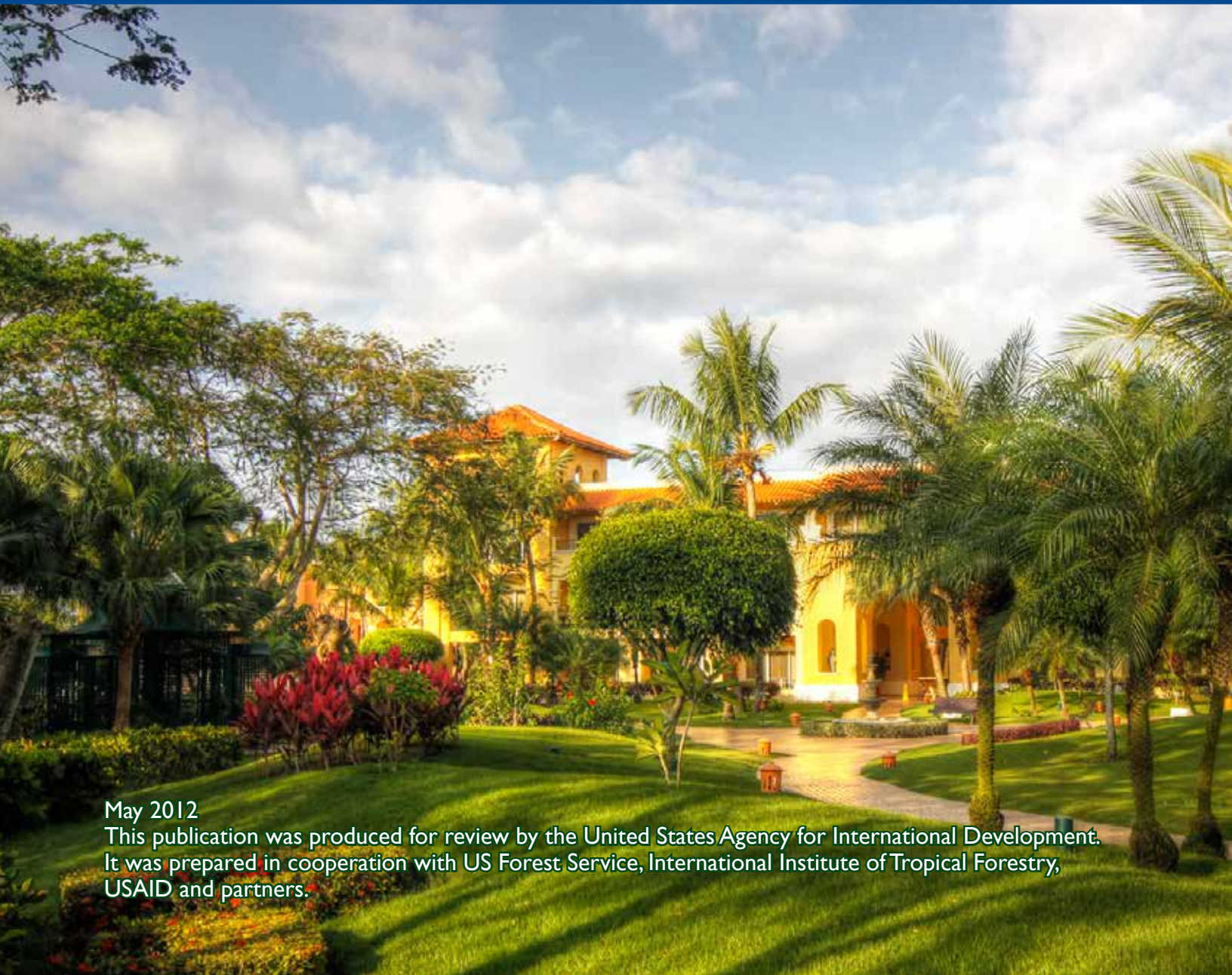




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# RECOMMENDATIONS FOR HERITAGE INTERPRETATION AT THE IBEROSTAR HACIENDA DOMINICUS HOTEL BAYAHIBE, DOMINICAN REPUBLIC



May 2012

This publication was produced for review by the United States Agency for International Development. It was prepared in cooperation with US Forest Service, International Institute of Tropical Forestry, USAID and partners.

**Bibliography Citation**

Bauer, Jerry and Jerry Wylie. 2012. Rapid Assessment for Heritage Interpretation at the Iberostar Hacienda Dominicus Hotel, Bayahibe, Dominican Republic. Report Prepared by the US Forest Service, International Institute of Tropical Forestry for the United States Agency for International Development (USAID) in support of the Consorcio Dominicano de Competividad Turística Inc. (CDCT-STEP).

**Credits**

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# TECHNICAL REPORT

## RECOMMENDATIONS FOR HERITAGE INTERPRETATION AT THE IBEROSTAR HACIENDA DOMINICUS HOTEL BAYAHIBE, DOMINICAN REPUBLIC

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In cooperation with:  
Iberostar Hacienda Dominicus Hotel  
La Romana-Bayahibe Tourism Cluster  
Consorcio Dominicano de Competitividad Turística Inc. (CDCT-STEP)

May 2012



*This work was completed with support from the people of the United States through USAID/Dominican Republic by the USDA Forest Service International Institute of Tropical Forestry under PAPA No. AEG-T-00-07-00003-00, TASK #7 (Sustainable Tourism Support) in partnership with the Consorcio Dominicano de Competitividad Turística Inc. (CDCT-STEP).*

### DISCLAIMER

*The authors' views expressed in this publication do not necessarily reflect the views of the United States Agency for International Development or the United States Government.*







## 1.0 INTRODUCTION

At the request of the La Romana-Bayahibe Tourism Cluster and the Iberostar Hacienda Dominicus Hotel we were asked to meet with the hotel environmental staff to make recommendations on heritage interpretation possibilities on the hotel grounds in Bayahibe.

The Iberostar Hacienda Dominicus Hotel is one of several “all inclusive” hotels in the Bayahibe area and is a member of the La Romana-Bayahibe Tourism Cluster. The hotel has a large central garden area which has a large pond and is mostly planted with ornamental trees and plants (Map 1). The green areas are very well groomed and maintained. Local wildlife, including several endemic species, is common on the grounds, but no information about the local wildlife, history or the nearby national park is available to the hotel guests.

## 2.0 FIELDWORK

The Forest Service team consisting of Jerry Bauer, Jerry Wylie, Liliana Peralta and Bienvenida Bauer made three site visits in April and May 2012 to the Iberostar Hotel to meet with the hotel environmental staff and management to discuss interpretation and signage within the hotel grounds. We walked the entire hotel grounds to see the layout of the gardens and green areas, note the trees and plants, observe birds, and snorkeled at the swimming area to see conditions and wildlife at the artificial reef.

## 3.0 OBJECTIVES

- To provide heritage (cultural and natural) information about the Bayahibe area to visitors.
- To provide learning information to visitors.
- To encourage hotel guests to visit nearby national parks and other areas in Bayahibe.
- To enhance the visitor experience by providing quality environmental interpretation.
- To enhance the hotel guests appreciation for local culture and natural resources.
- To connect hotel guests to the Dominican Republic’s environment and gain their support for the the resort’s commitment as a “Green Hotel.”

## 4.0 SUSTAINABLE TOURISM AND BIODIVERSITY CONSERVATION

Conservation must be integrated with development activities. However, the ultimate goal of integrating sustainable tourism and biodiversity conservation is not just to reduce threats or avoid impacts, it is the creation of sustainable benefits to the environment, the local community and visitors.

To achieve this integration, and meet the project objectives listed above, a benefits-based model of sustainability that provides linkages and synergies between the environment, the local community and the visitors is used. Since they are directly linked, actions in one affect the other two (Figure 1).

Figure 1. Sustainable tourism model.



Conservation benefits of heritage interpretation at Iberostar resort could include:

- Increased awareness of conservation issues in the Dominican Republic
- Improved public support of local water conservation programs
- Appreciation of natural and cultural resources
- Greater visibility of, and visitation to, Parque Nacional del Este
- Help protect the environment by generating alternative sources of income for local families

Community and Economic Development enhances the quality of life for residents and creates business opportunities. Successful tourism businesses and communities provide infrastructure and services, financial and local support for conservation projects, and political support for conservation projects and agencies. Benefits to Iberostar resort and Bayahibe include increases in:

- Customer satisfaction and loyalty
- Jobs for local tour guides
- Sales of locally-produced arts and crafts at the resort
- Repeat visitation and positive word-of-mouth advertising for the resort

Quality Visitor Experiences are the foundation for successful tourism. They depend upon properly managed, resources, settings and attractions (including scenery), professional tourism services and infrastructure, and adequate visitor information and interpretation. Without a quality visitor experience there will be no sustainable tourism and no public or financial support for parks and conservation. Potential benefits to individuals include:

- Enjoyment
- Changes in visitor attitudes and behavior
- Learning something new
- Expand recreational opportunities while staying at Iberostar resort



## 5.0 THEMATIC INTERPRETATION ON IBEROSTAR HOTEL GROUNDS

Visitors come to the Iberostar not just to relax at a high-quality hotel, but also to experience, to explore, and to learn about the country and the people. But often they do not have the opportunity due to lack of knowledge of their surroundings and the local culture. Hotel guest experiences in the Dominican Republic and the Bayahibe area can be enhanced through high-quality thematic interpretation of the Bayahibe area's natural and cultural resources. This can be done through personal interaction with trained guides or through interpretive signage.

Interpretive objectives could include the following:

### Intellectual

- Learn about birds, artificial reefs and the Parque Nacional del Este
- Learn about local history and cultural traditions
- Learn how the Iberostar resort is protecting the environment as a “Green Hotel”

### Emotional

- Have fun at the resort and in exploring Bayahibe and Parque del Este
- Appreciate the local National Park, people and culture
- Lose fear of exploring beyond the hotel grounds.

### Behavioral

- Get people to visit Bayahibe and the Parque Nacional de Este
- Tell friends about their experience
- Repeat visits
- Purchase gifts/souvenirs from local artisans (and not the imported China products commonly sold in the area)
- Tip the local tour guides
- Make donations to local NGOs

## 6.0 RECOMMENDATIONS

### **Recommendation #1 - Develop an Interpretive Plan**

We recommend that a detailed interpretive plan be prepared to define interpretive objectives, identify a central message and supporting messages, and determine where and how these can best be presented. Once this plan is developed interpretive programs, both personal (guides) and non-personal (signs), should be developed for different audiences and guests.

### **Recommendation #2 - Interpretive Training**

Heritage or patrimonial interpretive training should be provided for guides who conduct tours from the hotel and also on the hotel grounds. This could be done through a series of short courses and field exercises.

### **Recommendation #3 - Improved and New Information for Guests**

Information about the local culture, environment and conservation should be incorporated into the introductory talks given to the hotel guests upon arrival. This will help the hotel guest to better understand local conditions and increase their interest in visiting sites away from the hotel. This information could be done in the form of multimedia on hotel monitors, brochures, flyers, etc in strategic areas in the hotel.

### **Recommendation #4 - Bird Species List**

A list of birds that inhabit the hotel grounds should be prepared and made available to guests. This could be done in the form of a high-quality brochure and sold in the gift shops.

**Recommendation #5 - Signage**

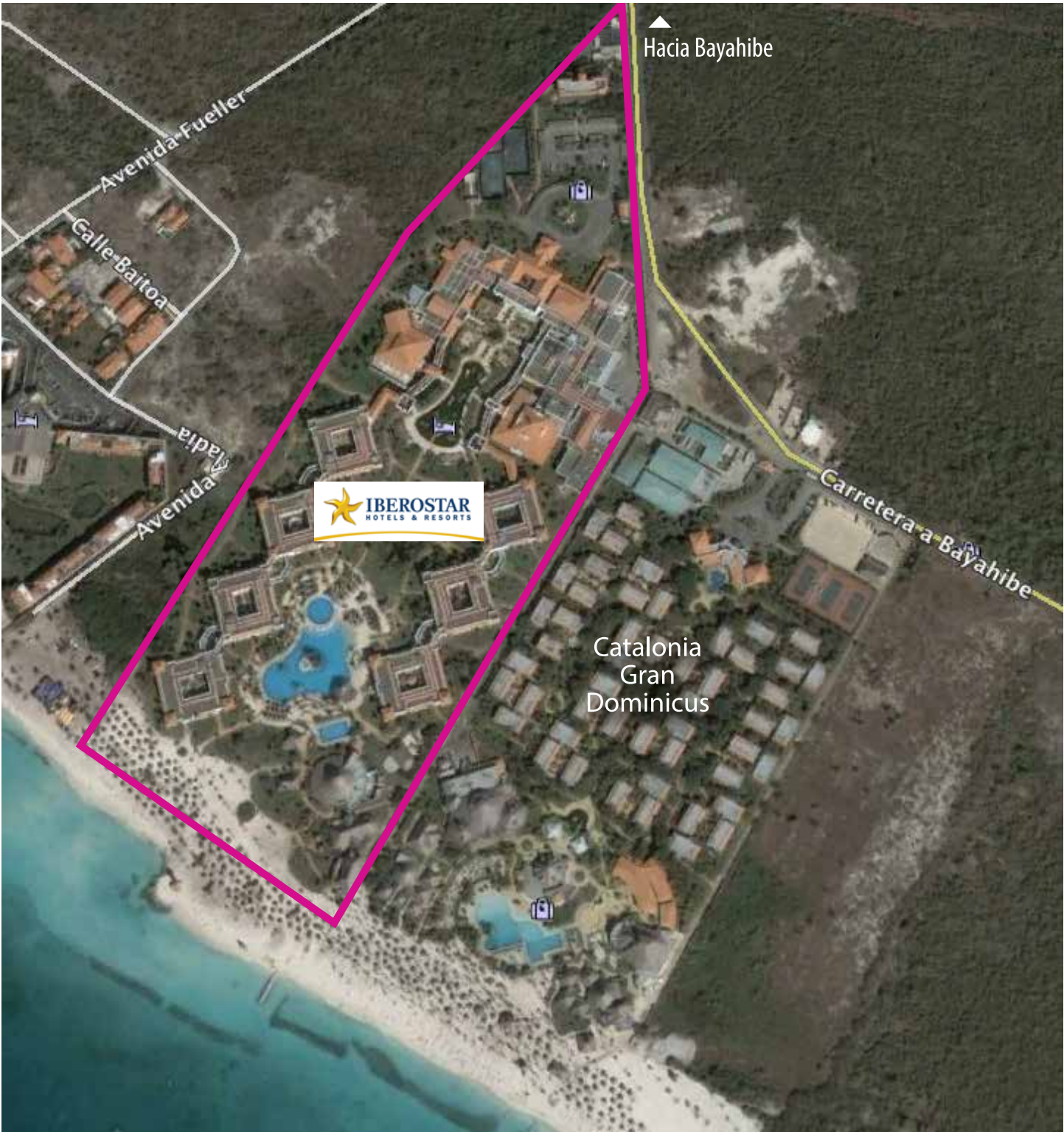
Temporary signage is needed on the hotel grounds to provide information to the guest about biodiversity, conservation and local attractions until the detailed interpretive plan is prepared. Appendix A list 15 recommended signs and content, Appendix B shows sign designs and Appendix C gives sign specifications for the recommended signs that could be placed on hotel grounds to meet this recommendation. This signage could be modified or added to once the interpretive plan (Recommendation #1) is completed.

**Recommendation #6 - Landscape Plan**

A landscape plan, emphasizing native tree and plant species, should be developed for the hotel grounds. This would help create habitat for local wildlife and could be an interpretive tool to teach guest about local culture and forests. Plants that attract birds and butterflies could be identified and used whenever possible.

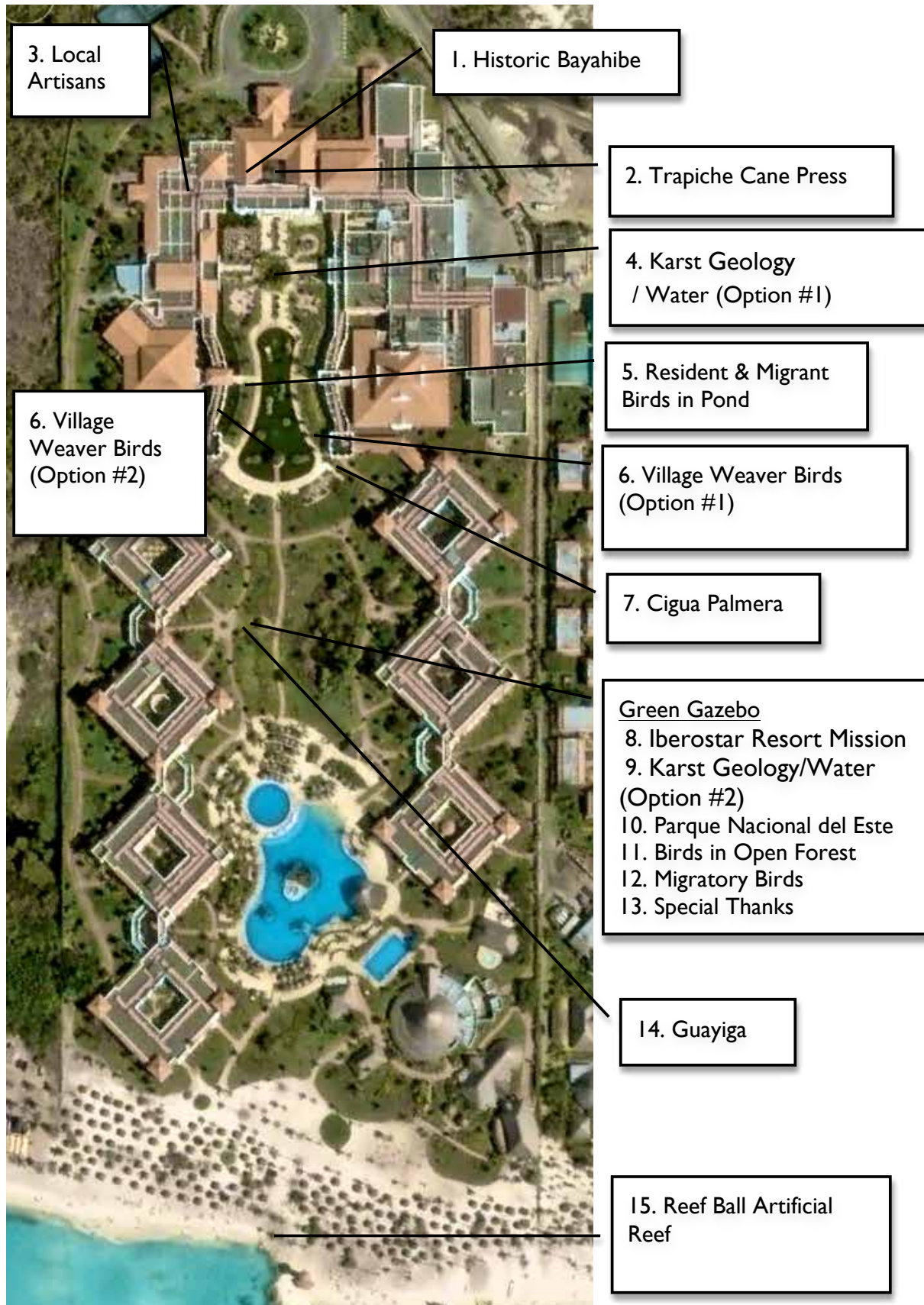
# MAPS

Map 1. Location of Iberostar Hacienda Dominicus, Bayahibe.





Map 2. Recommended locations for interpretive signage.





## APPENDIX A:

### RECOMMENDED SIGNAGE

## Appendix A: Recommended Signage

Based on site visit observations, hotel objectives and discussion with Hotel environmental staff we recommend 14 interpretative signs to be installed. All text will be in Spanish and English. The use of the Iberostar “star” logo and mascot will be incorporated and the corporate colors of blue and yellow, will be used. Map 2 shows proposed location for each sign.

### 1. Historic Bayahibe

Title: BAYAHIBE HISTÓRICO / HISTORIC BAYAHIBE

Location: Opposite sides of large wooden sailboat near cane press.

- One sign in Spanish and English.
- Explain that it was originally a fishing village settled by fishermen from Puerto Rico.
- Illustration of traditional fishing sailboat.

### 2. Trapiche Cane Press

Title: TRAPICHE / SUGAR CANE PRESS

Location: At model trapiche near front entrance.

- Illustration showing how this oxen-powered mill functioned.
- Limited text explaining sugar cane as a major industry in this region.
- Add small patch of sugar cane growing as a “live example”.
- Add pieces of cut sugar cane for people to touch/smell/taste.

### 3. Local Artisans

Title: ARTE NATURAL / NATURES ART

Location: At open area near the lounge by the boat display

- Illustrations and text to explain the products offered by local artisans.
- Text to emphasize that renewable forest products are used to create beautiful crafts and that local communities help protect the environment/forest by generating alternative sources of income for local families.

### 4. Karst Geology/Water (Option #1)

Title: ¿DE DONDE VIENE TODA NUESTRA AGUA? / WHERE DOES ALL THIS WATER COME FROM?

Location: Biggest fountain near entrance

- Text to explain that water used by local resorts and community comes from underground springs nearby in Parque del Este.
- Illustration of karst caves and underwater springs.

### 5. Resident & Migrant Birds in Pond

Title: ALGUNOS ESTAMOS DE VACACIONES / SOME OF US ARE ON HOLIDAY

Location: South side of walk immediately adjacent to pond near main restaurant.

- Large vertical panel. Illustrations and limited text on water birds seen in the pond: Yaguaza, Cra-cra, Gallareta de Pico Rojo, Pato de la Orilla, Flamingo. Others? Plus “Please don’t feed us... We get too fat to fly.”

### 6. Village Weaver Birds

Title: EL CHICHIGUAO, Soy Artesano / VILLAGE WEAVER, I am an Artist

Location: Two tall Royal Palms next to walkway near NE corner of large pond.

- Use text and illustrations to show the bird’s colors and nest.

### 7. Cigua Palmera

Title: LA CIGUA PALMERA ES EL AVE NACIONAL / THE PALMCHAT IS THE NATIONAL BIRD

Location: Two tall Royal Palms next to walkway near NE corner of large pond.

- Use text and illustrations to show the bird colors, nest and royal palm tree.



## 8. Iberostar Resort Mission

Title: SÉ VEREDE CON IBEROSTAR / GO GREEN WITH IBEROSTAR

Location: Eight-sided, roofed structure in the main garden area near buildings 1 & 2.

This is the primary location for environmental information.

- Information on how Iberostar is a green hotel, logos of green initiatives.

## 9. Karst Geology/Water (Option #2)

Title: ¿DE DONDE VIENE TODA NUESTRA AGUA? / WHERE DOES ALL THIS WATER COME FROM?

Location: Eight-sided, roofed structure in the main garden area near buildings 1 & 2.

This is the primary location for environmental information.

- Text to explain that water used by local resorts and community comes from underground springs nearby in Parque del Este.
- Illustration of karst caves and underwater springs.

## 10. Parque Nacional del Este

Title: PARQUE NACIONAL DEL ESTE

Location: Eight-sided, roofed structure in the main garden area near buildings 1 & 2.

This is the primary location for environmental information.

- Map of PNE, location and attractions.

## 11. Birds in Open Forest

Title: AVES DE BOSQUES ABIERTOS / OPEN FOREST BIRDS

Location: Eight-sided, roofed structure in the main garden area near buildings 1 & 2.

This is the primary location for environmental information.

- Show common birds found in open forest in this area.

## 12. Migratory Birds

Title: EL INVIERNO ES MEJOR AQUÍ / WINTER IS BETTER HERE

Location: Eight-sided, roofed structure in the main garden area near buildings 1 & 2.

This is the primary location for environmental information.

- Text about migratory birds and migration map.

## 13. Special Thanks

Title: AGRADECIMIENTOS / SPECIAL THANKS

Location: Eight-sided, roofed structure in the main garden area near buildings 1 & 2.

- Text thanking hotel and visitors for green initiatives.

## 14. Guayiga

Title: GUAYIGA: UNA PLANTA DE COMIDA TRADICIONAL / A TRADITIONAL FOOD PLANT

Location: Near the green gazebo at a guayiga plant.

- Text about how the plant was/is used and a graphic of the root and stems.

## 15. Reef Ball Artificial Reef

Title: ARRECIFE ARTIFICIAL / ARTIFICIAL REEF

Location: On beach near guard tower, attached to existing sign explaining hazard flags.

- Text explaining cement reefballs in the swimming area.
- This could be a vinyl or wooden sign shaped like a reefball.



## APPENDIX B:

### RECOMMENDED SIGN DESIGN

## Bayahibe Histórico



## Historic Bayahibe

Establecido en 1874 por pescadores de Puerto Rico, Bayahibe fue establecido en las ruinas de un antiguo pueblo Taíno, cerca de un puerto natural y manantiales de agua fresca.

Botes hechos a mano con sus características velas triangulares como éste modelo todavía son utilizados por los pescadores locales. Puedes apreciar éstos barcos tradicionales anclados cerca de La Punta, la pequeña península que protege el puerto y además puedes verlos competir en la Regatta anual durante las pascuas.

También puedes disfrutar de un corto camino cultural y ver las tradicionales casas llenas de color de La Punta.

Settled in 1874 by fishermen from Puerto Rico, the village was established on the ruins of an ancient Taíno indian village near a fine natural harbor and freshwater springs.

Handmade wooden boats with their characteristic large triangular sails like this model are still used by local fishermen. You can see these traditional craft anchored near La Punta, the small peninsula that protects the harbor, and also watch them race in an annual Regatta during easter week.

You can also enjoy a short cultural trail and colorfully painted traditional houses at La Punta.



Size: 24" x 16" inches

## Trapiche



## Sugar Cane Press

Introducida por los Españoles alrededor del 1500, la caña de azúcar se ha convertido en el principal producto agrícola del país.

Exprimiendo el jugo de la caña es el primer paso en la producción del azúcar.

Este jugo después es concentrado hirviendo el agua hasta que cristales crecían del almíbar de la azúcar morena pura.

La melaza producida durante el refinamiento era utilizada como alimento de animales y la producción de licores.

Introduced by the Spanish in the 1500's, sugarcane is the country's principal agricultural product.

Squeezing out the juice is the first stage in sugar production.

This juice was then concentrated by boiling off the water until crystals grew from the thick syrup to form raw brown sugar.


Molasses produced during refinement was used for animal food or liquor production.



## Arte Natural

Productos naturales tales como semillas y cáscara de coco son utilizados para crear éstas hermosas artesanías.

Mediante el uso de éstos productos locales, los artesanos ayudan a proteger la biodiversidad y el medio ambiente, y a su vez proporcionan una fuente de ingreso alternativa para sus familias.



The image shows a necklace made of natural materials. It features a string of small, light-colored beads, possibly seeds, interspersed with larger, dark, circular coconut shells. The necklace is displayed against a yellow background.

## Natures Art

Natural products such as seeds and coconut shells are used to make these beautiful crafts.

By using natural products local artisans help protect biodiversity and the environment. This also provides an alternative source of income for their families.

Size: 20" x 10" inches



## SIGN 4. WHERE DOES ALL THIS WATER COME FROM?



### De Dónde Viene Toda Nuestra Agua? Where Does All Our Water Come From?



Has notado que no hay ríos ni arroyos cerca?  
Toda el agua fresca esta oculta bajo tierra!

Nuestra agua proviene de enormes manantiales subterráneos cerca del Parque del Este, donde es entubado de grandes cavernas en las formaciones de los "Karst" de piedra caliza.

Éstas cuevas se forman cuando el agua de lluvia disuelve la piedra caliza débil y la redeposita en los techos de las cuevas como estalactita y en los suelos como estalagmitas.

Puedes visitar algunas de estas cuevas en el Sendero Padre Nuestro, a 5 km de este lugar.



Did you notice there are no rivers or streams nearby? All the fresh water is hidden underground!

Our water comes from extensive subterranean springs in the nearby Parque del Este, where it is piped from large caves in the "karst" limestone formations.

These caves are formed by rainwater dissolving the weak limestone and redepositing it on cave roofs as stalactites and floors as stalagmites.

You can visit some of these caves at the Padre Nuestro Trail , about 5 km from here.

## SIGN 5.

## SOME OF US ARE ON HOLIDAY



Size: 64" x 16" inches



## El Chichiguo Soy Artesano



## Village Weaver I am an artist

- Vivo en colonias, hasta con 200 nidos, cerca de establecimientos humanos.

- Tejo mi nido de junco y hojas, así como un artesano teje una canasta.

- Mis nidos cuelgan de la rama de un árbol, generalmente sobre agua.

- Vine originalmente en barcos de esclavos del oeste de África.



- I live in colonies, with as many as 200 nests, frequently near human settlements.


- I weave my nest from reeds and leaves, like an artisan weaves a basket.

- My nest hangs from a tree branch, frequently over water.


- Originally I came here from West Africa on slave ships.

## SIGN 7. THE PALMCHAT IS THE NATIONAL BIRD


La Cigua Palmera es el Ave Nacional



The Palmchat is the National Bird



- Es única y no se parece a ninguna ave del mundo.
- Construye sus nidos en éstas Palmas Reales, especie endémica de la isla.
- Sus nidos miden hasta 2 metros de ancho y parecen apartamentos con entradas individuales para cada pareja.



- It is unique and does not look like any other bird.
- It builds its nest in these Royal Palms. It is an endemic species of this island.
- The nest can be up to 2 meters wide and they seem like small apartments with individual entrances for each pair.

Size: 24" x 16" inches

Sé Verde con Iberostar



Deseamos que sus vacaciones en Iberostar sean más que simplemente otra visita a la playa.

Esperamos que también sea un viaje educativo, una oportunidad para explorar la cultura local y naturaleza, y una oportunidad para participar en programas que protegen la biodiversidad y apoyan la sostenibilidad.

**-Green Key**

Conservación de agua y energía

Manejo de desperdicios sólidos

Reciclaje

**-Bola de arrecife y Reef check**

Hábitat de arrecifes artificiales

Control de la erosión en las playas

Monitoreo

**-Bandera azul**

Monitoreo del agua

Códigos de conducta

Educación e Información medio ambiental

**-Apoyo de artesanos locales**

Uso sostenible de productos naturales

Alcance a la comunidad







Go Green with Iberostar

We want your Iberostar vacation to be more than just another fun trip to the beach.

We hope it is also an educational experience, an opportunity to explore local culture and nature, and a chance to participate in programs that protect biodiversity and support sustainability.

**-Green Key**

Energy and water conservation

Solid waste management

Recycling

**-Reef ball and Reef check**

Artificial reef habitat

Control beach erosion

Monitoring

**-Blue flag**

Water monitoring

Codes of conduct

Environmental information and education

**-Support of local artisans**

Sustainable use of natural products

community outreach



Size: 40" x 20" inches

21



## SIGN 9. WHERE DOES ALL THIS WATER COME FROM?



### De Dónde Viene Toda Nuestra Agua? Where Does All Our Water Come From?

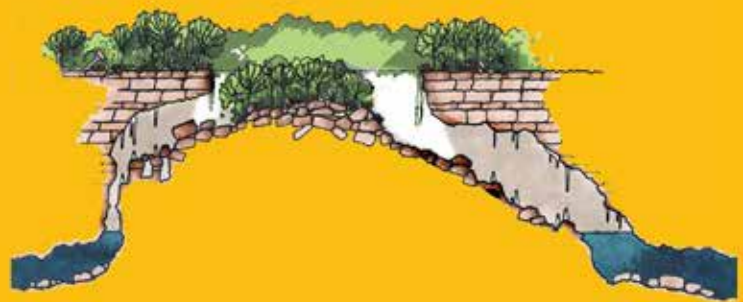


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Toda el agua fresca esta oculta bajo tierra!

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These caves are formed by rainwater dissolving the weak limestone and redepositing it on cave roofs as stalactites and floors as stalagmites.

You can visit some of these caves at the Padre Nuestro Trail , about 5 km from here.

Size: 50" x 40" inches



# Aves de Bosques Abiertos Open Forest Birds

 <p><b>Cotorra</b> Vuelo en grupo, hablo mucho mientras vuelo. Estoy en vía de extinción.</p> <p><b>Hispaniolan Parrot</b> I fly in groups. I talk a lot when I fly. I am an endangered species.</p>	 <p><b>Ruiseñor</b> Imito sonidos de otras aves.</p> <p><b>Ruiseñor</b> I imitate the sound of other birds.</p>	 <p><b>Carpintero</b> Si me escuchas reír, yo, el Carpintero, ando cerca.</p> <p><b>Hispaniolan Woodpecker</b> If you can hear me laughing, I am nearby.</p>	 <p><b>Zumbadorcito</b> Soy la 2da ave más pequeña del mundo.</p> <p><b>Vervain Hummingbird</b> I am the second smallest bird in the world.</p>
			

Size: 40" x 20" inches

## El Invierno Es Mejor Aquí



## Winter is Better Here

- Muchas aves migratorias permanecen aquí en invierno.
- Cada año, estas aves vuelan hasta 4,000 km a Norteamérica donde se reproducen y luego regresan.
- La mitad de nuestras aves son migratorias.



- Many of these migratory birds stay here during the winter.
- Each year, these birds fly upto 4,000 km to North America where they reproduce and then comeback.
- Half of our birds are migratory

Size: 40" x 20" inches



## Agradecimientos



## Special Thanks

*La producción de esta exhibición fue realizada gracias al apoyo del Pueblo de los Estados Unidos a través de la Agencia de los Estados Unidos para el Desarrollo Internacional (USAID) e implementado por el Instituto Internacional de Dasonomía Tropical del Servicio Forestal de los Estados Unidos en asociación con el Cluster Turístico de La Romana-Bayahibe, La Asociación de Hoteles de La Romana-Bayahibe y el Consorcio Dominicano de Competitividad Turística Inc. (CDCTSTEP).*

*This display was designed with technical and financial support from the people of the United States through the US Agency for International Development (USAID) by the Forest Service International Institute of Tropical Forestry in partnership with the La Romana-Bayahibe Tourism Cluster, the La Romana-Bayahibe Hotel Association and the Dominican Consortium for Tourism Competiveness Inc. (CDCT-STEP).*



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# Guayiga

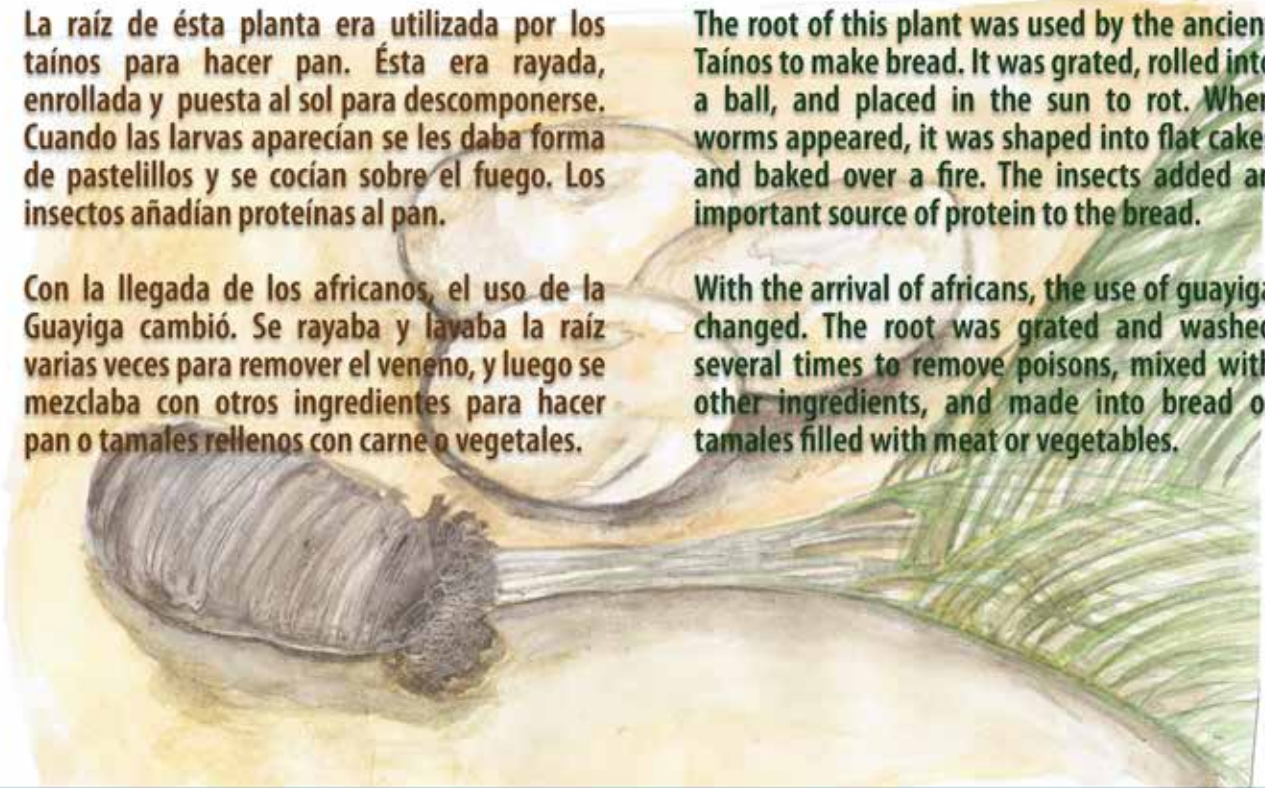
Una Planta de Comida Tradicional  
A Traditional Food Plant

La raíz de ésta planta era utilizada por los taínos para hacer pan. Ésta era rayada, enrollada y puesta al sol para descomponerse. Cuando las larvas aparecían se les daba forma de pastelillos y se cocían sobre el fuego. Los insectos añadían proteínas al pan.

Con la llegada de los africanos, el uso de la Guayiga cambió. Se rayaba y lavaba la raíz varias veces para remover el veneno, y luego se mezclaba con otros ingredientes para hacer pan o tamales rellenos con carne o vegetales.

The root of this plant was used by the ancient Taínos to make bread. It was grated, rolled into a ball, and placed in the sun to rot. When worms appeared, it was shaped into flat cakes and baked over a fire. The insects added an important source of protein to the bread.

With the arrival of africans, the use of guayiga changed. The root was grated and washed several times to remove poisons, mixed with other ingredients, and made into bread or tamales filled with meat or vegetables.



# Arrecife Artificial Artificial Reef

## "UNA PLAYA Y PECES HERMOSOS GRACIAS A BOLAS DE ARRECIFE"

Antes de que se creara un arrecife artificial aquí en el 2001, ésta playa estaba seriamente erosionada. El movimiento de las olas se había llevado toda la arena.

Una fila de 278 bolas de arrecife sumergidas en el área para nadar proporciona una fundación para un sistema de arrecifes natural. Atrae peces y permite que las suaves corrientes de agua repongan la arena de ésta playa.

Hechas de concreto, éstas bolas huecas poseen un exterior duro que promueve el crecimiento de corales, un espacio interior grande para peces y huecos creados para el flujo del agua, nutrientes de plantas y donde viven las especies dentro.

## "A NICE BEACH AND PRETTY FISH, THANKS TO REEF BALLS"

Before an artificial reef was created here in 2001, this beach was seriously eroded. Wave action had carried away all the sand.

A line of 278 balls submerged in the swimming area provide the foundation for a natural reef ecosystem, attract fish and allow gentle currents to replenish the sand for this beach.

Made from concrete, these hollow balls have a rough exterior to encourage the growth of corals, a large interior space for fish, and holes designed to provide water flow and nutrients to plants and animals living inside.



Size: 40" x 30" inches

## APPENDIX C:

### RECOMMENDED SIGN SPECIFICATIONS

## APPENDIX C. Suggested installation designs for interpretive signs.



Example sign structure designs are presented here. Some signs will be wall mounted and will not need these structures. The wooden frame should be used on all signs. All signs should be printed on “Banner” material and glued on marine quality plywood (1/2” or 3/4”). Silicone sealant should be applied along all seams, on top and bottom of sign. Sign panle should be attached to base with screws and not nails.

