



William Bartram
SCENIC & HISTORIC HIGHWAY

Development & Infrastructure





The current development along the scenic highway is largely rural and suburban with agriculture and small rural communities to the south and more suburban, residential developments to the north. Commercial areas are predominately located in the vicinity of Race Track Road. A number of planning studies have been done for the area; most notably, the Northwest Sector Plan has been developed by St. Johns County to guide future development in the area.

As development continues along the scenic highway corridor, it is important to have a management plan in place that describes “how existing development might be enhanced and new development might be accommodated while still preserving the intrinsic qualities of the corridor” (Interim Policy, National Scenic Byways Program). The current Corridor Management Plan outlines a number of goals and strategies related to development and tourism including the recommendation of an overlay district for the scenic highway. This master plan does not focus on private development and tourism infrastructure along the scenic highway; however, through the development of the master plan, a number of recommendations that deserve future consideration surfaced and are provided herein.

1

Recommendation 1:

Utilize the Community Center Districts identified in the NW Sector Plan to encourage appropriate commercial development and provide the necessary services to scenic highway travelers (i.e. food, gas, and lodging). At Shands Pier Road, the necessary framework for this development can be developed in concert with the Shands Pier improvements.

2

Recommendation 2:

Work with St. Johns County to encourage bed and breakfast-type development along the scenic highway in order to provide lodging options along the scenic highway.

3

Recommendation 3:

Develop an architectural pattern book and landscape guidelines that can be provided to private landowners and developers to assist in generating a cohesive landscape using this master plan as a starting point.

4

Recommendation 4:

Work with St. Johns County to allow developers to implement innovative planning solutions that protect the scenic highway’s integrity in exchange for concessions on other development requirements.

5

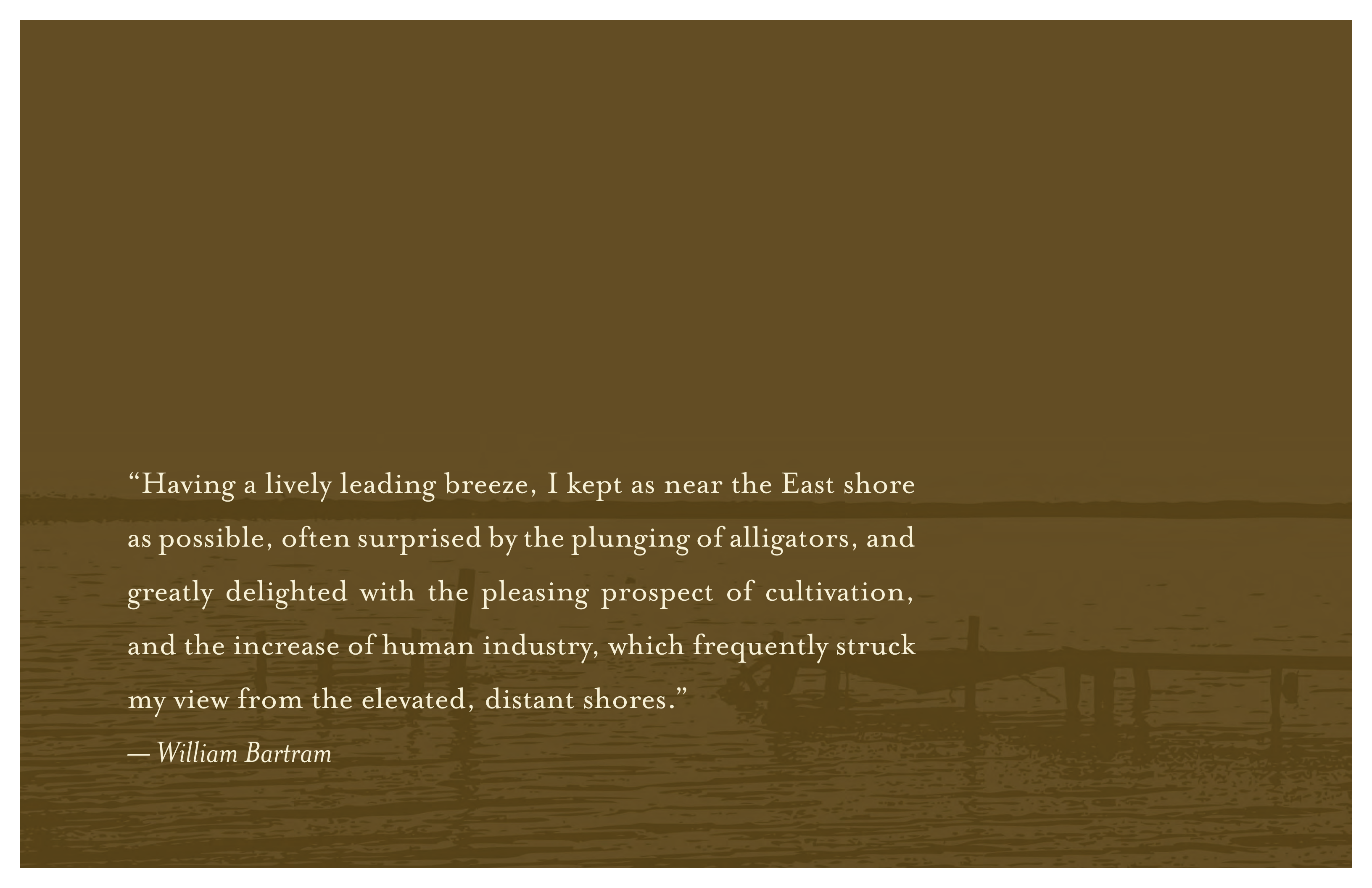
Recommendation 5:

Partner with local businesses within the corridor to promote the scenic highway.

6

Recommendation 6:

Work with St. Johns County to encourage commercial enterprises that encourage resource-based recreation within the corridor such as canoe, kayak, and bicycle rentals and fishing guide services. Find ways to leverage the scenic highway’s tourism marketing and appeal to promote these businesses.

A sepia-toned photograph of a body of water, likely a lake or a wide river. In the foreground, a wooden pier or dock extends from the right side into the water. The water is calm with subtle ripples. In the far distance, a range of low hills or mountains is visible against a pale sky. The overall tone is historical and serene.

“Having a lively leading breeze, I kept as near the East shore as possible, often surprised by the plunging of alligators, and greatly delighted with the pleasing prospect of cultivation, and the increase of human industry, which frequently struck my view from the elevated, distant shores.”

— *William Bartram*



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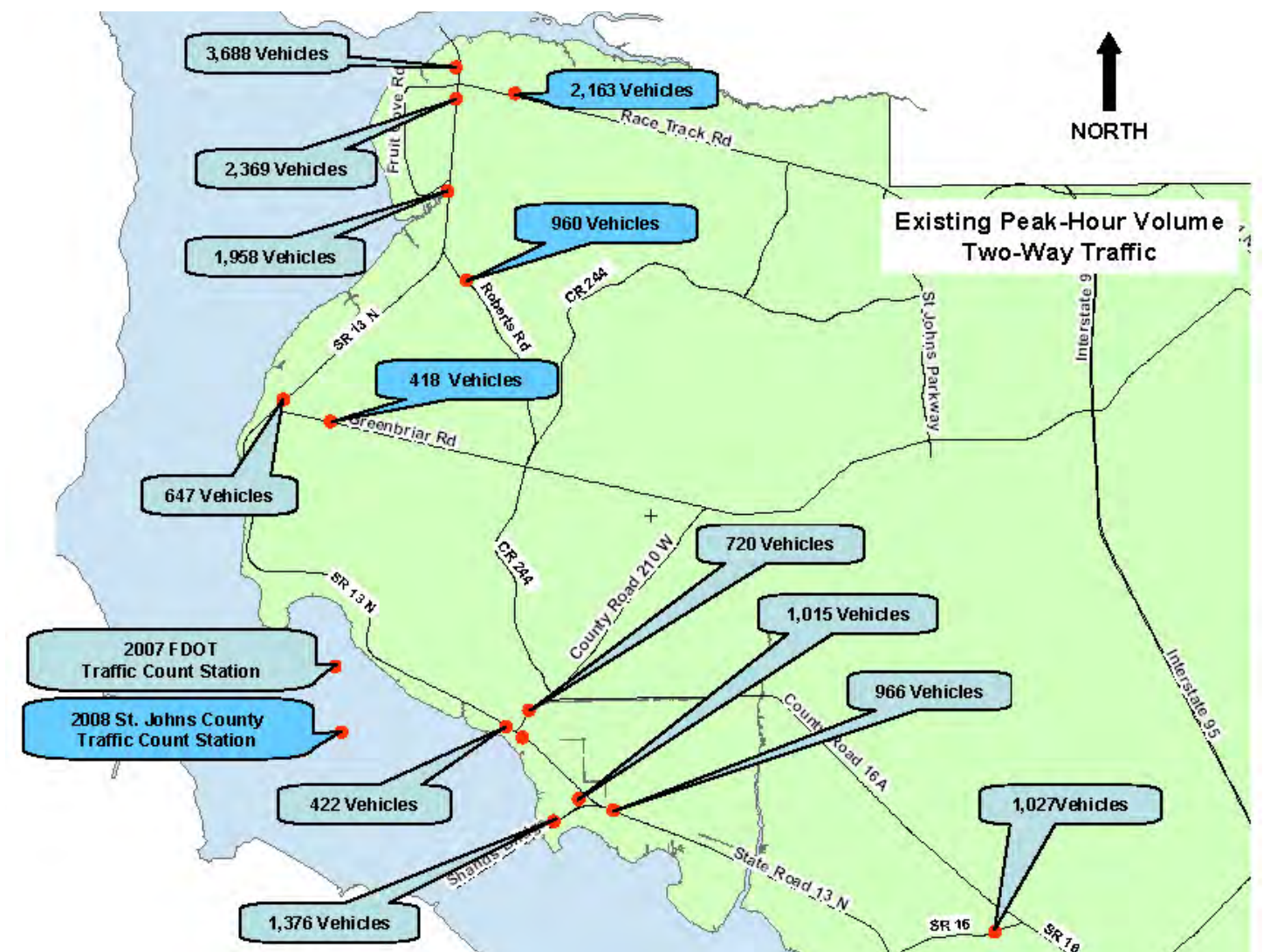
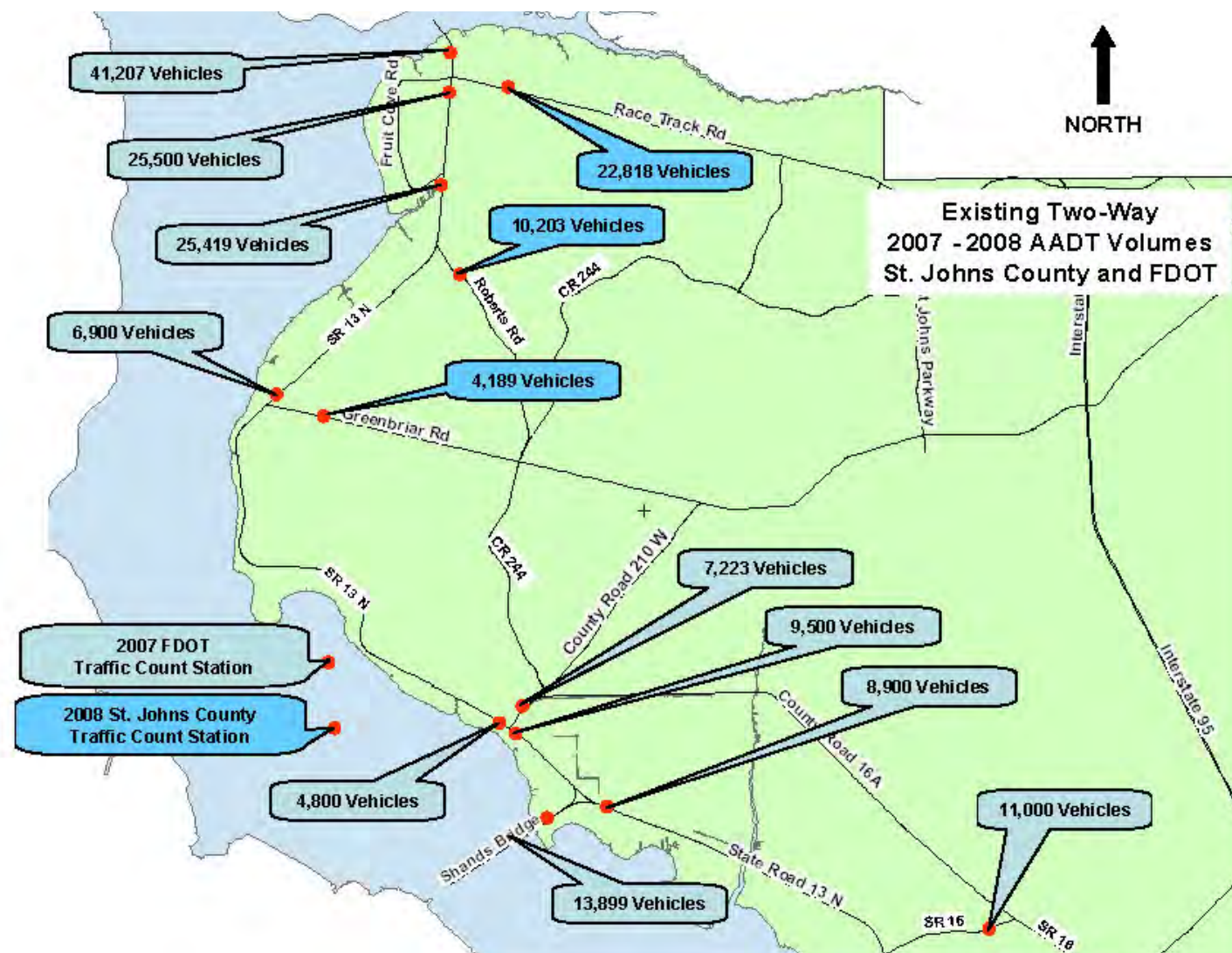
Livable Transportation Plan



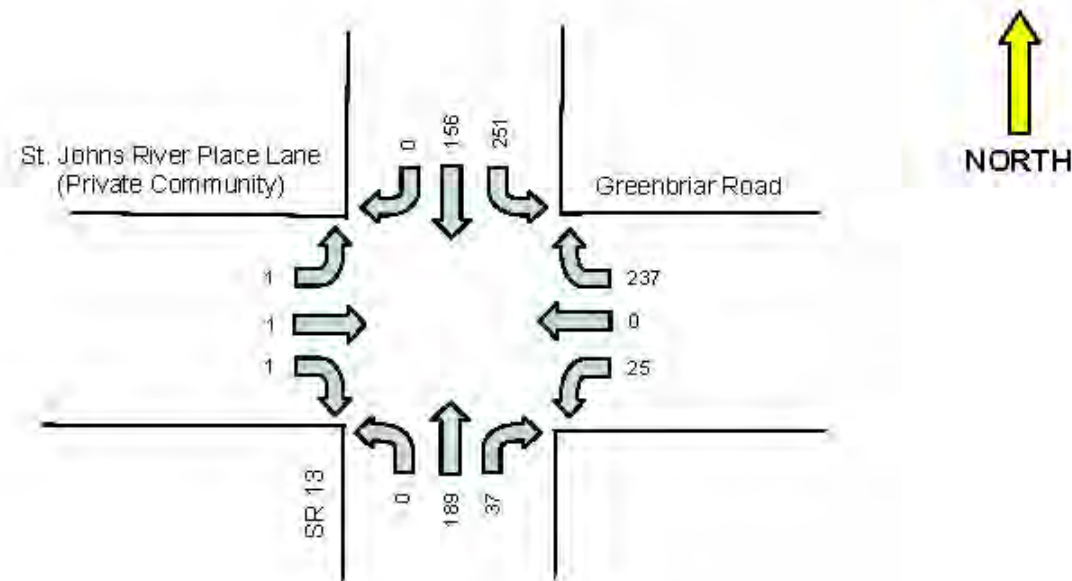
Background Analysis

To understand the transportation issues associated with developing and implementing the master plan, transportation-related data was collected for the scenic highway corridor including:

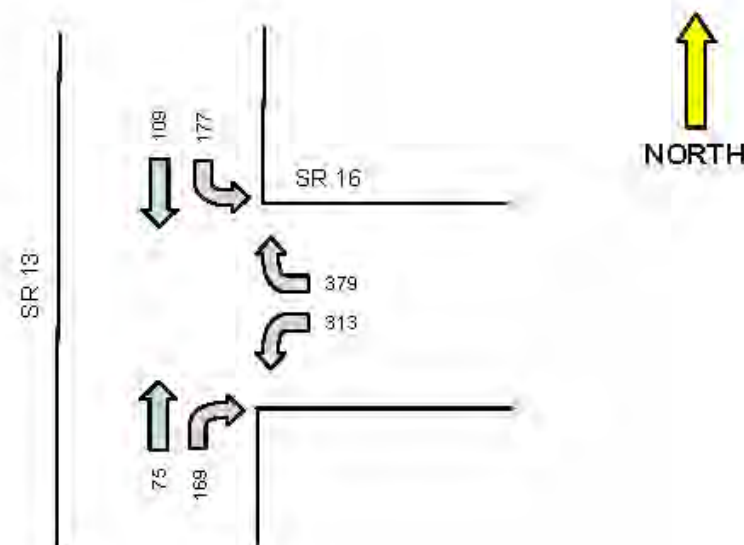
- Existing Traffic Volumes: The figures show existing daily traffic and two-way peak hour traffic volumes along the scenic highway. Traffic volumes are highest in the northern section of the corridor where there is an existing four-lane section. For the two-lane section, volumes are significantly lower.



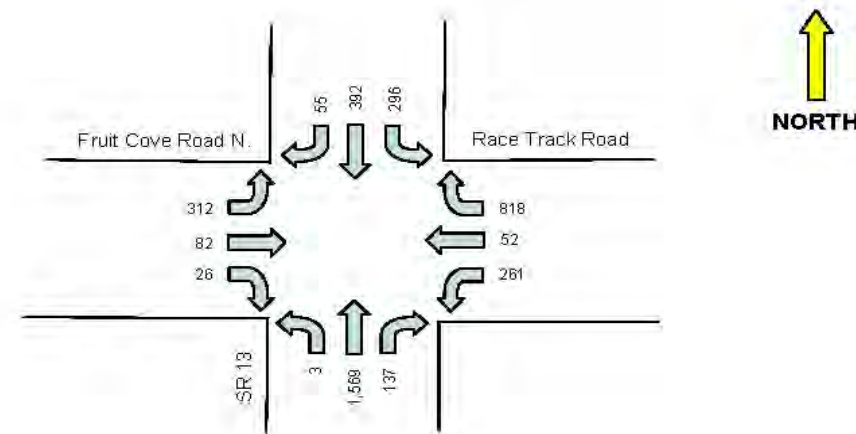
SR 13 at Greenbriar Road/St. Johns River Place Lane
Existing AM Peak-Hour (7:15 – 8:15 am)
Turning Movement Count
Wednesday, December 3, 2008



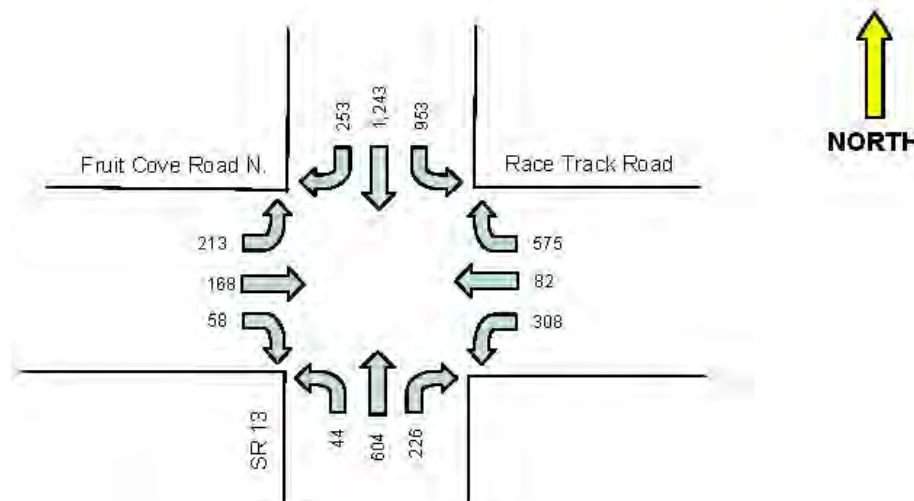
SR 13 at SR 16
Existing PM Peak-Hour (5:00 – 6:00 pm)
Turning Movement Count
Tuesday, December 2, 2008



SR 13 at Race Track Road
Existing AM Peak-Hour (7:15 – 8:15 am)
Turning Movement Count
Tuesday, September 18, 2007



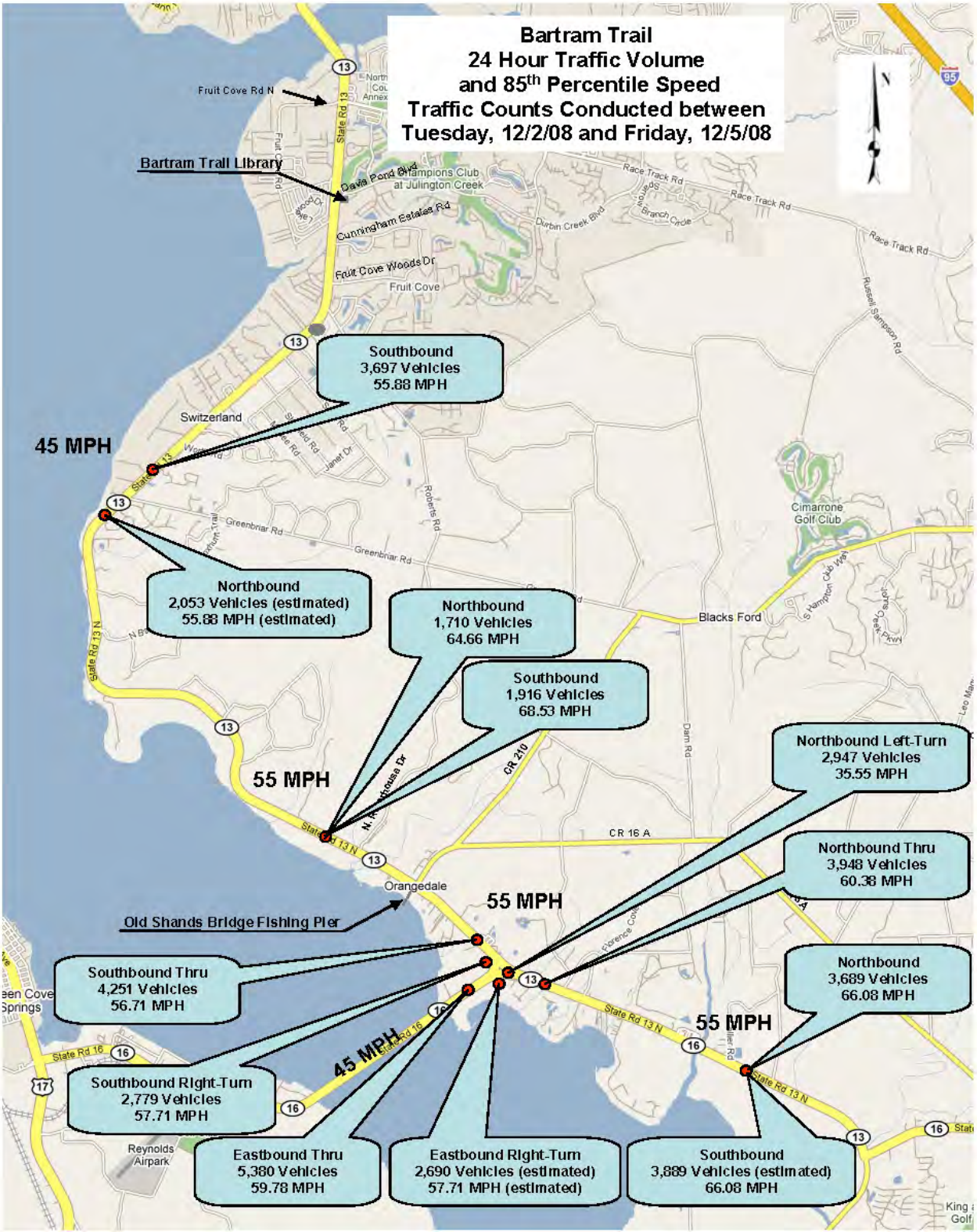
SR 13 at Race Track Road
Existing PM Peak-Hour (5:00 – 6:00 pm)
Turning Movement Count
Tuesday, September 18, 2007

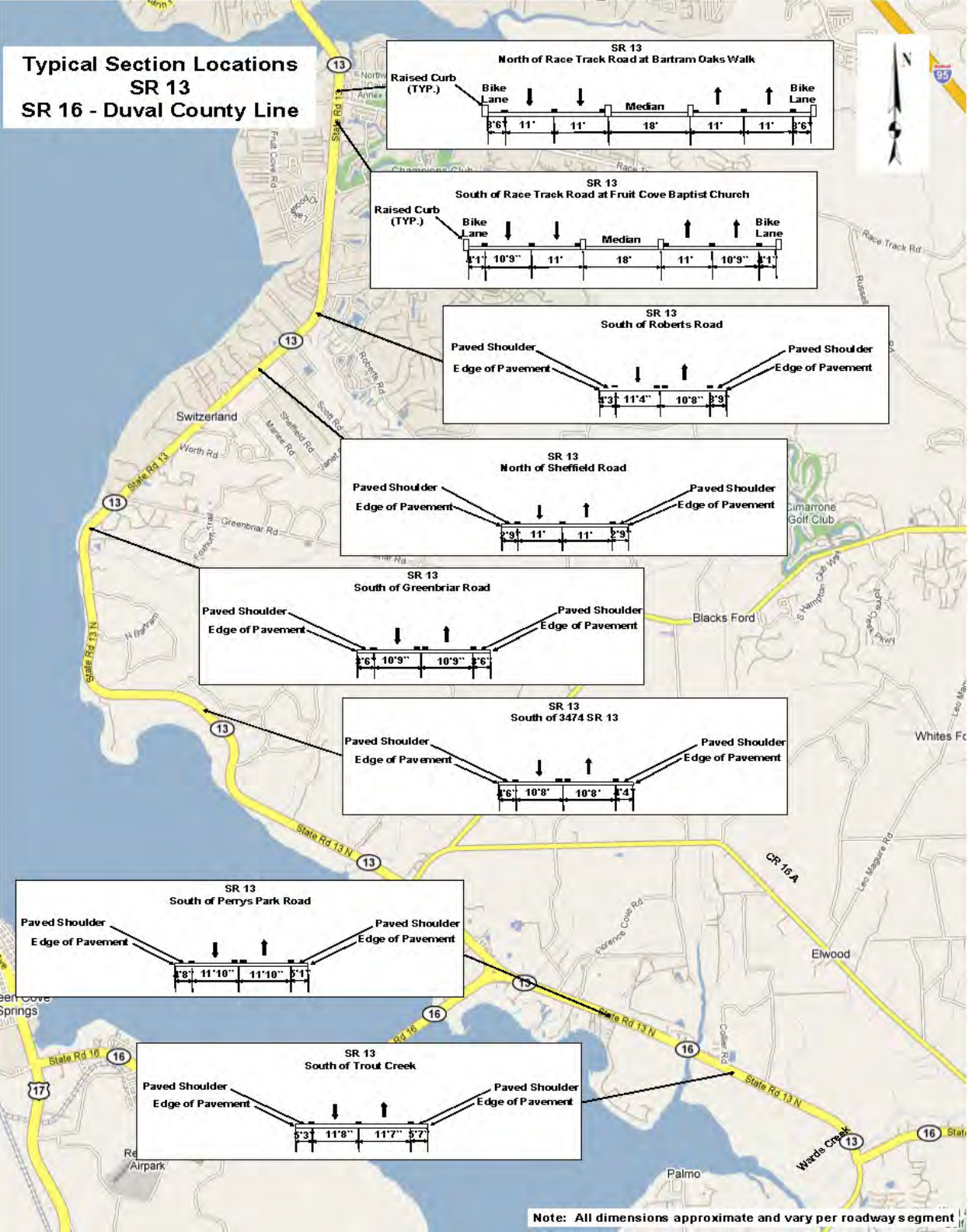


- **Intersection Volumes:** Intersection counts were taken at key intersections to determine the current traffic volumes during peak-hours.
- **Existing and Future Roadway Level of Service (LOS):** St. Johns County has an adopted LOS standard of "D" for SR 13. Table No. 1 provides the existing and projected (based on reserved development trips) LOS conditions. Please note that only roadways intersecting with SR 13 have a future LOS below "D."
- **Existing Travel Speeds:** The figure shows the 85th percentile speed, which is the speed at which 85% of all recorded motorists are traveling at or below. For example if the 85th percentile speed is 52.5 mph, then 85% of the motorists are traveling at 52.5 mph or lower; 15% are traveling more than 52.5 mph. Ideally, the 85th percentile speed should be the same as the posted speed limit. However, for all sections of the corridor, the measured 85th percentile speeds were higher than the posted speed. In some cases, the measured speeds were 10-15 miles per hour over the speed limit.
- **Typical Roadway Cross Sections:** Field measured SR 13 cross-sections under existing conditions have been provided herein.

Table No. 1 Bartram Trail Existing and Projected Peak-Hour Volume and LOS						
Location	From / To	Existing Volume	Existing LOS	Projected Volume	Approved Peak-Hour Volume*	Future LOS
CR 16A	SR 13 to CR 210	720	D	1,432	1,300	F
Greenbriar Road	SR 13 to Roberts Rd	418	C	1,038	1,390	D
Race Track Road	SR 13 to Bishop Estates Rd	2,163	C	2,952	3,770	D
Roberts Road	SR 13 to Greenbriar Rd	960	D	2,036	1,750	F
SR 13 / SR 16	SR 13 to SR 16	966	C	1,543	2,040	D
SR 13	SR 16 (west) to CR 16A	1,015	C	1,653	2,040	D
SR 13	CR 16A to Greenbriar Rd	422	C	946	1,490	D
SR 13	Greenbriar Rd to Roberts Rd	647	C	1,355	2,060	D
SR 13	Roberts Rd to Fruit Cove Rd S (CR 13 B)	1,958	B	3,412	4,560	C
SR 13	Fruit Cove Rd S (CR 13 B) to Race Track Rd	2,369	C	3,891	4,560	D
SR 13	Race Track Rd to Duval County Line	3,688	D	4,493	4,560	D
SR 16	Clay County Line to SR 13	1,376	D	1,864	2,040	D
SR 16	SR 13 to CR 16A	1,027	C	1,705	1,490	F

* Source: St. Johns County Transportation Analysis Spreadsheet





- Crashes by Roadway (Three Year – January 2005 to December 2008): Table No. 2 provides the number and severity of crashes along SR 13 as reported by the St. Johns County Transportation Operations Section.
- Planned Transportation Projects: As part of the RiverTown DRI, a paved trail will be constructed parallel to SR 13. The current RiverTown plan also includes the construction of two roundabouts at intersections along the scenic highway. Additionally, several roadway projects have been identified in St. Johns County long range plans including the outer beltway.
- Bicycle Facilities: The scenic highway corridor has been identified as a bicycling corridor within St. Johns County and a future greenway by the First Coast TPO. Bicycle facilities exist for the northern section of the corridor and will be added as part of the RiverTown multiuse trail. However, there is not a designated bicycle facility that covers the length of the scenic highway.

Table No. 2				
Crashes by Roadway				
SR 13				
SR 16 to the Duval County Line				
Location No.	Location	Crashes	Injury	Fatalities
1	Juington Creek Bridge No. 55	1	2	0
2	Wentworth Avenue	6	4	0
3	Bishop Estates Road	4	7	0
4	Bartram Oaks Walk	2	1	0
5	Race Track Road / Fruit Cove Road N.	37	13	0
6	Oak Leaf Lane	2	0	0
7	Otoe's Place	1	0	0
8	Fruit Cove Forest Road	2	1	0
9	Lemonwood Road	2	2	0
10	Davis Pond Boulevard	9	6	0
11	Cunningham Estates Road	1	0	0
12	Fruit Cove Woods Drive	4	1	0
13	Roberts Road	14	8	0
14	Cricket Hollow Lane	1	0	0
15	Scott Road	5	1	0
16	Sheffield Road	3	4	0
17	Satsuma Circle N.	2	1	0
18	Grove Bluff Road	1	0	0
19	Magnolia Avenue	1	0	0
20	Hickory Acres Lane	1	0	0
21	Greenbriar Road	7	2	0
22	Bartram Trail	1	1	0
23	Shands Pier Road / CR 16A	9	4	0
24	Ranchwood Lane	1	0	0
25	River Park Road	1	0	0
26	SR 16	3	1	0
27	South Wye from SR 16	2	0	0
28	Moody Canal Road	1	0	0
29	Jack Wright Island Road	2	1	0
30	Collier Road	3	1	0
31	SR 16 / Wards Creek	19	4	0
Total		148	65	0

In addition, a number of transportation planning documents and studies were reviewed to understand the current and future transportation conditions. The documents include, but are not limited to, the following:

- St. Johns River Crossing PD&E Study – Pink Alt.
- FDOT As-built Plans for SR-13 Improvements
- FDOT Five-year Work Program for SR 13
- FDOT District Two Construction – St. Johns County Website (includes Projects Under Construction, Construction is Imminent, Projects in Five-year Work Program, Recently Completed Projects, and Projects Under Consideration)
- First Coast MPO – 2030 LRTP Update –Year 2030 Cost Feasible Plan Projects
- First Coast MPO – 2030 LRTP – Cost Feasible Plan – Final Technical Report Number 7
- First Coast MPO – Greenways and Trails Plan for the First Coast Region
- St. Johns County (SJC)– Capital Improvement Plan
- SJC – Northwest SJC Transportation Capacity Improvements
- SJC – Multimodal Transportation and Recreational Facilities
- SJC - Greenway, Blueways, and Trails Master Plan
- SJC – Comprehensive Plan - Transportation Element

- SJC – Highway Improvement Map and Project List
- SJC – Traffic Circulation Plan 2000 – 2015
- SJC – Fiscal Year 2009 Projects
- SJC – Water Dependent Uses and Marine Study
- William Bartram Scenic and Historic Highway Corridor Management Plan
- RiverTown DRI Information
- RiverTown 60% Submittal – Roundabout Plans
- North Florida Cycling Club – Cycling Routes

TRANSPORTATION ISSUES

Through review of the transportation data and conversations with community members, County staff and FDOT, several transportation issues were identified that affect the quality of the scenic highway experience:

Pedestrian facilities – The majority of the scenic highway does not contain a designated pedestrian facility such as a walking path or sidewalk. The need for such a facility is important since many of the scenic highway amenities are best viewed on foot as opposed to while driving down the corridor. The need for improved pedestrian accommodations will need to be balanced with the desire to protect the existing tree canopy along the scenic highway.



Traffic speeds – The prevailing existing traffic speeds are far in excess of the posted speed limit. This creates a safety issue for pedestrians, especially given the limited sidewalk and trail accommodations. For those enjoying the scenic highway by car, it also creates a safety issue, as there is a conflict between the faster moving traffic and those traveling at the slower posted speeds. As part of the scenic highway master plan, it will be important to develop traffic calming devices to reduce traffic speeds around key scenic highway amenities.

Safe roadway crossings – While the resources and corridor amenities are located on both sides of the corridor, there are no designated (marked or signed) locations for pedestrians to cross SR 13 safely. As the scenic highway amenities are enhanced, the pedestrian activity along the corridor will increase. Therefore, it becomes important to develop safe pedestrian crossings at key locations along the corridor.



PLAN OVERVIEW

Based on the data and information collected above and input received from the CMC and public, a conceptual livable transportation plan was developed during the initial workshop and was refined through a number of stakeholder and public meetings. First and foremost, the following plan promotes pedestrian mobility within the corridor. This increased mobility provides a better experience for the scenic highway traveler by allowing

the traveler to explore the corridor without the use of the automobile. Not only does this provide a varied experience, but it also allows exploration at a slower pace which provides the traveler a more detailed and in-depth experience of the scenic highway corridor; more resources can be interpreted and experienced. Additional flora and fauna can be seen. Travelers can truly experience the scenic highway by using all of their senses.

Increased pedestrian mobility also provides for a better community experience by providing safer travel options for residents. Residents can choose to walk or bike to places such as parks or schools which not only provides for a more enjoyable experience, but also reduces vehicular miles traveled along the corridor and promotes personal health.

Pedestrian access along the corridor is already provided from the Julington Creek Bridge south to Roberts Road via two 5’ sidewalks and on-road bike lanes; however, the remainder of the corridor provides for no pedestrian mobility. Therefore, a number of options were evaluated to increase pedestrian mobility from Roberts Road south to the terminus of the corridor. While idyllic from a pedestrian mobility standpoint, a true asphalt or concrete

multi-use path would create an impact (i.e. combined path width and recovery area width) to the existing vegetation that is unacceptable to the CMC. Minimizing the impact to vegetation along the corridor by creating a single, standard 5’ sidewalk was also considered; however, the FDOT and County were concerned that a singular concrete or asphalt path would encourage pedestrian traffic similar to a multi-use trail without providing the necessary width.

With this objective in mind, a seven foot wide aggregate pathway coupled with on-road bike lanes is recommended for the scenic highway. The aggregate material is sensitive to the context of the area, minimizes impact to existing vegetation, and does not encourage the use of rollerblades and road bikes, and the width is larger than a typical sidewalk which provides a wide pathway for pedestrians as well as room for the occasional “fat-tire” bike to pass. In areas where existing tree roots need to be avoided, the path could be reduced in width (minimum 5’ in all cases) or other measures such as an elevated boardwalk could be implemented.

Further analysis of the pedestrian system will need to be conducted to determine specifics for the pathway (e.g.

pathway location, width, materiality, etc.) As part of that analysis, the bike lanes at the historic “Governor’s Oaks” should be given additional attention. Concerns were raised that the existing widened shoulder, which is currently used by cyclists, is interrupted with a curb at the oaks and forces cyclists into the vehicular lane. A safe solution needs to be explored to get cyclists using the bike lanes around the Governor’s Oaks without directing them into traffic. It was also suggested during the public involvement process that the bike lanes be as wide as possible. As the roadway will need to be widened to accommodate any standard bike lane width, the appropriate width should be determined at the time of the bike lane project in coordination with the public and the CMC.

Also as part of the pathway system, separate boardwalk creek crossings are proposed to safely get pedestrians from one side of a creek to the other. At specific creeks, vehicular pull-offs are proposed to allow travelers to experience the riverine ecology of the area and read interpretive information, some of which is existing and currently inaccessible to the traveler.

With the introduction of pedestrians into the corridor south of Roberts Road, there is a need to reduce vehicular speeds given the current speed data recorded as part of this master plan. However, changing the speed limit alone will not reduce speeds as current data suggests drivers are already violating the existing posted speed limit. Therefore, physical changes to the roadway need to be implemented that change the driver's perception of the roadway and effectively reduce vehicular speeds. Since it is not feasible to change the physical characteristics of the entire roadway, a series of safety improvements is proposed that focus on a reduction in vehicular speeds at "high-impact" areas where there will be heavy pedestrian activity and a potential for pedestrian roadway crossings that require additional safety measures. These improvements include:

- Pedestrian crossing enhancements (color and texture enhancements within the roadway to alert the driver of the potential for pedestrians)
- Roundabouts
- Median-refuge Islands with Flashing or Controlled Signalization

The livable transportation plan is completed with landscape enhancements that improve the visual quality of the roadway and a wayfinding program that reduces the need for signs and effectively guides travelers to their destination. The included cross sections illustrate the pathway, character of the landscape, and signage for the scenic highway.



Livable Transportation Plan



Existing Conditions/Current Uses:

- Beautiful centennial tree canopy along SR-13 south of Roberts Road and north of Orangedale
- No pedestrian access south of Roberts Road
- High speeds in much of corridor
- Typical rural section south of Roberts Road
- Typical four-lane urban section north of Roberts Road
- Various historic sites along SR-13 on private property that are inaccessible to visitors
- Overhead utilities follows SR-13 (typically on west side)

The Big Ideas:

- Create a system of traffic calming that will slow vehicular speeds and create a more-pedestrian friendly environment
- Enhance landscape along SR-13 within four lane section to reflect naturalistic qualities of remainder of roadway
- Create a pedestrian pathway that parallels SR-13 and minimizes impact to existing vegetation
- Partner with undeveloped land owners to create incentives for voluntary scenic conservation easements to preserve scenic quality and agriculture within the Orangedale area.
- Create scenic bridge crossings that provide pedestrian access across creeks and branches
- Create northern and southern gateways for scenic highway

Proposed Improvements:

- 7' aggregate pathway (5' min) that parallels SR-13
- Dedicated bicycle lanes that meet FDOT standards
- Roundabouts and crosswalk enhancements as part of comprehensive traffic calming plan
- Enhanced vegetation along SR-13 north of Roberts Road
- Cohesive wayfinding including gateway and directional signs
- Pedestrian bridge crossings with overlooks and vehicular pull-offs
- Steel-backed wood guardrails or cortin metal guardrails that reflect character of scenic highway



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Livable Transportation Plan



Ⓐ Race Track Road



Ⓑ David Pond Road



Ⓒ Roberts Road

Race Track Road, Davis Pond Road, and Roberts Road

Enhanced pedestrian crossings are recommended at the intersections of Race Track road, Davis Pond Road, and Roberts Road to help alert motorists to the potential presence of pedestrians. Race Track Road and Roberts Road are both major intersections in the area where vehicular/pedestrian conflicts may be higher. In addition, the Bartram Trails Library is located at Davis Pond Road, a major destination in the area.

The enhanced pedestrian crossings are recommended to be both texturized railroad crosswalks using tabby concrete. It is recommended that the tabby

concrete in the field be slightly colored using a natural cream or taupe color with white railroad bands; however, the exact colors will need to be further developed in coordination with St. Johns County. When selecting the final crossing colors and textures, all crossings should be consistent along the scenic highway and should not be incompatible with other crossings in the northwest sector of St. Johns County.

All crossing improvements shall conform to FDOT standards and will require FDOT approval. Pavers are not a suitable pavement.

Tabby Concrete for Crosswalks and Paved Medians





Alpine Groves

With the renovation of the Switzerland Community Center and the addition of the visitors' center, improvements need to be made to SR 13 so that pedestrians can safely cross the highway and access Alpine Groves Park and vice-versa. Therefore, the following recommendations are proposed:

- Islands are proposed in the existing gore areas to provide both a refuge spot for pedestrians as well as to provide side-friction for motorists traveling through the area.
- SR 13 should be curbed on both sides to further increase side friction and help provide for street trees. The area directly in front of the existing Switzerland Fire Station is currently curbed. Stormwater will need to be accommodated through swales behind the curb, within the median, off-site or a combination.
- Street trees should be placed at close intervals (30-40 ft on center) on either side of the road to denote the special district and increase side friction for the motorists.
- Columns and fencing should be installed on both sides of the roadway (see plans in Parks and Resources section) to help denote and alert motorists to the special district.
- Texturized crosswalks should be used (see Race Track Rd)
- A flashing pedestrian signal with appropriate signs should be installed.

It is anticipated that through the use of these techniques, the speed limit in this particular area can be reduced from 45 mph to 40 mph, and as a result, no signal will be required for the pedestrian crossing.



Greenbriar Road and Shands Pier Road

Roundabouts are recommended at Greenbriar Road and Shands Pier Road. Two alternatives are shown: a traditional circular layout and an elliptical layout. Either alternative could work for either intersection. The elliptical alternative is shown as it might allow the roundabout to fit within the right-of-way more easily and may help to avoid trees. The roundabouts shown above

are schematic in nature and as such, the geometrical layout needs to be further developed to ascertain right-of-way and vegetative impacts. The CMC is supportive of these improvements provided no significant vegetation is removed as a result of their construction.

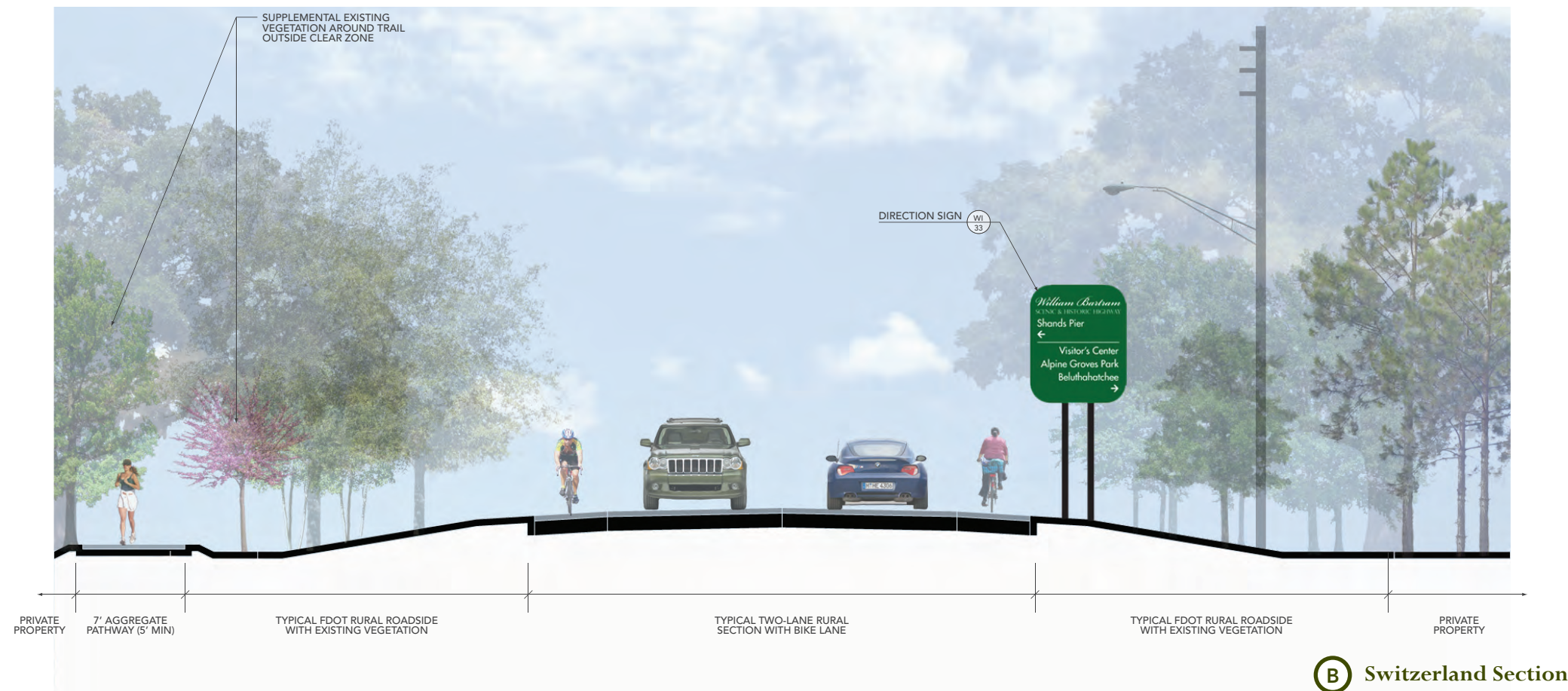
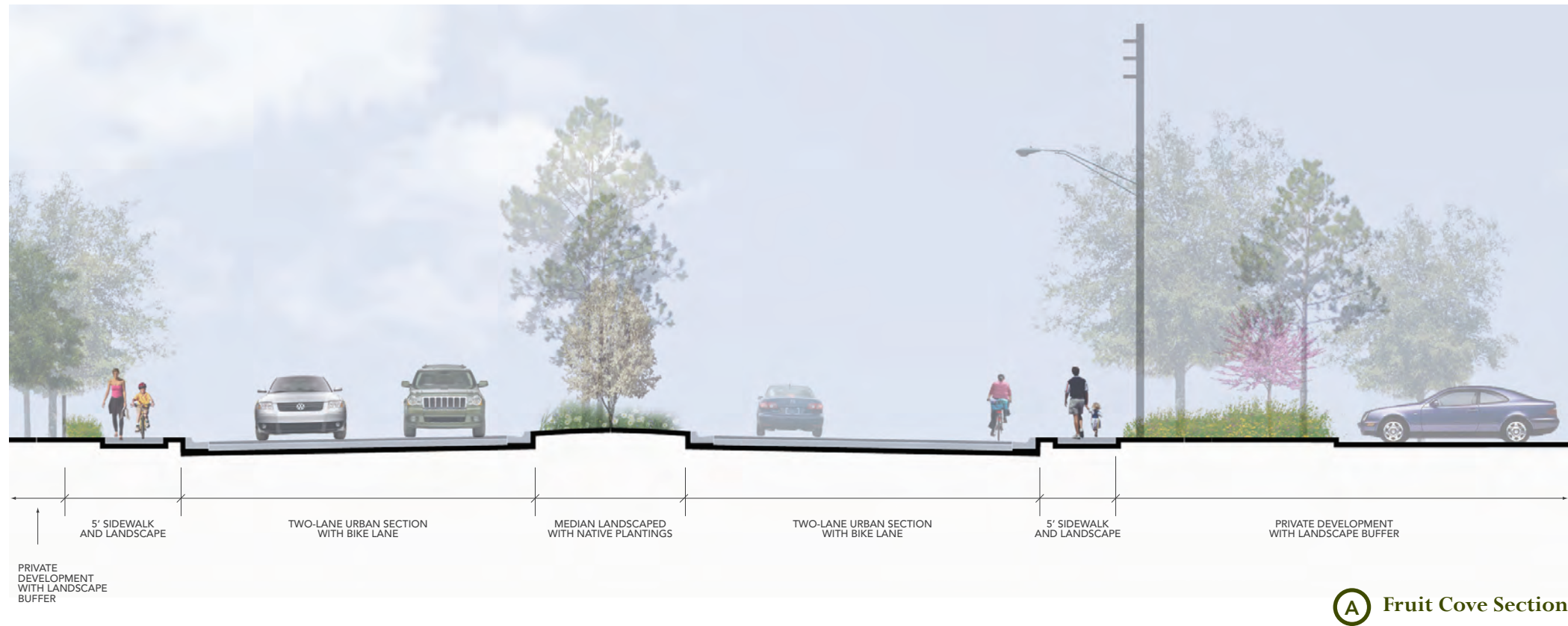
Trout Creek

With the construction of the pedestrian pathway along SR 13 and the improvements at Jack Wright Island as stated in this master plan, a crossing is required to safely move pedestrians from the north side of SR 13 at Trout Creek Park to the south side of SR 13 and ultimately Jack Wright Island.

To accomplish this, a refuge island is proposed to help slow traffic speeds and provide a refuge place for pedestrians if necessary. In addition, a colorized/texturized enhanced pedestrian crossing should be used. Finally, traffic speeds dictate that a pedestrian signal will be required.

In addition to the pedestrian crossing, a vehicular pull-off is recommended as well to provide access to the Trout Creek crossing and overlook.



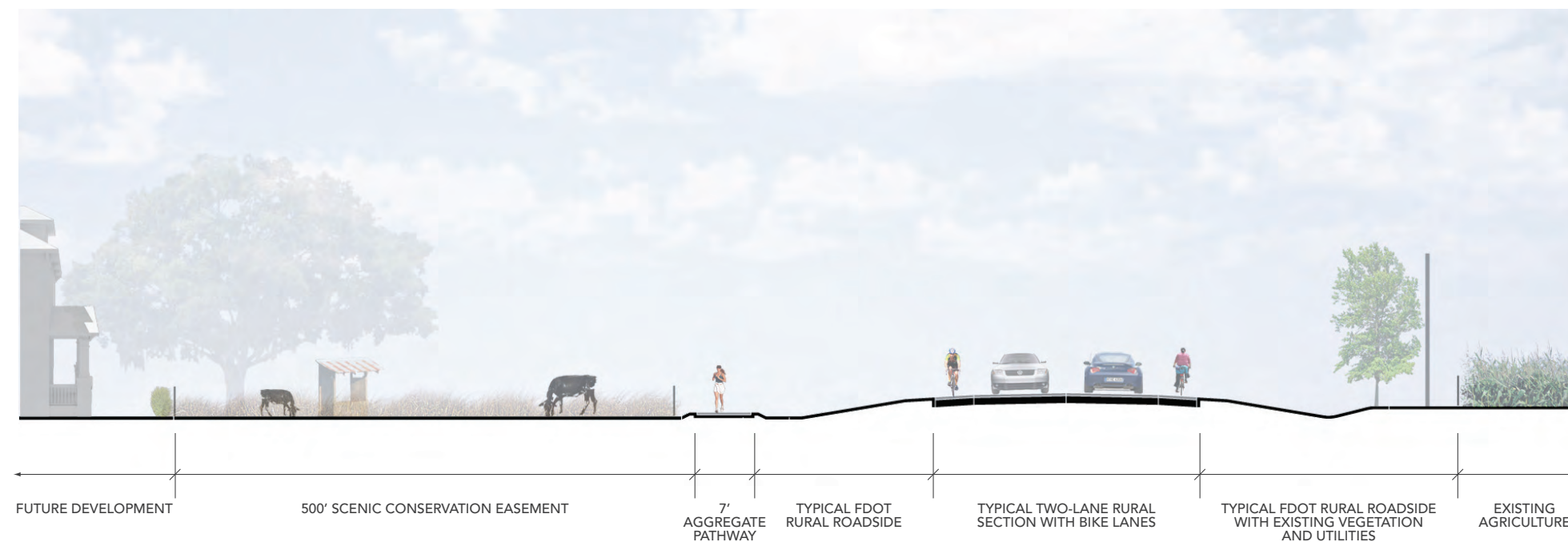


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Roadway Sections



(A) RiverTown Section



(B) Orangedale Section — Option A

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Roadway Sections



Orangedale Section — Option B

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Roadway Sections



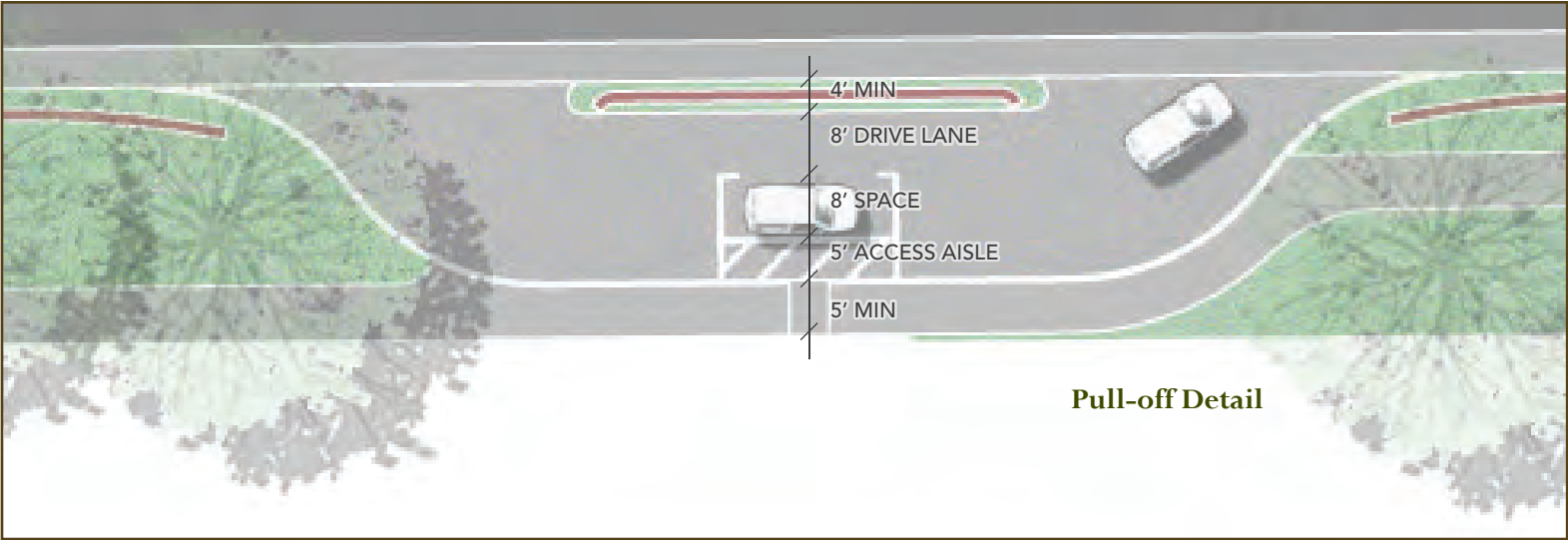
Northern Gateway



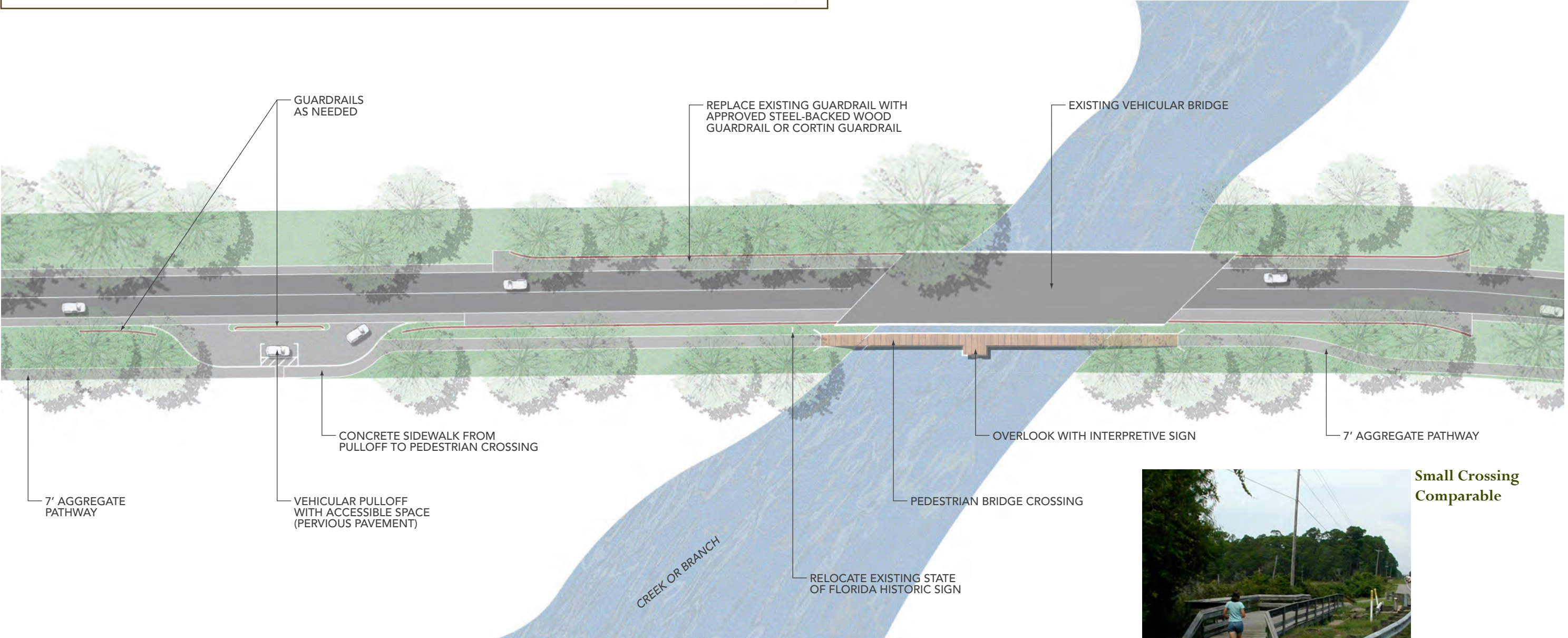
Southern Gateway

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Gateway Features



**Large Crossing
Comparable**



**Small Crossing
Comparable**

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Bridge Crossing



Next Steps

As stated above, a more detailed study for the implementation of a pedestrian system south of Roberts Road will need to be conducted including safety measures for the bike lanes at the Governor’s Oaks. Also, additional study of the geometric design for all of the pedestrian safety improvements (i.e. roundabouts and refuge islands) needs to be undertaken to determine the feasibility and potential right-of-way acquisition and tree removal necessary. While it is understood that some tree removal may be necessary for the implementation of these improvements, the CMC was only supportive of shorter-lived vegetation (e.g. pines and laurel oaks) being removed with the understanding that some of that vegetation can be replanted as part of the implementation (outside of the required FDOT recovery areas). Removal of any specimen material, particularly large canopy oaks is not desired.

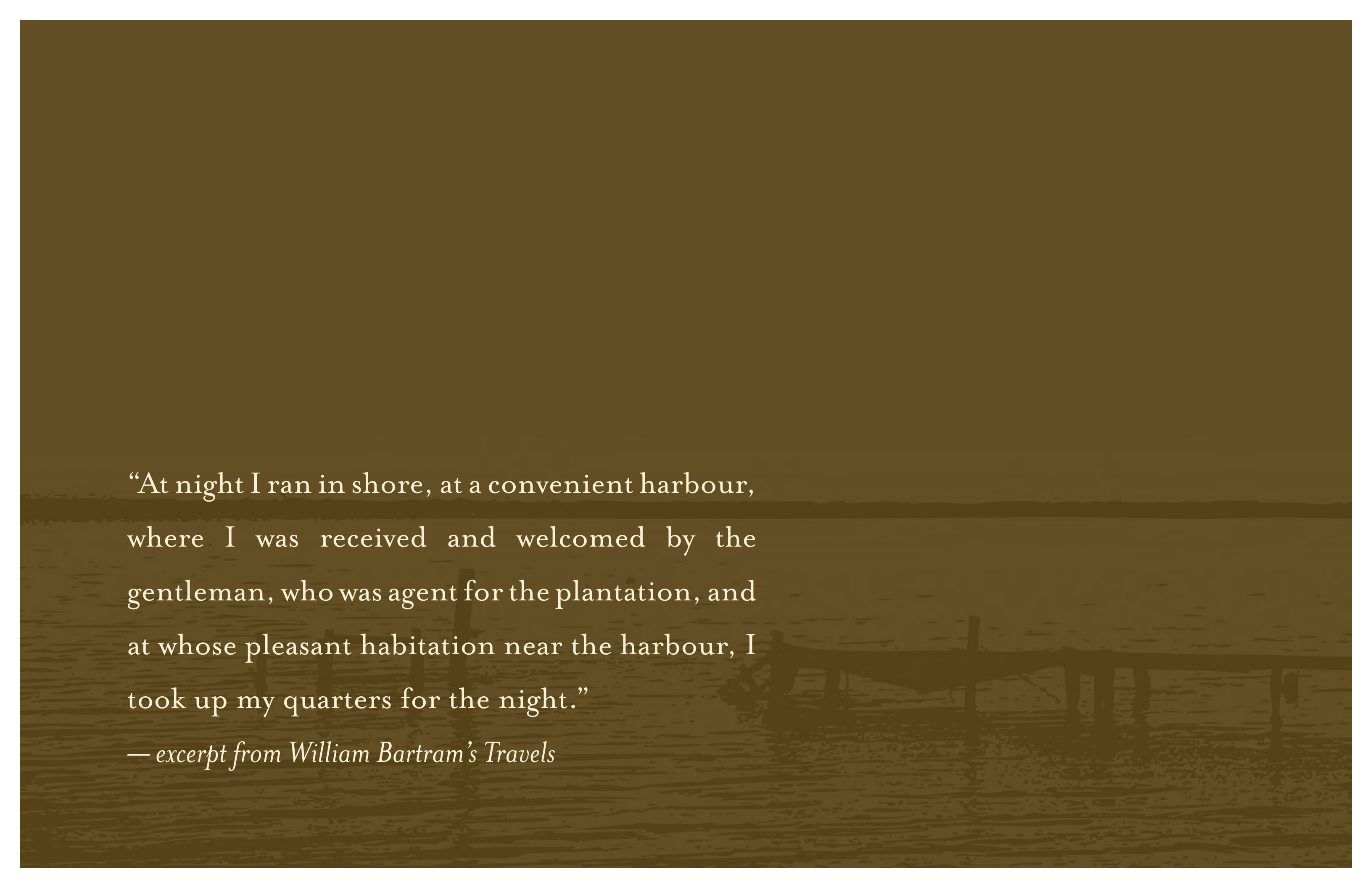
The pathway also provides an opportunity to create a “history trail” where secondary resources that cannot be reached or seen by automobile can be interpreted along the trail using smaller interpretive signs. Both the smaller sign design and interpretive sign content will need to be developed; however, it should be in keeping with the larger interpretive displays currently proposed as part of this master plan.

Any tree removal that may occur as a result of these improvements should be coordinated with the CMC and must be permitted according to St. Johns County requirements.

Statement of Probable Cost

1. Wayfinding System	\$240,000
2. Corridor Pathway (incl. mile markers, historic signs, and creek crossings)	\$1.85 mill.
3. Textured Crosswalks (Race track Rd, Roberts Road, and Davis Pond Road)	\$110,000
4. Alpine Groves Roadway Improvements	\$475,000
5. Roundabout @ SR-13 and Greenbriar Road	\$600,000
6. Roundabout @ SR-13 and Shands Pier	\$520,000
7. SR-13/Trout Creek Pedestrian Crossing	\$185,00
8. Bike Lanes (widening where necessary, striping, and signage)	\$1.05 mill.
9. Vehicular Pulloffs (assume three locations)	\$170,000
10. SR-13 Median Improvements (North of Roberts Road)	\$300,000
11. Byway Reforestation (South of Roberts Road)	\$710,000

AECOM has no control over the cost of labor, materials, or equipment, the Contractor’s method of determining prices or competitive bidding or market conditions. Therefore our statement of probable cost provided herein is made on the basis of experience and represents our best judgment as Landscape Architects familiar with the construction industry. The firm cannot and does not guarantee that proposals, bids, or the construction cost will not vary from our statement of probable cost. If the Owner wishes greater assurances as to the construction cost, we recommend the employment of an independent cost estimator. This estimate only includes construction costs. Design, engineering, and permitting costs are not included.



“At night I ran in shore, at a convenient harbour,
where I was received and welcomed by the
gentleman, who was agent for the plantation, and
at whose pleasant habitation near the harbour, I
took up my quarters for the night.”

— *excerpt from William Bartram's Travels*



Wayfinding & Interpretation



Acknowledgements

The development of the William Bartram Scenic & Historic Highway Interpretive Master Plan was made possible by a collaboration of many individuals who share a great appreciation for the rich heritage within the scenic corridor. Information gathered for this analysis and program document involved the participation of several important groups, including:

- St. Johns County Planning Division
- William Bartram Scenic & Historic Highway Corridor Management Council
- St. Augustine Historical Society
- Residents of St. Johns County and surrounding areas



Summary



The Interpretive Master Plan (IMP) serves multiple functions. It gives the user background information on the William Bartram Scenic and Historic Highway and the process by which the scenic highway was designated. It provides context for the interpretive story and process, and why interpretation is important. Finally, the IMP is a reference manual providing direction on establishing a consistent interpretive system; detailing sign locations, sign design and sign content, as well as providing an overall vision for the visitor experience and the kinds of details that should be recognized in any future interpretive opportunities.

A critical part of the Corridor Management Council and the Scenic Highway mission is to foster awareness of the cultural, historic, and natural significance of the corridor and its surrounding areas. This plan was developed to help educate the public in a way that would encourage appreciation for and increase understanding of the scenic highway's rich heritage. While dedicated efforts exist to educate a variety of audiences, these efforts are not always coordinated or thoroughly and consistently implemented; thereby, decreasing the effectiveness of an interpretation system. The goals for both this IMP and future interpretive signage include:

- Enhanced appreciation for and public awareness of the cultural, natural and historic significance of the corridor
- Greater understanding of the need for conservation/preservation efforts of natural resources, particularly the St. Johns River and surrounding tributaries
- Enhanced appreciation for natural and recreational opportunities to foster in these public resources
- Greater education about the damaging effects of unmanaged, unsustainable development, non-native invasive species, and untreated wastewater runoff in natural water systems
- Enhanced intellectual and emotional connection between the public and the natural/cultural heritage, thereby increasing respect and appreciation for public lands

What is Interpretation?



Interpretation is a communication process that forges emotional and intellectual connections between the interests of the audience and the meanings inherent in the resource (National Association of Interpretation).

The focus of interpretation is on education and understanding, but done in a way as to entertain while educating and encouraging a sense of interest that will lead to further exploration and appreciation. Audiences can span all ages; interpretation can be instructor-driven, but is more typically experienced during times of leisure along a trail, in a park, or in any public environment where heritage resources exist. The goal of the interpretive system, whether it consists of just one sign panel or an entire set of signs, kiosks and objects, is to not only educate, but to provoke an interest in a subject, thereby promoting awareness and fostering a respect and sense of protection for the intrinsic resources that make a place unique.

Examples of interpretation might include:

- A display of traditional tools and methods used by early botanists classifying plants native to Florida

- A series of interpretive panels describing the unique aquatic species found in rivers that contain both fresh and salt water
- A kiosk that details different agricultural industries important to Florida in the 17th century

WHY is INTERPRETATION IMPORTANT?

Unlike textbooks and information only materials, interpretation involves telling a story and bringing meaning and interest to a subject for the enjoyment of the user. It is not just about presenting facts. Whether providing historic, scientific, or cultural information, interpretive materials are meant to be entertaining and fun for the user, presented in an easy-to-understand method. Education in this format is important for two primary reasons: first, it responds to a much greater audience; and second, by engaging users in a thought-provoking and entertaining way, the hope is that the user will in turn be more likely to sustain and protect the valuable resource which the interpretation is for.



Background

Although the William Bartram Scenic and Historic Highway was designated as such in late 2005, it was many years earlier that the designation process began. The project came about in 1997 as a grass roots effort by a team of dedicated citizens intent upon preserving and enhancing the many intrinsic resources within their distinctive area. The scenic highway designation typically provides a mechanism to protect important resources for the public's enjoyment and to gain support for economic development and tourism. The eligibility process can be a complex task, requiring many hours of data gathering, site analysis, and ultimately the documentation that the roadway in question has one of the six intrinsic resources (historic, cultural, archaeological, recreational, natural and scenic) and is worthy of receiving a scenic highway designation.

Although State Road 13 was not built until about 1930, it runs alongside the sinuous St. Johns River, which William Bartram and other notable explorers and settlers used as a waterway transportation system. Named in honor of the botanist's travels in Florida, the 17.5 mile stretch of SR 13 from the



Julington Creek Bridge to the SR 13/SR 16 intersection contains not only rich recreational, natural and scenic resources, but also embraces layers of historic importance, some of which date to prehistoric times.

William Bartram was America's first native-born naturalist and one of the first writers to depict nature through personal experience as well as scientific observation. His monumental journey through the southeastern United States took him from the foothills of the Appalachians to the middle of Florida, and his subsequent literary documentation of the pristine, 'Eden-like' environments he encountered fast became an American classic, being described by some scholars as the "most astounding verbal artifact of the early republic." Bartram's written observations solidify his place as one of the great contributors to English literature, and his scientific discoveries are among the most important of America's contributions to the study of horticulture and botany.

While the scenic highway pays homage to William Bartram specifically, the historic and cultural legacy of the entire corridor is rich with stories of exploration, agriculture, folklore, music and the fight for civil rights.



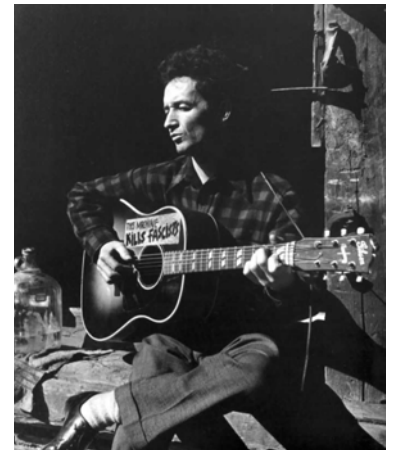
Archaeological studies have proven prehistoric Indians settled in the area, and, much later, other tribes of Indians established settlements on the

banks of the St. Johns River paving the way for developments by the Spanish as well. Bartram made his epic journey into Florida in the late 1700s, at a time when Europeans were also beginning to discover the exotic qualities of Florida and the 'new world.' The plantation era of the late 18th to mid-19th century brought major agricultural diversity to the area, including citrus groves and other fruit trees, indigo, cattle ranching, ferneries, turpentine camps and timber harvesting. This magical land was also home to one of Florida's most influential and controversial authors, Stetson Kennedy.



While documenting some of the earliest known recordings of Florida's traditional African American folk heritage, Kennedy set about waging a fight against the KKK and worked countless hours battling against discrimination, all the while dually protecting the lakes, land and wildlife surrounding him and others along the corridor.

With such legacies to foster and celebrate, it is fitting that the William Bartram Scenic and Historic Highway is a corridor supported and recognized by all who



live in the area. To the citizens who began the grass roots efforts to earn the designation, it is imperative that the intrinsic resources of the corridor be protected and preserved for present and future generations.

*** All images appearing on this page are property of the State Florida Archives and Florida Memory Project*

INTERPRETATION HELPS *to* PROMOTE *the* CORRIDOR VISION

The William Bartram Scenic and Historic Highway offers an exceptional experience for all who choose to travel its meandering path. The corridor fosters a rich heritage that spans centuries of archaeological, scenic, cultural, historic and recreational resources, as well as the

unparalleled beauty of views to the St. Johns River. As a visitor travels along the 17-mile stretch, beautiful live oak canopies hang from the sky as vistas to the mighty river are afforded where breaks occur along the forested floodplain. Small communities tucked within the corridor have taken great pride in their heritage by preserving remnants of citrus groves, architecture and sensitive agricultural lands in the area.



As expressed in the Corridor Management Plan, the vision for the corridor is shared by residents, developers, and government officials all working together to implement a meaningful approach to preserving the feel of “Old Florida” while protecting the inherent natural resources that the corridor has survived on. The goals for the highway and adjacent lands include an enhanced greenway system, where sensitive wildlife habitat is preserved and uplands are protected for use as recreational opportunities; enhanced rural conservation efforts to maintain the authenticity of the agricultural heritage; and multiple park improvements to encourage greater awareness and better use by the community of the cultural and recreational resources available to them.

So where does interpretation fit in? Before citizens and visitors can appreciate the richness of the areas in which they live and explore, they must be made aware of these attributes in a relatable way. Interpretation tells more than just the facts; it’s a communication tool that helps connect people to their resources in a way that is appropriate for how those resources are being used. By informing users of the many significant natural, historic, cultural and recreational aspects of the scenic highway, the chances that these same users will take more involvement



in protecting these resources increases greatly. For interpretation to be successful, it must provoke a desire to not only learn more about the corridor, but also to learn and implement ways to take part in the overall corridor vision, whether that involves steps at a personal level or participation in a community group.

While there are multiple tasks needed to accomplish the corridor vision, the overall goal is one of protection, preservation and recognition. With the help of well-placed, informative and thought-provoking interpretive signs, all those that choose to explore the corridor can learn to foster the rich legacy of the area, leaving the peace and inherent beauty in place for generations to come.

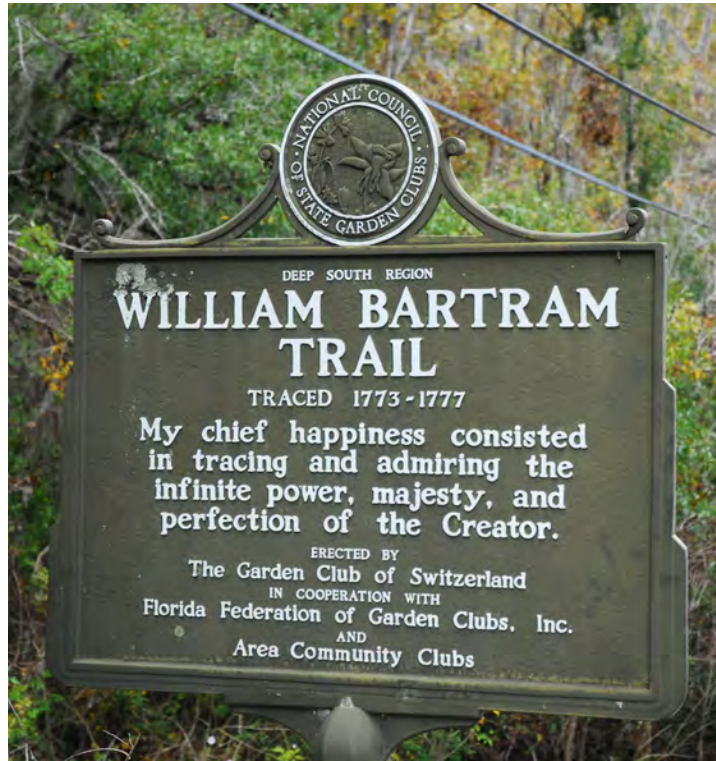
Existing Educational Signage

Some of the parks along the Scenic Highway have kiosk or bulletin board style signs. While the information presented on the existing signs is significant, the inclusion of a consistent interpretive sign system would increase the effectiveness of these panels by taking the information already presented and using a format that may be more accessible.

There is a very informative board on display at Trout Creek about the River Preservations System and cleaning up the creek. While the information-packed panel is a great learning resource, it is located inside the community building, which is only accessible at certain times during the week.

Historical markers are located at several places along the corridor, but not necessarily in places that are easy to walk to or access. One or two of these actually sit behind guard rails.

The effectiveness of the educational opportunities along the corridor could be enhanced with the creation of a consistent design style.



Project Content

**HOW VISITORS RELATE to
the CORRIDOR EXPERIENCE**

The interpretive story relates the experience of William Bartram and his discoveries to the experience of visitors today and the many discoveries they can also make traveling from site to site.



The story of William Bartram's travels through the southeastern United States is one of great exploration and passionate adventure. At a time in our nation's history when much of the 'New World' had yet to be discovered, Bartram seized an opportunity to be one of the first to observe and document much of the flora and fauna prevalent in northeast Florida as part of an overall information gathering mission for the British royalty. Bartram's documentation, in the form of his literary masterpiece 'Travels,' became not only an inspiration to many of the great naturalists that came after him, but also provided some of the most significant information about what Florida looked like in the late 1700s. As he moved from spot to spot, whether traversing the St. Johns River or trampling through the interior, he left no stone unturned,

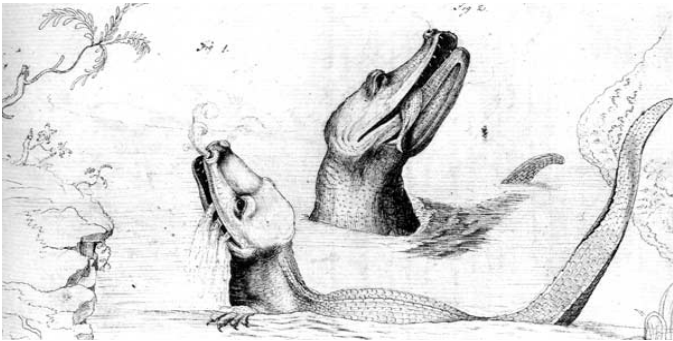


Photo courtesy of State Library and Archives of Florida

finding beauty in every plant he encountered and in every animal he saw. A friend to the Native Americans, he learned much from them about the fish and other inhabitants of the river, as well as other wildlife prevalent in the area. He met and engaged with other settlers of the land, some of the Europeans who had come to the New World hoping to live off the rich and fertile banks of the mighty St. Johns. During the course of eight or nine months that Bartram explored the northeast portion of the state, it is easy to imagine how often he marveled at the beauty and complexity of the landscape and the environment that surrounded him. With increasing enthusiasm, he set out day after day to uncover what mysteries awaited him around each corner.

While the landscape and the environment along the scenic corridor have changed greatly from the time that Bartram walked there, the opportunities for discovery have not.

Like Bartram, visitors still have the chance to explore the many intrinsic qualities that the area has to offer with just as much opportunity to be surprised and delighted. Within the 17 mile stretch of the corridor, evidence of cultural, natural, historic and archeological significance exists, from prehistoric inhabitation by Native Americans to the opulence of the steamboat era and the complexity of a long agricultural heritage; there are a multitude of stories interwoven into the fabric of this place.

The story of interpretation reflects the story of William Bartram and how he gained knowledge and saw beauty in all things as he moved from place to place. As visitors travel the corridor today and in the future, the goal is to provide moments of interpretation that connect visitors to their surroundings; to provide a



Photo courtesy of State Library and Archives of Florida

The Interpretive Story

relationship between the land they stand on today and what story it holds from many years ago. Similar to the discoveries that Bartram embraced, visitors can also explore the stories of the Native Americans, the agricultural heritage, or the ecological importance of the St. Johns River.



**HOW INTERPRETIVE SIGNS RELATE to
EACH OTHER WITHIN the CORRIDOR**

Overall unity within an interpretive sign system is important to the success and effectiveness of the system. Not only should the design of the signs be consistent, but the placement and theme of each sign should also tie into a broader approach to interpreting the corridor. While each sign will relate to the specific aspects of the site where it is placed, the signs will also reflect the location of the visitor within the overall corridor and how it relates to the trail that Bartram explored centuries ago.

Users: Who and Why

Visitors to the William Bartram Scenic and Historic Highway are motivated by many different interests. Exploring and playing in the parks, enjoying the recreational and wildlife benefits of the river, bicycling, picnicking and fishing are just a few examples of activities that draw visitors to the area. The natural, scenic and cultural qualities of the highway lend themselves to recreational and pleasure driving, which often leads to motorists pulling into parks or other places that offer activities, exhibits or open spaces to enjoy the various settings along the corridor. Due to some of the other significant areas in this region of Florida such as St. Augustine, Jacksonville to the north and Orlando to the south, there is the potential that people visiting those close proximity locations will use or seek out the corridor.

For any and all of the reasons that visitors choose to explore the scenic highway, it is important to establish interesting, thought-provoking interpretive opportunities that will engage people and encourage them to revisit the corridor or share their experiences with others.





A

Library Area

1. OVERVIEW OF SCENIC HIGHWAY

- Florida Scenic Highways program is a grass roots effort to raise awareness and help protect the state’s intrinsic resources (cultural, historic, natural, etc.)
- Benefits of the designation include protection and education of resources, promotion of eco-tourism and economic development, encouragement of community interaction and the potential to get extra funding to further the Highway corridor vision
- Notable American naturalist William Bartram traveled through the area exploring, documenting and collecting specimens; he was one of the first to bring the beauty and “Eden-like” qualities of Florida to the rest of the world in the late 18th century

2. WILLIAM BARTRAM AS A LITERARY INFLUENCE

- First American naturalist to document the area with such passion; his illustrious descriptions inspired poems by Coleridge and Wordsworth, both writers during the Romantic Movement (For the Romantics, Bartram’s Travels stated all the principles of order—God, Man and Imagination—that they also recognized as central. Bartram was an unconscious herald of the new ideas they were about to spread; throughout their careers they consciously echoed his single book.)
- His reverence for nature and his unique surrealistic art influenced thinkers of the American Romantic Movement, most notably Emerson and Thoreau
- Travels was a literary contribution in and of itself

B

Beluthahatchee Area

Sign Topics and Details {LISTED BY HIGHWAY AREA}

3. ROOKERY

- Preserved wildlife habitat and vegetation serves as a rookery and roosting place for more than 200 species of birds, including bald eagles, ospreys, anhingas, heron species, ibis, egret species, wood storks, grackle species, wood ducks, red winged blackbirds and many others, including myriad migratory species
- Heavy canopy covers the area, including live, laurel and water oaks, longleaf pine, hickory, sweet gum and bald cypress
- Area is often used as an outdoor classroom setting for students at UNF and by the St. Johns Audubon Society for bird watching
- Federal and state fish hatcheries helped stock Lake Beluthahatchee with bluegill, speckled perch, channel catfish, and black bass

4. HOMESTEAD OF STETSON KENNEDY

- Renowned author, folklorist and civil rights activist, Kennedy has been a major force in preserving Florida’s cultural and natural heritage (worked with Zora Neale Hurston); also instrumental in the WPA Florida Writer’s Project, and producing some of Florida’s early documents on the African American heritage in the area
- Wrote *Palmetto Country*, *Southern Exposure*, and the more controversial *The Klan Unmasked* and *Jim Crow Guide*
- ‘Beluthahatchee’ is a Miccosukee word for ‘Dark Water’, but the place was also described by Hurston as a mythical “Florida Shangri-la, where all unpleasantness is forgiven and forgotten.”
- Woody Guthrie, most known for his ballad ‘This Land is Your Land,’ frequented Beluthahatchee, writing more than 80 songs there and the final draft of *Seeds of Man*

C Switzerland Community Center

5. WILLIAM BARTRAM BIOGRAPHY

- Noted American naturalist, scientific training and artistic talent made him invaluable as a visual interpreter of nature
- He traveled through the southeast US, including the area along the corridor, and bought 500 acres to attempt a plantation (failed within a year)
- Learned from and befriended Indians in the area, provided much of the premiere information on how they lived during that time
- Author of *Travels* (1791), “American classic,” and “the most astounding verbal artifact of the early republic” (In addition to its contributions to scientific knowledge, *Travels* is noted for its original descriptions of the American countryside)

D Alpine Groves Area

6. COWS AND CROPS

- One of Florida’s first agricultural industries began with Andslusian cattle
- Several Spanish ranches were set up near Julington Creek, one of note was Aramasaca
- Florida Cracker Cattle roamed free for a time

7. EUROPEAN INFLUENCE

- Francis Phillip Fatio bought thousands of acres in the area, and Alpine Groves was part of that land with orange groves
- Indigo was grown, as well as fruit trees like olive, fig and plum
- Turpentine camps and timber (naval stores)

8. HISTORIC HOUSE AND BARN

- The house is a remnant of 19th century plantation and orange groves
- John Harris was a collector, had a barn full of curious objects, including old farming equipment (he would invite school children and tourists to view his collections)
- The shed building contains remnant machinery used for processing citrus fruit while the plantation was active

9. NATIVE AMERICAN HERITAGE

- Archaeological sites/surveys along the river confirm that prehistoric and historic Indians lived in the area
- Spanish mission site at Popo Point was settled after the Spanish discovered Indian villages and campsites bordering the river
- Timucuan were early presence, possibly Calusa later

10. STEAMBOAT HERITAGE

- St. Johns River has been a major transportation waterway for hundreds of years and key to economic growth and development
- Citrus and other crops/cargo transported to Charleston and Savannah by steamer
- Early 1830s, first steamboat to the area ‘George Washington’ probably from Savannah
- During the Civil War, steamers went from luxury vessels to being used for military purposes

E

Shands Pier Area

11. FRAGILE ECOLOGY OF THE ST. JOHNS RIVER

- 6th most endangered river in the US, as of 2008
- Rapid development has added to the sources of pollution, but the problem is exacerbated by the subtle elevation change from headwaters to mouth of the river – only about 30 feet – which means the river moves very slow and doesn’t have the power to flush out pollutants the way other rivers do
- Underwater grasses are vital to the river and its surrounding wildlife, providing food and habitat for many species; grasses can only survive in high quality water, making the need to clean up and protect the river an imperative one

12. AMERICAN HERITAGE RIVER

- Federal program initiated by President Clinton for rivers of historical, ecological, cultural and recreational significance to receive special attention, funding and protection
- St. Johns is one of only 14 rivers in the US with the AHR designation, and the only one in Florida
- Designation enables further funding to keep the river’s water quality a top priority, to protect and enhance the intrinsic resources that are unique

Sign Topics and Details {LISTED BY HIGHWAY AREA}

13. SALT/FRESHWATER SPECIES

- St. Johns is a brackish system, meaning it has both salt water and fresh water (the two sources of salt water are the Atlantic Ocean, at the mouth of the river, and the ancient sea water pockets in the Floridan Aquifer)
- Salt water species include mullet, red fish, flounder, tarpon and sea trout; freshwater species include largemouth bass, warmouth and bluegill
- Only river in the US that saltwater stingrays can be found
- American eel depends on raising young at certain places in the river

14. CHARACTERISTICS OF THE ST. JOHNS RIVER

- Ancient intracoastal lagoon system; as the sea level dropped, barrier islands prevented water from flowing east to the Atlantic, and the water collected and slowly began to meander north
- The longest river in Florida, 310 miles, and only 30 feet of elevation change from headwaters to mouth
- Five different documented names throughout history – Welaka “River of Lakes” (Timucuan); Rio de Corrientes “River of Currents” (Spanish); Riviere du Mai “River of May” (French); San Mateo “Saint Matthew” (Spanish); Rio de San Juan, translated to St. Johns River (Catholic mission)
- One of the few rivers that flows north
- ‘Black water system’ – water appears ‘black’ due to the tannic acid that comes from the leaves that fall into the water
- River serves as a nursery for many aquatic species

F

Trout Creek Area

15. OVERVIEW OF SCENIC HIGHWAY

- (See previous sign under Library area)

16. LIMP KIN

- The only member of its taxonomic family, notably adapted and curved bill perfect for eating apple snails
- An indicator species, it survives almost primarily on apple snails, which can't survive in poor quality water, so harm to the river or creek means harm to the snail, which means harms to the limpkin
- Wailing cries are very distinct and often happen when the territory is disturbed
- Also unique because they have a variety of nesting sites/habits

17. RIVER SYSTEMS PRESERVATION

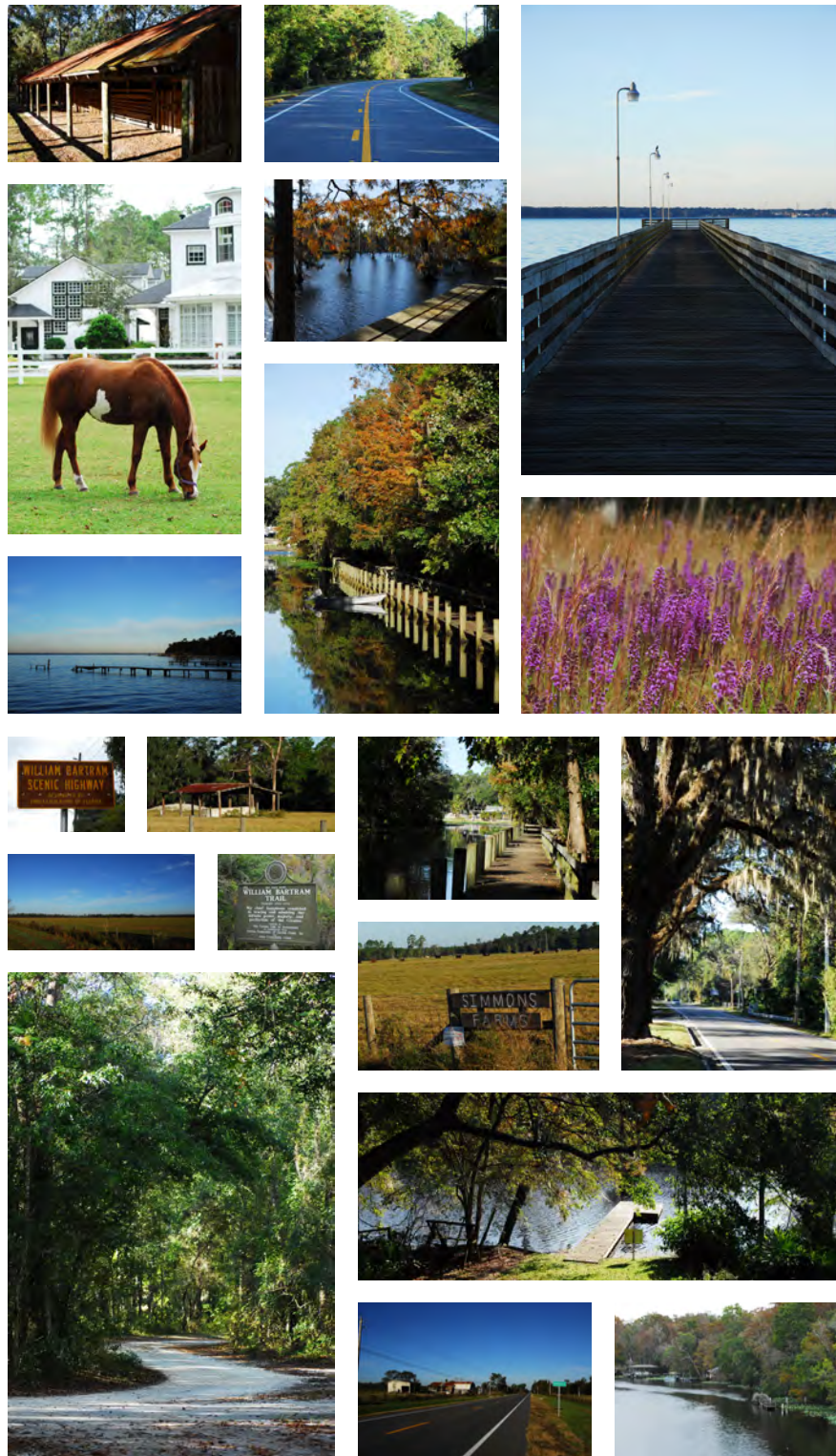
- Homer Smith Seafood Co. purchased land at Trout Creek in mid-1980s and created a scallop processing plant, bringing in scallops by the truckload from coastal regions
- Company dumped waste and shells into the creek and surrounding areas, wreaking havoc on the habitat and ecosystems of the area
- River Systems Preservation was a grassroots organization formed by residents who were horrified over the detriment to the wildlife, the disappearance of the limpkin, the foul odors that permeated the area; they raised money to file a lawsuit by holding bake sales, barbecues and plant sales
- In 1986 the plant was shut down, and since that time that limpkin has returned to the area, meaning the efforts paid off



Design Concepts and Inspiration



INSPIRATION:



COLORS:

"Directional Green"

Pantone: 7483



"Bartram Green"

Pantone: 7498



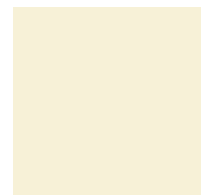
"Bartram Brown"

Pantone: 7519



"Bartram Cream"

Pantone: 7500



LOGO TYPEFACES:

Heading 1: *Bickham Script Pro*

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9

Heading 2: PERPETUA TITLING

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
 1 2 3 4 5 6 7 8 9

WAYFINDING SIGN TYPEFACES:

Body Text: Futura {Book}

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
 a b c d e f g h i j k l m n o p q r s t u v w x y z
 1 2 3 4 5 6 7 8 9

INTERPRETIVE SIGN TYPEFACES:

Special Text: Perpetua {Regular, *Italic*}

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
 a b c d e f g h i j k l m n o p q r s t u v w x y z
 1 2 3 4 5 6 7 8 9

Body Text: Avenir, {Book, *Oblique*}

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
 a b c d e f g h i j k l m n o p q r s t u v w x y z
 1 2 3 4 5 6 7 8 9



Sign Concept

Corridor Logo



Scenic Highway Logo

A logo is a visual representation of everything that embodies a place, an organization or other entity. Through the use of text and graphics, a logo can help establish a sense of identity and promote the idea that a visitor is part of a special place. Within the William Bartram Scenic and Historic Highway, multiple resources contribute to the corridor's identity, from the majestic canopy oaks and peaceful St. Johns River to the parks, historic architecture and bountiful recreational opportunities. Working in concert with the Corridor Management Council, AECOM created this logo to reflect the 'Old Florida' beauty of the region and to help showcase the resources that make the scenic highway an exceptional piece of Florida's story.





William Bartram Scenic & Historic Highway - Supplemental Sign Palette

The most effective wayfinding system is one in which there is consistency throughout the entire system. To help achieve this goal, AECOM has proposed this supplemental sign palette to replace certain existing signs. Roadway signs that direct to a specific destination on the scenic byway or community boundary signs that indicate that a visitor is within the limits of a specific community are two sign types that could be updated so as to match the overall palette of wayfinding signs. These supplemental signs would require the same FDOT review and approval as those shown within the primary wayfinding palette.



County Boundary Sign



Community Boundary Sign

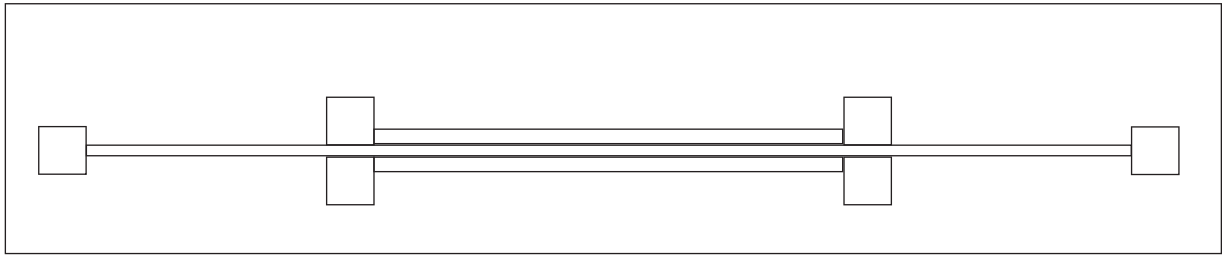


Destination Sign

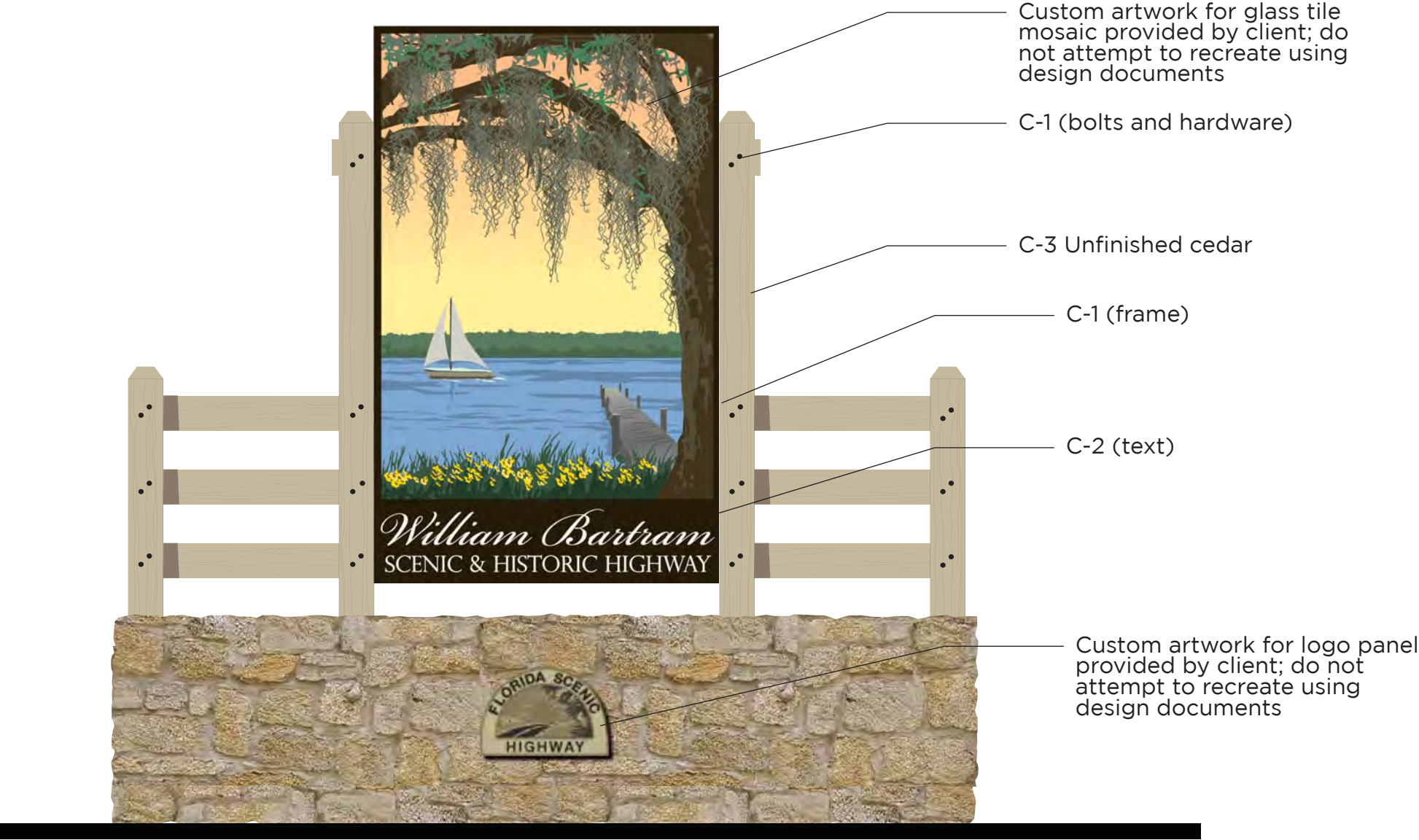
NOT FOR CONSTRUCTION - DESIGN INTENT ONLY
Drawings shown for design intent; sign foundation and fabrication requirements to be determined by structural engineer/fabricator

Colors

Plan View



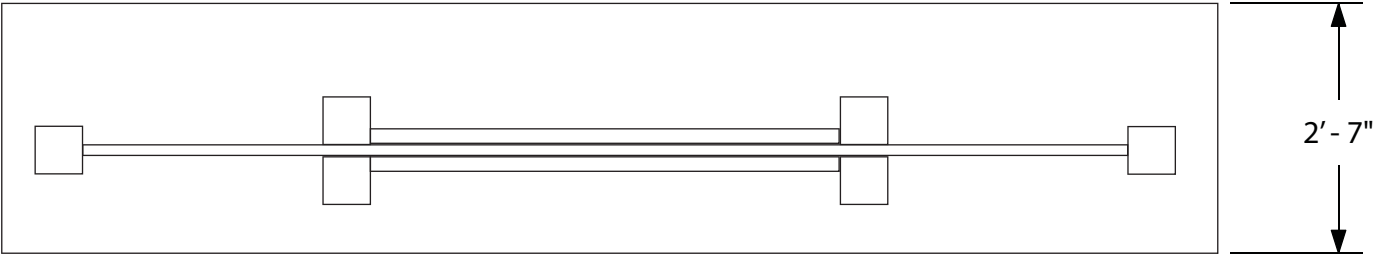
C-1	Black, Pantone Process Black C 7725-22
C-2	White, Pantone Process White 7725-10
C-3	Unfinished cedar



NOT FOR CONSTRUCTION - DESIGN INTENT ONLY
Drawings shown for design intent; sign foundation and fabrication
requirements to be determined by structural engineer/fabricator

Dimensions

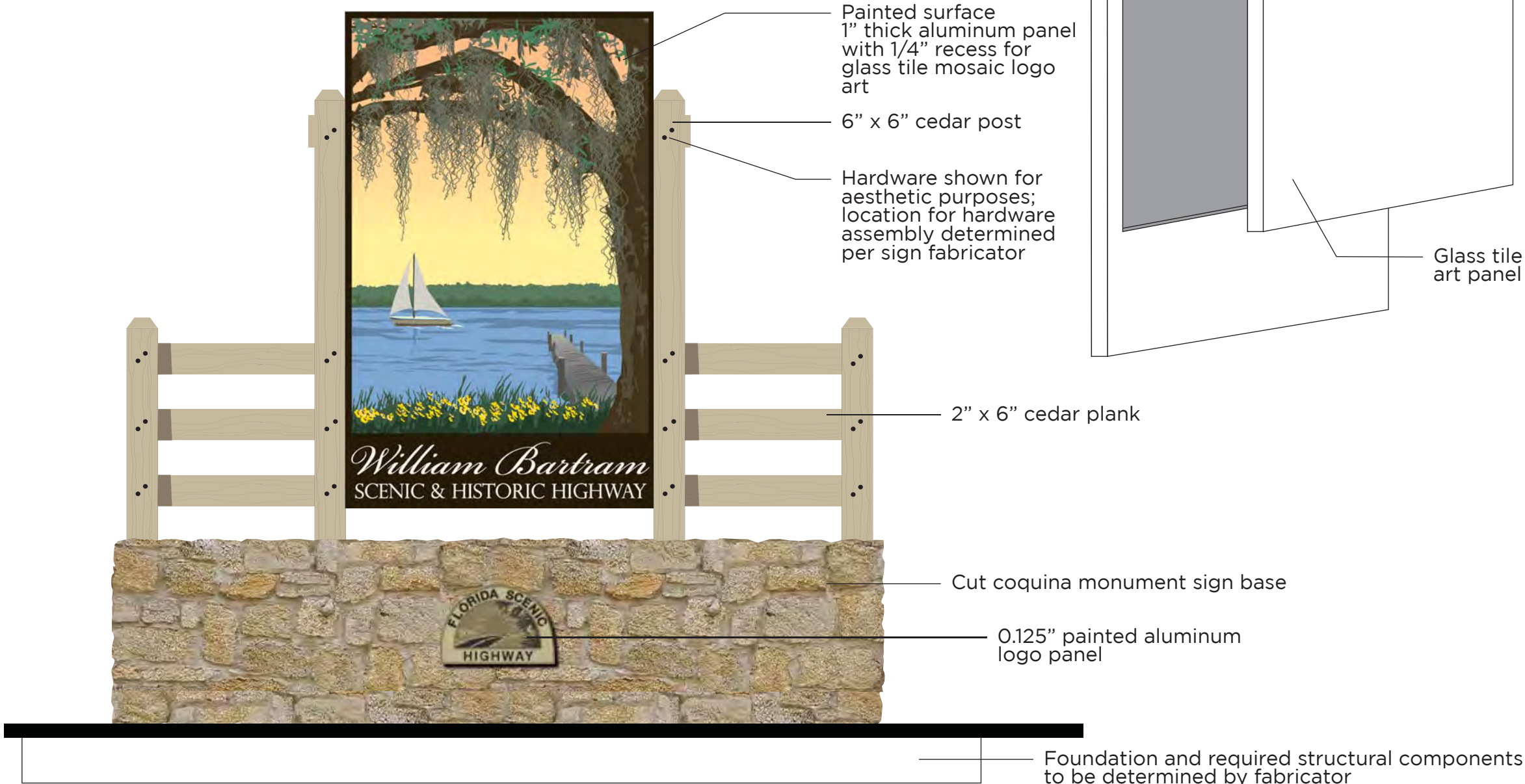
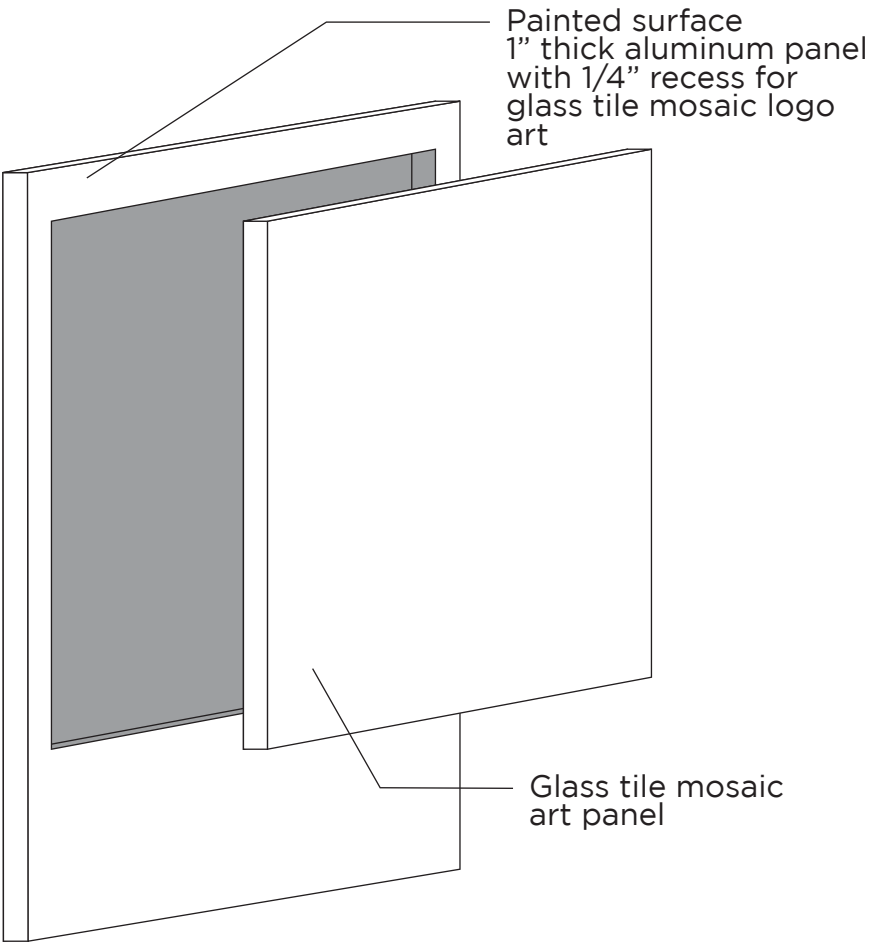
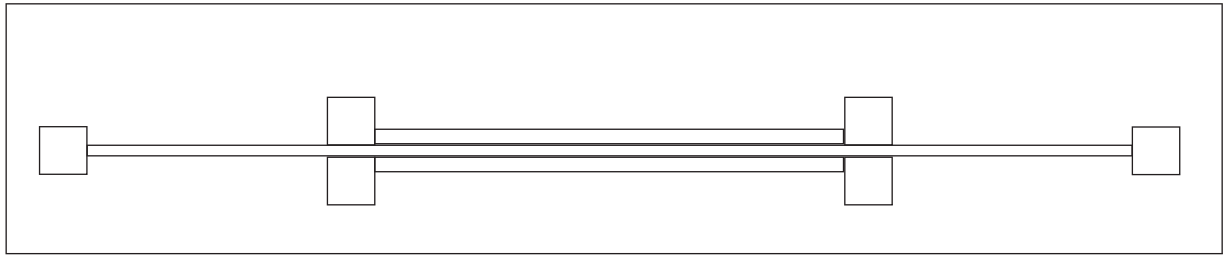
Plan View



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Drawings shown for design intent; sign foundation and fabrication
requirements to be determined by structural engineer/fabricator

Materials

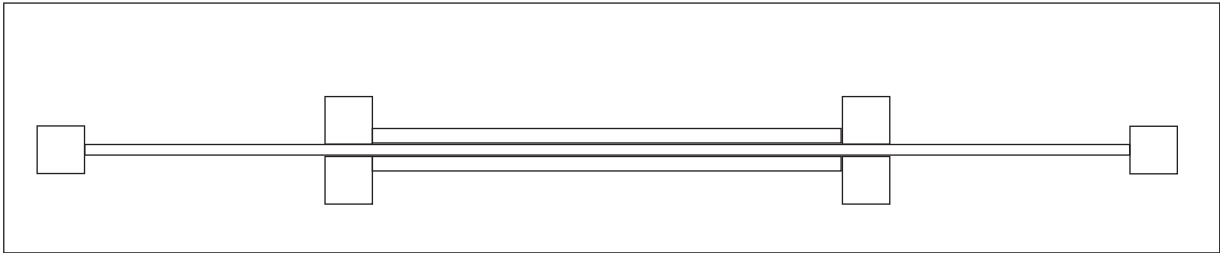
Plan View



NOT FOR CONSTRUCTION - DESIGN INTENT ONLY
Drawings shown for design intent; sign foundation and fabrication requirements to be determined by structural engineer/fabricator

Graphics

Plan View



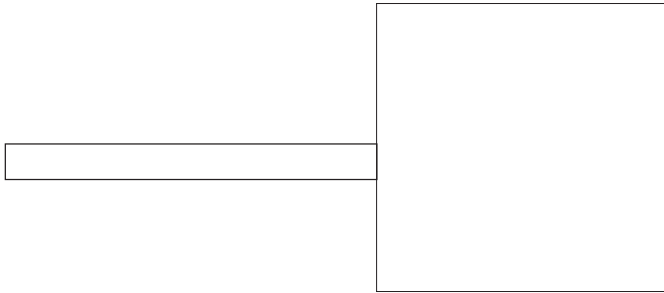
Custom artwork for glass tile mosaic provided by client; do not attempt to recreate using design documents

Custom artwork for logo panel provided by client; do not attempt to recreate using design documents

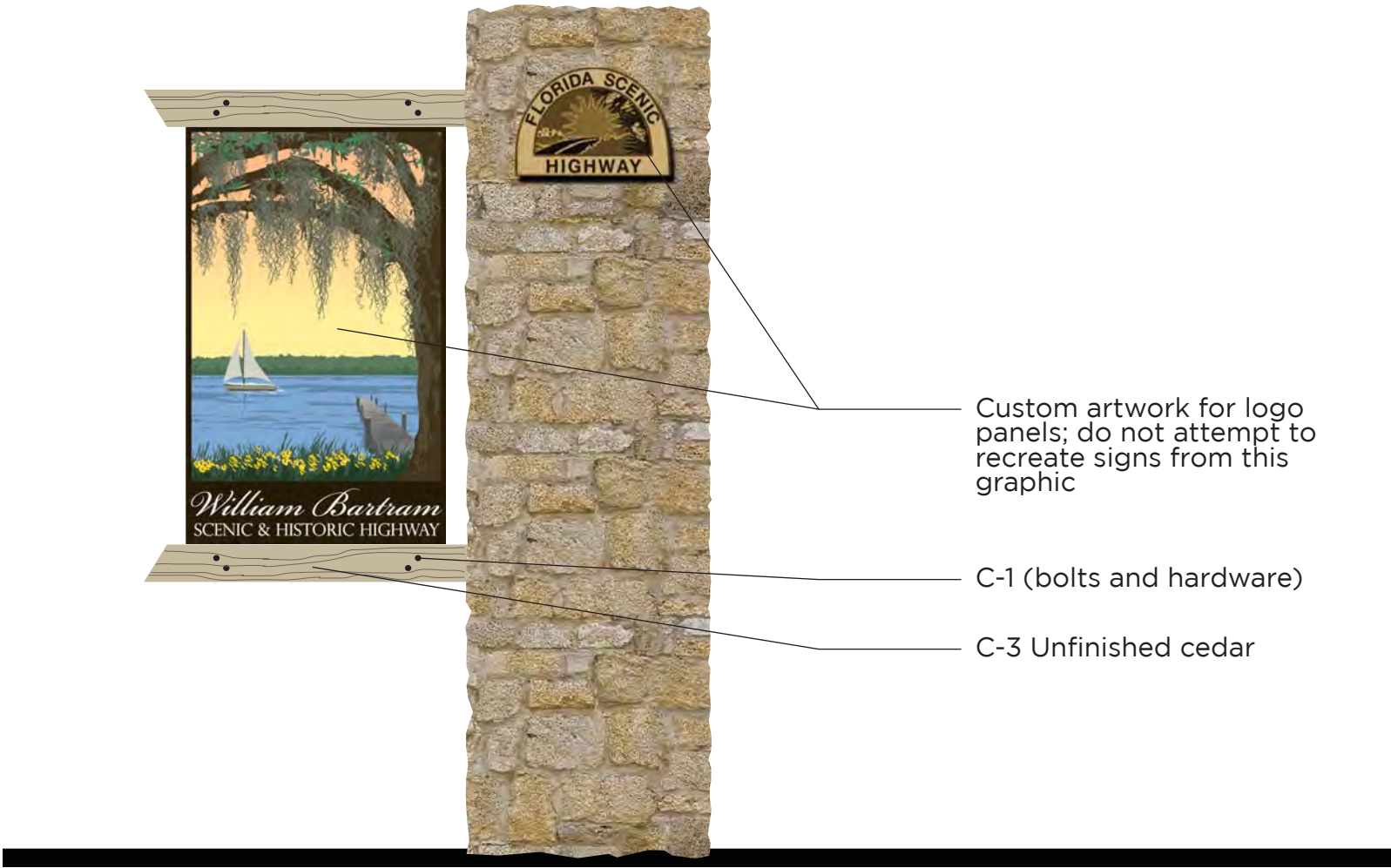
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Colors

Plan View

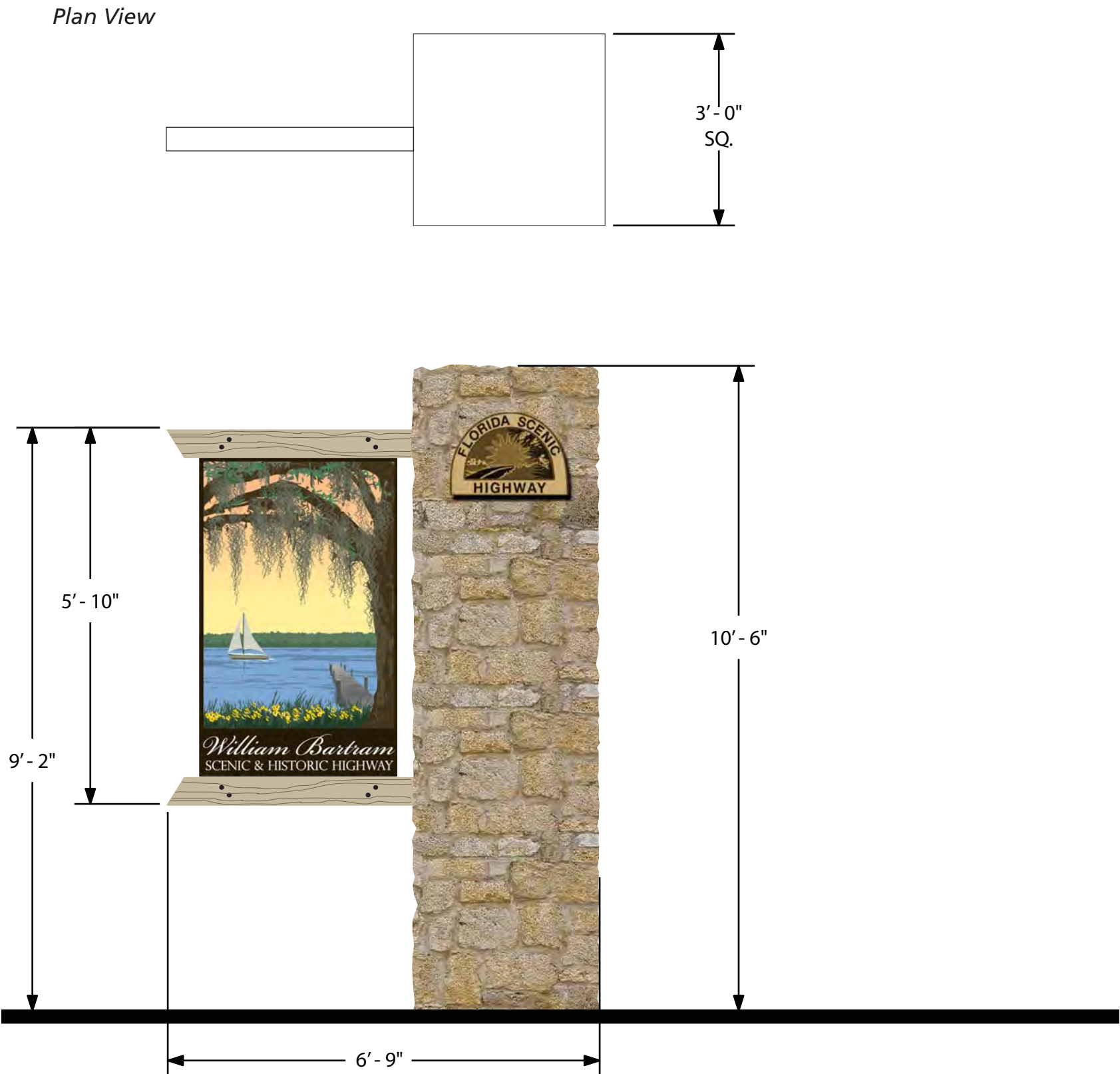


C-1	Black, Pantone Process Black C 7725-22
C-2	White, Pantone Process White 7725-10
C-3	Unfinished cedar



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Drawings shown for design intent; sign foundation and fabrication requirements to be determined by structural engineer/fabricator

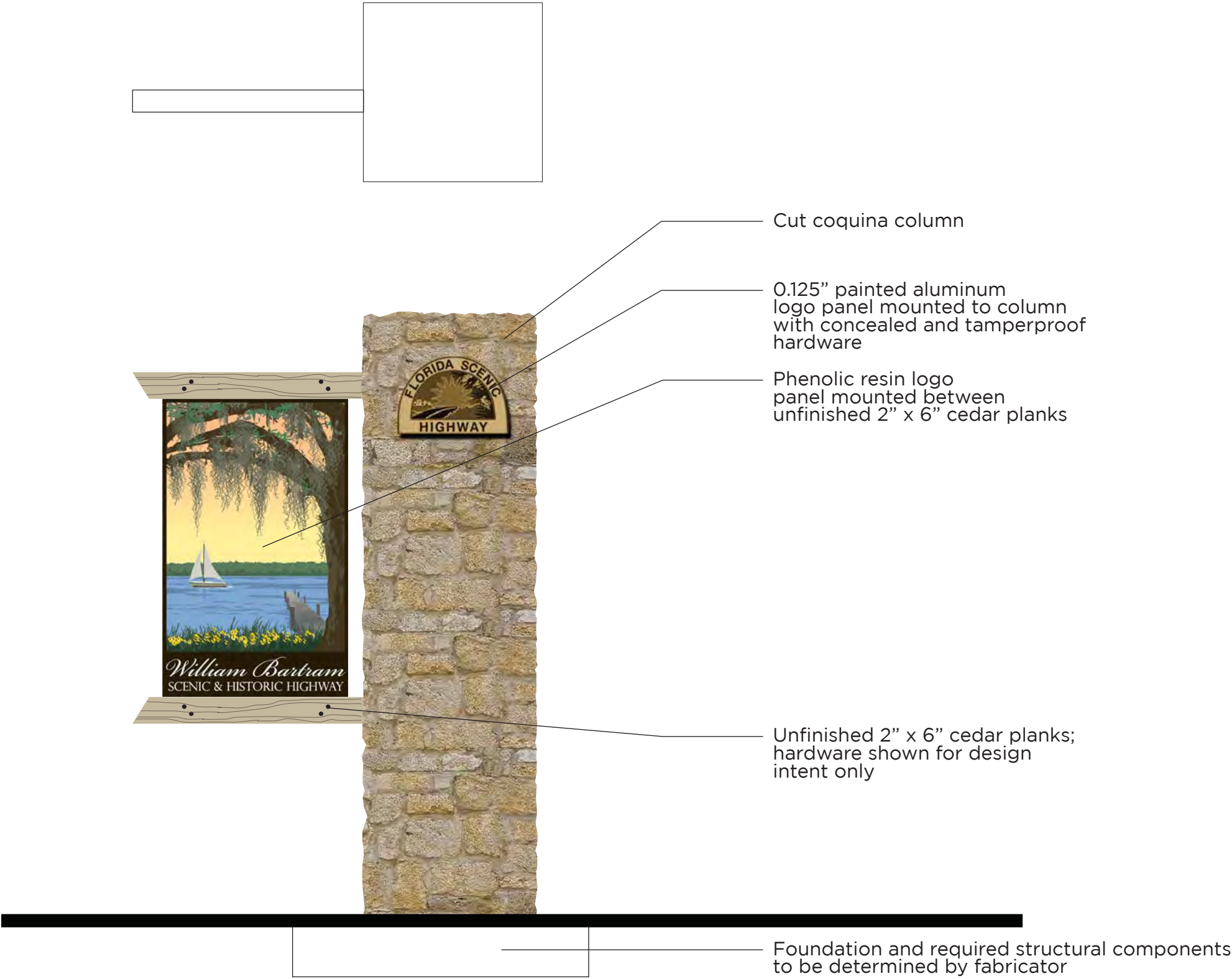
Dimensions



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Materials

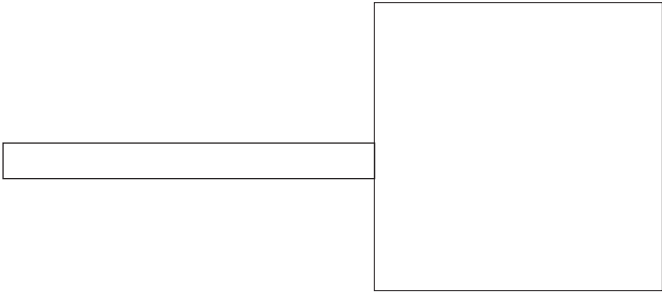
Plan View



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Drawings shown for design intent; sign foundation and fabrication requirements to be determined by structural engineer/fabricator

Graphics

Plan View



Custom artwork for logo panels; do not attempt to recreate signs from this graphic

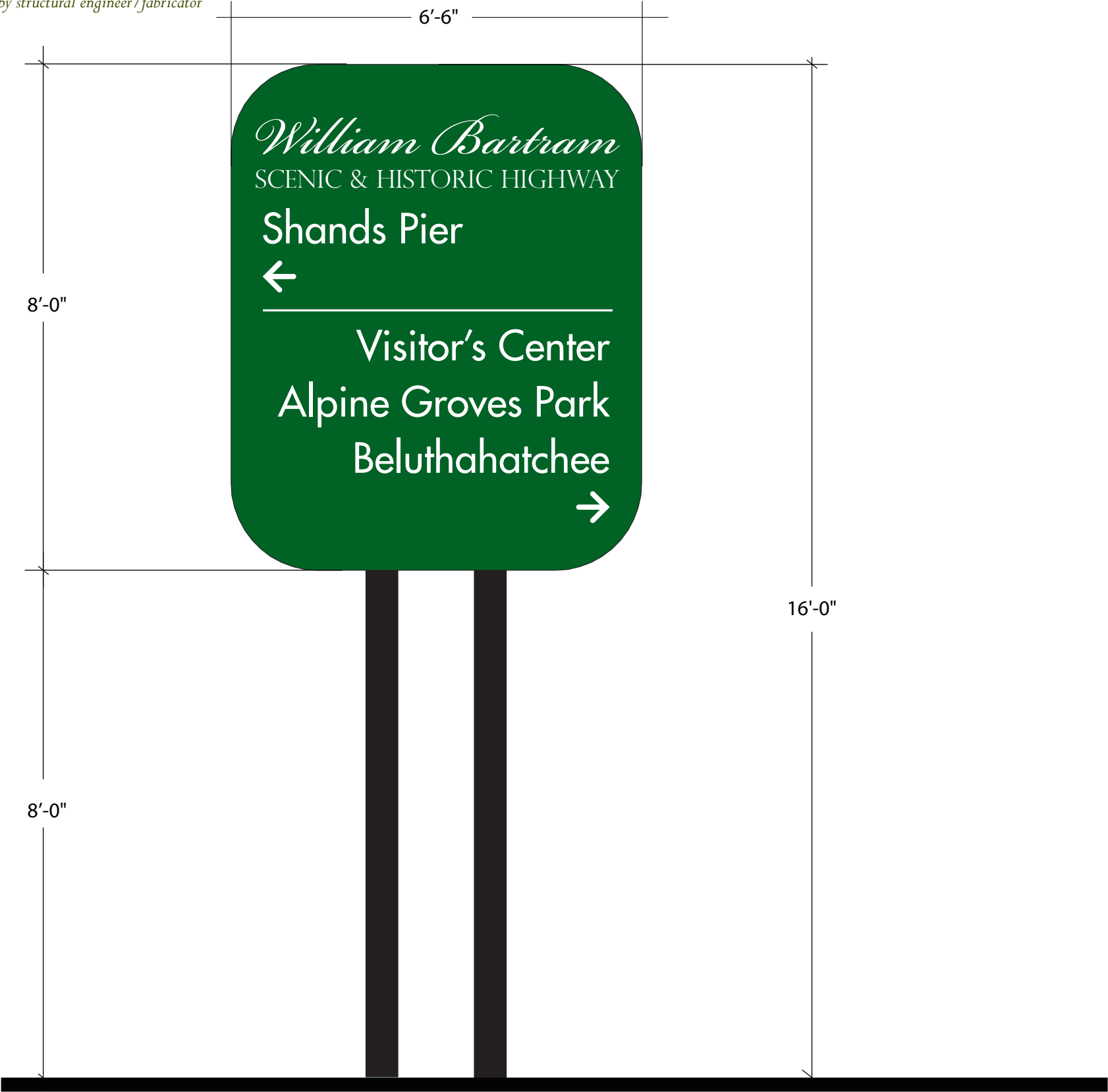
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requirements to be determined by structural engineer/fabricator

Colors

C-1	Black, Pantone Process Black C 7725-22
C-2	3M High Intensity Reflective film White 3930
C-3	3M High Intensity Reflective film White 3930 with overlay of Avery Translucent Film, Army Green A9676-T



NOT FOR CONSTRUCTION - DESIGN INTENT ONLY
Drawings shown for design intent; sign foundation and fabrication requirements to be determined by structural engineer/fabricator



Dimensions

NOT FOR CONSTRUCTION - DESIGN INTENT ONLY
Drawings shown for design intent; sign foundation and fabrication requirements to be determined by structural engineer/fabricator

Materials



NOT FOR CONSTRUCTION - DESIGN INTENT ONLY
Drawings shown for design intent; sign foundation and fabrication requirements to be determined by structural engineer/fabricator

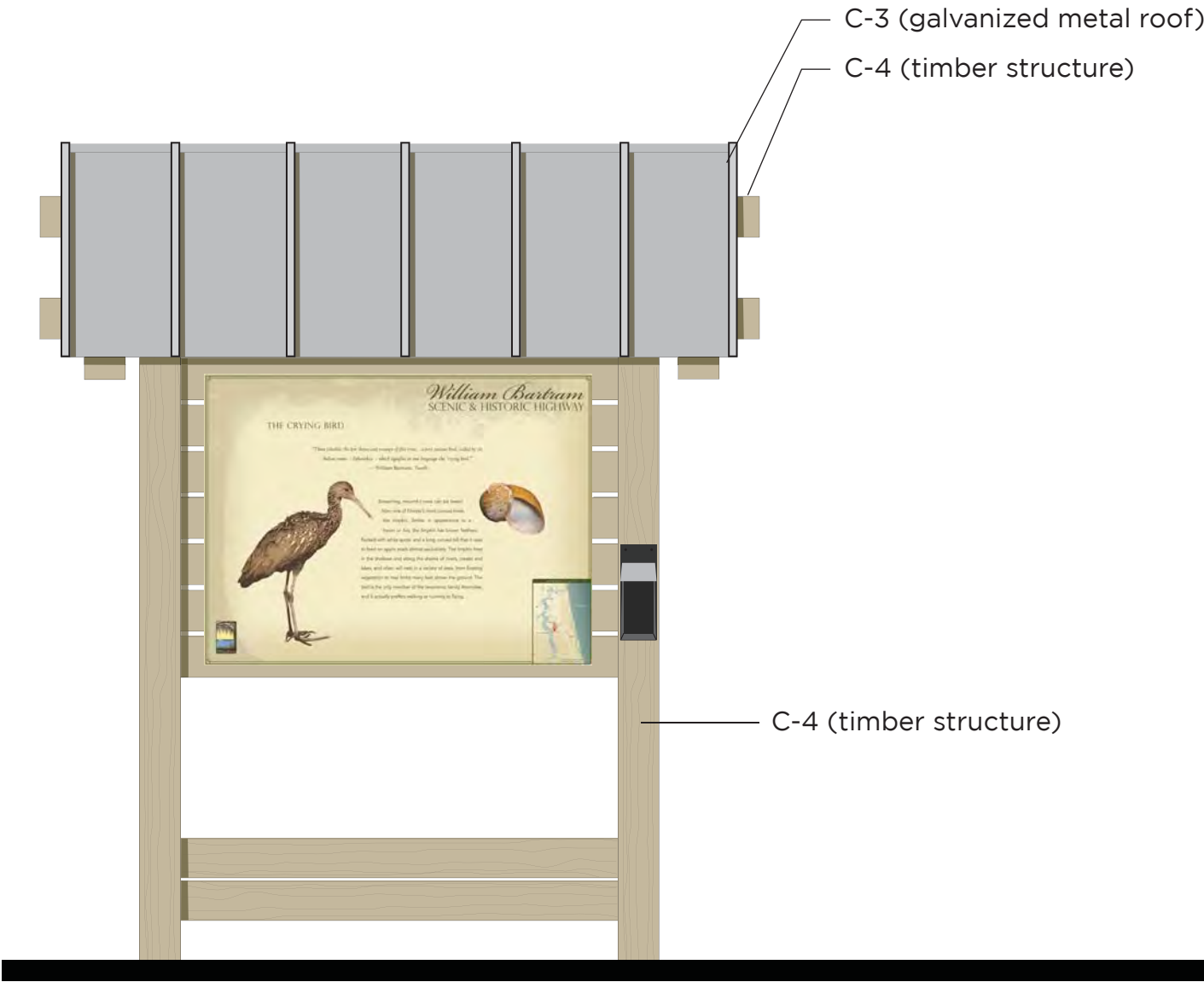
Graphics



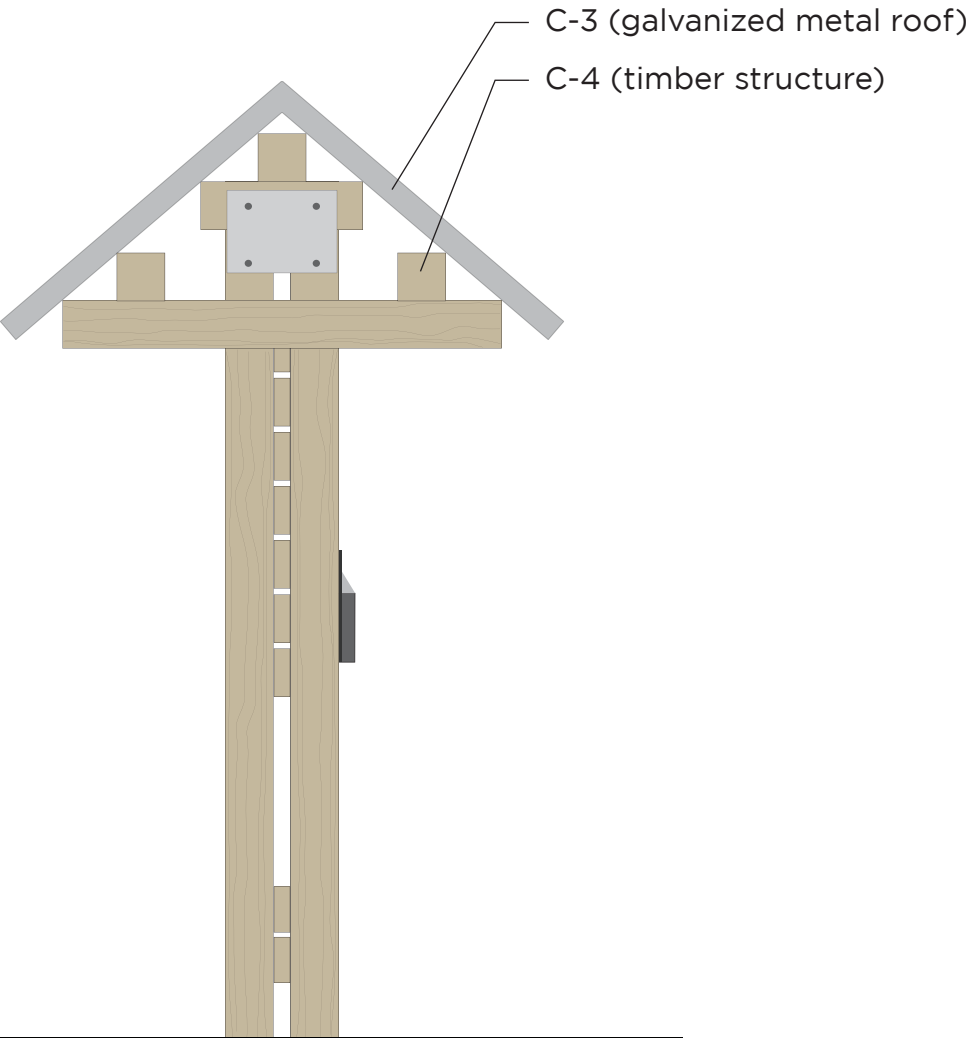
NOT FOR CONSTRUCTION - DESIGN INTENT ONLY
Drawings shown for design intent; sign foundation and fabrication requirements to be determined by structural engineer/fabricator

Colors

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C-2	White, Pantone Process White 7725-10
C-3	Galvanized aluminum finish
C-4	Unfinished cedar



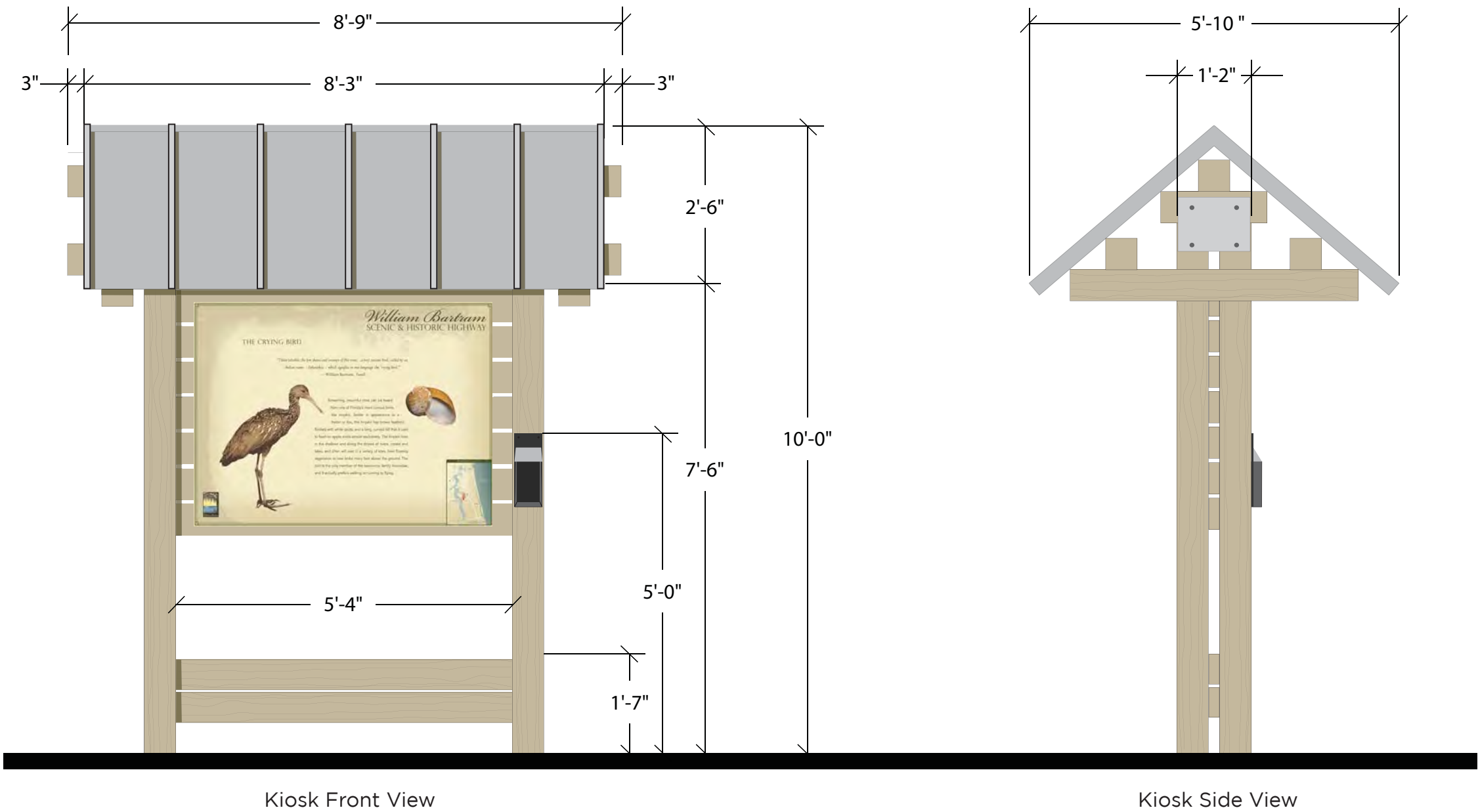
Kiosk Front View



Kiosk Side View

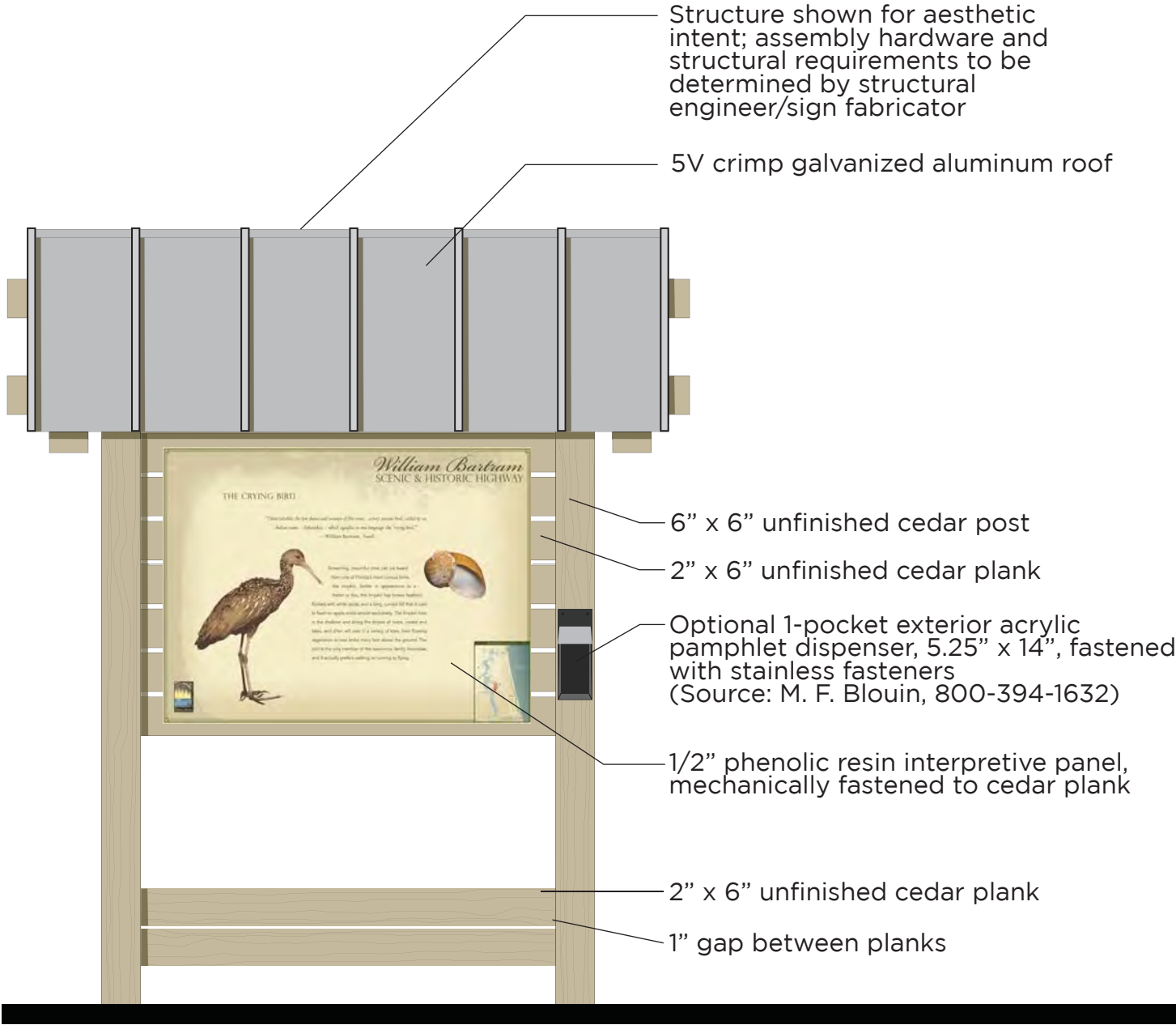
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Drawings shown for design intent; sign foundation and fabrication
requirements to be determined by structural engineer/fabricator

Dimensions

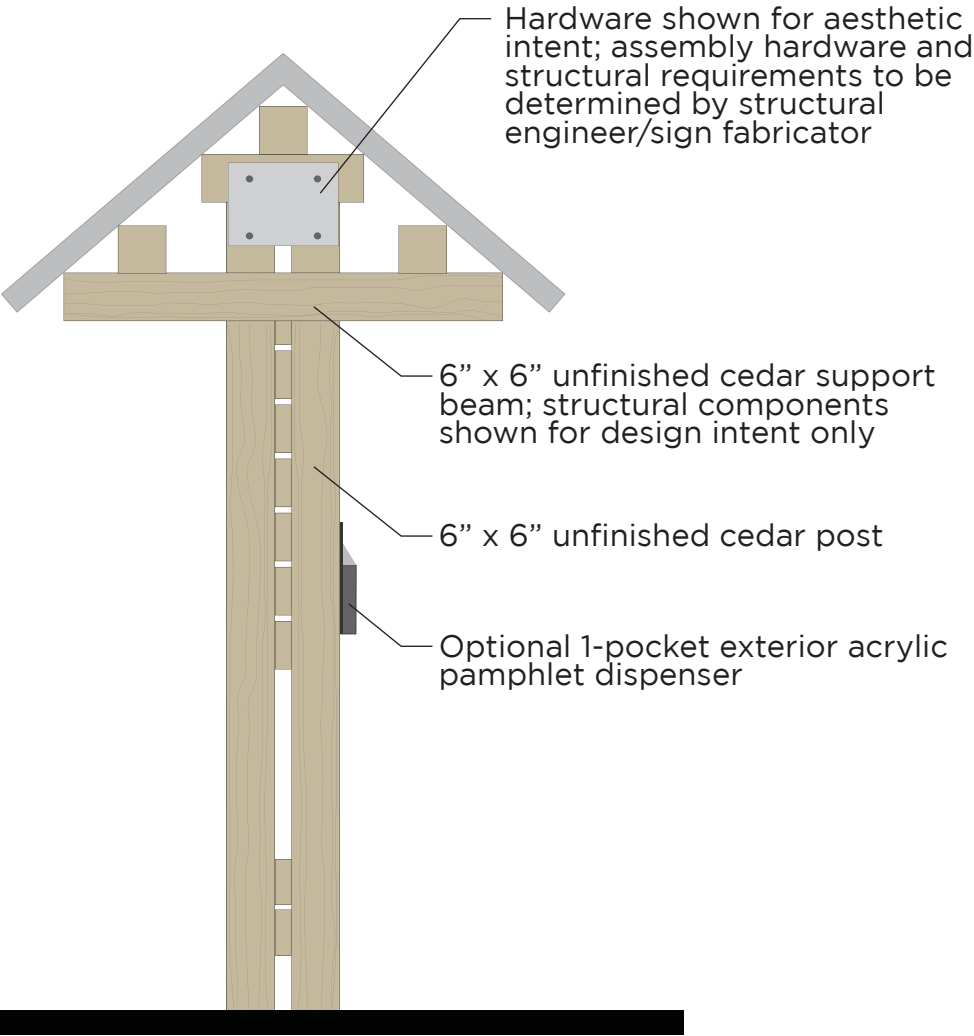


NOT FOR CONSTRUCTION - DESIGN INTENT ONLY
Drawings shown for design intent; sign foundation and fabrication requirements to be determined by structural engineer/fabricator

Materials



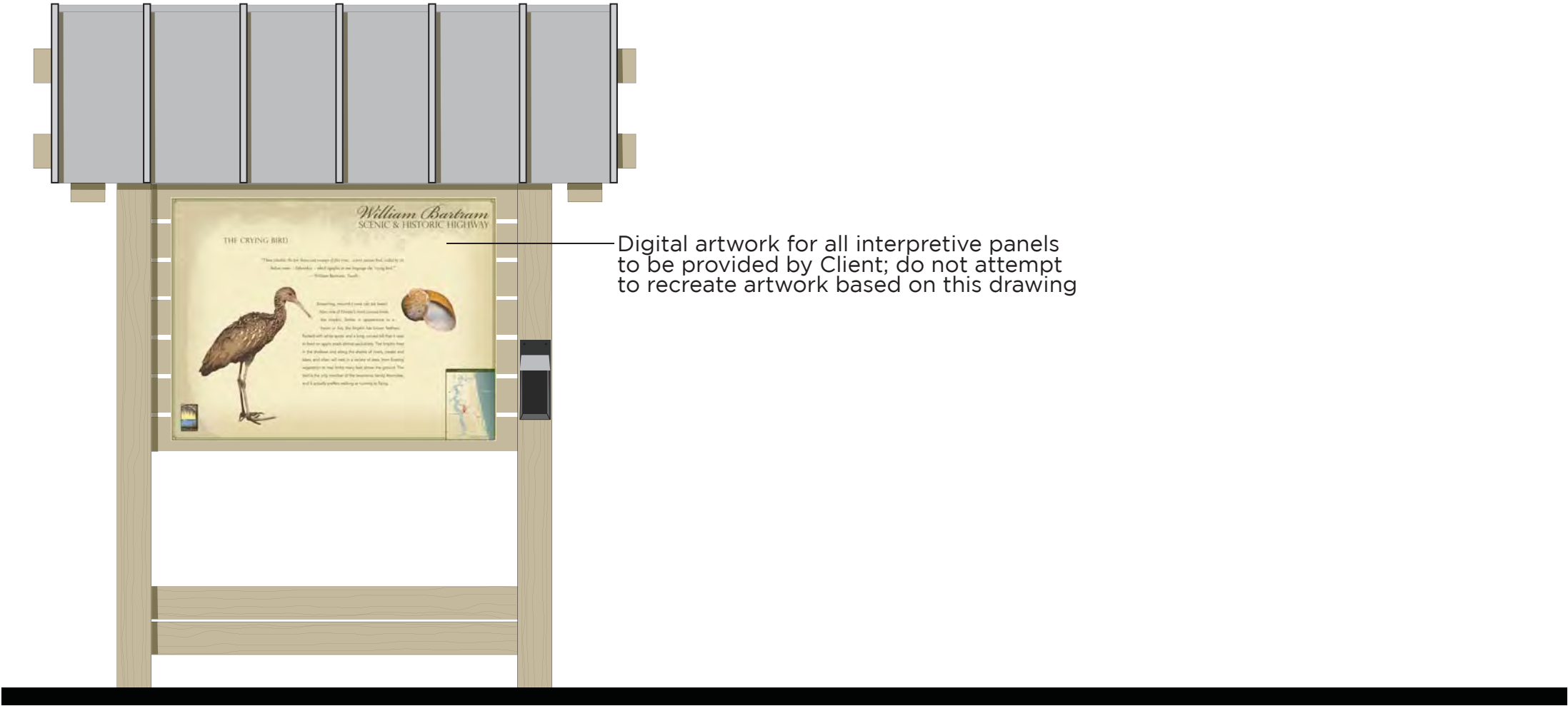
Kiosk Front View



Kiosk Side View

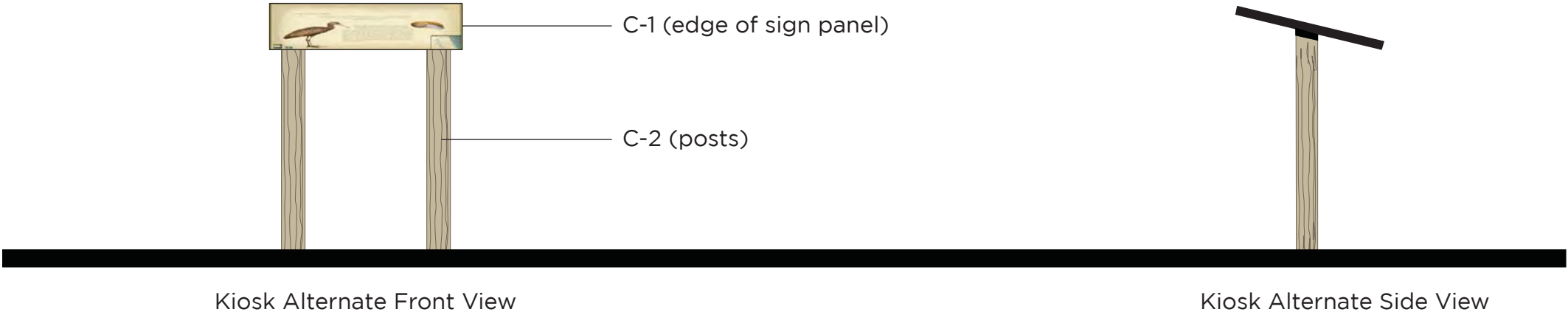
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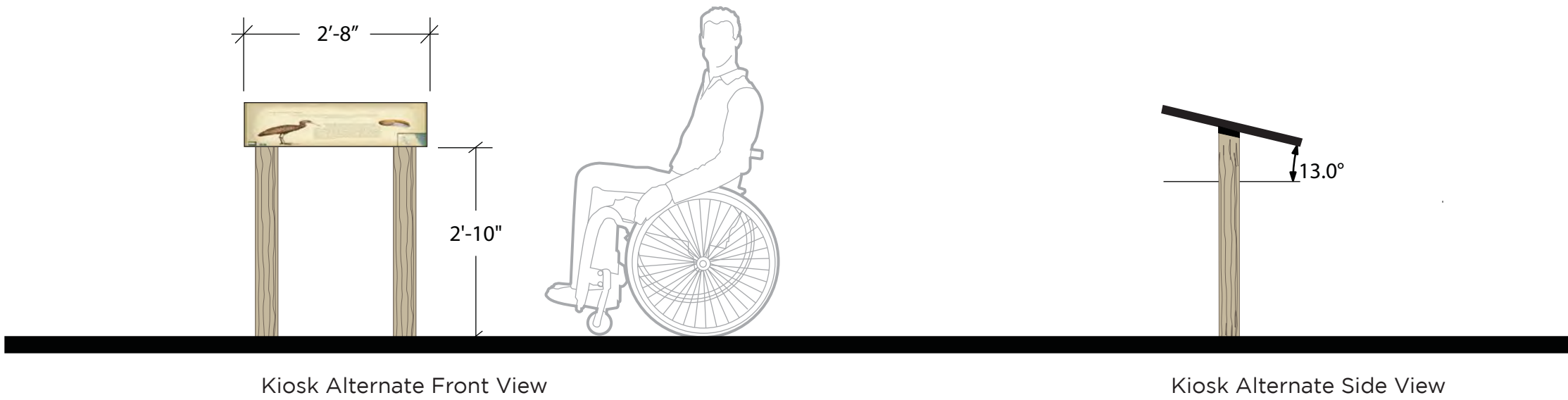


Kiosk Front View

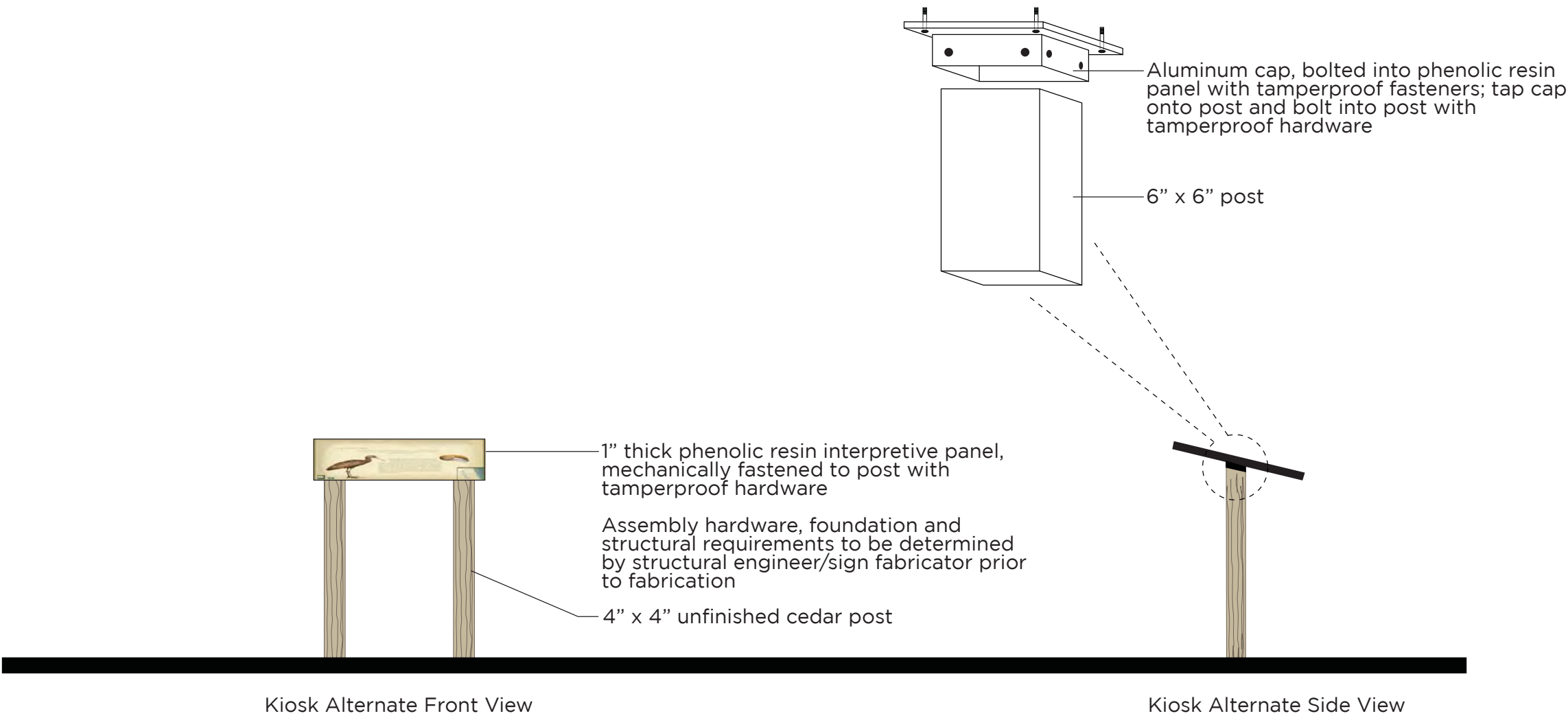
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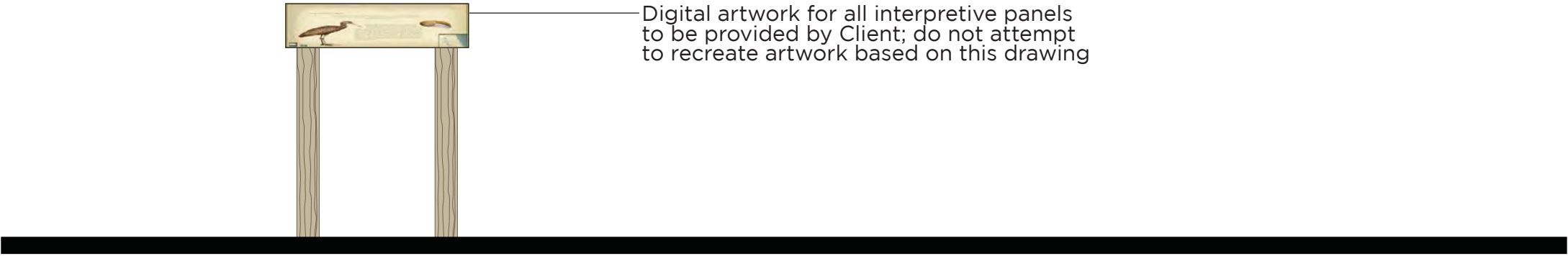
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NOT FOR CONSTRUCTION - DESIGN INTENT ONLY
Drawings shown for design intent; sign foundation and fabrication requirements to be determined by structural engineer/fabricator



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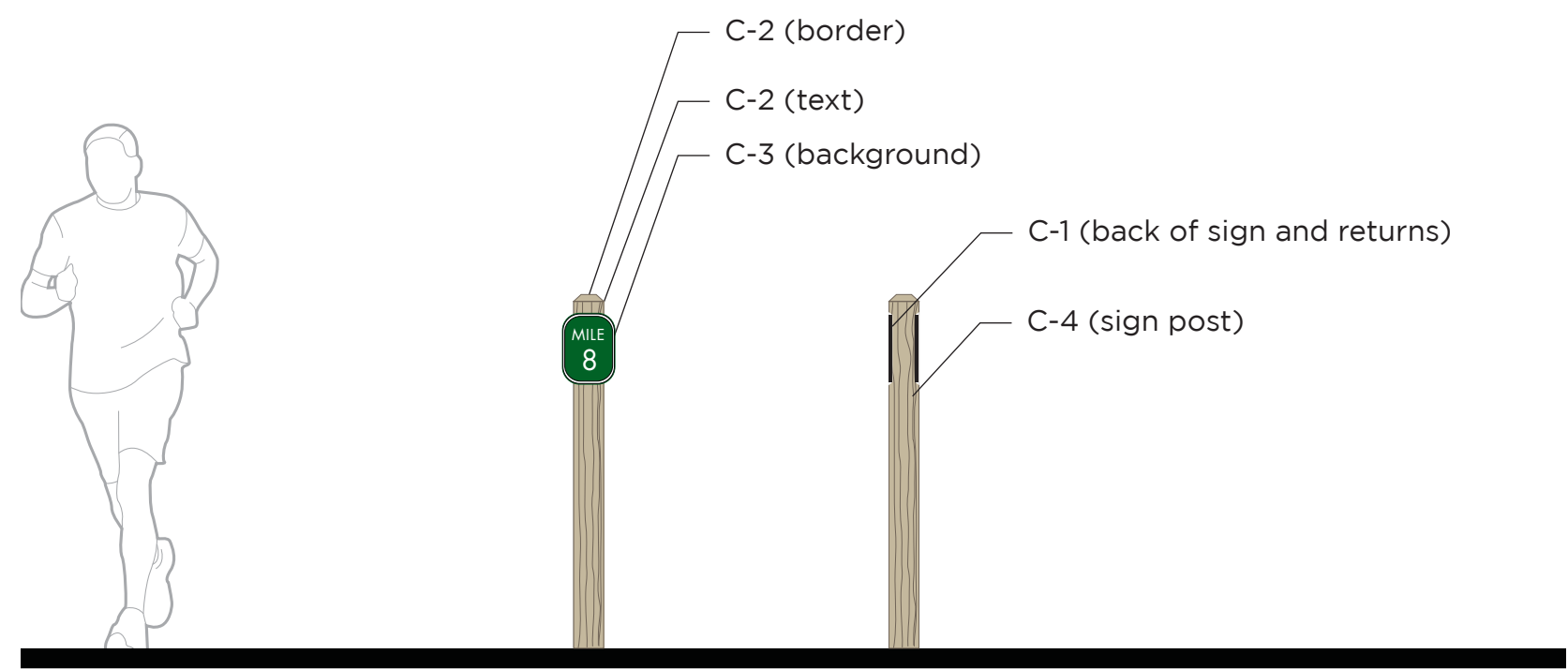


Kiosk Alternate Front View

NOT FOR CONSTRUCTION - DESIGN INTENT ONLY
Drawings shown for design intent; sign foundation and fabrication requirements to be determined by structural engineer/fabricator

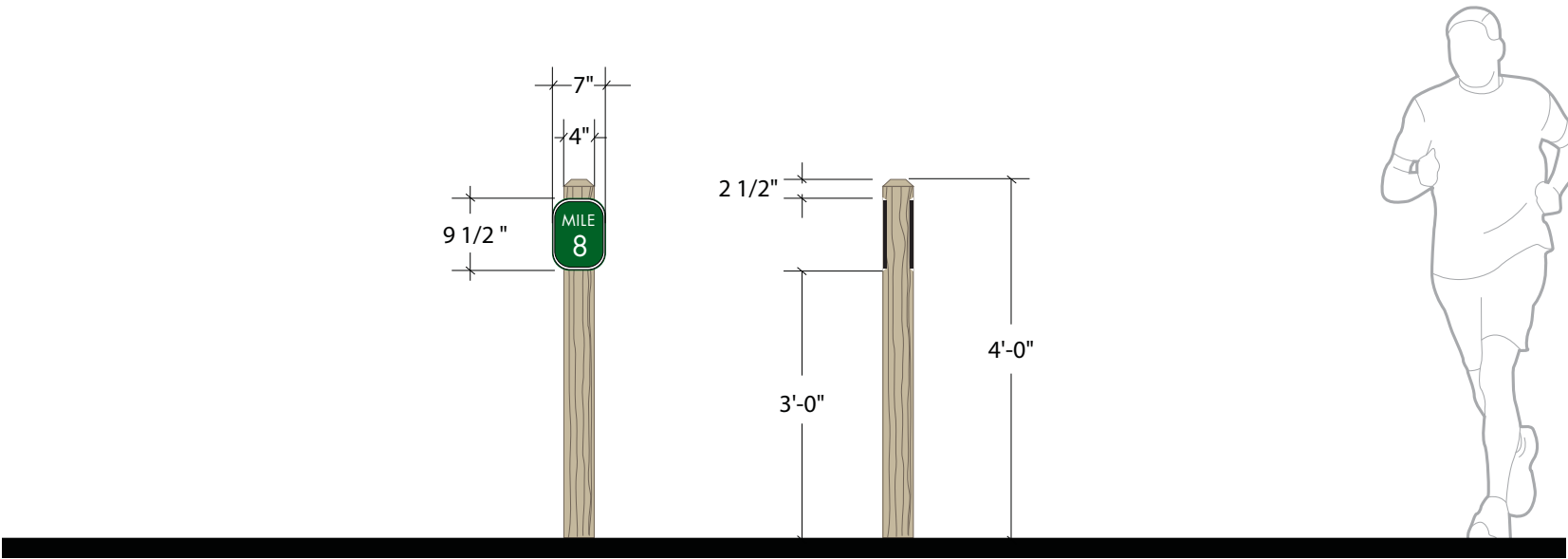
Colors

C-1	Black, Pantone Process Black C 7725-22
C-2	White, Pantone Process White 7725-10
C-3	Army green Pantone 7483-C
C-4	Unfinished cedar



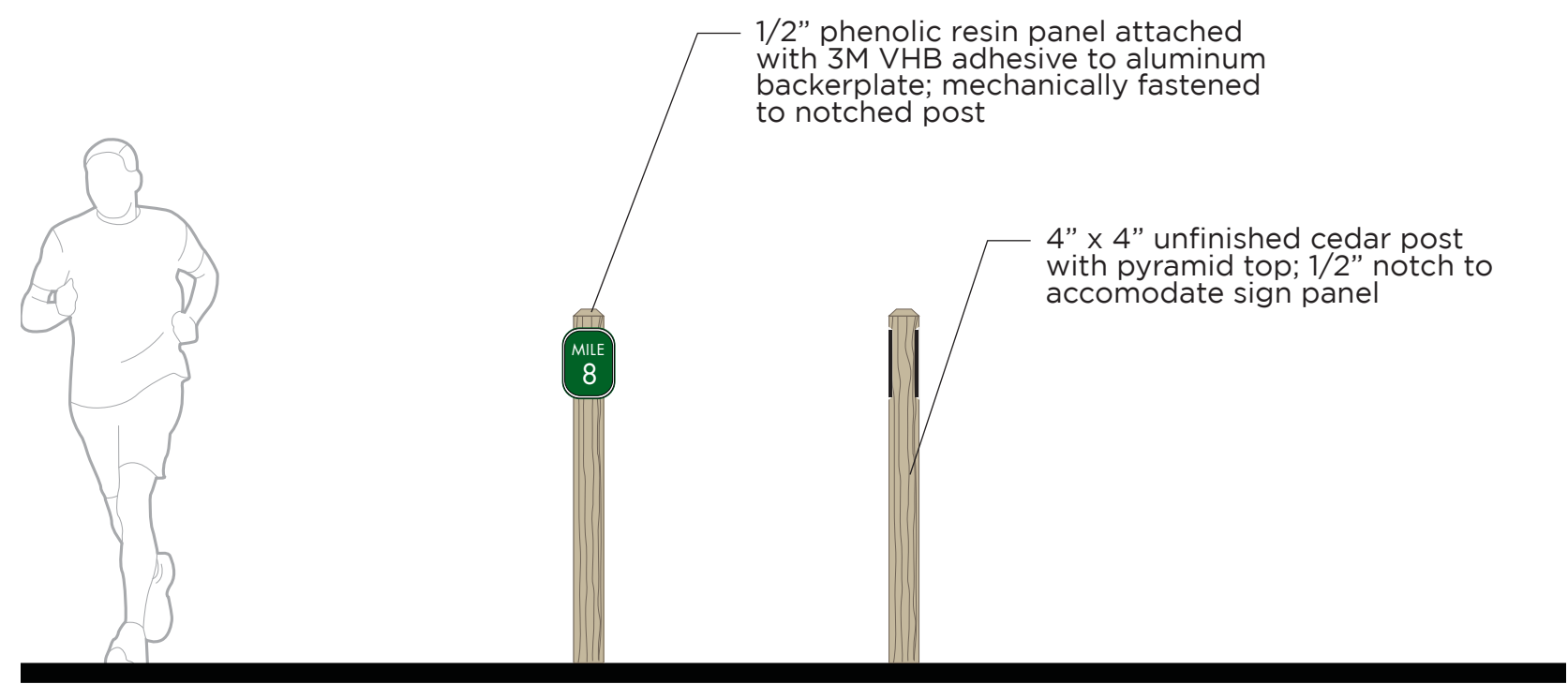
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Dimensions



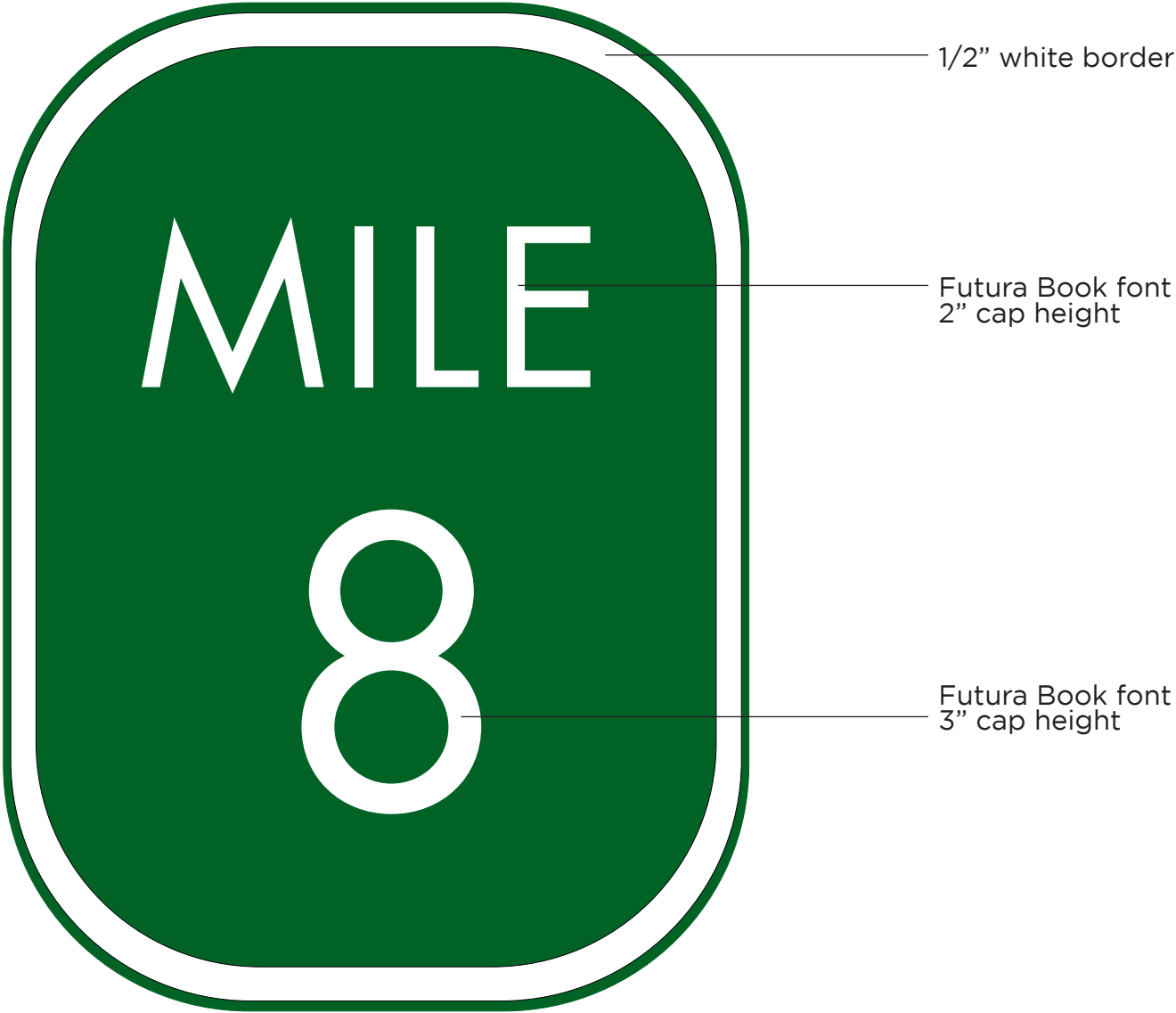
NOT FOR CONSTRUCTION - DESIGN INTENT ONLY
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Materials



NOT FOR CONSTRUCTION - DESIGN INTENT ONLY
Drawings shown for design intent; sign foundation and fabrication requirements to be determined by structural engineer/fabricator

Graphics




Interpretive Sign Face Examples

William Bartram


SCENIC & HISTORIC HIGHWAY

THE CRYING BIRD


“There inhabits the low shores and swamps of this river...a very curious bird, called by an Indian name — Ephouskya — which signifies in our language the ‘crying bird.’”
— William Bartram, *Travels*




Screaming, mournful cries can be heard from one of Florida’s most curious birds, the limpkin. Similar in appearance to a heron or ibis, the limpkin has brown feathers flecked with white spots, and a long, curved bill that it uses to feed on apple snails almost exclusively. The limpkin lives in the shallows and along the shores of rivers, creeks and lakes, and often will nest in a variety of sites, from floating vegetation to tree limbs many feet above the ground. The bird is the only member of the taxonomic family Aramidæ, and it actually prefers walking or running to flying.



The apple snail is an indicator species, which is an organism that indicates the presence of certain environmental conditions. Because apple snails require high water quality to survive, the presence of the snail may be seen as a positive sign that the restoration efforts in the area are working well.






William Bartram

SCENIC & HISTORIC HIGHWAY



A HOME TO THOSE BEFORE US

Imagine floating along the banks of the St. Johns River in a dugout canoe, silently drifting, watching as tree limbs hang over the dark water and the sounds of life fill the air. This magical stretch of water has supported life for many thousands of years, and though you must sometimes look hard to find evidence, archaeological surveys in this area have proven that Native Americans lived here as early as 2000 B.C.


Shell middens, pottery shards and stone and bone tools have been excavated from multiple sites along the river, forming a picture of how Native Americans lived off the land and used the bountiful natural resources here to survive and thrive.




This image represents what a Timucua village may have looked like, with circular huts that had thatched roofs. It is believed that the Eastern Timucua lived extensively in areas along this portion of the St. Johns River during the 16th and 17th centuries.




Pottery Shards



Majorica Shards







Sign Plan

Existing Regulatory Signs Location Map

This map shows the general location and type of existing regulatory signs within the corridor as inventoried by the design team as part of a cursory review. This is only intended to provide a snapshot of the type and number of signs found within the corridor and should be used as such. Additional field review is needed if exact numbers and locations of signs are needed in within the corridor.





E1 - Fruit Cove boundary



E2 - WBSH Regulatory marker



E3 - FL Scenic Highway logo sign



E4 - Directional for library



E5 - Vehicular directional sign



E6 - Directional for RiverTown Park



E7 - Regulatory 'To St. Augustine'



E8 - Regulatory 'To Shands Pier'



E9 - Regulatory 'To Green Cove Springs'



E10 - Directional for Trout Creek



E11 - Regulatory 'To St. Augustine'



E12 - To St. Augustine



E13 - Regulatory mileage to city sign



E14 - Orangedale boundary



E15 - Directional/guide sign for boat ramp



E16 - Directional for Trout Creek



E17 - Regulatory 'To Green Cove Springs'



E18 - Regulatory mileage to city sign



E19 - Regulatory 'To St. Augustine'



E20 - Regulatory mileage to city sign



E21 - St. Johns boundary



E22 - Directional for RiverTown Park



E23 - Directional for RiverTown Park



E24 - Vehicular directional sign



E25 - Fruit Cove boundary



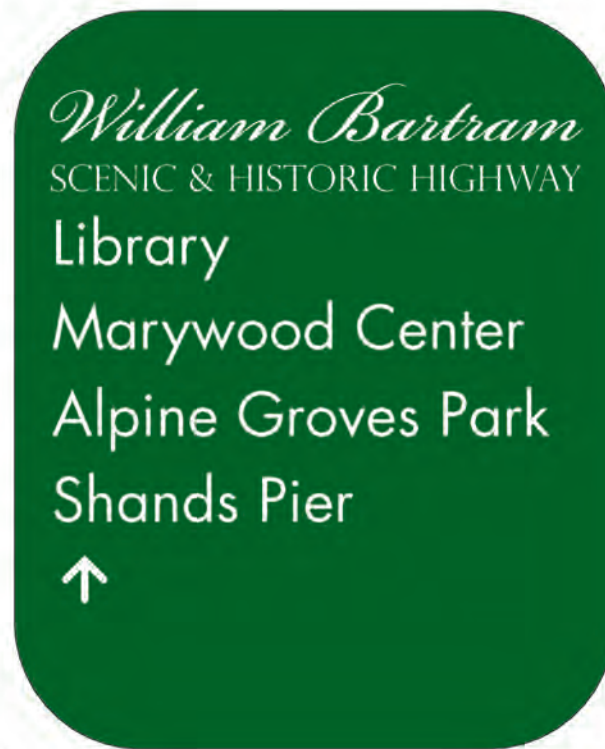
E26 - Directional for library







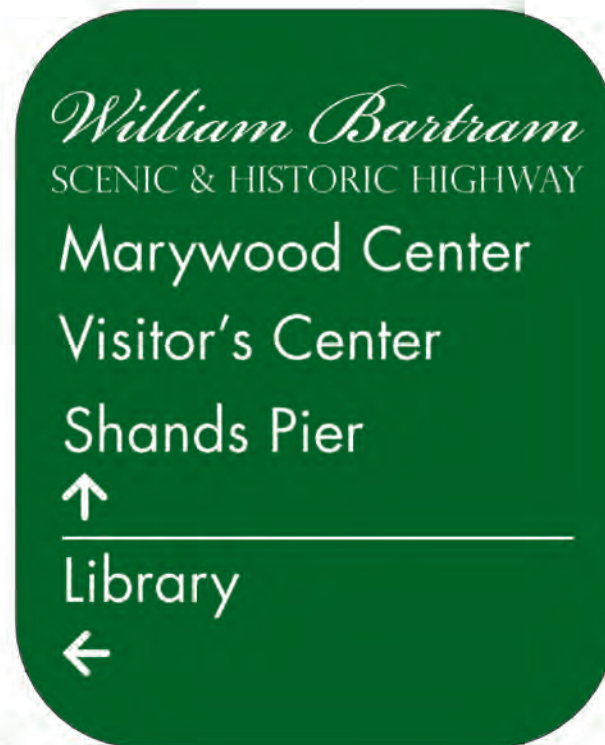




V-1



V-2



V-3



V-4



V-5



V-6



V-7



V-8



V-9



V-10



V-11



V-12



V-13



V-14



V-15

Interpretive Sign Face Layout

William Bartram

SCENIC & HISTORIC HIGHWAY

A JOURNEY TO REMEMBER. . .



Governor's Oaks

A Florida Scenic Highway is more than just a pretty place to drive! The 17-mile Scenic Highway you are on is named in honor of American-born naturalist, writer and botanist William Bartram, whose travels led him to this area in the late 1700s. Bartram's discoveries and descriptive writing provided some of the first known reports of the beauty of 'Old Florida.'



The Scenic Highways program is all about celebrating existing resources; following the legacy of exploration left behind by Bartram, there are many significant things to see and do along

this highway. Experience the native habitat and wildlife refuge at Beluthahatchee, enjoy picturesque views of the St. Johns from secluded spots within Alpine Groves Park, which is part of the Great Florida Birding Trail. Learn about how the river was formed over many hundreds of years and what types of creatures make the dark waters their home as you walk along Shands Pier, and dip your canoe into the serene Trout Creek while you listen for the distinct cries of the limpkin. Whether by water or on land, there are special discoveries to be made along each twist and turn of the William Bartram Scenic and Historic Highway!









I-1

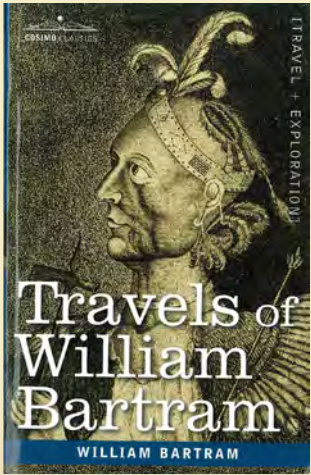
William Bartram

SCENIC & HISTORIC HIGHWAY


A NATURAL WRITER

"I am continually impelled by a restless spirit of curiosity in pursuit of new productions of nature, my chief happiness consists in tracing and admiring the infinite power, majesty, and perfection of the great almighty Creator, and in the contemplation, that through divine aid and permission, I might be instrumental in discovering, and introducing into my native country, some original productions of nature, which might become useful to society."




— William Bartram, *Travels*




Travels, by William Bartram, 1791



While Thoreau and Emerson often are credited with introducing the Romantic Movement in American literature, scholars now suggest that it was William Bartram that set the standard for American nature writing in the Romantic style, with his passionate descriptions and great attention to detail. He was the first author in more modern times to portray nature through personal experience, as well as scientific observation. In addition to his enthusiastic writing style, Bartram's rich illustrations depicted plants and animals in their natural settings. His writings inspired many notable authors including Henry David Thoreau, Ralph Waldo Emerson, William Wordsworth, Samuel Taylor Coleridge and Sierra Club founder John Muir.



These images showcase Bartram's fine artistic talents; originals are housed at the Natural History Museum, London.

I-2

Interpretive Sign Face Layout

William Bartram

SCENIC & HISTORIC HIGHWAY

A BIRD IN PARADISE



Osprey

In harmony with Stetson Kennedy's goal for Beluthahatchee, "...serving as a working demonstration that human and natural habitat need not be mutually exclusive, but can coexist in harmony," this site serves as a breeding ground and roosting place, or rookery, for more than one hundred species of native and migratory birds.



Wood Duck

From ospreys, bald eagles, and tri-colored heron to anhingas, bronze grackles, purple gallinules and Florida's only native wood stork (*Mycteria americana*), the lake and surrounding area provides rich and undisturbed habitat that, thanks to Kennedy's devotion to protecting the natural environment, will exist in perpetuity as a wildlife refuge.



Wood Stork





I-3


William Bartram

SCENIC & HISTORIC HIGHWAY


A HERO AMONG MEN. . .




Wildlife sanctuary... living museum... literary landmark... each of these describes Beluthahatchee, so named by Jacksonville-born author/activist Stetson Kennedy, who influenced history by fighting for human rights and pushing for "total equality." Kennedy acquired these 50 acres from his family, added 20 acres and subdivided the land to preserve the natural terrain and to protect the land, in perpetuity, as a wildlife refuge.


Stetson Kennedy directed folklore research for the WPA Florida Writer's Project in the 1930s and published his first book, *Palmetto Country*, at age 25. Working with noted author and anthropologist Zora Neale Hurston, he was instrumental in cataloging vast amounts of Florida folk materials and was one of the first to record African-American spirituals sung at turpentine camps and mission diners. Included



in the legendary history of Beluthahatchee is renowned folk singer Woody Guthrie, best known for his ballad *This Land is Your Land*. Guthrie befriended Stetson after reading *Palmetto Country* and became a frequent house guest; it was during his stay at Beluthahatchee that Guthrie wrote over 80 songs as well as the final draft of his autobiography, *Seeds of Man*.






I-4

Interpretive Sign Face Layout



William Bartram

SCENIC & HISTORIC HIGHWAY


A MAN ON A MISSION



"A scientific observer with an imaginative pen," words that describe American naturalist, writer and botanist William Bartram, born in Philadelphia in 1739. Bartram's monumental journey through the southeastern United States included Florida lands within this scenic corridor. For many months he explored the area collecting specimens, writing descriptions and illustrating hundreds of plants and animals. His book *Travels*, which was officially published in 1791, is still considered one of the greatest books of American natural history, written with passionate descriptions and vivid illustrations. It remains a significant piece of literature and one of the most thorough resources for learning about the character of 'Old Florida' in the late 1700s.



These images represent just two of the many artful illustrations done by William Bartram as he travelled through eastern Florida in the late 1700s.






I-5


William Bartram

SCENIC & HISTORIC HIGHWAY

COWS AND CROPS

Before there were oranges in Florida, there were cows! Florida's agricultural history actually begins with Andalusian cattle, brought to the state by Spanish settlers as early as the 1500s. Several ranches were established along the St. Johns River, including one identified as Aramasaca, located close to Julington Creek. After the British took power, many of these cattle were left to roam free in the natural hammock and eventually came to be known as Florida Cracker Cattle, after the Cracker Cowboys whose whips made a sharp cracking noise. In addition to raising cattle, early settlers also grew prolific crops of citrus, grapes, olives, other fruit and nut trees, indigo and corn; several thousand acres of land along this corridor were once planted in pine to provide resources for naval stores.





I-6


Interpretive Sign Face Layout

William Bartram


SCENIC & HISTORIC HIGHWAY

EUROPEAN INFLUENCE


Roughly 100 years after the early Spanish settlements, Swiss-born pioneer Francis Philip Fatio Sr. was one of the first to recognize the agricultural potential of Florida's soils when he moved his family to Florida around 1771. The scenic highway travels through a 7.5-mile portion of Fatio's plantation, from close to Julington Creek down to the area north of Orangedale. This plantation included thousands of orange trees, as well as grapes, olives, figs, pomegranates, and filberts. Fatio was also instrumental in planting pine forests for the production of naval stores and timber supplies, and turpentine camps were prevalent in the corridor area as recently as the 1940s.




Francis Philip Fatio, Jr. was born in Switzerland in 1724



During one of William Bartram's trips down the St. John's River, it is believed that he spent time with a "very civil gentleman" assumed to be Fatio, remarking that Fatio's garden had a "a greater variety than any other in the Colony."





I-7

William Bartram


SCENIC & HISTORIC HIGHWAY

A RICH HISTORY PRESERVED


Alpine Groves was originally part of a ten-thousand-acre land grant obtained by Francis Fatio, a Swiss immigrant, during the Second Spanish period (1783-1821). Much of the original land grant was divided into smaller parcels after the American territorial period, and the Alpine Groves property was included in a 175 acre parcel purchased by J.W. Black in 1859.

The farmhouse standing today was built in 1886 by Robert Willis as a seasonal home. Seasonal homes and their associated orange groves were popular investments in this region following the Seminole and Civil Wars. This farmhouse did not become a permanent residence until 1899 when Robert Ellis Booker and his wife Julia McChurch bought the property and named it Alpine Groves. The Bookers began intensive agricultural production on the property and owned it for over three decades before selling it to John and Ruth Harris in 1937.

The farmhouse and its 54.5 acres of land that are now Alpine Groves Park were purchased by St. Johns County in 2000, and the farmhouse restoration was completed in 2008. The farmhouse, horse barn, and orange packing shed remain in testament to the importance of citrus farming in the area.




During renovation



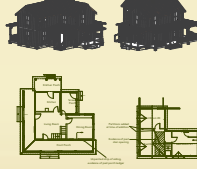
A MODIFIED I-HOUSE

The "I-house" was a popular style of vernacular architecture in northern Florida during the late 1800s. It is generally a narrow two-story house with a central hall and staircase that divides the interior spaces on both floors into rooms of roughly equal size. I-houses typically have a one-story porch with a hip or shed roof, and double-hung sash windows in symmetrical placement. Fireplaces and chimneys are usually installed on the gable ends, and kitchens are often contained within a rear cross-gable extension raising one or two stories. They characteristically have a symmetrical façade with the longer profile parallel to a significant feature, in this case the St. Johns River. The original house has gone through a number of renovations and additions since its construction in 1886.

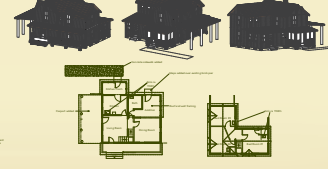
Original 1880's House




1910's House




1940's House



The illustrations in this timeline, provided on behalf of Robert White, of R. G. White Construction, Inc., depict what this historic home may have looked like at different stages of renovation throughout the 1900s.





I-8

Interpretive Sign Face Layout

William Bartram

SCENIC & HISTORIC HIGHWAY

A HOME TO THOSE BEFORE US

Imagine floating along the banks of the St. Johns River in a dugout canoe, silently drifting, watching as tree limbs hang over the dark water and the sounds of life fill the air. This magical stretch of water has supported life for many thousands of years, and though you must sometimes look hard to find evidence, archaeological surveys in this area have proven that Native Americans lived here as early as 2000 B.C.

Shell middens, pottery shards and stone and bone tools have been excavated from multiple sites along the river, forming a picture of how Native Americans lived off the land and used the bountiful natural resources here to survive and thrive.



This image represents what a Timucua village may have looked like, with circular huts that had thatched roofs. It is believed that the Eastern Timucua lived extensively in areas along this portion of the St. Johns River during the 16th and 17th centuries.



Pottery Shards

Majorica Shards



I-9

William Bartram

SCENIC & HISTORIC HIGHWAY

A RIVER OF OPPORTUNITY

"How still and smooth the water, not like a liquid at all, but like some highly burnished metal, reflecting the gorgeous sky above, and every branch and shred of moss that leans over it!" —

Excerpt from a letter written by a passenger aboard a steamboat traversing the St. Johns in 1853





Travel by land in Florida in the 1800s was challenging on narrow paths through swampland and dense forest. The state's crisscrossing waterways became the safest and most effective routes of transportation and played a significant role in the early settlement of Florida. As steam began to be used for propulsion in the early 1800s, steamboats started to replace other sailing vessels in the transport of cargo goods and eventually passengers. The first steamboat to visit Florida was the George Washington, which reached Jacksonville from Savannah, Georgia, in May of 1829.

According to the US Census of 1880, the St. Johns River supported the largest fleet of steam vessels carrying passengers and freight south of the Hudson River in New York; several points along the river in this corridor became centers of activity as plantations obtained outside supplies and farmers shipped produce to market via steamboat.

Photos and early postcards depicting examples of the steamboats found on the St. Johns River




I-10

Interpretive Sign Face Layout

William Bartram

SCENIC & HISTORIC HIGHWAY



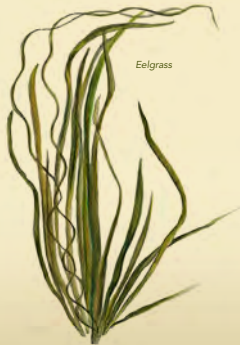
WHAT LIES BENEATH

It's easy to see the beauty of wildlife diversity above the water. But few people realize the importance of the vast and life-sustaining ecosystem that lies beneath the water and on the river bottom. Life in nearly all waterways depends on the vitality of underwater grasses, and the health of those grasses is greatly influenced by the quality of the water they exist in.

Underwater plants here in the St. Johns River provide food for some animals, and a place to raise young for others. The grasses are a critical part of the water world. In both fresh

and salt water, grasses supply nutrients and habitat for fish, manatees, and other wildlife. The plants also cleanse pollutants from the water and provide surfaces for organisms such as insects, algae and snails, to hold on to. Underwater plants add dissolved oxygen to the water, enabling aquatic animals to breathe, and the roots from the vegetation help stabilize the river bottom and prevent erosion.

Without aquatic plants, the St. Johns River would not support the wide diversity of wildlife that it does today!



I-11

William Bartram








SCENIC & HISTORIC HIGHWAY

RIVER OF PRIDE

"From its marsh beginnings in East-Central Florida to its estuarine water at the Georgia border, the St. Johns River is a striking example of waterway diversity." –St. Johns River Water Management District

As the only river in the state of Florida to be designated an American Heritage River, the St. Johns easily earns its place among the elite as one of fourteen rivers in the country with the unique distinction. Created by an executive order issued by President Clinton in 1997, the AHR Initiative exists to assist river communities in three important ways: protection of natural resources, historic and cultural preservation, and increased economic renewal. Rivers are designated by the US EPA based on several criteria including the intrinsic natural, recreational, economic, agricultural, scenic or historic resources of the river.

Other rivers in the US with the AHR designation include the Hudson (NY), Lower Mississippi (LA, TN), Cuyahoga (OH) and the Rio Grande (TX).

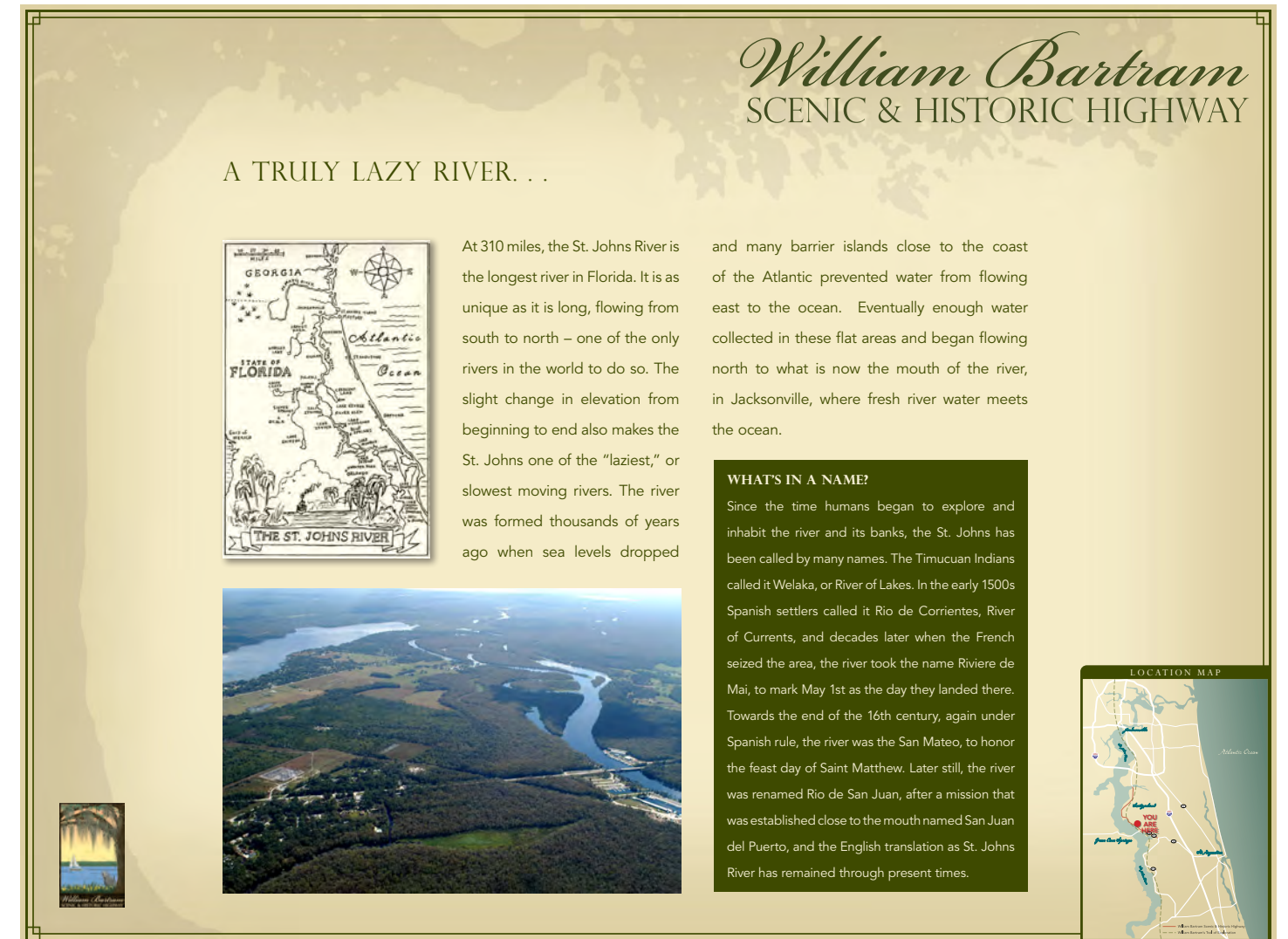


I-12

Interpretive Sign Face Layout



I-13



I-14

**** Please see I-1 for the layout of I-15, as the same sign will be repeated**

Interpretive Sign Face Layout

William Bartram

SCENIC & HISTORIC HIGHWAY

THE CRYING BIRD

“There inhabits the low shores and swamps of this river...a very curious bird, called by an Indian name — Ephouskya — which signifies in our language the ‘crying bird.’”

— William Bartram, *Travels*



Screaming, mournful cries can be heard from one of Florida's most curious birds, the limpkin. Similar in appearance to a heron or ibis, the limpkin has brown feathers flecked with white spots, and a long, curved bill that it uses to feed on apple snails almost exclusively. The limpkin lives in the shallows and along the shores of rivers, creeks and lakes, and often will nest in a variety of sites, from floating vegetation to tree limbs many feet above the ground. The bird is the only member of the taxonomic family Aramidæ, and it actually prefers walking or running to flying.



The apple snail is an indicator species, which is an organism that indicates the presence of certain environmental conditions. Because apple snails require high water quality to survive, the presence of the snail may be seen as a positive sign that the restoration efforts in the area are working well.




I-16

William Bartram


SCENIC & HISTORIC HIGHWAY


SOMETHING SMELLS FISHY


The beauty surrounding you here wasn't always so sweet due to a scallop processing plant that once occupied this site. In the early 1980s, the Homer Smith Seafood Company had scallops brought in by the truckload to be processed for sale; the scallop remains were flushed out into the creek and eventually into the river. Not only did the foul odor affect everyone within miles, fish kills became regular occurrences, and the pollution from the plant was wreaking havoc on the ecosystem of the river and its tributaries. Led by Orangedale residents determined to make a change, the River Systems Preservation was a grassroots group formed to fight against the unhealthy and environmentally harmful practices of the seafood company. Approximately 80 citizens banded together holding bake sales, barbecues and plant sales to raise funds for attorney and legal fees. Between 1985 and 1990, suits were filed with the state, the plant was shut down, and the land was turned over to the county to be used as a positive public resource. The last decade has seen great improvements and restoration to the creek and its surrounding ecosystems.



The menhaden is a small fish that plays a huge role in the marine ecosystem by providing a food source for many larger fish and other wildlife; in the 1980s, tens of thousands of these fish were killed here in this water as a result of the waste being dumped into the river.







I-17

Interpretive Sign Face Layout



I-18

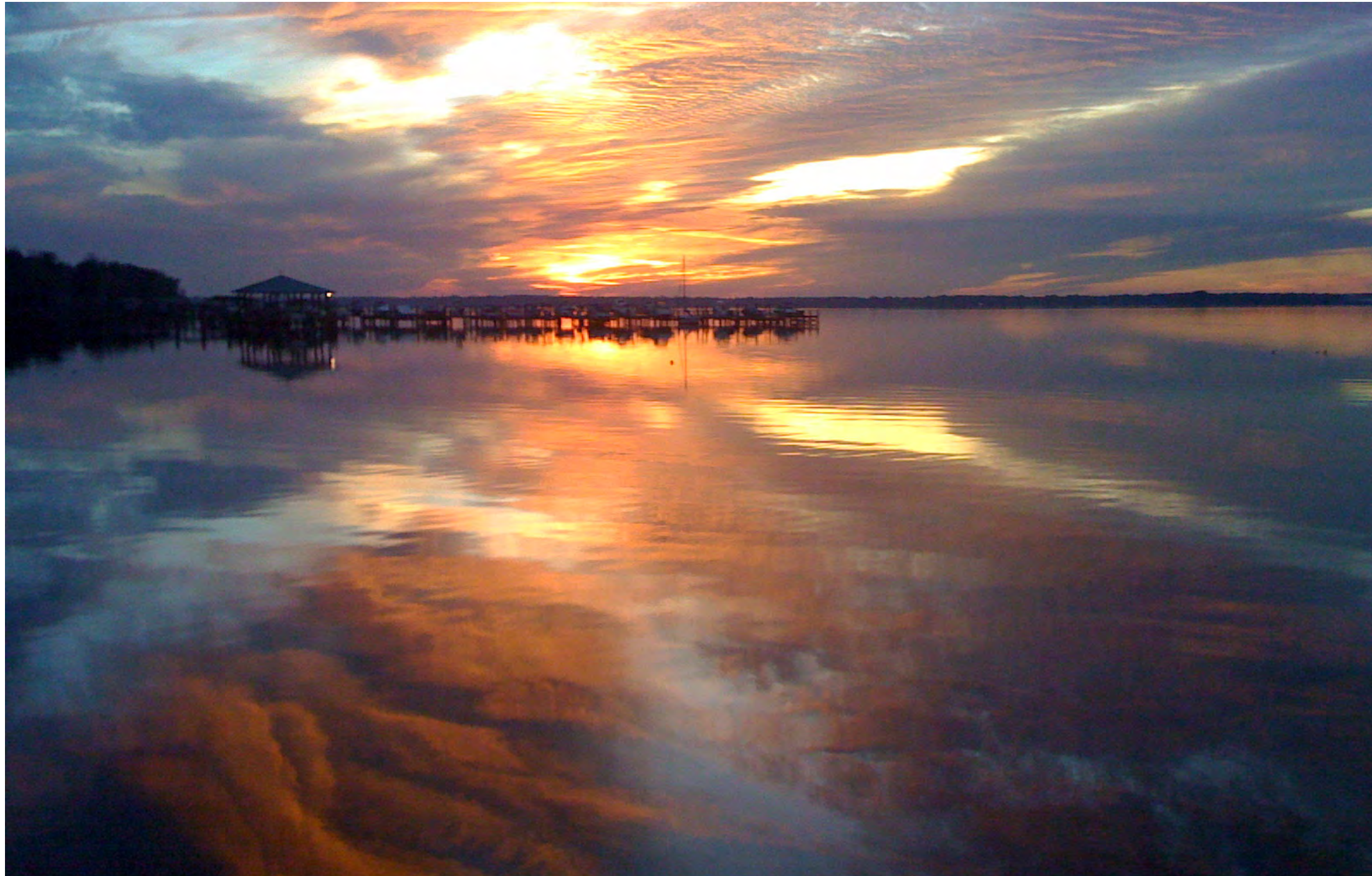


I-19

Conclusion



Conclusion



A critical part of the William Bartram Scenic & Historic Highway Corridor mission is to help people understand, appreciate and use the Corridor in a way that celebrates the rich cultural, natural and historical heritage of this slice of 'Old Florida.' As a result of experiencing the corridor, the hope is that visitors and residents will increase their appreciation of the area's natural, historic, cultural, recreational and scenic resources and understand how these resources contribute to a greater quality of life.

In addition to an increased appreciation, the overall goal of the scenic highway and the corridor master plan is to motivate visitors and residents alike to become good stewards and forge an emotional and intellectual connection between themselves and the natural and cultural heritage of this special place.

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