



# TRENDS

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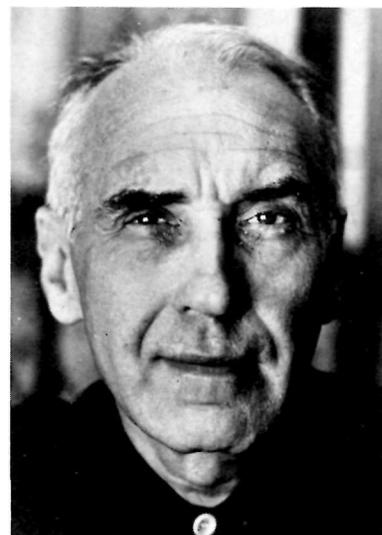
APRIL 1969

NUMBER 2

## summer in the parks - 1968

by RUSSEL WRIGHT ●  
edited by L. Margaret Stanley

**P**roblems underlying the agony of our cities demand new solutions NOW -- solutions based upon the needs and wishes of people. Government agencies involved with cities are directing efforts toward improving existing environment and planning better ones in the process *(Continued on page 2)*



● Russel Wright was born in Lebanon, Ohio, in 1904. His interest in art was evident at an early age, and at ten he began his education in that field at the Cincinnati Academy of Art. At eighteen he entered Princeton University where, in his freshman year, he was elected president of Theatre Intime and became a stage designer for Triangle Club. After two years, he returned to New York to work at various times at directing, stage managing, and stage and costume designing.

Wright and Mary Einstein, who had also studied art, married in 1927 and set up their own business, Wright Accessories. Using inexpensive metals, they made the first accessories of modern design in the United States and later the first modern design furniture in solid wood and his famous American Modern dinnerware.

Founder of the American Society of Industrial Designers, he served as its president in 1952-53. His publications include Easier Living, published in 1951, a book based on two famous experimental dwellings he designed. For the United States Department of State, he surveyed in 1956 the possibilities for developing cottage industries in Southeast Asia and set up the Taiwan

Handicraft Promotion Center and the Vietnam Handicraft Development Center.

Wright has a strong belief in the power of nature to revitalize those who are enervated by modern, urbanized, mechanized society. He plans to dedicate the rest of his life to opening new avenues to Americans for appreciation and enjoyment of nature. One of his efforts toward this goal was the design and direction in 1966 of two festivals at Garrison, New York, to show restoration possibilities of misused waterfronts. Through drama it was demonstrated how Hudson River waterfronts used as garbage dumps, trailer parks, car cemeteries, or industrial sites pouring their smoke into the air and their wastes into the water can be restored as areas of recreation and aesthetic delight.

The possibilities of our parks and wilderness preserves to supply man's need for revitalization through contact with nature are virtually unexplored, Wright thinks. There are more ways to enjoy nature than wilderness walks and swimming pools, and research is needed in how to teach people to find greater variety of pleasure in nature and how to provide the means to enable them to do so, he believes.

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**SUMMER IN THE PARKS — 1968 (Continued)**

of building and rebuilding. A factor common to the recommendations of all city planners involved in these efforts is that people, subjected to the steady increase of mechanization and automation, have a growing need for the freedom and revitalization to which outdoor recreation can contribute so substantially.

This puts park and recreation agencies center stage in the nationwide drive against our urgent urban social problems. Congress, early in 1968, appropriated funds for the National Park Service to provide summer activities in the District of Columbia parks. We felt that outdoor recreation innovations initiated by this program and tested successfully in the District of Columbia would not only benefit people living there, but could point the way for similar experimentation and improvement in parks across the nation.

Before planning could begin, it was necessary to appraise the activities which had been provided before and to learn where they would and would not meet the needs of the people in the summer of 1968. A look at the parks themselves was necessary to analyze why they were so under-used. As a result of this preliminary thinking, the following four areas for planning and action were established.

- OLD PARKS — What could be done to make the old inner city parks more useful?
- NEW PATTERNS FOR PARKS — What assistance could be given to development of new patterns for urban parks?
- WILD PARKS — How could these large wild park areas outside, but near, the city be made more useful?
- LARGE SCALE ACTIVITIES — What kinds of spectacles would appeal to large numbers of people?

**SUMMER IN THE PARKS — 1968**

We called the program “Summer in the Parks,” and established a special public relations office to promote all activities through the various communication media. This is an essential element of any such program.

A unique and important feature of the project was visual identification, using colors and playful design. No other city employed this device. “Summer in the Parks” had an

Russel Wright Cab Calloway Nash Castro  
Pearl Bailey Pearl Mesta



NPS Photo by W. H. Spradley



A crowd gathered for a program at Meridian Hill Park

Photo - The Washington Post

## SUMMER IN THE PARKS - 1968 (Continued)

insignia or crest—the laughing tree—which appeared on letterheads, buttons for the kids, temporary structures, banners, posters, handbills, and sweatshirts for the park managers. The color scheme of brilliant blue and green with white was cool and fresh. It was used for a fleet of cars, trucks, tents, structures, trash baskets, and exhibits.

Good contemporary design was used on all visual elements of the program: structures, equipment, printed material, and the like. This not only advertised the program, it created a mood for the activities and gave to the program a character of freshness and distinction.

### OLD PARKS

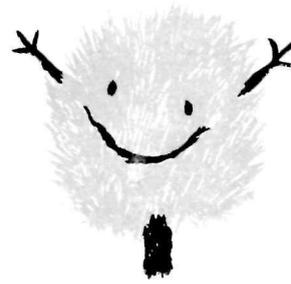
#### Under-used — Why?

All American cities contain one or more parks dating from the early part of the century, designed in the style of that very great park, that masterpiece of Frederick Olmstead, New York's Central Park. The trees in these parks have grown to luxurious proportions, wide paths curve leisurely, and slatted benches along the paths invite the stroller to rest and relax. But not many people are seen in these parks today. In the daytime there are a few mothers with baby carriages, a few forlorn and doddering old people, and the omnipresent vagrants, the winos sleeping it off. At night the parks are deserted because of the high incidence of crime. Because they are so little used, many cities have not considered it important to maintain these parks, and so structures, trees, and plantings have been neglected.

In their youth, in a slower-paced era, these parks were popular. Many paintings and early photographs testify to their beauty and their usefulness. Nurses with perambulators, children with hoops and tricycles, horseback riders, evening romantics, and throngs of Sunday strollers and promenaders filled these parks with the life, laughter, fun, and loving that they were meant to encourage.

What happened? Why have they lost their popularity? Change in surrounding neighborhoods is often a strong reason, but the main reason is that the tempo of life today

#### Inner-city children visit a farm



is different. We speed in cars—ours is not the strolling tempo.

Olmstead's classic was a perfect design for the people of his time. If he were alive, his great talent would certainly produce a very different design for our contemporary life. But Olmstead

is gone, and his successor is slow in arriving.

The question is, what do we do with these old parks, still beautiful even in their forlorn and neglected states? With a little restoration, the planting in some of them could be more beautiful than when they were first opened, but more open space and natural planting are much needed. Many of the trees are over a hundred years old and lend their own irreplaceable beauty.

Washington, D.C., city beautiful, designed by L'Enfant with many parks and open spaces, is particularly blessed, but plagued by the same problems as parks elsewhere.

"Summer in the Parks - 1968" contributed two striking and successful treatments for restoring the usefulness of the old parks.

Meridian Hill Park, designed in 1913 by Horace W. Peaslee and completed in 1936, followed the style of an Italian Renaissance park. Symmetrical in layout, it consists of a mall leading to an esplanade from which two stairways flanking a cascade descend to a reflecting pool on a lower level. Use of the park steadily declined in the fifties and sixties, and in 1967 it was considered the second most dangerous park in terms of reported crime in the District of Columbia.

#### Usefulness Restored

A well lighted place discourages crime. So, the strength of light bulbs in the old fixtures was increased throughout the park, and additional lighting of a concealed type was placed all along the winding paths.

Preserving the original planting, in so far as possible, is an important consideration in restoration of old parks, and usefulness and popularity of Meridian Hill Park were restored with no change or destruction whatsoever of the planting.



Children line up for an old-fashioned hay ride.

The sixteen fountains as well as the cascades and huge reflecting pool were activated, and the pool was newly equipped with four great sprays. This was not just beauty for beauty's sake, but to provide the neighborhood children with an additional place to play and splash during Washington's hot and humid summer. The long mall was equipped with graceful playground equipment, two volleyball and four badminton courts. Chairs and gay parasol tables were set up for older people. Theatrical lighting and sound equipment were provided for "Summer in the Parks" programs, both daytime and several nights a week. As a result park attendance increased dramatically during July and August.

Farragut Square park is a small green oasis in a canyon of new polaroid and steel. Here in the heart of the business district, office workers come at the noon hour to sit on the grass (the girls to kick off their highheels), eat a sandwich, and read or stretch out for a cat nap or a sunning. There are several such old small parks in the business district made attractive by the green tree-leaf canopy and the colorful seasonal planting. "Summer in the Parks" increased their popularity and extended their usefulness by placing in them small refreshment stands and providing stacking chairs and tables. Nearby, outdoor exhibit screens were set up for frequently changed displays appropriate to the city and the season, and sometimes there was live music at noon.

In Rawlins, another business district park, a chamber music concert was tried with great success, and one of the exhibits there was "Negroes in American History."

#### SPECTACULARS

Outdoor large scale performances watched by many people have a long history. Primitive warriors, painted and bedecked to frighten their enemies performed in frenzied fashion to bolster their courage before going off to battle, and, if successful, there was the victory dance. In Rome, there were the gladiators and chariot races in the colosseums; in the Middle Ages, the exciting jousting—and so, right down to today's Happenings in Central Park.

Viewing an outdoor performance is perhaps the most universally and eternally appreciated type of outdoor activity. Games, races, pageants, dancing, athletic competitions are

a few of the many activities that can be produced on a large scale in outdoor settings.

All cities have some large outdoor areas, be it park or stadium, that can be used for spectaculars. Washington, D.C. has several excellent settings for such activity: Rock Creek, Anacostia, and Fort Dupont Parks, the Ellipse (open space behind the White House), the Washington Monument grounds, the Polo Field, the Mall.

Outdoor events presented in Washington in recent years have been increasingly successful. Here was an area of known interest to be developed. So, "Summer in the Parks — 1968" opened with a spectacular at Meridian Hill Park which included fireworks, Broadway performers, and plenty of local talent. More than twenty thousand people came to enjoy it.

Bicycledelic Day on the Ellipse brought bicycle clubs and national champions from all over the country. From small fry to experts, hundreds of people found a place as observers of events and an exhibit of old bicycles or as participants in races, a kind of bike rodeo, and unicycle and antique bike demonstrations. Rock music provided a lively background.

From all over the city, three thousand children were bused to a Youth Jamboree at the Washington Monument. Performances included professional singing groups, acrobats, bands, American Indian Dancers, and a Park Police horse and dog show.

A pageant called "Horses in America," also produced on the Washington Monument grounds, drew several thousand people. This was probably the most beautiful of the spectaculars and one of the least expensive to the project. It was presented by the local horse set.

An event which had great charm, style, and authenticity was an African pageant. Meridian Hill's mall became an African bazaar where African craft items could be bought; African fashions were modelled, and African musicians and dancers performed.

The First National Jousting Championship also brought groups from across the country. It was a colorful event with beautiful horses and maidens, armor, lances, plumes, silks, laces, ribbons, gilt and glitter.

Our first Americans had their day, too. Rock Creek, which winds its way, making an elongated park through much of the Northwest section of the city, provides a variety of terrain



NPS Photo by Cecil W. Stoughton

## SUMMER IN THE PARKS – 1968 (Continued)



NPS Photo by Jack Rottier

suitable for many kinds of activities. At P Street, the land slopes from street level down to the creek bank. This is a favorite spot of city "cliff dwellers" who come with blankets and dark glasses to stretch out and soak up the sunshine. To these people whose substitute for the shore it is, it is known as "P Street beach."

This spot was chosen for an Indian Powwow. Indians living in the Washington area participated in creating the feeling of an Indian village. There were tepees to wander in and out of, to ask questions about, and Indians ready to answer, explain, and demonstrate. The Indians, of course, wore the clothing and colorful feathered headgear of their own tribes. An expert caller was brought in for the dances, and Appaloosa horses were imported to add to the authenticity of the scene.

There was pleasure for the sense of smell as well as sight — that "appetizing" odor of food cooking out-of-doors. real Indian foods cooked and sold by Indian squaws.

Outdoor spectaculars have the advantage of bringing together various social elements of a community. If the events involve much local participation in planning and management and many local performers, they can be of great value in creating neighborliness.

### WILD PARKS

Large tracts of park land have been acquired by the National Park Service, state, or municipal governments near many American cities. Master-planned in the early part of the century, they originally provided camping sites, cabin areas, walking paths. Later, small nature museums were added, and when funds were available, large swimming pools with adjoining parking and dressing facilities were installed in some. But many are under-used.

On the one hand are these not-too-distant green wilderness areas and on the other are people in the crowded inner city needing opportunity to be close to nature. There are several probable causes for the under-use of these parks; lack of knowledge of their existence by many people in ghetto areas; lack of transportation if they did know; and the lack of interesting activities and variety of recreation provided in the wild parks.

### "Summer in the Park" Solution — Surprise Trips

Another result of taking a fresh look at old parks and old activities was a change in the usual day camp pattern. In addition to the many parks within its limits, Washington is fortunate in having access to state and federal parks in surrounding Maryland and Virginia. So, instead of usual pattern of going to the same camp every day, up to 200 children were bused, with the help of the DC Recreation Department and various church and other civic groups, each week day for nine weeks to a different park outside Washington. This was of special value in widening the horizons of inner-city children, many of whom had never been out of their own neighborhoods.

A different activity was provided at each park, and supervision was provided by park staff and trained recreation leaders from community organizations such as YMCA, YWCA, Boy Scouts, Girl Scouts, and Big Brothers. At some parks, because of their special character, the activity was an educational guided tour, but in most there was active recreation, such as water sports, folk dancing and singing, outdoor games, nature hikes, bicycling, pony riding, and soap box derbies.



Children, many of whom had never been on a farm and had no idea that milk came from a cow before it came from a carton, saw at Oxon Hill Farm how the animals are cared for, were allowed to pet them, enjoyed a hay ride, and devoured a picnic lunch.

A very popular activity in one park was poling a barge to two islands in a lagoon. On one island, fun and exercise were provided by rope-ladders and ropes swinging from trees. On the other, treasures were hidden in trees and the children had to identify by leaf those in which they found their treasures. A new type of learning-play activity was initiated in the same park. In four clearings around the edge of the lagoon, children helped build tree houses according to a design contributed by a young architect student.

At Fort Washington, in addition to a tour of this old Civil War fort, the children enjoyed boat rides on the Potomac. Row boats, motor boats, and even a Chinese junk were loaned for the purpose. Sea Scouts contributed a real service by supervising this operation.

For young Isaac Waltons, a project on the old C & O Canal at Great Falls, Maryland, provided an opportunity to learn

about fishing. Skills needed by a fisherman from baiting the hook right through cleaning the fish and cooking them were taught. And eating those freshly caught fish out in the open was "finger-lickin' good." Cooperation of the United States Fish and Wildlife Service was an essential part of this project; they restocked the canal every other week.

Feet that had only known hot city pavements in summer, wiggled with delight in the cool water of a brook at the end of a nature tour. That was one of many pleasures enjoyed at Carderock and at the Great Falls of the Potomac.

In nine weeks the children saw worlds they never knew, and their days were filled with fun, surprise, adventure, and excitement. Through these children, parents, too, came to know about the wild parks.

#### COMMUNITY PARKS — NEW CONCEPT

Since the Olmstead-type park does not meet the needs of city dwellers today, new concepts in planning parks must be tried. In various United States cities, municipal governments and private developers are trying out ideas of architects and landscape designers. Best known are the variations of so-called "vest pocket" parks which turn a very small open space in a crowded community into a playground.

A major part of Washington's "Summer in the Park" program, and perhaps its chief contribution to new urban park concepts was the operation called "Community Parks." The concept was developed from these considerations:

A park should be within walking distance of its users.

It should contain the facilities most desired by that neighborhood as determined by expression of the people who live there.

There should be neighborhood participation and contribution to management, operation, and maintenance.

Neighborhood Planning Councils throughout the city were asked to designate neighborhood-based groups to implement summer enrichment programs. Then National Park Service staff members contacted each of the twenty groups and asked

them to select National Park properties that would be most suitable for use by their neighborhood group. After selection of sites, groups were asked for suggestions and requests for suggestions and requests for facilities and activities for these parks. There was little response because Council members usually had no precedents or experience from which to draw ideas. Some neighborhood groups did plan, in cooperation with trained agency representatives working as resource people, programs and activities for the younger children and worked out within their own group assignments and schedules for operation and maintenance. Each group selected two young people to serve as park managers, one for daytime and one for night duty. They were responsible for adherence to schedule, proper conduct, and maintenance. Young women as well as young men were chosen for these responsibilities and, in fact, one of the best managers was a girl, a high school senior, who was excellent in her ability to obtain cooperation in good behavior and participation in park maintenance. She imparted the feeling that the park belonged to the community and fostered a sense of pride in its appearance.

It was decided, in lieu of facility suggestions from the groups, to provide each park with a basic set-up consisting of a simple and unobtrusive permanent sylvan theatre arrangement, inconspicuously set against a woodland background. Permanent equipment provided was minimal: a large oval asphalt pad for dancing and performances and two light poles equipped with theatrical spotlights. Temporary equipment consisted of sound equipment, band platform, chemical toilets, refreshment stand, storage shed, and a bulletin board.

In order to stimulate neighborhood planning, the National Park Service in cooperation with the Smithsonian Institution supplied a few regular daytime and cultural recreation programs. These included concerts, community sings, amateur nights, dance contests, and puppet shows. Several arts workshops conducted on a continuing basis were supported from funds provided by the National Endowment of Arts and the Mayor's Arts Committee.

Exhibitions and instruction in a variety of sports were provided, and a unique feature was the transporting of billiard tables on a rotating schedule to the parks and the provision of crack instructors.



Bicycledelic Day on the Ellipse

## SUMMER IN THE PARKS – 1968 (Continued)

Mr Wright presents an award at the "Horses in America" pageant produced on the Washington Monument grounds.



Every park had a regular Saturday night community dance, a very popular feature.

Churches, too, used the parks. An unairconditioned storefront church can be a hot and stuffy place in midsummer, and a sermon in the park was much more pleasant. A park provided the setting for a wedding reception, too, not a hippie-style affair, but a traditional celebration following the church wedding, with the bride in a long white gown and veil and the bridesmaids in colorful dresses. Women's church organizations also found their neighborhood park a pleasant place to meet.

The "Community Parks" phase of the "Summer in the Parks" program was delayed a month in getting started, but nevertheless several of the parks where neighborhood cooperation was achieved were successful.

Now that the concept has been introduced to the community and some experience has been gained, both by neighborhood groups and by the staff, it appears that with much more involvement this coming summer of the people whose program it is, "Community Parks" could be a significant contribution to urban park planning.

### INGREDIENTS FOR CHANGE

A number of ingredients were important to the success of "Summer in the Parks."

Attitude and mood. A willingness to look at old ways and change, adapt, discard as necessary to meet today's needs, combined with imagination, creativity, color, and an infectious spirit of fun and gaiety.

People participation in planning, management, maintenance, production and operation.

Cooperation of community organizations. This occurred to an impressive degree in Washington: business and civic organizations, church groups, YM and YWCA's, youth groups, colleges and universities, District of Columbia, Maryland, and Virginia park and recreation departments as well as agencies of the Federal Government such as Smithsonian Institution and Fish and Wildlife Service.

Publicity. A well coordinated and promoted campaign is essential.

It is hoped that other communities may find in the Washington, D.C. "Summer in the Parks" experience inspiration to adapt parks to people and to get people back into the parks.



Musicians play for a crowd at P Street Beach.

A

# FOURTH

## DIMENSION OF HISTORY

By EDWARD P. ALEXANDER ●



● Edward P. Alexander was born and reared in Iowa. He received an A.B. degree at Drake University, an A.M. from the State University of Iowa, and his Ph.D. at Columbia University.

In 1934 he became director of the New York State Historical Association at Ticonderoga and soon served also as State Supervisor of the Historical Records Survey of New York State. In 1938 he moved to Cooperstown to set up a new museum for the Association. In 1941 he became director of the State Historical Society of Wisconsin at Madison where he remained until 1946. He has been director of Interpretation (and then vice president) of Colonial Williamsburg in Virginia since 1946.

Mr. Alexander has been a leader in the movement to teach history by the use of three-dimensional materials. He helped organize the American Association for State and Local History and served as its president. For three years he was president of the American Association of Museums. He has recently been made chairman of the new Virginia Historic Landmarks Commission and serves on several international museum and preservation committees.

*Originally presented at the 1968 Joint Meeting of the Northeastern and Southeastern Association of State Park Directors in Williamsburg, Virginia.*

PARK DIRECTORS and historians in the past have sometimes disliked each other. This antagonism has been a natural result of the fact that our national and many of our state park systems contain both natural and scenic lands and historic sites. The National Park Service, for example, administers 96 natural and recreation areas and 145 historical properties, and the two kinds of sites often compete for attention and funds.

A friend of mine in the Park Service refers to the natural and scenic boys as "heavy breathers." By this, he means that they are outdoor types who dash along the park trails with great speed and communicate their love for nature with shining eyes and all-out enthusiasm. I'm not sure what the conservationists call the historians, but I can imagine such words as "dusty," "pale," "lifeless," and, perhaps after a convention, "potted."

The situation today has improved markedly because the new outdoor recreation movement has realized the desirability of preserving both natural and historical landmarks, and recent

*(Continued on next page)*

## A FOURTH DIMENSION OF HISTORY *(Continued)*

legislation at both the federal and state levels has forwarded this concept. Tourists are interested in both scenic and historic attractions, and so ought to be those who live in our huge cities. A comprehensive, well-integrated program of nature conservation and historic preservation is desirable at all levels, both governmental and in the private sector.

I wish to tell you about a new kind of history—a kind of history that well fits this new concept of conservation and preservation. Most of us agree that a knowledge of history can give perspective to our times and some inspiration for living in a generous and unselfish way. Tracing the development of institutions and ideas from the past to the present is a practicable way of understanding much of the world about us. The historical method is just as effective an approach to knowledge in general as is the laboratory of the scientist or the questionnaires and surveys of the sociologist.

If history is useful, then, how can people know and appreciate it? The customary method, of course, is to read about it in books, and written history can certainly be good history. But more than 2000 years ago, the wise Roman, Cicero, observed:

Whether it is a natural instinct or a mere illusion, I can't say, but one's emotions are more strongly aroused by seeing the places that... have been the favourite resort of men of note in former days, than by hearing about their deeds or reading their writings.

Historical buildings have length, breadth, and thickness, and so do their accompanying landscape and furnishings. When human beings experience this realistic historical environment, their sensory perception—sight, sound, smell, touch, taste, and the kinetic (muscle) sense—creates yet a fourth dimension. It is an emotion or feeling of retrogressive time, of insight into what it was like to live in a past age. History books appeal to our reason and help us understand the past, but historical environment arouses our emotions and creates historical mood that makes us feel as if we were experiencing the past.

### MILITIA MARCHING

A Colonial Williamsburg militia muster well illustrates the way the outdoor museum utilizes the learning process. The half-hour demonstration on the Courthouse Green stimulates the visitor's sense of sight with the bright uniforms, waving flags, and puffs of smoke. The rope-tension drums and wooden fifes produce an unfamiliar kind of music, and the cannon and muskets boom out noisily.



### COLONIAL WILLIAMSBURG WYTHE HOUSE, DINING ROOM

A history museum should often use a natural or functional arrangement that places hundreds of small objects into a setting that attains unity. This kind of arrangement solves the old problem so well known to writers of social history: how to organize myriads of small facts into meaningful wholes. This dining room table, for example, complete with china service, linen, silver, candles, and other decorations has a psychological unity that appeals directly to the emotions of its viewers.



### CANNON FIRING

The acrid smell of black powder is hard to forget. The rhythm of the fifes and drums and the marching feet stimulate the observer's kinetic sense. Meanwhile, the narrator's words broadcast over the loudspeaker system explain the muster and supply a solid factual background for intellectual comprehension. The total effect is to provide visitors with insight into some aspects of the life of the Revolutionary soldier.



### COLONIAL WILLIAMSBURG, TAVERNS

Good participatory interpretation is provided by taverns that serve food cooked after old recipes. The crowded cozy rooms and the candlelight add to the feeling of belonging to another age.



COLONIAL WILLIAMSBURG  
PERSONAL INTERPRETATION

The outdoor museum can best be interpreted by teacher-guides possessed of subject matter knowledge and personal warmth of communication to serve as front-line interpreters. Well prepared, wise, flexible, unrehearsed, they must tailor their presentation to groups of bustling experts, tired and faintly interested vacationists, or wriggling, bright-eyed school children.



### PUBLICCK TIMES: BOWLING

Bowling on the green is offered frequently throughout the year, as well as during Publick Times.



CRAFT DEMONSTRATIONS: BAKERY

Colonial Williamsburg, like Skansen, present many craft demonstrations. Today the project has nearly 100 persons engaged in studying and demonstrating some 30 crafts of the eighteenth century. For example, the Baker produces homemade bread and gingerbread with their irresistible aromas.



LIFE ON THE SCENE: OXEN

Life on the scene also attracts nearly all visitors, many of whom are unfamiliar with the patient oxen who carry out routine deliveries where dependability rather than speed is required.



## A FOURTH DIMENSION OF HISTORY *(Continued)*

### COLONIAL WILLIAMSBURG DANCING DEMONSTRATION

In colonial days a period known as "Publick Times" took place in Williamsburg every spring and fall while the courts were in session and the Burgesses might be meeting. The little city would double or triple in size as people poured in from the plantations. Publick Times is held again, especially during the Christmas season, and lively colonial dances are a part of it.



FORUM SERIES: WILLIAMSBURG  
INTERNATIONAL ASSEMBLY

Another four-day event in the Forum Series is the Williamsburg International Assembly which attracts more than 50 overseas students (average age 26) who have taken their graduate work in the United States and are returning to their own countries. A distinguished group of outstanding Americans usually including a historian, journalist, business man, labor leader, educator, cultural authority, and United States senator lead the discussions that try to explain the origins of American institutions and how they work.



FORUM SERIES: WILLIAMSBURG STUDENT BURGESSES

Outdoor museums can also explore in depth by means of study and discussion conferences the chief aspects and ideas connected with them. Thus, Colonial Williamsburg

presents at least seven special events each year known collectively as the Williamsburg Forum Series. The Williamsburg Student Burgesses, involves high school study government leaders from all 50 states and 35 overseas students in this country under the auspices of the American Field Service. The Burgesses meet four days to consider problems of leadership democracy, and international relations. Most of the discussion occurs in small panels, but there are occasional radio or TV broadcasts to reach a larger audience.



COLONIAL WILLIAMSBURG: PUBLICATIONS

A good outdoor museum should also try to carry its researches and programs to audiences outside of its historic area by means of publications, films, filmstrips, and slides. Colonial Williamsburg, for example, has more than fifty books in print in a steadily growing program that appeals to an audience composed of research scholars, general public, and young readers.



WILLIAMSBURG AUDIENCE:  
BEFORE AND AFTER CHART

In 1964 Colonial Williamsburg made a survey of visitors who had never been there before. It questioned 500 visitors before they took their tours about their chief interests and then another 400 visitors after they had completed their visits. The results were as follows:

Colonial Williamsburg Audience, 1964  
First Time Visitors List Their Interests

	Before Tour (500)	After Tour (400)
Everyday Life in Colonial Times	67.8%	70.8%
Handcrafts and Shops	48.8	55.4
How Williamsburg Was Restored	48.4	56.1
Antique Furnishings	48.2	54.4
Colonial Architecture	47.4	50.0
Early Patriots	47.0	64.6
Early System of Government	44.2	59.6
Gardens and Landscape	43.2	45.5

Obviously, everyday life led all other interests both before and after the tour. Handcrafts and shops which is a kind of everyday life was in second place with those reporting in advance and fell to fifth place later. The two items on early patriots and early system of government show how effective an outdoor museum can be in teaching history. They ranked next to the bottom in visitor interest before the tour was made, but after the visitor had seen the Williamsburg orientation film on The Making of a Patriot and had visited the historic area with its strong emphasis on early political history the two categories rose into second and third place in the final figures. Indeed, a higher percentage of visitors showed interest in every category after their visit. Another item of interest was the great number of visitors who wished to know the techniques of preservation and restoration; it held third place in the initial survey and dropped only to fourth in the final one.

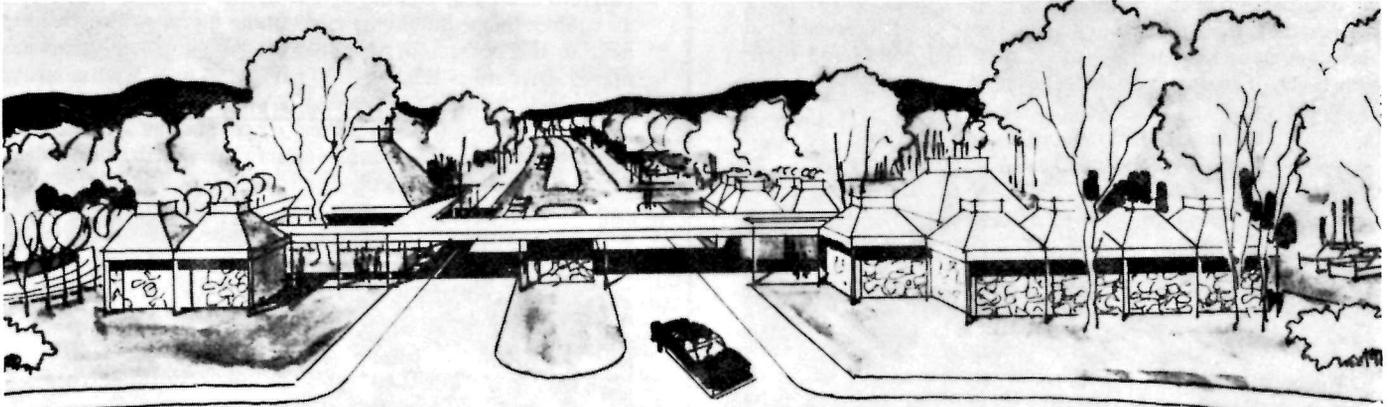
COLONIAL WILLIAMSBURG: STREET SCENE

As Julian Boyd said not long ago, American historic houses, parks, restorations, and monuments "constitute a vast textbook across the land, wherein millions of people may deepen their experience, renew their acquaintance with the roots of their institutions, and occasionally encounter those rare moments of understanding and insight that regenerate our strength." Thus both parks and historic sites can use three-dimensional landscapes, buildings, and furnishings to stimulate their visitors psychologically and achieve a fourth dimension, a kind of living history.



*This talk was given as part of a panel discussion at the 1968 Joint Meeting of the Northeastern and Southeastern Associations of State Park Directors in Williamsburg, Virginia.*

# "NATURE INTERPRETATION"



Above renderings show proposed entrance; contact station, nature center, amphitheater, and offices; and lodge, a 400-seat restaurant, for Smith Mountain Lake State Park.

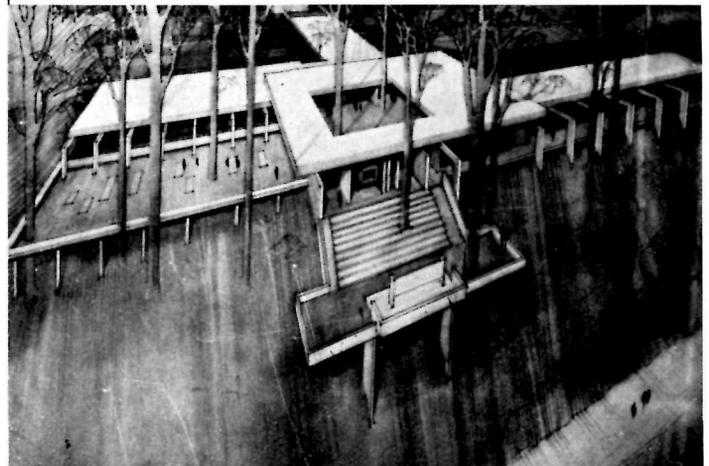
The Virginia State Park Service became aware of our responsibility in 1961, when under the direction of Mr. Ben H. Bolen, commissioner of parks, we initiated an evening program or nature-oriented activities in seven of our parks. Needless to say we met with frustrations. We were unsure and not quite aware of what direction to follow to meet the needs of our visiting public. We had predetermined what we wanted to do with our program and what we wished to offer our public. We decided we would concentrate on three areas:

1. A nature center or museum, which would act as a keyhole or an opening to outdoor interpretation.
2. We would enhance our nature center with self-guiding trails throughout the park system.
3. We would offer evening programs for the enjoyment of our campers and cabin guests, which would be under the direction of qualified naturalists.

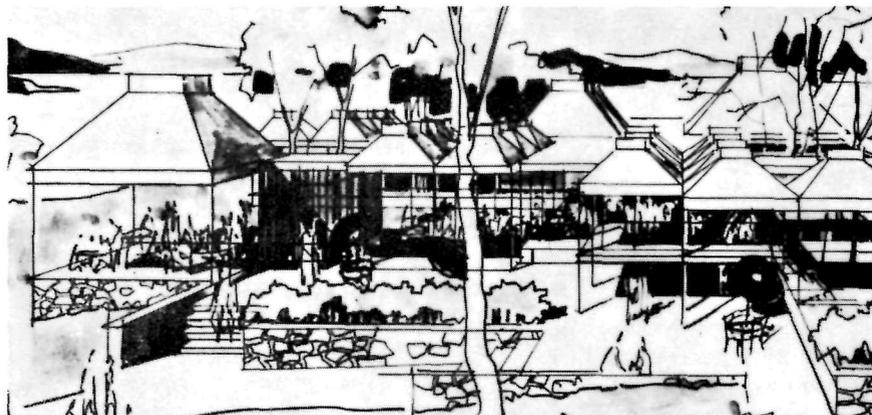
We surveyed our present parks and decided on old buildings, which would best suit our needs for nature centers. Some of these buildings, of course, were still outdated even when they were renovated. These remodeled buildings became visitor centers in our parks.

We also constructed primitive campfire circles for conducting programs and acquired surplus equipment, projectors, screens, films, etc., which helped us initiate our program. Everyone became actively involved in taking slides for our program and inquiring on sources for free movies. The first two years—as you can well imagine—had its stumbling blocks but we had discovered our program was appreciated by park guests and greater concentration went into the quality of programs. Presently in 1968, we offered seven nature centers completely equipped with a receptionist and a naturalist and exhibits pertaining to the park area and ecological aspects of wildlife that may be discovered while using the park facilities.

The proposed activity center at Chippokes Plantation State Park in Surry County will contain a restaurant, dining terrace, bathhouse, campers' store, information lobby, and park offices. On the front, an amphitheater will extend over the 60-foot-high embankment of Chestnut Bluffs.



by DENNIS R. BAKER ●



In addition to the seven nature centers, thirteen self-guiding trails with accompanying trail booklets have been completed. Each of these trails range from half a mile to three miles each. This coming 1969 season, it is hoped that five more of these trails will be initiated in our park system. Besides our self-guiding trails, we offer a hundred and twenty-three miles of hiking trails throughout the park complex. In addition to the nature centers, self-guiding trails and nature trails, we now offer evening programs in nine of our State parks, which also have amphitheater facilities. During the operating season — May through September — we averaged three programs a week in each of our nine parks.

In earlier years, we have given our naturalists other responsibilities while employed. They acted as an information source from the superintendent's office. They assisted him in the complete operation of the park. Therefore, our naturalists were serving dual responsibilities until such time as our programs became more established in their content.

Early in our experiment it was concluded we needed to initiate a project on conducted walks. The naturalists were scheduled for three walks per week to take interested persons on tours throughout the many miles of hiking trails. The response has been phenomenal. In many areas we even had to schedule conducted tours twice a day for the same trail because of such large turnouts. Plans are now being initiated to relieve this program and to schedule conducted tours at more frequent intervals.

The demands on the naturalists became too great with the increase in program activities. It then became necessary to employ receptionists for the nature centers, so they could remain open while the naturalists carried out the nature-oriented programs. Generally speaking these receptionists were women. Their duties consisted of cleaning the nature centers, answering general questions and assisting the superintendent with the office duties.

How do we train these people? The first few years we tried to employ the individual and have him report to his work and orientate him on the job. This orientation was done by the park superintendent. It was not entirely successful. The time involved did not justify the results. They needed more specialized guidance, more preparation and more orientation on how to respond to general questions. So consideration was given to conducting a two-day workshop in one of our parks.

At our first meeting, we invited speakers from the National Parks and other related areas to explain the role of the interpreter. This had some benefits but it was discovered that it did not meet all of our needs. In the following years we have since used a three-day workshop in which our staff

*(Continued on next page)*

● Dennis R. Baker, Virginia State park naturalist, received his Associate in Arts degree from Wingate College in North Carolina and his Bachelor of Science degree from Randolph Macon College in Virginia. He has done extension work towards his Master's degree at William and Mary College and Old Dominion College.

He served as executive director at the Wildacres Human Relations Retreat.

His experience with the Virginia Beach Public Schools includes teaching biology for the gifted child and biology and general science for the reluctant learner, director of student activities, and principal of summer school at Frank W. Cox High School.

For two years, Mr. Baker served as seasonal naturalist at Seashore State Park in Virginia Beach. He was assistant manager of the Ivanhoe Hotel also in Virginia Beach.

He holds memberships in the Governor's Youth Research Council, the Executive Council of Student Cooperative Association and Parent Teachers Association, the Metropolitan Norfolk Youth Nature Centers, the Cape Henry Bird Society, the Virginia Museum of Fine Arts, and the Wild Flower Preservation Society.

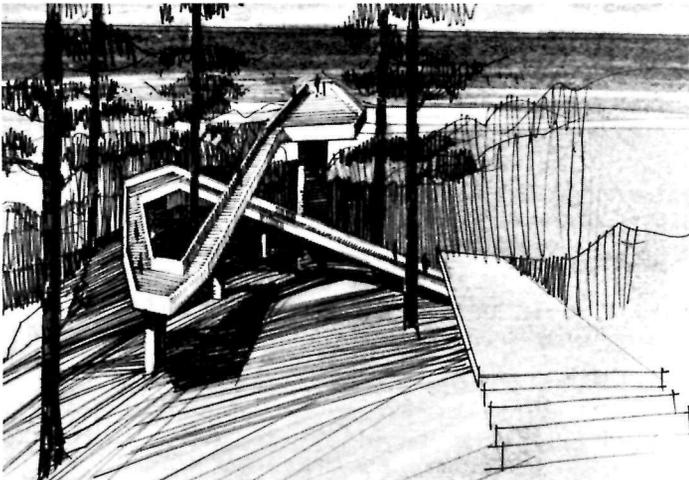
Mr. Baker is recipient of the Outstanding Teacher of the Year Award for 1962 and 1964 in Virginia Beach, the Dupont Scholarship for Higher Learning, and the Watts Fellowship for Graduate Studies.

“NATURE INTERPRETATION” (Continued)



Westmoreland State Park, Montross, Virginia.  
Self-guiding trails have a distinct place in park planning  
and add to the enjoyment of park visitors.

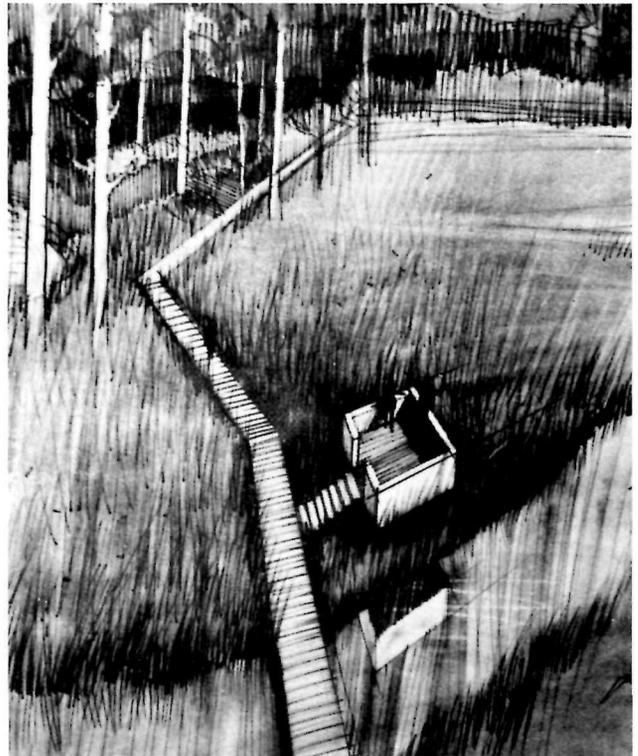
Photo by Jim Corbett, Va. Chamber of Commerce



The proposed master plan for Seashore State Park at Virginia  
Beach will feature an observation tower overlooking the  
2,770-acre park, the Atlantic Ocean, Chesapeake Bay and  
Broad Bay.

An observation platform on a nature trail at Chippokes  
Plantation State Park will enable hikers to view College  
Run. The creek divides the plantation portion of the park  
from Chestnut Farms, where the recreational facilities will  
be developed.

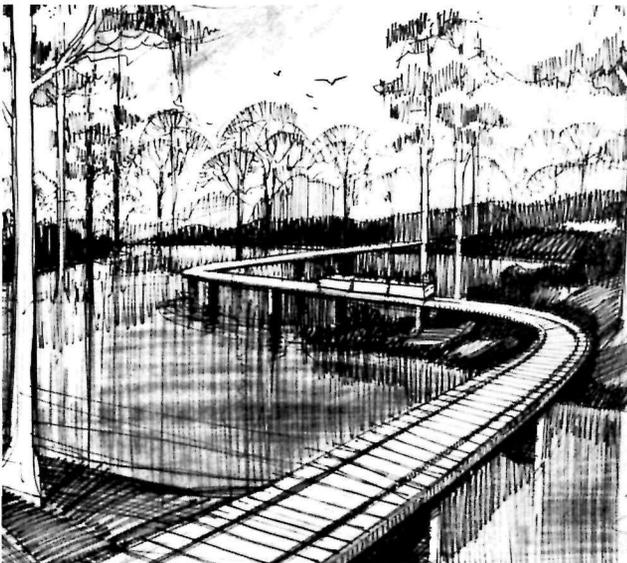
Honey Bee Exhibit in the nature center,  
Claytor Lake State Park, Dublin, Virginia.





A park naturalist conducts a scheduled walk at Douthat State Park, Clifton Forge, Virginia.

An electric "view train" railroad will wind through the natural area of Seashore State Park at Virginia Beach. It will lead from the visitor center to White Hill Lake, crossing lagoons and skirting around high sand dunes in the unique Cape Henry region.



orients the naturalists and receptionists. This has been very successful and the expense involved is nominal. Using park facilities the expenditure is kept low and a wider variety of activities can be scheduled in a workshop. The workshop has become a regular activity for our program and for our seasonal naturalists and nature center receptionists.

After the three-day orientation program subsequent visits are made by our staff. Each staff member in our office is given an evaluation sheet which covers various aspects of the interpretive program, and our commissioner of parks encourages everyone from his office visiting parks to preview the program and evaluate the individual and quality of the program. These evaluations are then returned to the office. Using this information, we can then confer with the individual on some of his weaknesses and help him try a different approach to improve his work.

Using secondary instructors and graduate students as naturalists has given us more than just an employee. It has been discovered that these naturalists help relieve the superintendent of the great demand for personal contact with the park guest, and in many instances, the naturalists have served as the main source of public relations. This in itself has helped improve the image of the park service, and it has also helped us to keep our person-to-person relation.

We have also found that these individuals have aided us in research for master planning of future parks. As an

*(Continued on next page)*

"NATURE INTERPRETATION" (Continued)



Self-guiding trail at Seashore State Park, Virginia Beach, Va.

example, two Doctorate theses and three Master theses have been written concerning our park facilities this past year. This encourages colleges and universities to use our parks as outdoor laboratories, and it provides us with valuable information on our parks.

Our program from its very humble beginning to the present has been so well received that we now consider it as a major facility, and we give it the same consideration in planning as we do picnicking, camping and boating. In the lobby, there is presented a pictorial display of some

of our proposed parks in the State of Virginia. In each of these parks, a natural area and interpretive facilities play a very important and major role in the park's development. Consideration is given to the aesthetic qualities of the area; its ecological advantages; and its possible interpretive values.

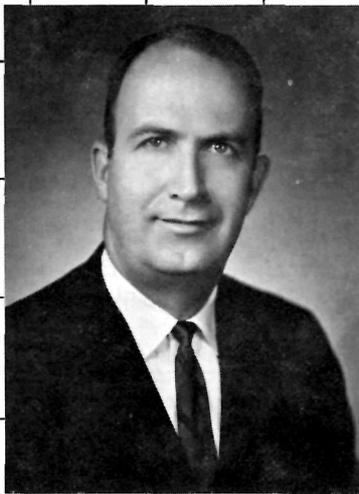
It is, therefore, a very rewarding feeling to realize that in less than eight years we have initiated a project that has grown so rapidly that it has now become a major part of our total park system.



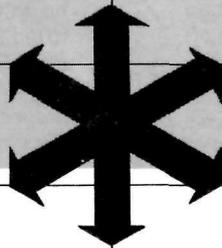
Nature Center for Hungry Mother State Park, Marion, Va.

# STATE PARK PLANNING AS RELATED TO URBANIZATION

by GEORGE L. B. PRATT •



*This paper was presented at the Forty-Eighth Annual Meeting of the National Conference on State Parks, Hot Springs National Park, Arkansas, September 25, 1968.*



• Dr. George L. B. Pratt, president of Arkansas Polytechnic College, attended high school in North Little Rock, Arkansas; received his B.S. degree from Arkansas State Teachers College in Conway, Arkansas; his M.A. degree from Memphis State University in Tennessee; and his Ph. D. from New York University.

He started his career in sales and public relations in 1952 and from 1955 until 1958 taught and coached in the public school systems of Arkansas and Tennessee. In 1958, he was promoted to elementary principal in Memphis city schools.

His successful career in the field of education continued when he became dean of men at Memphis State University. Dr. Pratt served as dean until 1964, when he accepted the position of administrative assistant to the director, Center for Field Research and Off-Campus Courses, at New York University.

In 1966, he was appointed director of Institutional Research at the University of Arkansas, and on July 1, 1967, became the ninth president of Arkansas Polytechnic College.

Dr. Pratt's honors include a Walter A. Anderson Fellowship from New York University.

In order to treat my topic, it will be necessary to examine some of the trends of the immediate past toward urbanization in this country. It will be necessary to examine the economics of the rapidly increasing productivity that yields both time for leisure and discretionary income to enjoy it. And finally, we will examine the implications of these trends for State Park Planning.

I will do my best in building my case to not beat you to death with statistics adnauseum, but a certain amount of quantification is necessary if we are to speak to the theme for the conference which is "The Impact of Urbanization on State Parks." The impact is significant indeed. Sheer numbers of people (Continued on next page)

## State Park Planning as Related to Urbanization (Continued)

who are moving to metropolitan areas are one phenomenon that will be examined. The trends to the type of urbanization will then be addressed. The trends toward urbanization have a relationship to the economy and the culture that we enjoy in America today.

We are on the threshold of what future historians will regard as the beginning of the age of technology. We are at the beginning of a very rapidly accelerating trend toward freedom from the burden of merely seeking subsistence and the beginning of a shift on the continuum from problems of subsistence imposed by nature to problems of existence imposed by man himself. In other words, the problems of providing quantity of economic development is going to yield to emphasis on the quality of that economic development and the quality of life itself.

As man has the time and money to regard the quality of life and as most men in this country find themselves in an urban sprawl the implications for access to outdoor recreation are just tremendous. Quality of life implies the philosophical, aesthetic, artistic, spiritual, and humanistic value systems of the people in our culture.

All these value systems begin in the family. The family as the central unit in our culture will be preserved and enhanced, I believe, in direct proportion to the availability of family activities. All these phenomena taken together describe some of the implications that we will examine here this morning as we look at the implications of urbanization and trends in leisure for the conduct of State Park Planning. This will require State Park Planning, not only in terms of facilities design, but planning for creative programming and planning for the management of our outdoor recreational resources if they are to be utilized without being used up in the process.

In addressing myself to urbanization trends and the economics of leisure and their implications for park planning, I will use a time frame of the next 31 years that lies between us and the year 2000. This is not only a reasonable, but an altogether necessary, time span to consider in conceptualizing what the impact of current trends will be for park planning. For a very considerable time most of us have considered George Orwell's 1948 as something of an ultimate and unattainable future. It is an interesting point of commentary to note that the graduating class of 1984 at my college has been in the first grade for almost a month now. These students will just be approaching the peak of their productive careers at the turn of the next century and indeed they will spend most of their lives in the twenty-first century.

Still another aspect of using this time span as a frame of reference in our discussion is the trend toward rapid change that has been accelerating over the last thirty years. If our rate of change continues to accelerate, this in itself has tremendous implications for park planning. For indeed if we have not successfully addressed ourselves to accelerating our planning and project accomplishment for location and programming of state parks, the words of John Greenleaf Whittier in his poem *Maud Muller* will, I am sure, be the theme of the park planners of that day. Whittier said, "For of all sad words of tongue or pen, the saddest are these: 'It might have been!'"

Urbanization trends. Our population of a little over 200 million is made up of about 70 percent who have been jammed into cities and urban sprawl. This is a trend that has been accelerating since the end of World War I. It was at that time

that we first had more people in cities than we did living in rural areas. This migration of people from rural to urban areas is continuing at the rate of a half million or so a year.

Just as important as the distribution of our population is the number. We will have somewhere in the neighborhood of half again more people in this country by the year 2000. This is about a middle estimate that takes into account a somewhat declining birthrate recently. If our trends were to continue at the rate they have since World War II, it might be very considerably more. But half again more, or a population of 300 million by the year 2000, seems to be a sound estimate.

If our trend toward urban movement, or urbanization continues, the distribution in the year 2000 will be something like the present population of around 200 million crowded into three or four very large cities that will make up only about three percent of the land. About half of what is left will live in smaller cities between 10 and 25 thousand that will take up one percent of the land and the other half will live in rural areas, which if you have kept up with that arithmetic, leaves 96 percent of the land. There will probably be a continuous urban sprawl that has been called megalopolis that will go from present day Boston to Washington, D. C. Another will go from Chicago to Pittsburgh, and a third that will stretch from San Francisco to San Diego. Each of these segments and their locations have implications for park planning that I will discuss in that section of this paper.

Economics of leisure. The economy or the culture of mankind has gone through an accelerating change in cycles. For untold thousands of years, man had an extractive economy. He roamed over the earth in tribes taking from the earth what he could find. Only a few thousand years ago man went largely to an agrarian society where he stayed in one place, tilled the soil, herded animals, and did the things we are all still familiar with. About a hundred years ago we invented the steam engine. Water power had made some contribution before that time, but it was at that time we started the industrial revolution. It was then that we entered into an economy that has been called production and distribution. We very largely still have such an economy but with the advent of the computer, atomic power and similar advancements over the last couple of decades we are at the beginning of what is already being described as the age of technology. As our availability of power has increased, the productivity of workers has increased. We have seen in the era of the industrial revolution the average work week go from seventy or eighty hours a week down to forty hours a week. Power, coupled with rapidly accelerating improvements in technology have combined to provide an exponential increase in productivity.

All indications are that the average work week may be reduced to as little as thirty-seven hours by 1972 in which case eight billion hours a year will be added to the nation's leisure time.

Projections are for a thirty-two hour work week by the year 2000. We already see indications of this in a serious move that has recently been afoot to have several holidays always fall on either Monday or Friday, resulting in more long week ends. It is projected that when our work week goes to thirty-two hours that the length of the working day will not be shortened but the week will be shortened, resulting in longer weekends. It is within the memory of most of us here when the common practice was for a five-and-a-half-day week for almost everyone. That has now gone to a five-day week. For some of us, we can remember when a full six-day week was the ordinary work week.

The increase in productivity that shortens our working time and increases the time that we can spend in leisure also results in an increase in vacation time. The present

standard of two weeks per year for a vacation has been projected to 3.9 weeks or a month paid vacation, which when coupled with the long week ends combines to make a total potential in terms of travel and non-urban recreation phenomenal, indeed. One major industry, Kaiser Steel in California, has even started granting a thirteen week paid leave every five years.

Our increased affluence has been growing at the rate of about one and one-half percent since 1890 with the resulting removal of the burden of survival, or mere subsistence. This rapid increase in current personal income is what has made those who have not shared in this so conspicuous by their absence and has resulted in the concerted effort to fight poverty in this country. But this emphasis on poverty has blinded us to the fact that almost a third of American families earn over \$10,000 yearly which is more than tripled since 1956 when it was only eight percent. In the next couple of years, it is estimated that this will go up another five percent and as family income rises so does the average amount available as discretionary spending money. The best projections are that this increase in productivity will continue to increase the amount of discretionary income until by the year 2000 almost three-fourths of our population will be making more than \$15,000 a year in 1968 dollars. The average family income may be in the neighborhood of \$20,000 a year and I remind you that that is in 1968 dollars!

For too many of us this has not been an increase in the standard of living, however, but a standard of affluence. It is precisely to the standard of living, if you want to consider it the quality of living, that this has the greatest implications. In the past with any increase in productivity, the trend has been for workers to be willing to take about half of it in increased wages but they want the other half in increased leisure time.

This combination of money and time is something that has long been on people's minds. In his book written in 1883 entitled, *The Story of My Heart*, Richard Jefferies, unable to foresee the tremendous increase in productivity that had already begun said, "The world works only for today as the world worked twelve thousand years ago. The most extraordinary spectacle is the vast expenditure of labor and time wasted in obtaining mere subsistence." He went on to address himself to man's humanity and to the value structures that I spoke of earlier, and said, "Give me fullness of life to the sea and the sun - Give me fullness of physical life, mind, equal and beyond their fullness - Give me greatness and perfection of soul higher than all things..." Benjamin Disraeli, who was Queen Victoria's prime minister, in a speech to the conservatives at Manchester, April 3, 1872, summed it up neatly when he said, "Increased means and increased leisure are the two civilizers of man."

Both the time and the means for leisure activity presents only an opportunity for men such as you today. There is no guarantee that because this trend exists that we will have a very much better civilization in the next century than we have had in this. It is all going to depend upon our efforts over the next 31 years.

One of the major trends facing us is the institutionalization of change, especially in research, development, innovation and the extension and implementation of change. To the extent that educational institutions, such as my own, and the institutionalization of leisure as is represented in state parks in the several states are successful, will we truly be able to address ourselves to the quality of our standard of living rather than the quantity of our standard of affluence. In the past it was that tiny small fraction of people who had either taken vows of poverty or who were very very rich who could take time to contemplate the humanistic, spiritual, philo-

sophical, and aesthetic values involved with man's relationship with his fellowman.

To the extent that we are able to manage change and to accommodate to this shifting of emphasis, we will have an opportunity for unparalleled civilization of man. To the extent that it is not, we may reap an alienation of the type that we have already seen in some of our intellectual communities where some of those who have the greatest means and the best education have dropped out of our society. It is a poor commentary when some of our brightest minds are turning to LSD, and it can hardly be laughed off as *Better Things For Better Living Through Chemistry!*

Implications for park planning. The increase that technology has yielded in production with the accompanying increase of discretionary income and increase in leisure time have combined to move us...no we are racing...to an age of leisure.

There are two terms that we must use in discussing the impact of this for park planning. The two of these are ecology and systems. The word ecology as I am sure you know has to do with the relationship of an organism with its total environment. Environment is what we are talking about in park planning. Up until very recently, whatever the land was like determined whether it was rich enough to support agriculture, what the contours were like, determined location of towns, and all these factors determine what use was finally made of it. We are no longer limited in our choice of action but can level mountains, we can irrigate our deserts, we can make harbors where we want them, we can convert salt water to fresh water, and within extremely wide ranges of possibilities we can totally redesign any segment of our earth if we know what we want to do, what to alter, and what to leave alone.

This implies planning and what we shall call a systems approach. We have a variety of geography in this country with its farm lands, its grass lands, its mountains, its seashore, its rivers and its lakes, with different topography, different climate, and different plant life that all have their particular characteristics and their appropriate recreational use. In nature there are many things that are interdependent and interacting and they form a complex and dynamic system. Tampering with this system can be desirable but it can also produce unexpected side effects. Every one of our major waterways is now polluted to some extent, some dangerously so. The cost of pollution and automobile accidents alone is in the neighborhood of 15 billion dollars a year we are told. With a two-day weekend and a forty-hour week, and with two-thirds of the population that we will have over the next 31 years, our outlay for recreation has already gone from 30 billion in 1960 to 50 billion in 1967 and it was anticipated that this would go up by another 3 or 4 billion in the year of 1968. With this kind of stakes, the fouling of our air, land, and water through pollution of any kind, or through unwise use, represents the potential for economic damage that cannot be tolerated if one does not even consider factors of beauty, enjoyment, travel, and the future.

State park planners should consider themselves as architects and at no time in history has there been an opportunity that was as inspiring or as promising as you have now. And no group of leaders has ever had a greater responsibility. The expansion of our large cities into what we have called a megalopolis has created very intensive land use. The increase in size of our smaller towns that are 10 to 25 thousand has created an intensive land use there, and the people that are leaving the very much smaller crossroads type towns and villages create still another kind of problem of land use. The metropolitan or megalopolis areas create special problems of preservation of open space or green

## State Park Planning as Related to Urbanization (Continued)

belts. The smaller 10 to 25 thousand towns are often arrayed in strips themselves and again create the need for the planning for green belts.

In addition, experts tell us that as a rule areas of natural terrain should not be more than an hour from the center of the city. Too often we have relied on automobile travel for such circulation, but there will have to greatly improved systems of transportation, perhaps other than the automobile in the nature of trains or similar equipment, that will move large numbers of people quickly and efficiently to areas of recreation. New mobility, improved means, and increased leisure time is fast leading to a demand on land around cities that will either desecrate or enhance that land depending on the vision of planners and the skill with which they manage both facilities planning and program utilization.

In too many instances, planning is now inadequately limited to land use and transportation relations. In the future systems will have to be involved. Systems or a systems approach is the theoretical framework within which the computer is employed. In attempting to describe a systems approach, I don't think I could improve on the thoughts of John Pfeiffer in a book that is put out in paperback this year discussing A Systems Approach in Schools and Colleges. He says that a systems approach includes the following elements:

1. Design for action. In research it has long been known that knowing the right question is half the battle. More than that, the computer has forced us to be very very specific about questions and even further forces us to quantify our objectives.
2. Seeking alternatives. Having decided upon a specific and quantifiable objective, it is not enough to decide on a solution and then attempt to "sell" that solution to decision makers. A systems approach requires that criteria be established for solutions and that alternatives within those criteria be provided. This can mean alternatives and combinations of alternatives. It is in this manner that quantitative management techniques can be employed to optimize variables such as time and availability of resources and the like to reach a solution.
3. Evaluation. One mark of a really complex problem is one that involves several objectives and several alternatives for achieving those objectives and beyond that, possibly not all of the objectives may be simultaneously attainable. This leads to compromise and trade-offs.

Finally, evaluation must be a process rather than an event. Evaluation enables decision makers to enter into prompt action as readjustment of tactics is required to continue on the path to the achievement of the original objective of the enterprise.

If we are going to apply this injunction to park planning in our states, we will have to study the potential of recreation areas around all our cities in order that we can consider the total ecology for a complete system of many types of recreation places. If we are to be systematic in our planning, if we are to employ foresight instead of hindsight in our rapidly accelerating make-or-break in park planning, we will have to address ourselves to the quality of recreation areas as well as the quantity. We must have each state formulate a state-wide plan or system employing all its recreational

resources together with regulations on private land development. Such a system will have to designate the various kinds of recreational areas within a state in order that the most desirable lakes, streams, beaches, mountains, and the like are available to the towns and cities of the region. This will require an ecological and very sensitive balance between land that is developed and that which is left and managed as untouched wilderness. Even the wilderness areas will have to be managed with appropriate facilities in terms of trails, sanitary facilities, lodges and the like.

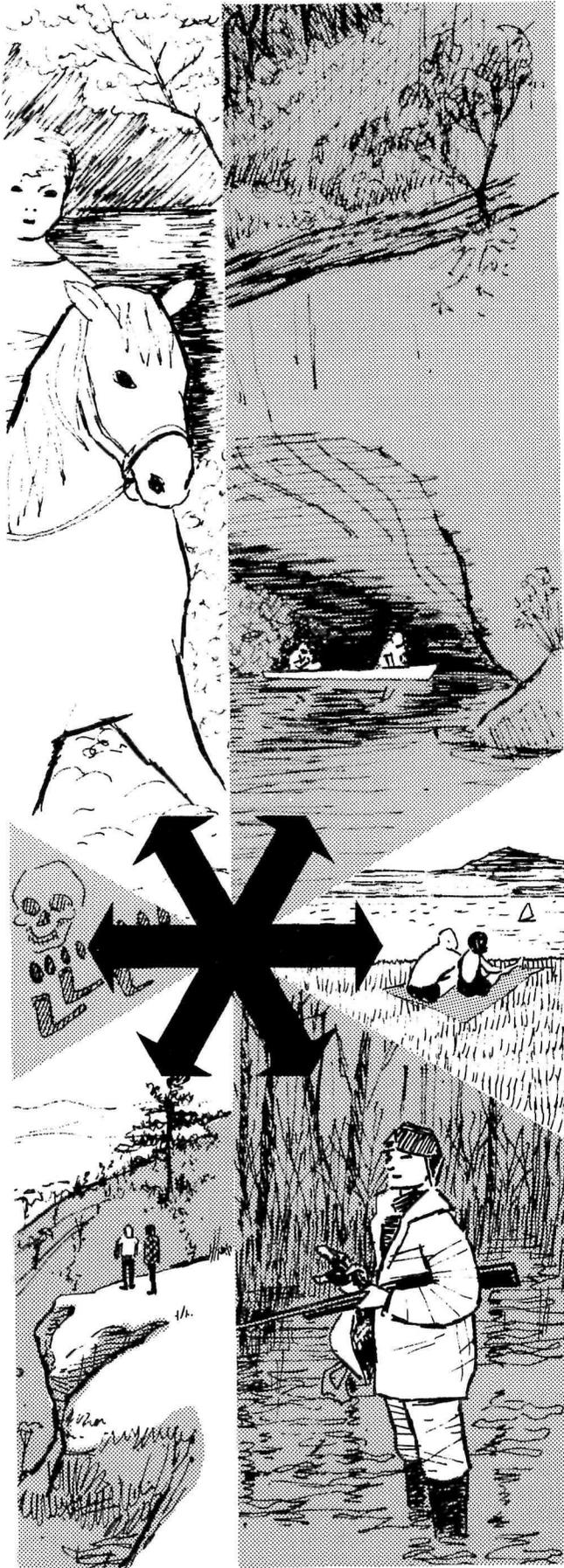
Improved technology yielding increases in productivity in turn increases discretionary income, and leisure time is as I said, causing us to race to an age of leisure. I have already said that by the year 2000 the average family income will be in the neighborhood of \$18,000 to \$20,000 a year in 1968 dollars. Almost three-fourths of our population will be making \$15,000 a year in 1968 dollars. Maybe we won't have any one in significant numbers at what we consider a poverty level in 1968 dollars. If we don't, however, it will be very largely due to the success of the state park planners. If you classify poverty as urban and rural, you must consider that one of the principle problems of urban poverty is the irresponsibility that grows from a lack of family ties and a lack of inadequate value systems.

Poverty in rural America may be even more significant. In the first place, most of our urban poverty is rural poverty that has moved to town. Most are uneducated and bewildered. For rural America as a whole there are 177 young men reaching working age for every hundred reaching retirement age or dying. This means that about five and a half million rural young men are becoming adults in the 1960s against only three million who are dropping out of the labor force, and at the same time farm jobs are declining at perhaps 300 thousand a year.

Thus, urban and rural poverty are interrelated to a very large extent. Because of this the Federal government is rushing through high projects where they are talking about rebuilding entire central cities of metropolitan areas and creating new model communities in the suburbs. If these programs follow through and present trends continue, it could lead to the reconstruction of almost all cities at an ultimate cost that has been estimated as high as 2.1 trillion dollars in public and private funds.

If, however, the Federal government could put money into the planning, programming and construction of state parks, not only would there be jobs provided for rural workers, thus providing a quantitative economic development but it would also make available the recreational and aesthetic advantages of state parks to the urban poverty victims which in turn could provide a tremendous stimulus for the family activity and its attendant value construction among the young that is so sorely lacking. In addition, it might reverse or impose a very meaningful constraint on the trend toward urbanization with which we now find ourselves. Even now people choose their place of residence on the basis of its ability to offer a quality of life or the good life as much as they choose a place for their economic and job opportunities. This is why there has been such a tremendous flight to the suburbs in many cases, many times with extreme financial and commuting disadvantages. One of the myths of modern America is that we can concentrate perhaps 80 or 90 percent of all our people in a few major urban regions without major damage to our society. Rene DeBose, the distinguished biologist, says, "Some of the most profound effects of the environment created by urban and technicized civilization may not be on physical health but on behavioral patterns in mental development."

As park planners we must manage change instead of



guarding the status quo. Our new technology, our increased expectations, our increasing urbanization, our increasing rural poverty, and the extreme land use around our cities and towns define problems that we will have to address ourselves to if we are to have a quality of life even as good as we have now in the 21st century. If we are successful, we can have a quality of life that has not been dreamed of.

The American Institute of Planners has designed a three year consultation entitled The Next Fifty Years—The Future of a Democracy. This is now a million dollar effort and is being financed by the institute, government, private enterprise, foundations, churches, non-profit organizations, civic groups, professionals and interested individuals. There was a conference in this city in July, entitled Deciding the Future, A New Perspective for the Developing States. Existing and new alternatives were examined at that meeting to the present dilemmas and drift of the nation.

Of great importance to this group and in testimony of the wisdom of this conference in the selection of its theme for last year, Impact of Urbanization on State Parks, is the title of two AIP conferences in its consultation on the future. In January, 1969, the conference was held in New York City and was entitled, Building the Future East Coast Megalopolis — The Division of Responsibility Between Federal, State and Local Government and Local Enterprise. Following that, and most important to us, is the note that the conference that will be held in Los Angeles in April 1969, will be entitled The New Free Time, Leisure, Retirement and Idleness. Perhaps the combination of those two conferences will yield some answers to some of the questions we have raised.

In closing, please let me say that the trends and issues that I have outlined have been identified and independently verified by many individuals and groups who are spending their time addressing themselves to such questions. I have suggested that no group of individuals has ever had a greater responsibility or opportunity than you have for making a significant impact on the total ecology of your state in terms of the state as an environment for each of its citizens. I have said that the culture in which we live is not moving but racing to a culture of leisure. Every twelve seconds there is a net population gain of one person in the United States. Fellows, that is a lot of campers, boaters, picnickers, and hikers.

Yes, the race is on and the trends are in passing gear. If we are not to be passed, we will have to accelerate the recent progress that state park administrators are certainly to be commended for. All this brings me to an appropriate little limerick that I would like to pass on to you:

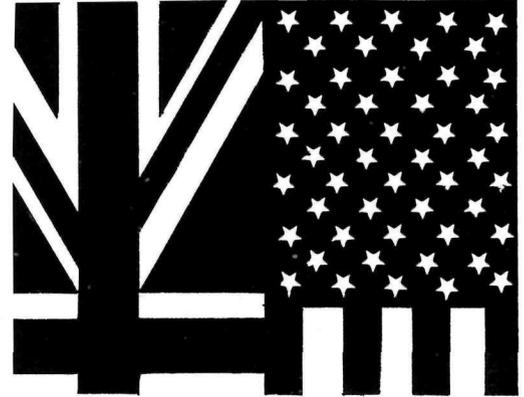
“The Lord gave us two ends, one to think with one to sit on. The future depends on which we choose. Heads we win and tails we lose.”

\*Urbanization



● Elisabeth Beazley is an architect now working as a consultant on all aspects of leisure facilities in the countryside. She has long been interested in landscape work and in 1967, as a result of a Royal Institute of British Architects Research Award, was able to visit the U.S.A. Here she learnt much from a tour of the National Parks and would like to take this opportunity of again expressing thanks to all who helped her on this trip.

She is the author of several books, the latest of which Design for Recreation, a Practical Handbook for all concerned with Provisions for Leisure in the Countryside, is to be published by Faber and Faber in Summer 1969.



# INTERPRETING THE COUNTRYSIDE

By ELISABETH BEAZLEY ●

*Reprinted from RIBA Journal, January 1968.*

Conservation and interpretive planning together might be said to be the key to understanding the American National Park Service. Conservation, in its purest form, means that where a tree falls there it shall lie (provided it is not a dangerous obstruction); forestry and timber extraction are not allowed to interfere with the natural pattern of wilderness.

Interpretive planning is equally thorough. The park must be interpreted to the visitor for what it is, a national park rather than merely a recreational park. The area has been selected for its outstanding natural or historic significance, and this the NPS is determined that the most fleeting visitor should have a chance to grasp. If his curiosity can be provoked to look further, so much the better.

The idea works at every level from the individual contact with the ranger-wardens (obviously highly important) to the audio-visual programs (film, slides with sound-track, etc.) that run in many of the new visitor centers. The buildings that are the tools of this interpretive policy will be discussed here.

It is, perhaps, simpler to describe actual samples of visitor reception before discussing the techniques by which this policy is carried through.

The NPS has more historic sites in its care than natural parks and therefore much of the interpretive work is concerned with these. Of particular interest to us in the treatment of relatively modern sites where the architecture itself may be low grade; not the stuff of splendid ruins.

Ellis Island is a good example of this type. It was the first land-fall of the vast surge of immigrants who sailed into New York Harbor around the turn of the century. Between 1890 and 1954, 16 million immigrants passed through its Registration Hall. Few places could mean more in terms of hope or dread to those steerage-class immigrants to whom the decision of the immigration officer meant the beginning of a new life or a dismal return to the old. It was the source of *life-blood for much of the nation*. In 1965 it was decided

that the island should become an historic monument (architect: Philip Johnson) in the charge of the NPS. A magnificent idea but not a magnificent site: 27.5 acres; flat, straggling undergrowth; red brick blocks with red tile roofs, 1905 on... The dejected smell is depressing, however stirring the emotional impact.

Probably the impact of Ellis Island springs from the intensely personal nature of the drama that was re-enacted time without number on this small plot of land. It would seem impossible to get this idea across in architectural terms. But the fact that each one of the immigrants is known by name has enabled the architect to produce a monument of compelling simplicity. The survival of the ship's manifests, listing all those who sailed steerage into New York Harbor during this period has made possible the idea of The Wall of the Sixteen Million: a round tower which is to be built overlooking the harbor. Its walls will be covered with photo-copies on metal of all these ships' manifests and a great ramp will climb past the sixteen million names so that visitors will find themselves on pilgrimage.

The rest of the scheme is equally imaginative. The Ferry Slip where the immigrants landed and the original Ellis Island Ferry boat, still lying there at her moorings, will be preserved. The Central Registry Hall, unpromising 1900 brick and tile but with a vaulted roof, and a part of the hospital are to be converted into ruins by the removal of timber and windows. Vines, ailanthus, poplar and sycamore will grow rampant among them. Visitors will wend their way through this haunting wilderness on concrete walkways. At night son et lumière programs will remind them of the noise and confusion of immigration in action.

All other buildings will be demolished and a stepped viewing pyramid will be built on the tip facing Manhattan. To complete this recreational outlet for New York, for that is part of the objective, there is a ceremonial field for spectacles and parades, a picnic grove and an off-shore restaurant. A Museum of Immigration is now being construc-

ted within the star fort which forms the base of the Statue of Liberty (also in the keeping of the NPS), so that none need be provided on Ellis Island; trips to the two islands will form part of the same outing.

The site of the Wright Brothers Memorial contrasts in every way with Ellis Island. Empty and clean as a whistle; nothing but the surf booming on the Outer Banks a few hundred yards to the east and a long ribbon of road joining the straggling settlements of summer shacks. Here the NPS was faced with the problem of making something out of nothing.

Interpretive policy was to provide a visitor center which provoked human interest as well as scientific curiosity. There is plenty to inspire the aeronautics engineer but photo copies of the Wrights' correspondence brings the enterprise alive even more vividly than do their own vintage photographs. The focal point of the exhibition is the space under the shell concrete dome in which are housed the exact replicas of their two flying machines which have that taught, unreliable air. Outside lies the grassy land over which the Wrights flew.

There is nothing to obscure the view but two dull huts unaccountably left behind (by the building contractor?). These turn out to be copies of the Wrights' hangar and the shack in which they camped. Thanks to their addiction to photography it has been possible to reconstruct the interiors; even the canned food is accurately period. The stove made out of a kerosene tin; the heaps of driftwood; the bunks in the roof-space; all looks splendidly snug. But ideas of cosiness are instantly dispelled by the audio device installed for interpretive purposes. It starts, not with the reverend and awestruck voice to which one becomes accustomed in USA, but with the sound-track of a moaning wind.

Architecturally the visitor center (architects Mitchell and Giurgola) forms a sophisticated background to what is being shown. It shelters the exhibits and that is its job. But even such details as the fencing or the scale of the benches outside the building have been thought out with great care; there is nothing trite or half finished.

Other recent buildings provide more clues to the success of the design of such centers. Humility on the part of the architect is essential, making the building a tool in the interpretation of the main idea. Skill in the siting of the building and its relationship to the landscape which it interprets is equally important. It may be necessary to break down the elements of the design so that the size of the building does not impose itself too boldly on the scale of the landscape. At Fort Raleigh, for example, the building has been divided into a series of pavilions. These clean, modern structures, clad in diagonal cedar boarding, lose themselves unobtrusively in the woodland.

The centers are the result of recent hard thinking not only about interpretation itself but also about the design policy all important to it. To an outsider it would seem that the NPS had gone through two design periods and had entered a third. First there is what has been described, rather unkindly perhaps, as the stonsey-woodsey period. This, at its best, was very good indeed. Built in natural materials with great simplicity and boldness of scale, its structures fitted admirably into the landscape, weathered well and needed little maintenance. Like the parkways and other great schemes of the thirties much of this was achieved by the Civilian Conservation Corps which turned to such admirable use the unemployment of the depression. Inevitably, after the war, as traditional materials become prohibitively expensive and the vast labor force disappear with full employment, such building was no longer possible. Nor, as might have been hoped, was it replaced by modern prefabricated timber systems. There followed instead what seems to have been a

rather unimaginative period.

The NPS now has three big design offices (Philadelphia, San Francisco and Washington, D.C.), with teams of architects, engineers and landscape architects working in conjunction with its Department of Interpretive Planning. Private firms of architects are also employed and recently two outside consultants were invited to consider graphics and the lettering of the NPS signs and notices. In all, a formidable accumulation of design energy. Their program includes the structures necessary to the day to day life of any park (employee housing, roads, bridges, camps and picnic places) as well as an average of 15 museums a year.

The principle interpretive building in most parks is the visitor center. Its general siting will have been decided when the Master Plan for the park was worked out; detailed siting will obviously wait for the project design team. Centers are sited to be readily available to anyone wanting a quick idea of what the park has to offer, but not so that all visitors must pass through them. To have 100-percent visitor attendance would be absurd if a percentage of these people were merely getting in the way of those who really wanted information. Twenty-percent attendance may be a reasonable figure in some parks.

The key to the success of these recent centers probably lies both in the careful instruction given to members of the interpretive branch on the briefing of their architects and other designers and in getting the design team together at an early stage. It is stressed that the man on the spot knows what his park has to offer but that the professional (architect, landscape architect, engineer, exhibit designer, film maker, script writer . . .) is needed to put it across to its best advantage. He, the park interpreter (naturalist, archaeologist or historian) must plan ahead by deciding what he wants to communicate and then preparing an Interpretive Prospectus. This proposes what is to be interpreted and may suggest how (in broadest terms) this is to be done.

'Because interpretive planning has lagged behind the development program, visitor centers have been programed, designed and placed under construction before the interpreter has presented a reasoned statement of the interpretive function of the building. Because of this planning lag a tighter programing procedure has been adopted. Unless Interpretive Prospectuses are completed on time, construction projects will be removed from the program and funds will not be scheduled.' Stern stuff indeed. Only when the Prospectus has been approved by all those concerned (remembering that the NPS is a branch of the civil service) can the Project Construction Program go ahead, and the project be fitted into the park's budget.

A visitor center usually consists of:

1. A large lobby which functions as a general milling space and gathering area for tours. In it will be the information desk with its sales department for literature and maps and perhaps an information desk for concessionaires dealing with accommodation enquiries, concessionaires' tours, etc.
2. An exhibition area which will usually be an extension of the lobby. Sometimes it is a separate museum, conventionally indoors, or out of doors as part of the landscape to be visited (e.g. battlefield, rare flora).
3. An audio-visual room for cinema or slide shows.
4. Ranger offices: the administrative office of the park may also be combined with the visitor center building.
5. Public lavatories.

The visitor center is only the beginning of the interpretive program. NPS design policy is now also evident outside

## INTERPRETING THE COUNTRYSIDE *(Continued)*

the building. Every artefact, be it light fitting, bench, sign or notice-board must be in character if it is not to jar. To an outsider it seemed that a rethink was clearly necessary if these small elements were to be in tune with the rest.

Every visitor center is a one-off job. In some places the site is everything: the visitor to Grand Canyon, for instance, may learn a lot about its natural history by visiting the center but nothing else in the world matches the experience of the Canyon itself. At Kittyhawk, on the other hand, there was nothing to see except the flat ground over which 'man first flew'. In such circumstances the visitor center is everything: the Wright Brothers Memorial and the center are synonymous.

American experience underlines the following points:

1. The importance of conservation of country which is of scenic, scientific or historic value (in the US, mostly in national parks) supplemented by ample provision of recreational parks 'for a day in the country.'

2. The possibilities of making dull terrain fascinating.

3. The importance of design and technical expertise in putting information across to the public. (We in the UK) have the expertise but few public bodies are in a position to budget for it. Fees are a small percentage of the cost of any scheme.

4. The positive results in physical terms of the hard thinking that has produced both a design and an interpretive policy.

An approach similar to the NPS interpretive policy could be enormously helpful here, both for the interest it could provide in its own right and as a tool to regulate tourist pressure. It has been pointed out that pressure in the countryside in terms of leisure will shortly be so great that almost any outlet will be popular. The immediate problem is to make new parts interesting and attractive to tourist, and to create new 'beauty spots' in order to siphon off pressure from the established attractions. Certainly the ancient monuments, stately homes and recognized scenic attractions must be thoroughly efficiently managed and planned to meet the onslaught. But they can only provide for a fraction of the demand, unless their intrinsic character is to be drastically altered.

It is fervently to be hoped that those clauses in the Countryside Bill (now before Parliament) concerning the Commission's responsibility for publicity and information services for 'places of beauty and interest' (my italics), will be interpreted in the most imaginative light.

In Britain there is an enormous untapped potential in land which is not necessarily top grade scenically. History, both natural and human is everywhere. No government department yet budgets for its interpretation although a number of farsighted individuals have done so with astonishing success.

Darkness is not absolute. Bushels abound but the light when discovered may be of a higher wattage than that in the USA. The Forestry Commission, on shoestring funds, has made notable forays into the field of providing information in depth as well as provoking curiosity (the NPS policy). Its small deer museums (excellent in content; homespun in presentation) cater for the interests both of Miss Higg's Fourth Form outing and vintage stalkers rheumatically from years in the heather are equally absorbed. Its high hides are enormously popular with naturalists and photographers (the first and most famous, 8' 0" x 8' 0", 23' 0" above ground level, cost 78 pounds labor, 59 pounds materials — a remarkable achievement). It is greatly to be hoped that the Forestry

Commission will take heart from the success of such experiments and find the means to budget for them in the future.

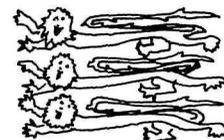
Officers and wardens of the National Environmental Research Council do what they can (much of it very good) to interpret conservation and natural history but this is at the nature trail level on the accounts scale. A conservancy warden, on top of his routine work of conservation (of perhaps thousands of acres), helping visiting scientists, giving talks to schools, has not only to design his "information paraphernalia" (notices, trails, signs, etc.) but must make it with his own hands. The same applies to such things as foot-bridges, etc., which may be needed for public access. Small wonder standards vary. The Wildfowl Trust, on the other hand, has proved that there is enormous public interest to be tapped and that the public is willing to pay for expert presentation. The information center at Slimbridge (architects, Hughes and Bicknell) with its wildlife exhibition and lecture theatre has much in common with American interpretive planning, plus research in depth for those interested. Its artificial pools have also been expertly handled (designer, Peter Scott). Planning and management mean that what was recently a damp field and a stretch of saltings (scenically dullish, except to addicts) now attracts 200,000 visitors annually. More important, the goose, its *raison d'être*, returns undeterred.

The National Trust for Scotland has also shown imagination in its treatment of historically important but otherwise undistinguished sites. For example, Culloden, where one expects open moor not grass and conifers could be a let down as a site. But the NTS information center, house in an old cottage, gives the scene of the battle a strong focal point.

The Beaulieu Motor Museum, the Aircraft Museum and St. Fagan's Folk Museum have all proved to be magnets. The proposed Museum of Industrial Archaeology is likely to be equally successful.

Unfortunately there is no space to describe other examples of making something out of nothing, or, more precisely, out of an idea. But the importance of letting the tourist know about it must be briefly stressed. The National Trust for Scotland is pioneering a network of information centers where tourists can find the whole range of possibilities in an area and be passed on to the next center. Scotland, ahead of England and Wales with its Countryside Commission and behind in terms of tourist pressure seems to have a chance of getting a grip on a situation which elsewhere does the gripping.

The points these few examples from the USA and the UK underline are clear enough. Country which is middling or even dull scenically can still be of great interest. Skillful planning can make it possible for the tourist to enjoy himself without destroying what he has come to enjoy. Like the Americans we seem to have both the initiative and the professional expertise. Too often they are isolated from each other. Our policy should be to weld them together. Experience suggests that this pays.



# THOUGHTS ON NATURE INTERPRETATION

*This talk was given as part of a panel discussion at the 1968 Joint Meeting of the Northeastern and Southeastern Associations of State Park Directors in Williamsburg, Virginia.*



● Mr. Moffett is chief park naturalist for State Parks of the North Carolina Department of Conservation and Development. Prior to his present position, he served for four years as a seasonal naturalist on the Blue Ridge Parkway. Mr. Moffett holds a BS degree in Science from Appalachian State Teachers College and has done graduate work both there and at North Carolina State College.

By CONLEY L. MOFFETT ●

In any discussion of state park policies, ideas, philosophies, programs, operation and management, it becomes clear that a polemical atmosphere exists. This atmosphere exists because public use and demands are as different as the land mass as we move from one section of a state to another, and as we move from one state to another. Regardless of the varying attitudes between park personnel, the once common bond that exists is the desire and commitment TO SERVE PEOPLE and to serve them by the best means and methods available to us.

In the development of interpretive programs, a similar polemical atmosphere exists, not because the idea is wrong, but because needs and demands vary from area to area. There is no magic potion that we can ingest and form which will ultimately evolve a program designed to meet all our needs for all times. Instead, we must be receptive to germ ideas that will grow and eventually evolve into lasting, meaningful experiences that are readily transferable to our park users and park visitors.

(Continued on next page)

## THOUGHTS ON NATURE INTERPRETATION (Cont'd)

Thoreau once stated, "Our life would stagnate if it were not for the unexplored forests and meadows which surround it. We need the tonic of the wilderness. We can never have enough of nature. We must be refreshed by the sight of unexhaustable vigor, vast and titanic features, the seashore with its wrecks, the wilderness with its living and decaying trees..." I believe this to be an undebatable truth from which can be built a series of objectives that any natural history interpretive program can revolve around. These objectives, briefly outlined, are as follows:

1. The development of natural resources knowledge and understanding.

To know the name of a flower, tree, or animal is not enough. This knowledge must be expanded to a point of understanding as to why that flower, tree, or animal is important; how it fits into the ecosystem and the scheme of nature; and how, maybe, our very lives might depend upon their existence. A new dimension is added to our knowledge and understanding of park rules such as those that say "Do not pick the flowers" when we learn that a Lady Slipper Orchid must grow for about seventeen years before it produces its first blossoms. Bits of understanding and knowledge such as this leads to our second point which is...

2. The development of natural resources interest.

This interest can take many forms—land use or abuse, the relationships between the migratory patterns of the early Indians and the supplies of the earth, folk medicine, wildflowers, or man's complete dependency upon nature. Suddenly we become aware of the vastness of our surroundings. As interests grow, another change takes place, that is...

3. The development of new, more compassionate attitudes.

Some attitudes will reinforce the words of Ernest Swift, "Conservation is no longer a pleasant hobby, but a matter of life and death." We are made aware of our responsibility to the future generations through sound conservation education programs. A new dignity, respect and love of life and the land is injected into our hearts and souls.

Other objectives may be added to these basic three—all are additional assets.

From the previous discussions, we have learned that interpretive techniques go from the simple to the complex, not only in content of text, but in design. This modern age of electronics, acrylics, etc., provides us with unlimited opportunities for presenting unforgettable stories and concepts. The only item missing is "action."

Let us not forget that in the design of our interpretive facilities and exhibits that we have an obligation to a wide range of individuals, many of whom are not as fortunate as we. There are those who are blind or deaf, those that are extremely young or old, those restricted to wheel chairs or crutches, those that suffer from heart disease or are mentally ill; and of course, expectant mothers. It is recognized that presentations and programs may not be designed to meet all the needs of these various people, but by brushing away some of the cobwebs in our minds and employing new ideas and concepts, we can, nevertheless, take great strides to satisfy many of their needs.

In the past, many park administrators have maintained that they had an interpretive program and would point to a few nature trails, a few exhibits and maybe a seasonal naturalist or two. Let's not kid ourselves. These do not constitute a program, even though they do provide some of the necessary ingredients. A wholesome and worthwhile interpretive program provides for meeting not only the desires and aesthetic commands of the summer visitor, but it should be expanded into a year round operation with a more definite educational emphasis.

In North Carolina, we are working on the "interpretive center" concept. These centers will serve as focal points for all interpretive services within a given area. A typical center will have such features as a nature museum dealing with the natural history of a particular area, and auditorium for special exhibits, orientation programs, movies, etc.; library and seminar rooms; workrooms to prepare and store study collections; and office space. Hopefully, these centers will provide for many of the needs of both the short term and long term park visitor.

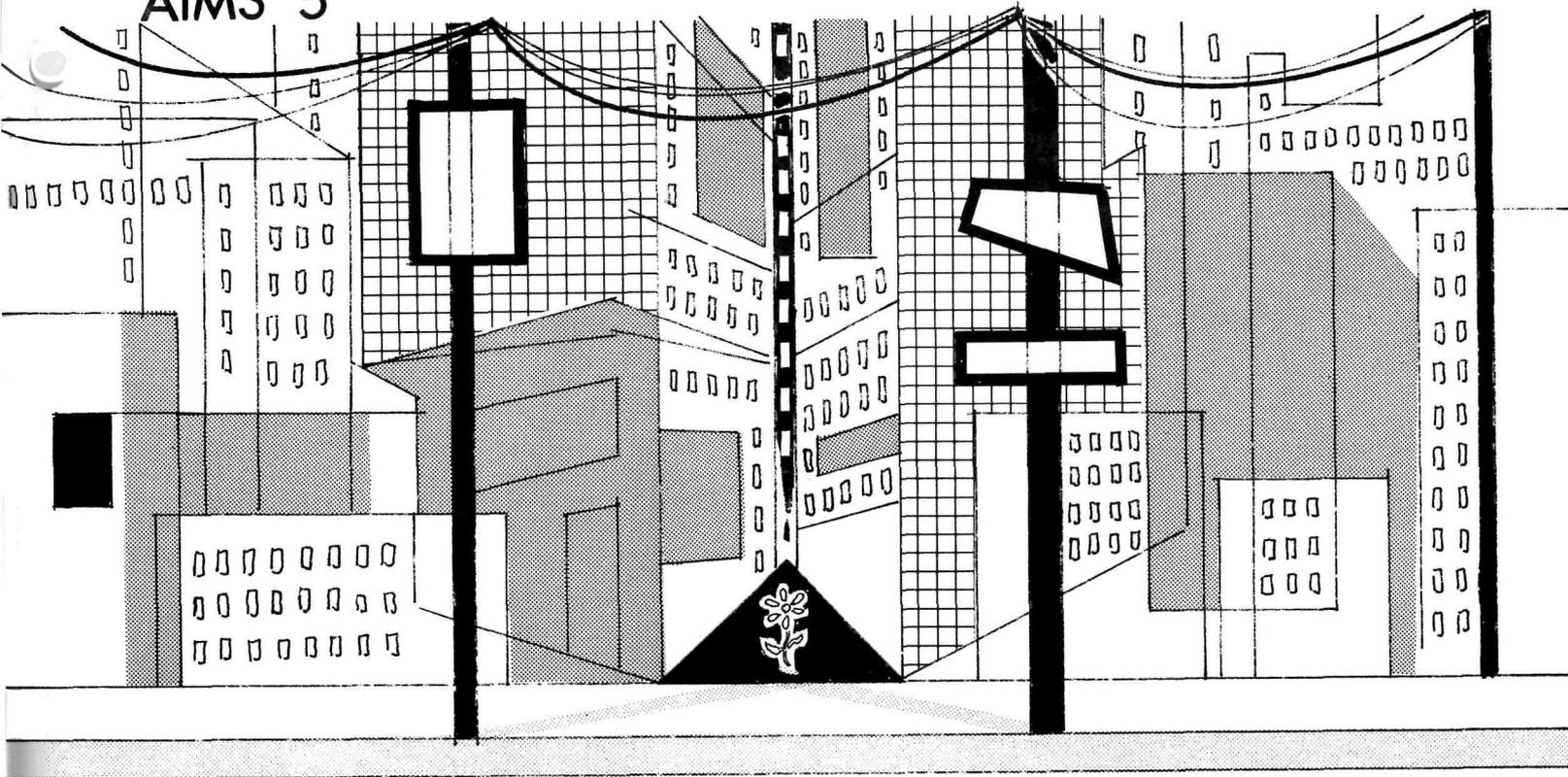
These centers should be recognized as an important adjunct to the state's educational system. These facilities, properly staffed and able to draw on the resources of contributing sister agencies, colleges and universities, will provide graded instruction designed not only to increase natural resources knowledge, per se, but to indoctrinate the participants to the complexities of today's life and environment. The programs will be aimed at all school age children as well as to both undergraduate and graduate college students. On higher educational levels, we have already entered into cooperative agreements with several colleges and universities and are dealing with problems of ecology, management, pollution (water, air, noise), pesticide contamination, genetics, and radiation. Needless to say, state park contributions will become even more valuable as our landscape disappears under the pressures of a growing population, roads, and industry.

There are group camps located in two North Carolina state parks. Each year there are several city school systems that send entire grades from their schools for participation in a week long intensive study of conservation. Instructors come from various state agencies, colleges and universities. The curriculum covers such things as water biology, entomology, forestry, wildlife, bird life, soil conservation and nature round-tables.

Over the years, this program has proven to be so successful that mothers and fathers must sometime stand in line for the privilege of coming along to act as cabin counselors, cooks, dishwashers, etc. Some of the strongest state park supporters come from those who have participated in this program in the past and more are being added each year. We cannot honestly say that we have all the support we need. The interpretive program is the only effective and lasting way to present our message to the public and to gain their unwavering support.

It is our hope that each of us will take a long, hard look at our total state park program and interject interpretation into its rightful perspective if we haven't already done so. If a natural area is worthy of being called a state park, interpretation of it cannot be denied. A park should mean more than simply a place to go swimming, camping, or picnicking. These activities can be done almost anywhere—meaningful nature interpretation cannot. Let's access the values of what we have to offer and see whether or not they are even worth offering.

## AIMS 5



● As introduced to our readers in the January 1969 issue of TRENDS, here we present the second and third in the series of concept papers, "Nature in the City" and "Trees to make the Cities Green," as prepared by Paul B. Dowling, executive director of the America the Beautiful Fund of the National Area Council, Inc.

This series should be of great value to those who are vitally concerned with the natural beauty of the Nation. For more information write to:

Mr. Paul B. Dowling, Exec. Dir.  
America the Beautiful Fund  
219 Shoreham Building  
Washington, D.C. 20005

# NATURE IN THE CITY

By PAUL B. DOWLING ●

**N**ature in the city has become a rare and endangered resource! During the last few decades, swarms of new population and automobiles have crowded greenspace from our urban environments at an alarming rate.

Once a place where there was room for nature to co-exist with the city of man, our average community today has become a hard-surface, ever-widening urban cluster. Wild nature has been steadily buried under sanitary landfills; acres of woodland have been denuded for more structures; and green fields have been turned into parking lots.

We find today we have vast, undefined needs for preserving and creating natural beauty in our communities. No longer can we operate on the patterns of 50 years ago when the town square, a central park, and private gardens were enough to supplement wild-growing nature in our environs.

*(Continued on next page)*

## NATURE IN THE CITY *(Continued)*

American society, for the most part, does not fully understand the relation of nature to man, mankind's innate need for nature. And, lacking this understanding, too many people are apathetic to the insidious, yet massive, exit of nature from our urban environments. And almost innocently, people are destructive of the greenspace that still remains. We overcrowd our parks, cut swathes of highways through them, misuse them with lack of care and maintenance.

### More Than Parks

As important as our parks are, they alone can never fill our need for nature in the city. At least 90 percent of our city greenspace is privately owned and privately preserved. Flying over a city in a helicopter, one can see this most clearly — it's in our neighborhood lawns and backyards, our estate gardens, the grounds of private institutions and clubs, the courtyards of apartment complexes. Truly, then, it is the private citizen who holds in his hands the fate of nature in our cities.

Proponents of "new towns" are perhaps the most enlightened on the need for generous open green space. But even here — in Columbia and Reston — much nature remains "undedicated."

An occasional large corporation is showing that it has awakened to the contributions business can make to a more livable community environment. Pepsico, Inc., recently announced that when it builds its \$12 million world headquarters in Purchase, N. Y., the structures will occupy less than five percent of the tract.

Admittedly, we do not know what is the ideal amount of nature needed in our environment. Some insist that it should be as high as fifty percent. There can be no question, however, that a great deal more of nature should be retained within communities than is now the practice. Society, becoming more and more urban-oriented, must overcome the idea that green land must serve a utilitarian purpose.

Man's spirit needs the softening influence of trees and shrubs, the grandeur of sweeping vistas, the inspiration of quiet valley streams. And, as well, man needs plazas and malls and flower beds to relieve the steel and concrete environment of his workaday world.

Unless we take a hard, critical look at what is happening to the nature around us, we are going to find our city environment of tomorrow impoverished. Already we have lost the informal natural setting in which youngsters could scramble up trees, pick their way across tiny brooks, and explore the unspoiled treasures of nature as they played within sight of home.

We must remember that once nature is gone, it is gone! Even if we replenish it, the new organisms will be strangely unlike the ones that sprang up spontaneously. In deteriorated environments, of course, and in downtown areas, we have no choice but to induce nature artificially. But where there is still time to preserve it, we ought to revere and safeguard nature as the living art form it is.

### Take a Look

Ask yourself — "Is there anyone in my neighborhood functioning as an agent to safeguard its nature? If the answer is "No" to this question, why not get into your car and find out personally what is the condition of the natural land resources in your community?"

Here's a checklist. You and your friends may find it useful. Evaluate each entity — for deterioration, preservation, maintenance. And check the absence of any of them — especially amenities that could, but do not exist.

In the City: Bird Habitats, Woods, Marshes; Rocky Outcrops, Streams, Meadows; City Wildlife Refuges; the City Wildernesses of vacant lots for boys to be boys.

In the Suburbs: Riding, Hiking, Cycling Trails; Water Sports Areas; Family or Group Outing Areas.

In Private Areas: Landscaping on College Grounds, Neighborhood Lawns and Yards, Estates, Apartment Courts, Non-profit Institutions; Landscaping, Gardens of Industrial Plants; Golf Course Preserves.

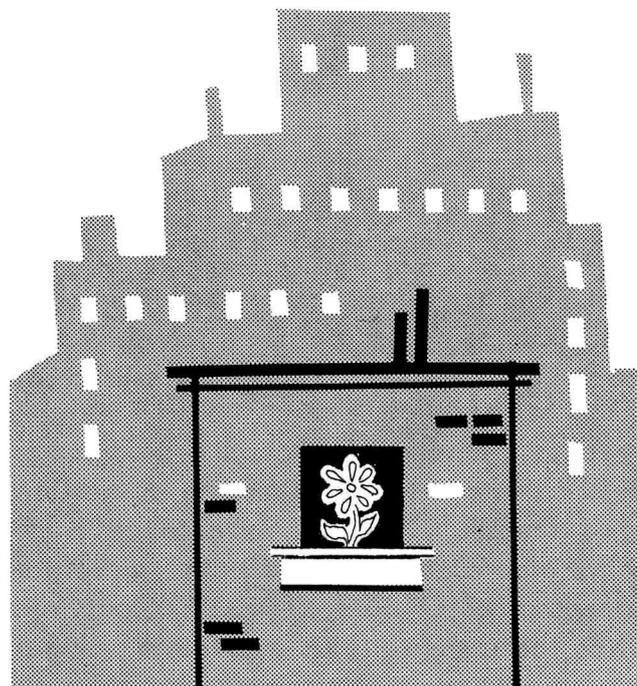
In Cultural Green Spaces: Arboretums, Gardens; Zoological Parks; Outdoor Amphitheatres; Historic Estates.

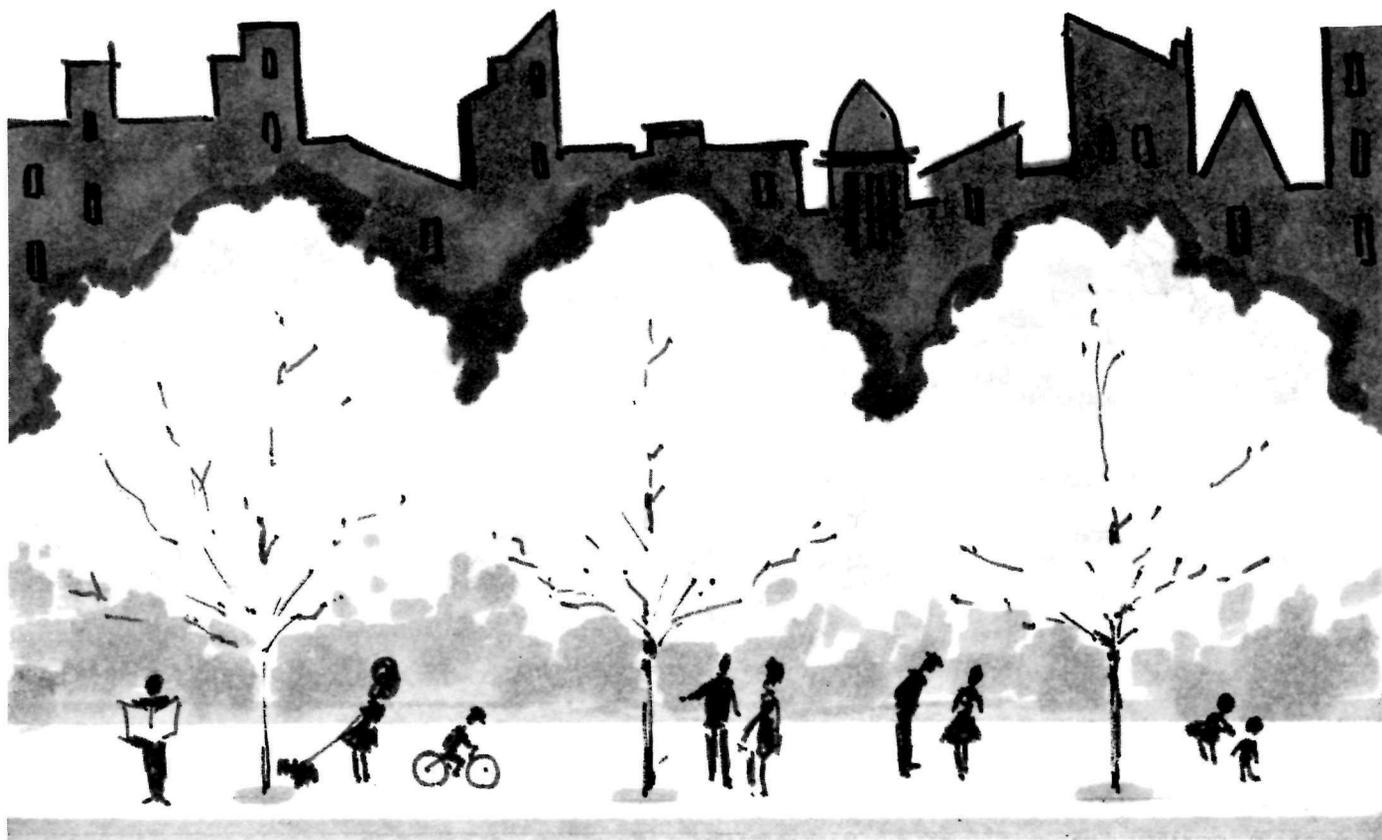
In Community Green Spaces: Grassy Play Areas; Vest-Pocket Parks; Municipal Flowerbeds, Shrub Borders around Public Buildings; Tree Plantings.

While evaluating these areas of your community's natural beauty, keep in mind too the infinite variety of creativity that can be applied. The use of masses of plant materials for instance, can totally change the character of neighborhoods and upgrade environments. Plant materials can also be rotated, according to the seasons, and they should be used in profusion in busy sections of the city. Consider, also, the creation of indoor as well as outdoor malls, boasting living plants. Where maintenance is scarce, look into the matter of plant materials that literally take care of themselves. England has flowers that grow with the profusion of our weeds as a result of hundreds of years of gardening. Needed is a world search for new garden flora to replace our crabgrass!

Finally, make sure you have a well-defined local open space program. And do not confuse green space with hard-surface open space!

Once the private citizen has learned to look critically at his community's natural environment, half the battle will have been won. What can follow then but action!





## AIMS 6

# TREES TO MAKE THE CITIES GREEN

By PAUL B. DOWLING *(See preceding article)*

**M**ore and more we will see big, full-grown trees carefully being rescued from the paths of new highways and replanted in our cities and suburbs. Those who care about America's beauty will see that this is done. It will have to be done in order to keep ahead of the gigantic urbanizing force that is rapidly stripping our cities and suburbs of their greenery.

Thirty years is a long time to wait for a tree to reach maturity and afford us beauty, shade and a sense of a gracious life style. Thirty years is too long to wait. We realize this when we contemplate the massive leveling already accomplished by the impatient bulldozer making way for a swelling population.

*(Continued on next page)*

## TREES TO MAKE THE CITIES GREEN *(Continued)*

### Technology Can Help

But technology, the very agent that forced the mass migration of farm people into the cities, is working to keep pace with the urban phenomenon it has created. For one thing, technology has produced a machine that can move a full-grown tree—one up to 12 inches in diameter and standing 50 feet tall—to another location, intact. A tree of this size can now be dug and ready to move in 10 to 15 minutes! Remarkably, this fully-automatic machine is more than 50 times more efficient than equipment existing in 1965.

This ingenious tree-moving machine is making possible a revolutionary method of transplanting trees on both a large and small scale. A team of such rigs can handle extensive urban renewal projects in major cities; or a single machine in a community can perform landscaping miracles year round.

American the Beautiful Fund, sponsored a demonstration of these tree-movers at the new town of Reston, Va., just outside of Washington. Representatives of Federal government agencies saw what a great boon to landscaping this equipment can be. The machines, of course, are ideal for such ventures as new towns.

And in New Glarus, Wis., where Swiss-American residents restored their small town in a Swiss architectural style, the tree-movers were used for a unique purpose. With a design donated by the Fund, the machines helped to create a greenery entranceway to the town.

The automatic tree-moving machines actually serve a dual purpose. While making it possible to transfer trees easily to areas starved for greenery, they also save trees that ordinarily would fall victim to the bulldozer.

Foresters, of course, are called upon to suggest harvesting practices to prevent strip-harvest of trees. And more research is needed to determine the biological tolerance of semi-mature trees moved from their native habitat. But this technological advancement is surely one vital answer to the aesthetic problems of communities in an industrial age.

### How You Can Help

It is hoped that this new machinery will also serve as a stimulus to concerned citizens who would, if they knew how, help stem the tide of ugliness that is enveloping our communities.

No single entity distinguishes a city more than its green areas. There is probably nothing that can better lend beauty to a community than its trees. Trees form vistas, frame views; trees attract birds and their song; trees give scale and proportion to a homeowner's property, they delight his family with spring bloom and fragrance, they provide coolness in summer, color in autumn. Indeed a city of trees is a better place in which to live.

What can you do to help restore or preserve nature's beauty in your community?

You can form a cooperative neighborhood program and plant trees in your own block.

You can organize or support a community program of private and public shade-tree planting. Write for help to the International Shade Tree Conference, 1827 Neil Avenue, Columbus, Ohio 43210.

Acquaint your city or county officials with the new big-tree moving machine. Urge your local government to purchase one.

Protest the destruction of trees and the neglect of public greens.

Urge a national "Trees for Cities" program. Write to the U.S. Forest Service and the National Arboretum in Washington.

All such action will result in a more beautiful environment for you and your community. But perhaps the most significant advances, nationwide, will come about through widespread use of the new equipment available to us. We must meet the wholesale ravaging forces of urbanization with tools equal to the task.

This is not to say that new technology is the entire answer. Honest green space can only be had, of course, by allowing trees to grow naturally in parks and preserves. Technology is a second-best solution.

### Some Questions and Answers:

Why is this new equipment so revolutionary?

Until 1965 large cranes were needed to move trees that were up to 50 feet in height. It was an expensive, slow method.

What, exactly, can the machine do?

It can scoop up a tree, keeping intact a root ball seven feet in diameter and weighing 7,500 pounds. The same machine transports the tree to its new location, thus insuring high percentages of survival.

What is the cost of the machinery?

The cost of the automatic big-tree movers is \$10,000 and up. Small, semi-automatic machines can be purchased for as little as \$600.

How would the tree removal effect our forests?

Foresters can research and suggest proper practices.

Can widespread big-tree planting really come about?

It will, unquestionably. But whether it will be by the thousands or by tens of millions will depend upon private support of the movement. The dismal alternative is plastic green trees.

