Location Plan, Sign Type Menu, Concepts

Support drawings to aid in visualization.

AREAS OF INTERPRETIVE FOCUS

1. ENTRY
2. WELCOME / ORIENTATION
3. VISITOR CENTER
4. HISTORIC ENTRANCE
5. HACIENDA
6. RANCH LIFE



PLEASE NOTE:
Drawings are for concept
purposes only. Final design,
construction methods, materials,
finishes are TO BE DETERMINED.



ARTEFACT DESIGN
POB 102
Cardiff, CA 92007
T: 760 944-3502
ARTEFACTID.COM

Project Name:
Leo Carrillo Ranch
Historical Park Interpretive
Master Plan Update

Drawing Title:
Location Plan

Sign Type: n/a

Quantity: n/a

Scale: n/a

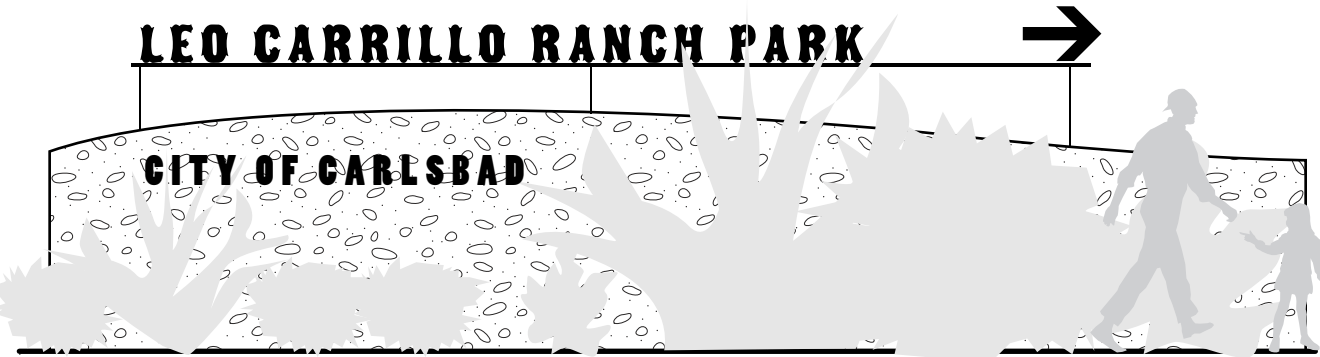
Client:
City of Carlsbad
City of Carlsbad
Parks & Recreation Dept.
799 Pine Ave., Suite 200
Carlsbad, CA 92008
www.carlsbadca.gov

Phase:
CONCEPT
DEVELOPMENT

Approved:
___ As Is ___ With Changes

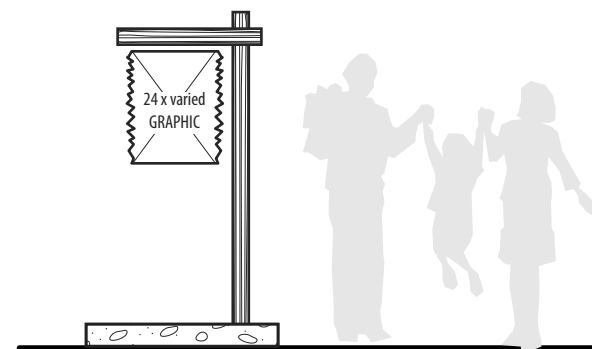
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Date: _____



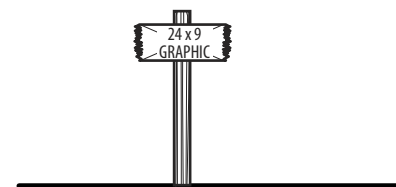
ST.A - Site Entry (@ Flying LC Lane)

- Painted metal letters pin-mount to top of stone wall
- City logo
- Solar LED lighting



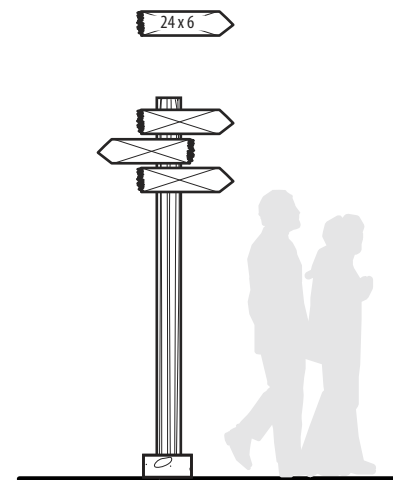
ST.C - Primary Rustic (Info, ID)

- White painted wood w/ jagged edges, routed text paint-filled black
- Wood support, paint white
- Adobe-look base



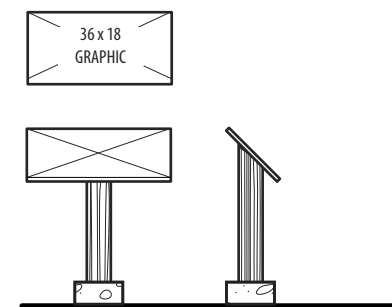
ST.D - Secondary Rustic ID

- Brown painted wood w/ jagged edges, routed text paint-filled white
- Wood support, paint brown



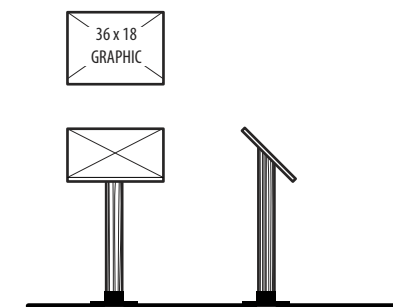
ST.E - Directional Rustic

- White painted wood w/ jagged one side, point other side, routed text paint-filled black
- Wood support, paint white
- Adobe-look base



ST.F - Primary Interpretive

- 36"W x 18"H interpretive panels (HPL or approved equiv) on rustic wood support
- Adobe-look base

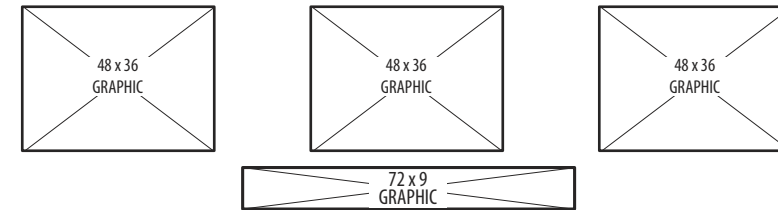


ST.G - Secondary Interpretive

- 24"W x 18"H interpretive panels (HPL or approved equiv) on rustic metal and wood support



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ST.B - Kiosk

- (3) new 48"W x 36"H panels (HPL or approved equiv) - Welcome, About Leo Carrillo, About Leo Carrillo Ranch
- (1) new 72" W x 9"H panel (HPL or approved equiv) - Timeline
- (1) Public Art component (type and location TBD)



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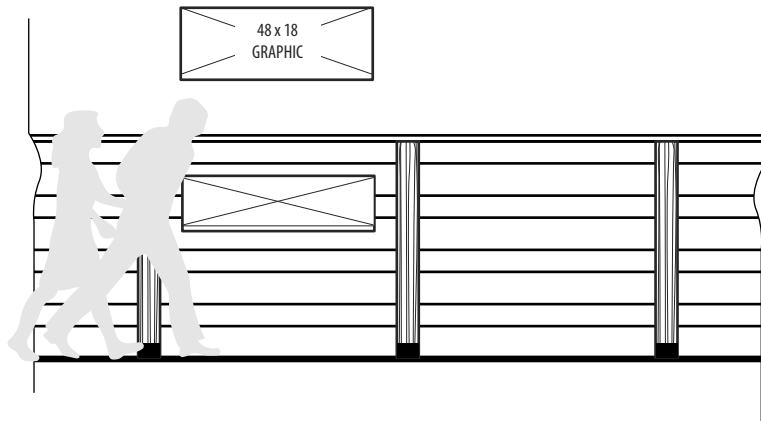
Project Name:
Leo Carrillo Ranch
Historical Park Interpretive
Master Plan Update
Drawing Title:
Sign Type Menu
Sign Type: n/a
Quantity: n/a
Scale: 1/4" = 1'-0"

Client:

City of Carlsbad
Parks & Recreation Dept.
799 Pine Ave., Suite 200
Carlsbad, CA 92008
www.carlsbadca.gov

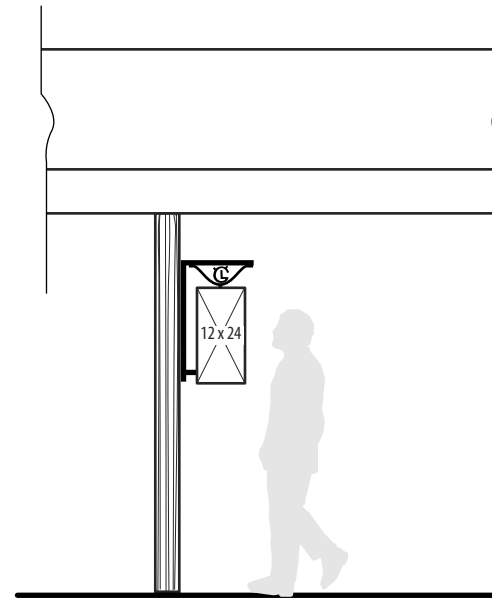
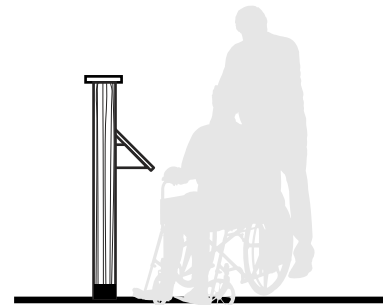
Phase:
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Initials: _____
Date: _____



ST.H - Bridge

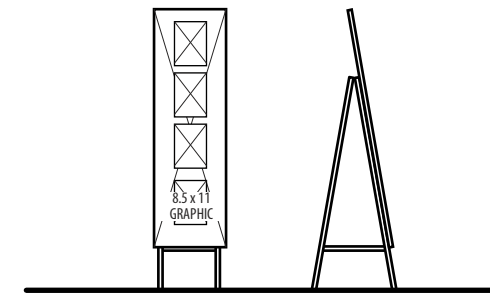
- 48"W x 18"H interpretive panels (HPL, or approved equiv) attached to bridge structure



ST.I - Hacienda Hanging Reg/Info

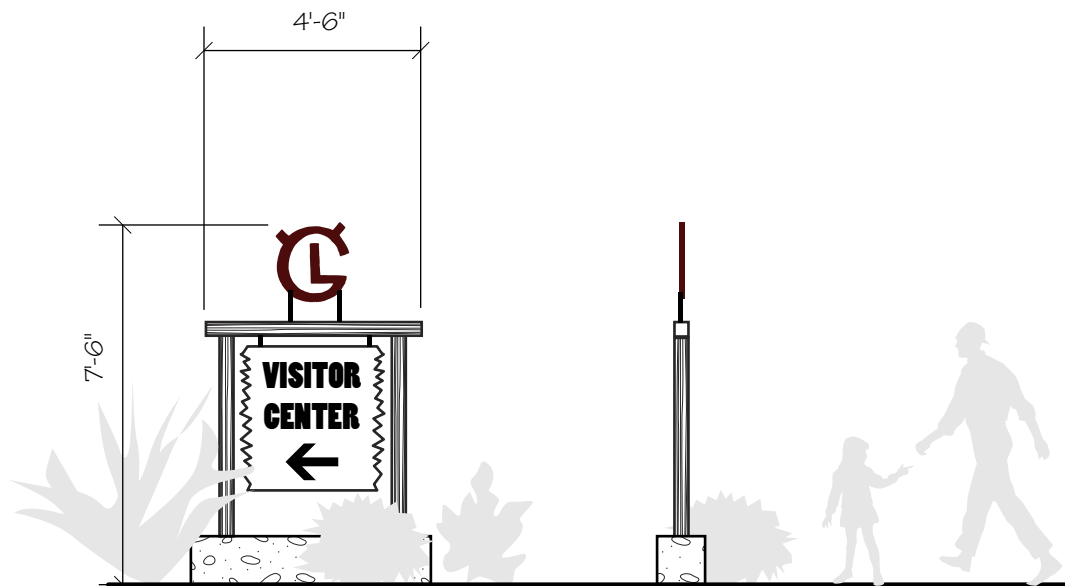
- 12"W x 24"H panels (HPL or approved equiv) on rustic forged metal hanging support w/ LC logo

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ST.J - Outdoor Changeable Rustic Display

- 18"W x 60"H panel on rustic, moveable stand



ST.K Visitor Center ID

- LC logo: paint to match forged metal, pin-mount to top of rustic wood structure
- White painted wood w/ jagged edges, routed text paint-filled black
- Wood support, paint white
- Rock base
- Solar LED lighting



ARTEFACT DESIGN

POB 102
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Project Name:

Leo Carrillo Ranch
 Historical Park Interpretive
 Master Plan Update

Drawing Title:

Sign Type Menu

Sign Type: n/a

Quantity: n/a

Scale: 1/4" = 1'-0"

Client:

City of Carlsbad
 Parks & Recreation Dept.
 799 Pine Ave., Suite 200
 Carlsbad, CA 92008
 www.carlsbadca.gov

Phase:

CONCEPT
 DEVELOPMENT

Approved:

___ As Is ___ With Changes

Initials: _____

Date: _____

Date: 28 Jan 2016

Sheet #: Page 3



PLEASE NOTE:
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ARTEFACT DESIGN
 POB 102
 Cardiff, CA 92007
 T: 760 944-3502
 ARTEFACTID.COM

Project Name:
 Leo Carrillo Ranch
 Historical Park Interpretive
 Master Plan Update

Drawing Title:
 Sign Type Menu - area of priority

Sign Type: n/a

Quantity: n/a

Scale: 1/4" = 1'-0"

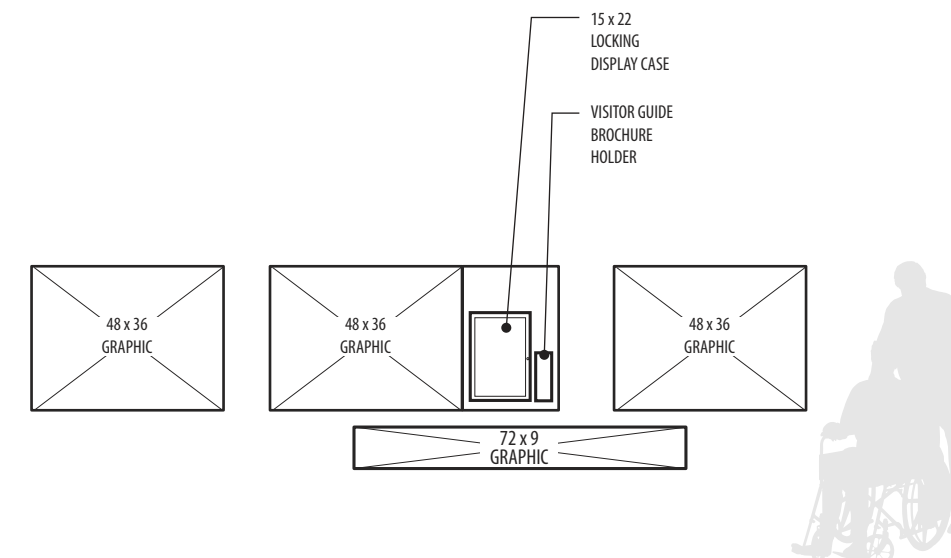
Client:

City of Carlsbad
 City of Carlsbad
 Parks & Recreation Dept.
 799 Pine Ave., Suite 200
 Carlsbad, CA 92008
 www.carlsbadca.gov



New Entry Sign (Scout project, not in scope)

- (1) new panel in rustic style
- Brand, Place name, directional arrow, park hours



ST.B - Kiosk

- (3) new 48" W x 36" H panels (HPL or approved equiv)
- Welcome, About Leo Carrillo, About Leo Carrillo Ranch
- (1) new 72" W x 9" H panel (HPL or approved equiv)
- Timeline
- (1) Public Art component (type and location TBD)

Phase:
 CONCEPT
 DEVELOPMENT

Approved:
 ___ As Is ___ With Changes

Initials: _____

Date: _____

Date: 28 Jan 2016

Sheet #: Page 4



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 purposes only. Final design,
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ST.B

ST.E

ST.C

ST.K



ARTEFACT DESIGN
 POB 102
 Cardiff, CA 92007
 T: 760 944-3502
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Project Name:
 Leo Carrillo Ranch
 Historical Park Interpretive
 Master Plan Update

Drawing Title:
 Sign Type Menu - area of priority

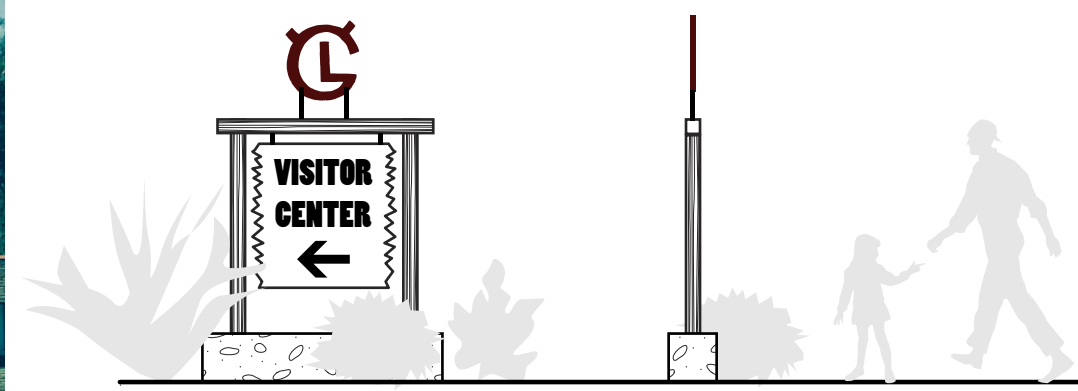
Sign Type: n/a

Quantity: n/a

Scale: 1/4" = 1'-0"

Client:

 City of Carlsbad
 Parks & Recreation Dept.
 799 Pine Ave., Suite 200
 Carlsbad, CA 92008
 www.carlsbadca.gov



ST.K Visitor Center ID

- LC logo: paint to match forged metal, pin-mount to top of rustic wood structure
- White painted wood w/ jagged edges, routed text paint-filled black
- Wood support, paint white
- Rock base to match VC building materials
- Solar LED lighting

Phase:
 CONCEPT
 DEVELOPMENT

Approved:
 ___ As Is ___ With Changes
Initials: _____
Date: _____

