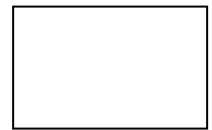




NPS Visual Resources Inventory
View Importance Rating Guide



VIEWPOINT IMPORTANCE			
Viewpoint Publicity	Identify the relative extent to which the viewpoint is promoted as a viewing destination in visitor communications (e.g. brochures, park websites) or receives external recognition in media (e.g. hiking guides, history pubs, websites, movies).		
	Viewpoint receives little or no mention in visitor communications or external media. (1)	Viewpoint is noted but not strongly promoted in visitor communications or external media. (3)	Viewpoint is well publicized in both visitor communications and external media. (5)
Viewpoint Management	For this park, identify the relative extent to which the park has expended time, funds, and effort into planning the viewpoint visitor experience and/or that the viewpoint is managed to enhance or preserve that experience.		
	The visitor experience at the viewpoint is not planned and there is little or no maintenance of grounds or facilities for the viewpoint. (1)	Moderate effort has been undertaken to facilitate visitor experience at the viewpoint. This may include addition of some infrastructure, and/or occasional maintenance. For example, occasional trash removal, adding/maintaining portable toilets, mowing/tree trimming, or erosion repair. (3)	Extensive effort has been undertaken to facilitate visitor experience at the viewpoint. This may include addition of substantial infrastructure, frequent maintenance, removing intrusive elements to maintain a natural setting, extensive vegetation/trail management, or operation of a backcountry permit system. (5)
Viewpoint Interpretive Services	For this park, identify the relative level of interpretive services offered at the viewpoint, and the extent to which they contribute to the visitors' enjoyment of scenic, historic, cultural, scientific, or other park values.		
	No interpretive services are offered. (1)	Some interpretive services are offered, such as brochures, park newspapers, interpretive panels, or digital media. (3)	Extensive interpretive services are offered, such as talks, major interpretive panels, or kiosks. (5)
Viewed Landscape Publicity	For this park, identify the relative extent to which the viewed landscape is publicized for visual qualities (scenic, historic, cultural) in visitor communications or receives external recognition in media.		
	The viewed landscape receives little or no mention in visitor communications or external media. (1)	The viewed landscape is noted but not highlighted in visitor communications or external media. (3)	The viewed landscape is well publicized in both visitor communications and external media. (5)
Designated Areas	Identify the extent to which the viewed landscape includes all, or parts, of specially designated areas, or nationally/regionally significant scenic, historic, cultural, or scientific features or landmarks.		
	There are no known designated areas, significant features, or landmarks within the viewed landscape. (1)	The viewed landscape has some designated lands, but they do not constitute most of the view and the view is without plainly visible significant features or landmarks. For instance a small portion of the view is comprised of a wilderness area but no significant landscape features are visible. (3)	The viewed landscape consists primarily of designated areas and/or has significant features or landmarks plainly visible. For instance, the view consists largely of a designated wilderness area or cultural landscape. (5)
Interpretive Themes	Identify the degree to which features within the viewed landscape illustrate the unit's purpose or interpretive themes.		
	The viewed landscape is clearly incompatible with the unit's purpose or interpretive themes, such as large industrial or residential developments seen from a unit emphasizing natural processes or cultural landscapes. (1)	The viewed landscape is partly compatible with the unit's purpose and interpretive themes, but may have some incompatible elements, such as some modern roadways seen from a unit emphasizing natural processes or historic landscapes. Alternatively, the viewed landscape is not relevant to the unit's interpretive themes, but does not detract from the themes. (3)	The viewed landscape clearly illustrates the unit's purpose and/or interpretive themes, such as a canyon landscape illustrating erosion and geologic processes. (5)

VIEWER CONCERN			
Visitation	For this park, estimate the relative annual visitation for the viewpoint.		
	Viewpoint is in the bottom one third of viewpoints with respect to visitor use, i.e., it is relatively lightly visited. (1)	Viewpoint is in the middle one third of viewpoints within the unit with respect to visitor use. (3)	Viewpoint is in the top one third of viewpoints with respect to visitor use, i.e., it is relatively heavily visited. (5)
View Duration	For this park, estimate the relative view duration for visitors at the viewpoint.		
	Viewpoint is within bottom one third of the park viewpoints for view duration, i.e., on average, views are of relatively brief duration. (1)	Viewpoint is within middle one third of the viewpoints for view duration. (3)	Viewpoint is within top one third of the viewpoints for view duration, i.e., on average, views are of relatively long duration. (5)
Viewer Sensitivity	Considering the majority of visitors and the activities they engage in at the viewpoint, identify the degree to which most viewers would likely be sensitive to incompatible visual intrusions within these viewed landscape categories: Natural – Visitors seek natural appearing views, without visible human-made elements. Historic – Visitors seek to recreate the visual experience of the landscape as seen during a historically significant event or time period. Human Influenced – Visitors appreciate the existing human-influenced landscape character (e.g., pastoral, agricultural, urban) as a particularly important part of the view.		
	Most viewers likely have low sensitivity to incompatible visual intrusions. The primary activities of viewers are <i>relatively</i> independent of the visual setting, for example, where most viewers are workers or commuters. (1)	Most viewers would likely be moderately sensitive to incompatible visual intrusions. While the visual setting is important, it is not the focus of activities, for example fishing, hiking, or wildlife viewing. (3)	Most viewers would likely be highly sensitive to incompatible visual intrusions. The primary activities at the viewpoint are directly tied to the scenery, such as landscape photography, seeking wilderness experiences, or viewing historic landscapes. (5)