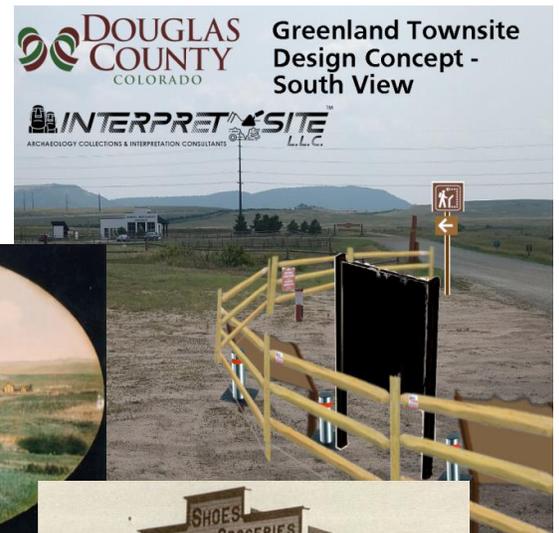


Interpretive Plan



For the

Greenland Townsite Douglas County, CO

Prepared for



DOUGLAS COUNTY COLORADO
HISTORIC PRESERVATION

by **INTERPRET-SITE** L.L.C.
ARCHAEOLOGY COLLECTIONS & INTERPRETATION CONSULTANTS

Todd Christopher McMahon
16081 E Loyola Pl
Aurora, CO 80013
<https://www.interpret-site.com>
303-817-6932

11/21/2024

DRAFT

Acknowledgments

The following people were invaluable to the development of this plan, providing necessary input, feedback and other assistance when needed. Their contribution was made not only for the following interpretive plan, but also the cultural heritage site nomination, as well as for their encouragement and enthusiasm with this project. This plan would not have been possible without their assistance.

Larry Schlupp – Larkspur Historical Society

Jim Weglarz – Larkspur Historical Society



Interpretive Plan

Interpretive Goals and Objectives, Overarching Themes, Targeted Audience(s) for the Greenland Townsite Douglas County Historic Landmark

Todd McMahon

Introduction

Developing the Interpretive Plan for the Greenland Townsite is driven by County and local historic advocate goals, aims and objectives. The goals, interpretive objectives and themes are then used to develop the final theme hierarchy and supportive networks that will be support the messages that are decided to be experienced and told.

A Definition of Interpretation

Interpreters connect visitors to important natural, cultural, and historical resources at parks, nature centers, historical sites, aquariums, zoos, and anywhere that people come to learn about places. NAI (the National Association for Interpretation) defines interpretation as "a purposeful approach to communication that facilitates meaningful, relevant, and inclusive experiences that deepen understanding, broaden perspectives, and inspire engagement with the world around us."

Plan goal structure:

The goal hierarchy contained in this section reflects the following structure:

Douglas County management purposes/goals



Interpretive goals



Objectives (Outcomes)

The hierarchy is developed in this manner to clearly show the link between the purposes for which the Greenland Townsite is managed, and the recommended actions associated with developing a network of orientation, interpretive opportunities, and extended actions.



GOALS

▶ **County Comprehensive Management Goals**

An important component of Douglas County's sense of place is its historic legacy. This legacy is evident in our heritage of agriculture, mining, industry, and transportation and in our cultural resources. Cultural resources include historic roads, buildings, structures, sites, districts, landscapes, archaeological sites, as well as cultural practices.

Taken from: *Douglas County 2040 Comprehensive Master Plan*

Goal 5-A

Preserve Douglas County's cultural resources for future generations.

Objective 5-8A

Support the preservation and protection of cultural resources.

Policy 5-8A.1

Encourage partnerships and community-based efforts to plan for the preservation of cultural resources.

Policy 5-8A.2

Identify and support the preservation of sites and artifacts with historic, prehistoric, or cultural significance.

Policy 5-8A.3

Encourage the incorporation of historical and cultural resources into development plans.

Policy 5-8A.4

Cooperate with the Historic Preservation Board, historical societies, and archaeological organizations to promote the preservation of cultural resources.



 **Interpretive Goal:**

We desire that visitors to the Town of Greenland understand the commitment the County has made to preserve places like the Greenland Townsite, a key place that honors the County's legacy.

Objective: Interpretive media for the Greenland Townsite will inform the visitor about the County's trusteeship of historic properties to protect and preserve important places for future generations to learn from and enjoy.

Indicator: Hits or visits to internet links (QR code) to the Douglas County Virtual Museum and other County Departments that support historic preservation, and its resources will increase over time.

Objective: Visitors to the Greenland Townsite will respect the entire property and they will avoid hindering the current residents' properties.

Indicator: With the establishment of Greenland Townsite media communication, the public will curtail acts of disturbance to the County's property and that of the private landowners.

 **Heritage Tourism Goal**

Through cultural and heritage tourism, it may be possible to preserve historic properties that tell the history of the County.

From: *Douglas County Recreation and Tourism Plan 2035*

 **Interpretive Goal:**

The interpretive media for the Greenland Townsite will inform visitors on the links to visit neighboring cultural and heritage tourism places of interest.

Objective: The interpretive media for the Greenland Townsite will promote greater interaction and visitation of neighboring historic sites/places of interest in this sub-area of Douglas County.

Indicator: Visitation numbers will show an increase in use for both Douglas County and historic properties managed by other partners.



 **Management Goal**

Conservation of Natural Resources – Preservation of agricultural, range, forest and aquifer recharge areas support productive and important uses on properties while preserving their natural character. As an example, preservation of agricultural land retains the historic heritage of the County, while supporting other open space criteria including preservation of wildlife habitat, archaeological and cultural sites, aquifer recharge areas, and scenic vistas.

Historical, Archaeological and Paleontological Sites – Protection of important historic sites preserves a sense of life in Douglas County in the early 1900s, the 1800s, and before. Archaeological and paleontological sites also provide excellent educational and scientific research opportunities.

From: *Douglas County 2030 Parks, Trails, and Open Space Master Plan*

Objective PT 5D

Preserve, protect, and improve historic, per-historic, and paleontological resources on parks and trails lands, as feasible.

Objective OS 1B

Identify and preserve important landmarks and features that contribute to the natural and built environment of the County, including water bodies, agricultural lands, forest lands, cultural and historic resources, and scenic vistas as viewed from the major road network and key public places.

Objective OS 3F

Identify, monitor, and manage activities that impact wildlife, and natural and cultural resources on open space lands.

Objective OS 5C

Partner with historic conservation groups and others to identify, interpret, and preserve Douglas County's history.

**Interpretive Goal:**

Visitors who engage in the interpretive media for the Greenland Townsite will understand that the County seeks to preserve paleontological, cultural, and historic resources as part of efforts to conserve rural areas of the County.



Objective: Visitors to the Greenland Townsite will be given corresponding information (Open Space program information) about the County's efforts to preserve rural open space areas that includes significant paleontological, cultural, and historic sites.

Indicator: After establishing the interpretive media for the Greenland Townsite, Douglas County government will see a 2-5% increased participation and inquiry of the Parks, Trails, and Open Space conservation programs within two years. *

Themes

Themes (messages) are the main way to effectively communicate interpretive experiences. Themes are not topics. A topic is a subject, such as "The Archaic Period in Douglas County". A theme is a statement or message about the subject. It is the "take-home" message that you want the audiences to know. The theme expresses an overriding conclusion you hope your audience will draw. Interpretation should also always have a purpose and help meet (relate back to) your organization's goals and objectives (plan, or mission (see above)). For the purposes of this plan the themes outlined below help to establish part of the vision for the Greenland Townsite interpretive experience.

Why be thematic?

If you want to make a difference in what people think and feel with respect to a place.

- People will forget isolated facts, but they'll remember aspects of a strong theme.
- The media content will then be more focused.
- It makes your audience's job easier.

Themes are the core of the stories that are told; stories are selected to communicate themes. Consequently, themes are determined before selecting and developing the interpretive strategies.

The elements in this theme hierarchy include:



Themes



These are the key ideas or concepts that should be communicated.

Sub-themes

These are the concepts that support a theme.

Themes are derived from goals and objectives by determining the concept a visitor needs to understand for them to respond in a way that helps achieve the goals and objectives. The supporting stories then must support that concept.



Themes

Significance Point A: The Town of Greenland began as a railroad town.

Theme:

Greenland was an important railroad stop for the area.

Sub-themes

1. Denver and Rio Grande Railroad came through what would be the town in 1871.
2. Prior to the railroad the area where Greenland would be located was the location of a territorial road and a bicycle road came through the area.
3. Atchison Topeka and Santa Fe Railroad arrived in Greenland in 1887
4. The name Greenland was penned by poet author and Helen Hunt Jackson.



Significance Point B: Greenland became an important shipping and transportation hub for early Douglas County



Theme:

Greenland was an important agriculture transportation hub for early Douglas County.

Sub-themes:

1. Lumber, grain, clay, potatoes, and milk were shipped out of Greenland.
2. Large cattle drives ended at Greenland for transport to Denver.

Significance Point C: Greenland's Post Office was a focal point for residents in this part of Douglas County



Theme:

Greenland's Post Office was a center of community in Southern Douglas County.

Sub-themes:

1. The Post Office was established on June 3, 1873, with Bazal Riggs as the first Post Master.



2. The Post Office was also a cafe and an auto garage repair shop.

Significance Point D: Greenland's one-room schoolhouse educated children from the area until 1957.



Theme:

Greenland's one-room schoolhouse educated children in the area for nearly 60 years.

Sub-themes:

1. The first Greenland School opened in 1892 and was located northeast of the school's present location.
2. In 1973, the schoolhouse property was sold to a private party and used as a residence.

Significance Point E: The Higby Mercantile Store as a well-known store in the town.



Theme:

The Higby Mercantile Store was a place for residents in the area to buy goods locally.

Sub-themes:



1. Louis Richard Higby opened the Higby Mercantile Store on July 6, 1907.

2. The store handled general merchandise, gas, farm equipment, Model T Fords, and farm produce.



Targeted Audiences and Prescriptions to Reach Them

1. Heritage Enthusiasts

Travel by personal car, bus, horseback, hiking (walking) and bicycle

2. Nature Open Space Hikers and Trail Use Visitors

Also travel by personal car, horseback, hiking (walking) and mountain bicycle



Heritage Enthusiasts

History advocates often go out of their way to discover and support sites of noted interest. While typically heritage enthusiasts are a small number in a given population, studies have shown that heritage tourists (both local and national/international) bring in a large number of direct and indirect economic benefits to a community (see for example with archaeology and historic resources:

<https://www.archaeologybenefitscolorado.com>). While the wayside signage for Greenland will likely bring negligible economic benefit to Douglas County it adds an important piece to the larger perceived values supported by the County by preserving and promoting its history. Interpreting Greenland for this audience is supported by the County's comprehensive master plan, the County's Recreation and Tourism Plan and the County's Parks, Trails, and Open Space Master Plan.



Characteristic:	Obstacle or Opportunity:	Implication:
Committed to seeing authentic landmark experiences	Knowing about the site/interpretation at the Greenland town site	Make sure that wayfinding to direct them to the interpretive panels
Very likely will want to explore the site further through other media or internet programming	Good cell phone data coverage to experience the site on a personal cell phone	Add a virtual tour component with a QR code link to provide additional information on the townsite
May want more information on other sites in the County	Linking other places to visit on the QR link or through corresponding local promotion (brochures), social media, etc.	Cross promote the site with other historic sites/places in the County



Interpretive Prescriptions for Heritage Enthusiasts:

History Enthusiasts	Cross promotion with local and regional historic preservation and history groups (internal and external), encourage participation in the historic preservation programs, include more information on-line via a website and/or a QR code (also include ADA accessibility)
---------------------	---



Nature Open Space Hikers and Trail Use Visitors

Open Space Hikers, Horseback Riders, Dog Obstacle trainers, bicyclists and other Trail users (as a large audience group) are likely to be the other people that can be targeted to the Greenland Interpretive signs. Some may be interested in the history however if the sign can provide some hiking/trail and dog training information too that may attract some



of their attention. Keeping the historical information relevant to these groups is a key to the signage success.

Characteristic:	Obstacle or Opportunity:	Implication:
Have traditionally only used the Greenland Open Space parking lot and trail, dog, and equestrian training areas.	Signage is needed on Noe Road and at the Greenland Trail Head	Place wayfinding on Noe Road and update signage at the Open Space Trail head to visit the Greenland Interpretive sign for historical information.
May not stop to read the interpretive signs	Create an incentive to stop	Include information (simple wayfinding) orientation to the other Open Space recreational opportunities.
May not relate to the historical information	Make some of the information relatable to these recreational groups (hiking, horseback riding etc.)	Tie some of the historical interpretive material to transportation (modern to the past) (make it relatable),



Interpretive Prescriptions for the Nature Open Space Hikers and Trail Use Audience:

Nature Open Space Hikers and Trail Use Visitors	Make the information relatable to these groups by providing a tie-in to the nearby trail and other recreational opportunities. Content wise use then and now comparisons to transportation then and now
---	---

Please see the prescriptions wayfinding section that will aid visitor engagement for these multiple audiences below.

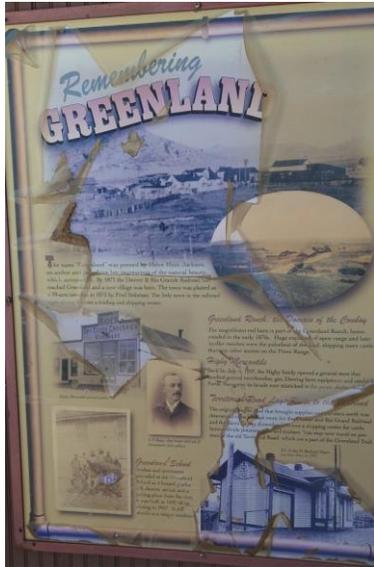


Wayfinding to the Historic Townsite Wayside Sign (for Multiple Audiences)



These two concept drawings show a simple National Park Service SEGD National Recreation Symbol. This concept envisions a double-sided symbol marker.





The existing Open Space picnic shelter has a small interpretive sign on the Town of Greenland that is currently in bad physical shape. The Sign should be replaced or updated. While the picnic shelter (above right) mimics the look of the Higby Mercantile store, visitors should be explicitly told that this not the location of the original store and to learn more about its exact location to visit the Interpretive Wayside signage along Noe Rd.





Mapping the Visitor Experiences

The visitor flow in the information network for each targeted audience type reflects the typical sequence of information desired by the visitors. Basic orientation and virtual wayfinding are keys to guiding people to the right experience. The targeted audiences also require an information network necessary to support the success of each experience.

The interpretive experiences are layered, reflecting the need to serve different audiences. The layers are designed to stand alone, but also to pique interest in other interpretive opportunities that one may visit in-person on site or by conducting more research (with steps on how to make a research inquiry).

The prescriptions are presented below reflect the sequence of the desired visitor experience with the Greenland townsite wayside signage. That experience is broken down into the following segments:

- Awareness and Pre-Trip (trip planning) experience: How that audience is informed to come and experience the Greenland town site, including maps, brochures, social media etc.
- Navigation experience: Wayfinding, travel to the site.
- Arrival experience: Visitor options and landscape senses.
- Primary experience: The primary story points (take home messages).
- Departure experience: Reflection and action (encouraging further inquiry, participation in other County's offerings) and/or feedback.
- Return visit: Schedule other events to commemorate the site with speakers or other celebrations.
- Post-trip experience: Link to historic landmarks, and other open space properties and the Douglas County Virtual Museum.
- Potential extended experience: Information on other Historic Preservation events, educational programs for schools and educators volunteer information, etc.

The targeted audiences for the visitor experience





Targeted Audiences (all Groups)

Trip Stage	Information	Delivery Strategy/Comments
Awareness and Pre-trip (trip planning)	Marketing and trip planning	The Greenland Historic site must be highlighted in social media, websites and in partnership with County tourism links (public and private)
Navigation	Orientation and wayfinding	The pull-out signage wayfinding sign should direct all these audiences to the wayside signs. It is important to tie in this information to the trail head picnic shelter signs as well.
Arrival Experience	Keeping the townsite authentic and undeveloped is important. Interpretive signage must be complimentary to the actual townsite structures.	The signs must not be too text heavy and must fit into the context of the historic site. Once a visitor reads the information that can explore more of the town via the Douglas County Virtual Museum or hike/bike the Greenland or Colorado Trails.
Primary Experience	Take home message: Greenland was an important railroad and agriculture transportation hub for early Douglas County.	Visitors are encouraged to imagine what life was like back in Greenland's heydays. Visitors who engage in the interpretive media for the Greenland Townsite will also understand that the County seeks to preserve paleontological, cultural, and historic resources as part of efforts to conserve rural



		areas of the County.
Departure Experience	Reflection to encourage further exploration. QR interaction.	Visitors will be encouraged to visit the virtual townsite tour as well as other information on the Douglas County Virtual Museum website
Return Visit	Encourage other Visitors to visit again	Encourage visitors to visit again and to promote the location with other groups via social media, maps etc.
Post-trip	Visit other historic sites encouraged	Signs should encourage more places to explore on their linked websites, etc.
Potential Extended Experiences	Volunteer opportunities and other events should enhance the visitor experience.	Mention opportunities in the wayside signs, brochures etc.

Accessibility Considerations



Web Content Accessibility Guidelines

By order of State law HB21-1110 the interpretive panels and materials as a product of local government must comply with accessibility standards or risk lawsuits. All wayside exhibits, smart phone apps, web links, etc. should all be in compliance with these accessibility standards and requirements for both print and web-based resources. The signage should also consider the principals of Universal Design (UD) and Universal Design Learning (UDL) to reach various age and ability audiences.





Media Descriptions

Each of the wayside panels are proposed to follow the design concepts discussed previously. Most exhibit bases are installed by directly burying their legs into tamped dirt; however, for added stability cementing the bases in place may be preferred. The base's simple, unadorned form helps to reduce its visual intrusion on the landscape. They are often made of anodized aluminum, weatherproof steel or durable painted aluminum designed to provide years of service, even in harsh environments.

Additional Enhancement Considerations

If desired, as funds are made available, these wayside signs could be enhanced by adding an audio (talking post) or other media (replica artifacts for example for tactile experiences). The audio media could include oral history interviews with people who once lived in the town. The signs might also tie into visitor events and other community programming particularly for school children. Educational lesson plans and products should also be considered.

Wayside Signage Text Details

Sign 1: "Greenland's Role as a Railroad Hub"

Type: Low profile wayside (36 x 24 inches)

Placement: Near the old, abandoned Post Office along the road pullout

Text: 75-100 words

<i>Title:</i>	Greenland's Role as a Railroad Hub
<i>Headline Catch Title:</i>	"A Vital Stop Along Colorado's Railways"
<i>Focus body text</i>	Greenland was a key railroad stop that connected early Douglas County to the broader Colorado region. Before the trains, territorial and bicycle roads passed through, establishing Greenland as a natural



	crossroads for travel and trade. The Denver and Rio Grande Railroad established a stop here in 1871, followed by the Atchison, Topeka, and Santa Fe Railroad in 1887. These railways brought goods, travelers, and prosperity to Greenland, shaping the town's history as a transportation hub.
Quote:	<i>n/a</i>
Photo or drawing caption:	<p><i>"Trains at the Greenland station, c. 1880s, transporting goods and passengers through Colorado."</i></p> <p><i>A map or vintage illustration of the railroad paths and roads.</i></p> <p><i>An old photo of the Greenland train station.</i></p>
Provocation Statement:	<i>"Imagine the daily sights and sounds of steam engines pulling into Greenland, bringing both people and possibilities."</i>
Credit and logo (small):	Signage plan by: <i>Interpret Site LLC</i>

Sign 2. "Exploring Greenland's Landscape and Legacy"

Type: Upright sign (36 x 48 inches)

Placement: Same pullout location, providing an overview of the town's layout, trails, and historic sites.

Text: approx. 150 words

Title:	Greenland's Trails and Transportation Routes
---------------	---



Headline Catch Title:	"Pathways Through Time"
Focus body text	Greenland's landscape is steeped in history, with trails and transportation routes that have shaped its story. Early territorial roads and later bicycle paths ran through Greenland, connecting it to larger towns like Denver and Colorado Springs. Today, these historic routes echo through the trails you see around you, inviting you to explore the same paths once traveled by settlers, traders, and even cattle drives bound for market.
Quote:	<i>Helen Hunt Jackson quote about Greenland???</i>
Photo or drawing caption:	<i>Historic map of Greenland's transportation routes, including early territorial roads.</i>
Focus body text 2	<i>Greenland's historic town layout, once bustling with a post office, mercantile, and schoolhouse, reveals stories of its residents and their connection to the land. Today, nearby trails trace paths once used by travelers, cattle drives, and farmers, linking history with the natural landscape for explorers of all kinds.</i>
Photo or drawing caption:	<i>A modern overlay map showing current trails alongside historical routes allowing visitors to connect past and present as they explore.</i>
Provocation Statement:	<i>Look around—are you walking the same trails that brought life to early Greenland?</i>
Recreational Opportunities Wayfinding	<i>Greenland Open Space trail head and picnic shelter can be found just .11 mile to the south of this location. Explore hiking trails, a 17-acre dog park, horse obstacle course and more. The Colorado Front Range Trail travels next to this interpretive panel kiosk and follows the Old Territorial Road. You can hike or bike this trail connecting the old Greenland Townsite to Palmer Lake.</i>



	<p><i>Spruce Meadow Open Space can be found just33 mile southwest of this location. The parking lot was designed for horse and pedestrian use. The trail is 8.5-miles long, offering wide-open views of the adjacent mountains.</i></p>
<p><i>Open Space and Historic Sales Tax Info statement</i></p>	<p><i>Since 1994, a voter-approved 0.17% sales and use tax has helped preserve parks, trails, open spaces, and historic places like the town of Greenland in in Douglas County.</i></p>
<p><i>Learn More</i></p>	<p><i>Learn more about the historic sites in Douglas County and see artifacts and a virtual tour of the town of Greenland by visiting the website or by scanning your phone to the QR code.</i> https://www.douglas.co.us/planning/historic-preservation/virtual-museum/</p>
<p><i>Credit and logo (small):</i></p>	<p><i>Signage plan by: Interpret Site LLC</i></p>

Sign 3: "Greenland's Community Hubs"

Type: Low profile wayside (36 x 24 inches)

Placement: Near the old, abandoned Post Office along the road pullout

Text: 75-100 words

<p><i>Title:</i></p>	<p>Greenland's Community Hubs</p>
<p><i>Headline Catch Title:</i></p>	<p>"At the Heart of Daily Life"</p>



<p><i>Focus body text</i></p>	<p>The Greenland Post Office, schoolhouse, and Higby Mercantile Store were more than just buildings; they were gathering places that connected the community. Locals shared news, stocked up on essentials, and supported each other in these spaces. Serving as a café, garage, and general store, these community hubs made Greenland thrive, reflecting the town’s resilience and close-knit spirit.</p>
<p><i>Quote:</i></p>	<p><i>n/a</i></p>
<p><i>Photo or drawing caption:</i></p>	<p><i>"The Greenland Post Office, a community hub where locals met and shared news."</i></p> <p><i>"Greenland Schoolhouse, c. [Year] - Educating local children and serving as a community cornerstone for nearly 60 years."</i></p>
<p><i>Provocation Statement:</i></p>	<p><i>"Imagine stepping back in time—what conversations would you hear here?"</i></p>
<p><i>Credit and logo (small):</i></p>	<p>Signage plan by: <i>Interpret Site LLC</i></p>



Theme Hierarchy Delivery

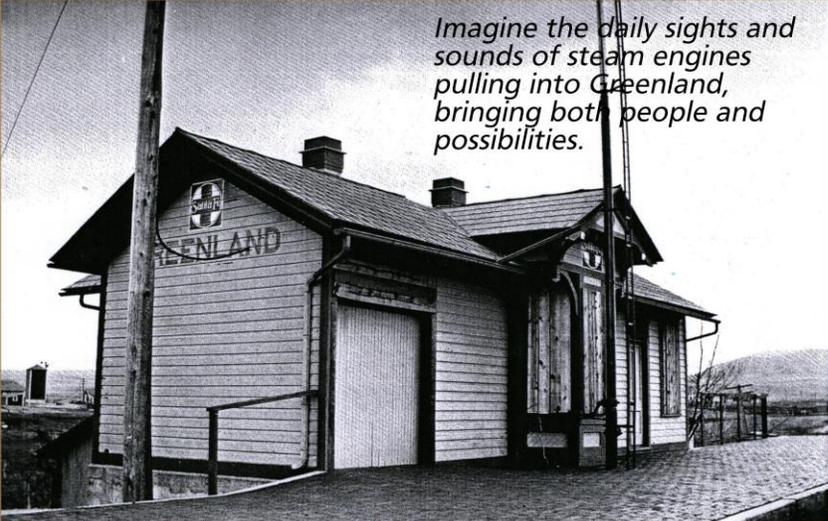
Mockups:

Sign 1: Type: Low profile wayside (36 x 24 inches)

Historic Town of Greenland Colorado

A Vital Stop Along Colorado's Railways





Imagine the daily sights and sounds of steam engines pulling into Greenland, bringing both people and possibilities.

Greenland was a key railroad stop that connected early Douglas County to the broader Colorado region. Before the trains, territorial and bicycle roads passed through, establishing Greenland as a natural crossroads for travel and trade. The Denver and Rio Grande Railroad established a stop here in 1871, followed by the Atchison, Topeka, and Santa Fe Railroad in 1887. These railways brought goods, travelers, and prosperity to Greenland, shaping the town's history as a transportation hub.



factories met
BNSF 6040 BNSF Railway GE
E644AC at Greenland, Colorado
by Sal Casarri



factories met
BNSF 6040 BNSF Railway GE E644AC at Greenland,
Colorado by Sal Casarri



AD
The world is full of things
people don't know.

 **DOUGLAS COUNTY**
COLORADO

Signage plan by:  INTERPRET SITE



Sign 2: Type: Upright sign (36 x 48 inches)

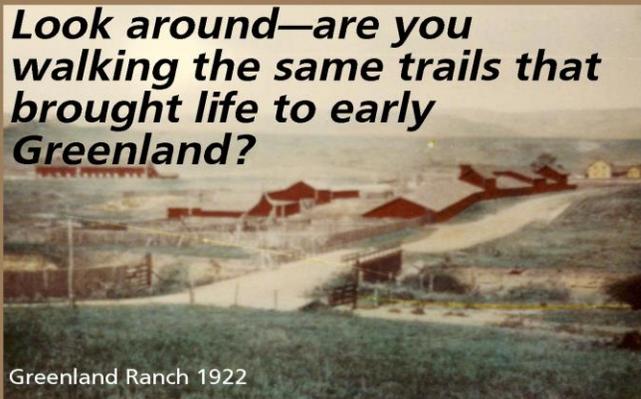
Historic Town of Greenland Colorado

Pathways Through Time

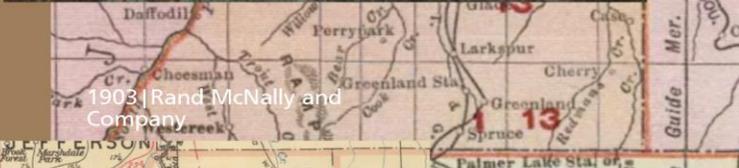


Greenland's landscape is steeped in history, with trails and transportation routes that have shaped its story. Early territorial roads and later bicycle paths ran through Greenland, connecting it to larger towns like Denver and Colorado Springs. Today, these historic routes echo through the trails you see around you, inviting you to explore the same paths once traveled by settlers, traders, and even cattle drives bound for market.

Look around—are you walking the same trails that brought life to early Greenland?



Greenland Ranch 1922



1903 | Rand McNally and Company



1942 | Postal Routes - United States Post Office

The Colorado Front Range Trail, travels next to this interpretive panel kiosk and follows the the Old Territorial Road. You can hike or bike this trail connecting the old Greenland Townsite to Palmer Lake.

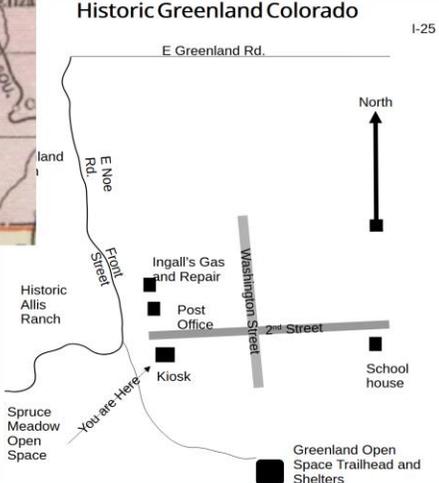
Spruce Meadow Open Space can be found just .33 mile southwest of this location. The parking lot was designed for horse and pedestrian use. The trail is 8.5-miles long, offering wide-open views of the adjacent mountains.

Greenland Open Space trailhead and picnic shelter can be found just .11 mile to the south of this location. Explore hiking trails, a 17 acre dog park, hores obstacle course and more.

Since 1994, a voter-approved 0.17% sales and use tax has helped preserve parks, trails, open spaces and historic places like the town of Greenland in Douglas County.

Greenland's historic town layout, once bustling with a post office, mercantile, and schoolhouse, reveals stories of its residents and their connection to the land. Today, nearby trails trace paths once used by travelers, cattle drives, and farmers, linking history with the natural landscape for explorers of all kinds.

Historic Greenland Colorado



Learn more about the historic sites in Douglas County and see artifacts and a virtual tour of the town of Greenland by visiting the website or by scanning your phone to the QR code. <https://www.douglas.co.us/planning/historic-preservation/>



SCAN ME

signage plan by: **INTERPRET SITE** LLC

DOUGLAS COUNTY
COLORADO



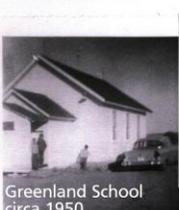
Sign 3: Type: Low profile wayside (36 x 24 inches)

Historic Town of Greenland Colorado

At the Heart of Daily Life

Imagine stepping back in time—what conversations would you hear here?

The Greenland Post Office, schoolhouse, and Higby Mercantile Store were more than just buildings; they were gathering places that connected the community. Locals shared news, stocked up on essentials, and supported each other in these spaces. Serving as a café, garage, and general store, these community hubs made Greenland thrive, reflecting the town's resilience and close-knit spirit.



Greenland School circa 1950



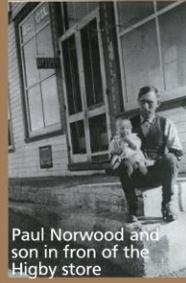
Teachers at Greenland School circa 1930



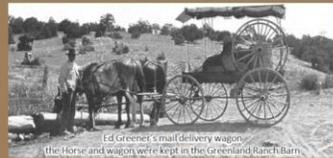
Ingall's Grage circa 1935



Greenland class of 1949



Paul Norwood and son in front of the Higby store



Ed Greener's mail delivery wagon. The horse and wagon were kept in the Greenland Ranch barn.



AD For additional information visit www.douglas.co.us

Signage plan by: INTERPRET SITE



QR Program Proposed and Virtual Tour Tie-In

Either signs 2 (the larger two-sided tall sign) or all three signs should have links to the historic town of Greenland virtual tour hosted on the Douglas County Virtual Museum website. The data bandwidth for most all cell phone providers in this part of the State is excellent (especially along Interstate I-25). Therefore, the virtual museum tie-in makes sense to be linked to these signs. It is suggested that the tie in be made using a QR code link. Special accessibility readings of the wayside signs can also be delivered using this technology. Having a virtual tour offering, rather than



signage throughout the site will also help to protect the privacy of the remaining residences of the town. Artifacts for the Douglas County Museum can also be highlighted.



Effectiveness Monitoring and Re-Tooling

Key indicators for success based on the proposed interpretive goals should be monitored and fine-tuned over time. It is recommended that once the plan has been implemented and established, that all the agency partners create a uniform evaluation plan and that the agencies meet and share their evaluations indicating success or need for improvement to the plan, as well as any of the strategies or media products. This could be articulated in a separate plan, protocol or memorandum of understanding that identifies areas in need of improvement.

Evaluation techniques and strategies

The following is a summary of selected approaches based on the National Park Service's *Interpretive Planning Tools for Heritage Areas, Historic Trails, and Gateways*. Evaluation can be direct (audience interacts with evaluator) or indirect (visitors' actions and responses are tracked without their knowledge). Qualitative measures assess the depth and effectiveness of the experience (perhaps by interviewing respondents), while quantitative approaches produce measurable results (determining, for example, what percentage of visitors surveyed were able to describe the significance of the site or region).

Since it is impossible to evaluate each visitor's experience, evaluators must rely on well-designed sampling (surveying a specific number) of visitors to represent the whole. In order to be valid, sampling techniques must be random and representative of the whole spectrum of visitors. For example, every tenth person who visits the site while a recorder is at the site would be asked to respond to a survey – not just the visitors who look the friendliest. Informal evaluation can also be revealing. For example, interpreters conduct informal evaluation during every visitor contact to gain a general impression of program effectiveness. While the results of the conversations are not scientific, they still play a role in assessing interpretive services.

Planning for evaluation – A robust evaluation plan should be adopted. A regular schedule of evaluation should be an ongoing activity of each agency. The evaluation accomplishes the following:

- Provides a balanced view of program effectiveness
- Utilizes feedback that has been gathered systematically (not just anecdotally)
- Gathers empirical evidence of strong and weak areas of a program or service
- Fuels opportunities to improve effectiveness



Monitoring and Site Stewardship

Douglas County is developing a site stewardship program. Trained volunteers should monitor the site and the signage to ensure that these resources and the signs are looked after and reported if problems arise.

Snowplow Removal Build-up



County road crews must take care not to build up snow piles near the interpretive signs. This can make the signs unreadable in the winter and hasten the deterioration of the signs themselves.

Evaluating the Plan (Ename Charter)

ICOMOS (International Council on Monuments and Sites) has created a “Charter for the Interpretation and Presentation of Cultural Heritage Sites,” also known as the Ename Charter. The Charter puts forth principles for effective interpretation, addressing the following:

- Access and understanding
- Information sources
- Context and setting
- Authenticity
- Sustainability
- Inclusiveness
- Research, training, and evaluation
- The need for ongoing evaluation and adjustment

The implementation of the Town of Greenland Interpretive Plan and all its elements should be evaluated using this internationally recognized standard rubric and evaluation tool.

Begin Implementation

Once this Interpretive Plan is adopted it should be posted on a website as a way that encourages continued public feedback. Print copies should also be produced for those truly interested. Distributing a press release, hosting a press event, and making presentations to organizations and governments are good ways to celebrate the completion of the plan and let partners and the public know that implementation has begun.



Moving the Interpretive Plan Forward

Even small-scale, inexpensive implementation projects can attract media attention and demonstrate steady progress to constituents and financial supporters, so these should be celebrated and publicized with each milestone and victory, no matter how small. Publicly thank the appropriate partners and supporters and commemorate their efforts through special events, news releases, plaques, and other means.

Showcasing ongoing programs will motivate managers, staff and partners and will maintain existing sources of public support and add new ones. Implementation may lead to increased visitation, strengthened engagement of residents through greater use of the sites or region's assets and enhanced stewardship through financial contributions or volunteer efforts. It is vital to continue to communicate the implementation plans and milestones to the public and all partners, using the strategies put in place during planning.



Envisioned interpretive wayside panels upon completion.

References

ICOMOS (International Council on Monuments and Sites)

2008. *Charter for the interpretation and presentation of cultural heritage sites*. General Assembly of ICOMOS, Québec, Canada.

National Park Service

2002 *UniGuide Standards Identification, Wayfinding and Visitor Information for National Parks*. National Park Service Harpers Ferry Center Harpers Ferry, West Virginia

2009 *Wayside Exhibits a guide to developing outdoor interpretive exhibits*. National Park Service Harpers Ferry Center Harpers Ferry, West Virginia

2010 *Interpretive Planning Tools for Heritage Areas, Historic Trails, and Gateways*. National Park Service Chesapeake Bay Office: Annapolis, MD

