Town of Orleans

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COMMUNITY PRESERVATION PROJECT APPLICATION

Project Title: ORLEANS OUTDOORS - Enhanced Trail Signage **Submission Date: 11/20/2020**

Applicant *(note if Town, individual or non-profit)*: Recreation Advisory Committee – Town application,
Contact: Carol Counihan
Address: 23 Herring Brook Way, Orleans, MA 02653

Co-Applicant, if any *(note if Town, individual or non-profit)*:
Contact:
Address:

Project Contact Person: Carol Counihan

Telephone: 339-223-9036 **E-mail:** counihan.carol@gmail.com

Federal Tax Identification Number (if non-profit):

Project purpose *(Check all that apply)*:

___ Open Space **___ Historic Preservation** **___ Community Housing X Recreation**

Project Location/Address: Please see attached document. Directional and interpretive trail signage proposed for town Conservation lands.

Community Preservation Funding Request: $67,275

Brief Project Summary, Including Justification of Project Category Checked Above:

ORLEANS OUTDOORS
The Orleans Recreation Advisory Committee (RAC) had completed a survey of residents in 2019 to evaluate and rank the opportunities for enhancements to the recreation offerings within the town. Over 500 residents of all ages competed the survey. The survey results were sent via email to participants in the town recreation programs and a follow-up Zoom meeting was held. The survey and follow-up communications provided RAC with a roadmap for applying for CPA funds under the Recreation Category.
Of the ranked ideas that fall within the CPA guidelines, applications will be submitted for:

- Bike Racks
- Bike Paths (Bike & Pedestrian Committee will be submitting)
- Kayak Racks and Waterways Education
- <u>Enhanced Trail Signage</u>
- Storybook trail
- Picnic Area

- Design and engineering services for basketball court
- Pickleball Court

Each topic will have its own specific application with the supporting documentation and contact person. Tracy Murphy, Chair of RAC, can be contacted on any application.

Proposal for Community Preservation Committee Funding for Enhanced Trail Signage

Enhancing existing hiking trails was one of the most highly ranked recreational offerings in the 2019 RAC recreation survey. Getting people outdoors walking / hiking improves users' physical and mental health and offers a socially distanced way to spend time with people outside one's immediate household. The Conservation Commission oversees over 275 acres of land in Orleans. Walking/hiking in Conservation areas is a passive recreational use allowed by the management plans for these protected areas. RAC is proposing to improve trail signage **within** five Conservation properties: Kent's Point, Kenrick Woods, Paw Wah, Peck, and one other with extensive trails.. Our proposal **does not overlap with, but rather complements the Conservation Commission's 2019 CPC proposal** to standardize the signs welcoming users to all 14 Conservation areas.

Better signage on the trails within areas will encourage families and less experienced users to explore a wider variety of areas without fear of getting lost, hopefully reducing overuse of a single area such as Kent's Point. Further, better signage will also encourage users to stay on main trails thereby discouraging development of rogue trails where damage to sensitive areas can occur.

1. <u>Directional trail markers</u>

- **<u>Detailed Narrative:</u>** We propose to: 1)update the on-line trail maps for Kent's Point, Kenrick Woods, Paw Wah, Peck and one other Conservation area with extensive trails, and 2)install directional signage on main trails, approved secondary trails, and at junctions. The signage selected will be consistent in look, feel, material, and installation across Town Conservation lands, AND consistent with guidelines that emerge from the Orleans Wayfinding project currently underway with the Cape Cod Commission, the Orleans Planning Board, and others. One example of signage to be considered is durable 3" metal disks, which are waterproof, visible/reflective, and rust-resistant with an embossed arrow. They are pre-drilled for easy mounting and lightweight for packing / installing (**see photo below**). Signs such as these are currently used on Brewster Conservation Trust and Orleans Conservation Trust (OCT) walking trails.
- **<u>Action Plan and Timeline:</u>**
  In **spring 2021**, a cross-functional team of volunteers and experts including, but not limited to RAC, Conservation Commission, Conservation & Natural Resources, will update the trail maps for these five areas (using the maps in the Orleans Walking Trails brochure as a base) and choose the style of directional signage. In spring 2021, we will propose installation services from Americorps. Installation of signage will begin in **fall 2021** and be completed by **summer 2022**.
- **<u>Financial Data:</u>**

Materials **$500** (estimate based on purchase of 3.5”-metal disks with embossed colored arrow ($25 for a pack of 24, in blue, green, yellow & red). Source: Wild Drifter or similar.)
Shipping **$ 25**
Installation **0** (assumes volunteer and Americorps labor)
Maintenance **0** (assumes volunteer labor)
TOTAL CPC funds requested for directional signs = $525.

2. Interpretive Signs (see photos below)

- **Detailed Narrative:** We propose to design, purchase and install interpretive signs in the five Conservation areas above. Interpretive signs should enhance the user’s walking / hiking experience, not detract from it. They will convey more than facts, enticing users to learn more about or take action on a chosen theme (e.g., lessons from Native American or other cultural history, the benefits of native vs. invasive plants, protecting areas of critical environmental concern). They will be consistent in look, feel, material, font, and installation across Town Conservation lands, AND consistent with guidance that emerges from the Orleans Wayfinding project currently underway with the Cape Cod Commission, the Planning Board, and others.

  Option 1 - one interpretive sign per trail, near the trailhead featuring a trail map to orient users and key aspects of the site or theme, OR

  Option 2 - a series of signs, known as an” interpretive trail,” starting with a trail map followed by 5 - 6 interpretive signs. With a trail, a story/message on the chosen theme unfolds as users move along the trail from sign to sign, such as:

  - Why protect flora/ fauna / areas of critical environmental concern in the Pleasant Bay estuary,
  - Benefits of native plants vs. invasives,
  - Why protect saltwater marshes and coastal banks,
  - Lessons from human / cultural history (e.g., Native American inhabitants, deforestation, salt making).

- **Action Plan and Timeline:**

Beginning in the **spring of 2021**, a small Sign Design Task Force will be formed to interface with stakeholders and subject matter experts from the Town Boards with responsibility for the site(s) under consideration, e.g., Conservation, RAC, Natural Resources, Shellfish & Waterways, Cultural Council, and/or Historical Commission). It will meet to select and propose the location and theme for **one Pilot interpretive sign** for Kent's Point, Baker's Pond, Kenrick Woods, Paw Wah OR Peck Conservation areas.

The Task Force will collect information from subject experts, gather photos and graphics, and generate short, pithy copy with the **contract services of a researcher/ copywriter.** We will also engage the **services of a graphic designer** to develop the overall creative look / feel and conceptual master layout, and create the final design and print file. Material for the panel and sign posts will be consistent with the Wayfinding guidance from the Planning Board, taking into account durability, fading, maintenance, and initial cost.

The Task Force's process will include input and periodic review by stakeholders. Once the final design is approved in writing by Boards and Town officials with responsibility for the chosen site, the Sign Design Task Force will get bids from three sign fabricators including local vendors, order the fabrication, and arrange for installation. **We expect to learn a great deal from this Pilot design experience.**

The Pilot sign will be completed and installed by **winter 2022** using installation services from Americorps or the Town DPW Dept. Installation of two other stand-alone interpretive signs and two interpretive trails will be completed and installed by **winter 2024**.

- **Financial Data:**

Cost for one Pilot interpretive sign 20 " X 40"

Researcher / copywriter fee $500-$1,000 per sign

Graphic designer fee $ 500-$1,500 per sign (depending on size and complexity)

Materials and Shipping $500 - $750 per sign (estimate based on 2020 cost of Diamond Terrapin sign designed by OCT and 2020 cost of Vernal Pool sign (panel only) designed by BCT, both fabricated by Fossil Industries of NY.)

Assembly and Installation

$0 (estimate assumes work is performed by Americorps and volunteers) OR

$1200 per sign (estimate from Tom Daley 11/17/20, assuming work is performed by DPW and National Park Service mount)

TOTAL: One Pilot Interpretive Sign $3,250 - $4,450`

Ultimately, we are requesting funds for a total of:

- **three interpretive signs, each near a trailhead @ $3,250 X 3 = $9,750 for stand-alone signs, and**
- **two interpretive trails of 6 signs each @ $3,250 X 6 =$19,500 X 2 = $39,000 for two trails.**

TOTAL CPA funds requested for interpretive signs ranges from $48,750 (installed by Americorps) to **$66,750** (installed by DPW).

Photo courtesy of Amy Henderson, BCT

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Photo courtesy of Steve O'Grady, OCT

Wading & Fishing Birds
Great Blue Heron
Black-crowned Night-Heron
Green Heron
Double-crested Cormorant
Great Egret
Brown Pelican
Snowy Egret

Doane Rock

GUIDELINES FOR PROJECT SUBMISSION

Please submit one paper copy of the application materials to the Community Preservation Committee, c/o Town Administrator, Town of Orleans, 19 School Road, Orleans, MA 02653 by Nov. 23, 2020. Applicants must also email complete applications in PDF to Myra Suchenicz, Administrative Assistant, at msuchenicz2012@gmail.com. A single PDF file which appends materials described in item 3 to the application form is preferred.

1. **Applications must be received by Monday, November 23 to be considered for recommendation at the Annual Town Meeting.**
2. **Funds will be available on July 1st following the Annual Town Meeting.**
3. **Applicants may include any maps, diagrams, and/or photographs pertaining to the project. Letters of Support for the project from community organizations or other sources may also be submitted.**
4. **The Community Preservation Committee may require additional (or more detailed) information or further clarification to a submitted application.**
5. **Prior to submission of funding applications, applicants should review the Community Preservation Act (MGL, Chapter 44B, through the Community Preservation Coalition Web site), the Orleans Community Preservation Plan and the Orleans Community Preservation Bylaw, copies of which are available on the Town Web site at https://www.town.orleans.ma.us/community-preservation-committee. Nonprofit organizations applying for historic preservation funds for historic structures should obtain a sample copy of an acceptable historic preservation deed restriction (available from the Town Administrator's office) since this type of document will be required. Applicants other than the Town of Orleans should also obtain a sample copy of the Agreement with the Town of Orleans that all successful nonprofit applicants will be required to sign. Please contact the Administrative Assistant by email with any questions.**
6. **Eligible projects must address one or more of the uses outlined in the Community Preservation Act, Sections 2 and 5 (2), as follows:**

   Open Space

   Acquisition, creation and preservation of land to protect existing water supply/aquifer areas, agricultural and forest land, coastal lands, frontage to inland water bodies, wildlife habitat, nature preserves and scenic vistas.

   Community Housing

   Acquisition, creation, preservation and support of community housing defined as housing for low and moderate income individuals and families, including low and moderate income senior housing. The Community Preservation Committee is required to recommend, wherever possible, the reuse of existing buildings or construction of new buildings on previously developed sites.

   Historic Preservation

   Acquisition, restoration, rehabilitation and restoration of historic structures and landscapes that have been determined by the local historic preservation commission to be significant in the history, archeology, architecture or culture of the Town or that are listed on the State Register of Historic Places.

   Recreation

   Acquisition, creation, preservation, rehabilitation and restoration of land for active and passive recreational uses, including land for community gardens, trails and noncommercial youth and adult sports and the use of land as a park, playground or athletic field and for preservation and restoration of recreational facilities. (Community Preservation funds cannot be used for a stadium, gymnasium or similar structure or for the acquisition of artificial turf for athletic fields.)

October 5, 2020