

Gulf of the Farallones National Marine Sanctuary



San Mateo Coastside Visitor Center

MOUNTAINS TO
MAVERICKS
& BEYOND

Themes & Exhibit Concepts

December 2009

National Marine Sanctuary Exhibit/Visitor Centers in Northern California



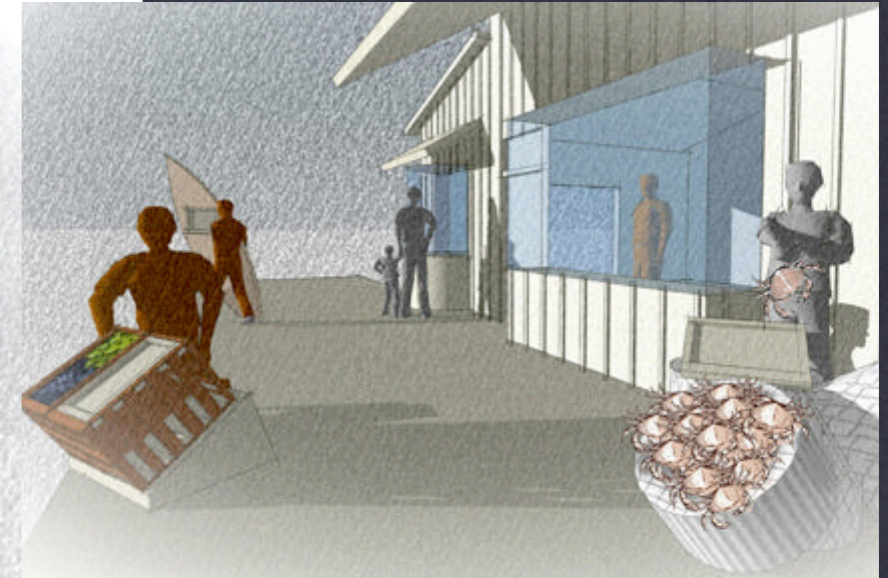
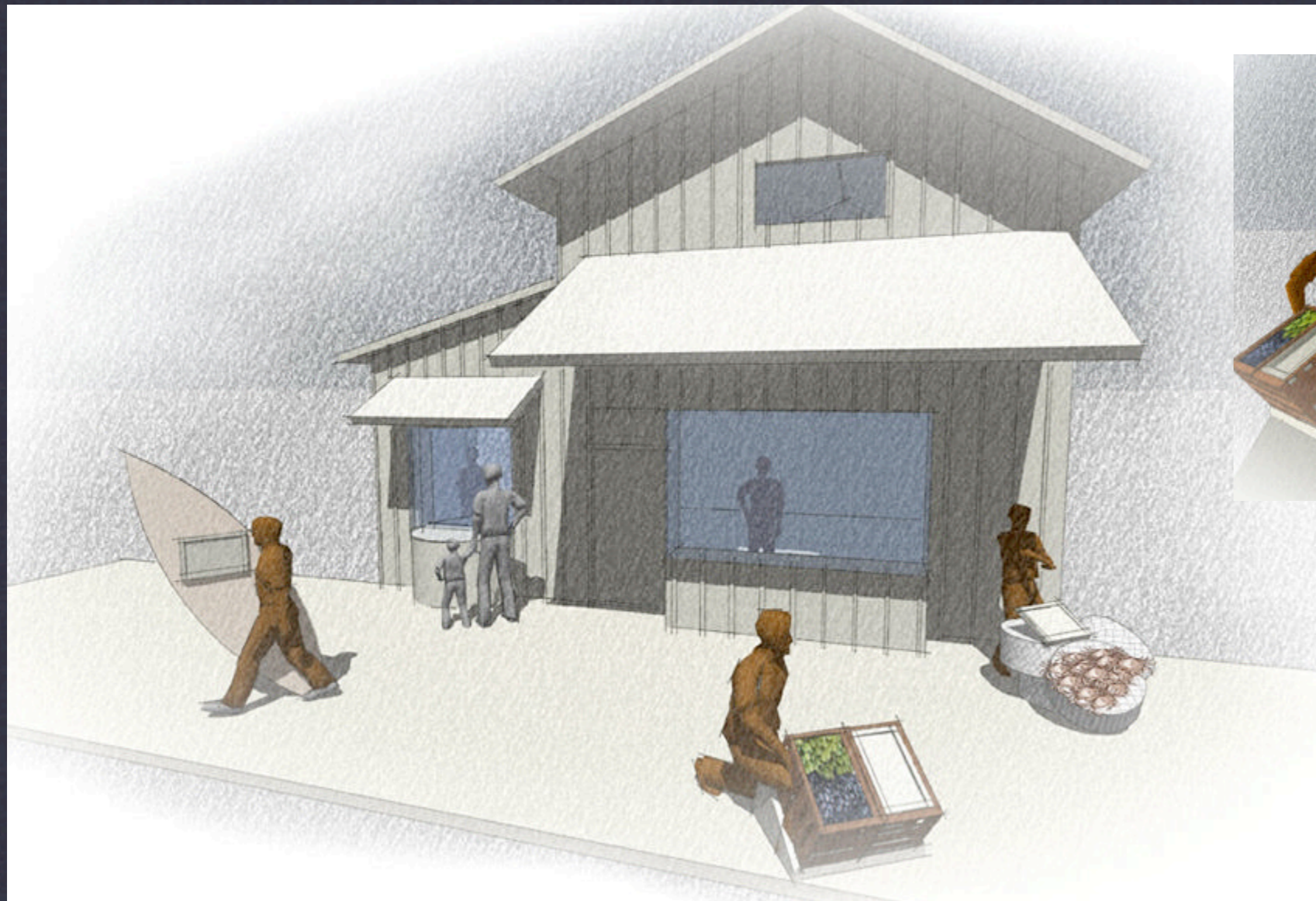
San Mateo Coastside Visitor Center



Forging a new model beyond ecology education to build community sustainability...



Research • Education • Conservation • Stewardship



SECTORS OF VISITOR SERVICES & COASTAL “BLUE-GREEN” ECONOMY

PROJECT

San Mateo Coastside Visitor Center
Ecotourism/Visitor Services Exhibit Concept

DATE

12-10-09

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NATURALIST DEMONSTRATIONS & WATER CONCIERGE

PROJECT

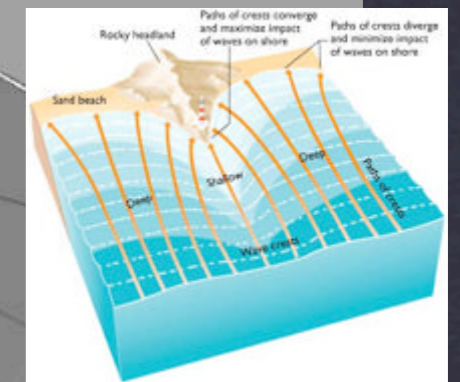
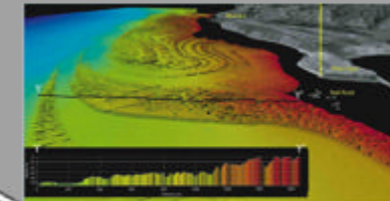
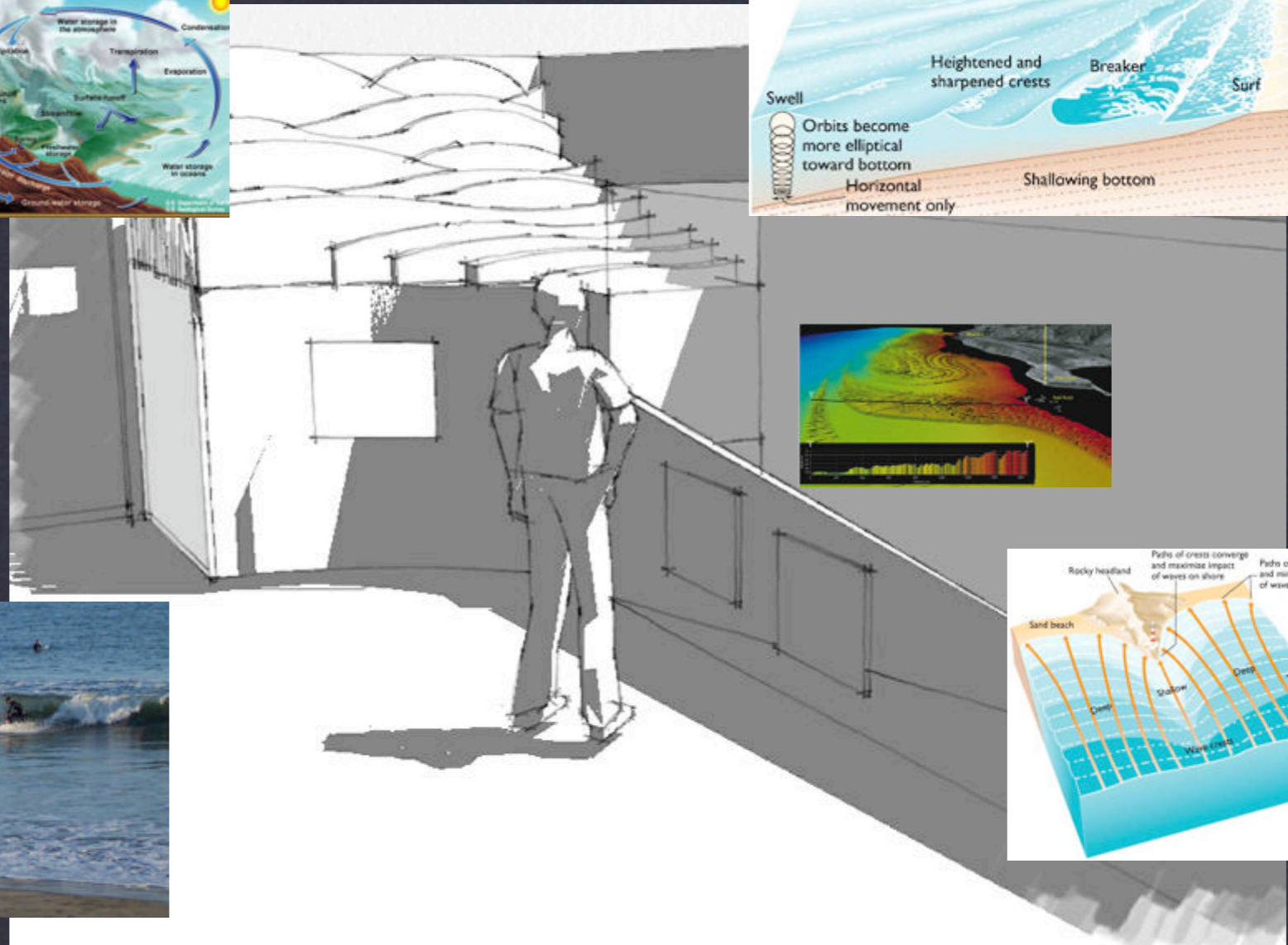
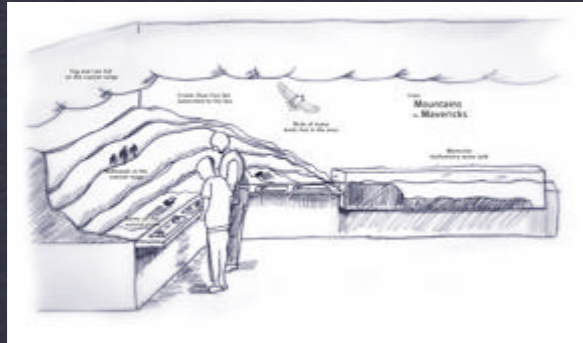
San Mateo Coastside Visitor Center Naturalist Table/Concierge Desk Exhibit Concept

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WATER SIMULATION OF STREAMFLOW TO SEA & CRASHING WAVES

PROJECT

San Mateo Coastside Visitor Center Mountains to Mavericks Exhibit Concept

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**MARBLED MURRELET CHICK ON LARGE LIMB OF OLD GROWTH
TREES IN COASTAL MOUNTAIN-EXAMPLE OF LAND/SEA CONNECTION**

PROJECT

**San Mateo Coastside Visitor Center
Marbled Murrelet Nesting Exhibit Concept**

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Diversity of Wildlife & Scientific Research

WEBCAMS & VIDEO MONITORS CONNECT THE VISITOR CENTER WITH LOCAL WILDLIFE HOTSPOTS

Gray Whale

Eschrichtius robustus

Max. Weight: 35,000 kg (80,000 lbs)
 Max. Length: 15 m (49 feet)
 Diet: Seafloor dwelling crustaceans
 Status: Endangered



Range of the Gray Whale

Meet the Gray Whale high | low

The Voice of the Gray Whale high | low

Gray Whale Conservation high | low

Touch PLAY to hear the call of the Gray Whale

Baleen Whales


VOICES IN THE SEA

- Main Menu
- Baleen Whales
- Sperm Whales
- Beaked Whales
- Belugas and Narwhals
- Dolphins
- Porpoises
- Pinnipeds

Northern Elephant Seal

Mitounga angustirostris

Max. Weight:
 Female 600 kg (1,300 lbs)
 Male 2,000 kg (4,400 lbs)
 Max. Length:
 Female 3 m (10 feet)
 Male 4.1 m (13.5 feet)
 Diet: Deeper dwelling mid-water fish and squid



Range of the Northern Elephant Seal

Meet the Orca high | low

The Acoustic Culture of Orcas high | low


Orca Conservation high | low

Touch PLAY to hear the call of the Orca

Pinnipeds

VOICES IN THE SEA

- Main Menu
- Baleen Whales
- Sperm Whales
- Beaked Whales
- Belugas and Narwhals
- Dolphins
- Porpoises
- Pinnipeds



Humpback Whale

Megaptera novaeangliae


IDENTIFICATION CHARACTERISTICS

HUMPBACK WHALE

Orca

Orcinus orca

Max. Weight:
 Female 2,270 kg (5,000 lbs)
 Male 5,400 kg (12,000 lbs)
 Max. Length:
 Female 5 m (17 ft)
 Male 9 m (30 ft)
 Diet: (Varies widely by region and by individual pod) Fishes, squids, seals, sea lions, walrus, birds, baleen whales and toothed whales



Range of the Orca

Meet the Orca high | low

The Acoustic Culture of Orcas high | low

Orca Conservation high | low

Touch PLAY to hear the call of the Orca

N. Right Whale Dolphin Orca Spotted Dolphin Common Dolphin Risso's Dolphin White-sided Dolphin

Dolphins

VOICES IN THE SEA

- Main Menu
- Baleen Whales
- Sperm Whales
- Beaked Whales
- Belugas and Narwhals
- Dolphins
- Porpoises
- Pinnipeds



INTERACTIVE ID AND SOUND SELECTION OF MARINE MAMMAL VOCALIZATIONS

PROJECT **San Mateo Coastside Visitor Center**
Marine Mammal Exhibit Concept

DATE **12-10-09** CLIENT **GFNMS**



MULTIPLE TABLES AT DIFFERENT HEIGHTS

PROJECT

San Mateo Coastside Visitor Center Quadrat/Transect Exhibit Concept

DATE

12-10-09

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PACIFIC MOLE CRAB (SAND CRAB)

PROJECT

San Mateo Coastside Visitor Center Sand Crab Table Exhibit Concept

DATE

12-10-09

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TIDEPPOOL VISIBLE FROM VC EXTERIOR

PROJECT

San Mateo Coastside Visitor Center

Touch Tidepool Exhibit Concept

DATE

12-10-09

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Brussel sprouts with bacon & almonds



Crab Linguine
 1/2 cup chicken broth
 1/2 cup white wine
 1 cup half and half
 1/2 cup heavy cream
 2 teaspoons butter, softened
 1 tablespoon all purpose flour
 1/2 pound crabmeat

In a skillet combine chicken broth, wine, and half and cream, bring to a boil and simmer for 5 minutes.
 Meanwhile, combine 2 teaspoons butter, 1/2 cup heavy cream, salt, and crab in a bowl.
 Meanwhile, cook linguine according to package directions. Toss with 1 tablespoon butter and 1/2 cup of the sauce over the pasta and toss until evenly coated.

Makes 6 servings. — cooksrecipes.com

2 tablespoons chopped flat leaf parsley
 2 tablespoons chopped green onions
 1/2 teaspoon salt
 1 tablespoon lemon juice
 8 ounces linguine
 1 tablespoon butter
 2 tablespoons freshly grated Parmesan cheese

white wine. Boil until reduced to 1/3 cup. Remove and half and cream, stirring constantly until blended. Reduce the heat and simmer for 5 minutes.
 In a small bowl, combine 2 teaspoons butter with flour. Slowly whisk into the milk mixture. Continue stirring until the sauce thickens and no lumps remain. Add crab, chopped green onions, and lemon juice. Reduce the heat and cook until the sauce is thickened.
 Meanwhile, cook linguine according to package directions. Toss with 1 tablespoon butter and 1/2 cup of the sauce over the pasta and toss until evenly coated.

PROMOTE LOCAL FISHERIES, FARMS & SUSTAINABLE BUSINESSES

PROJECT

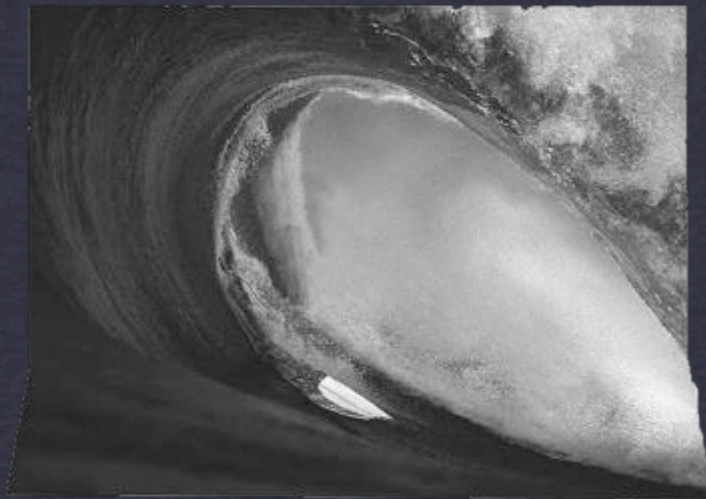
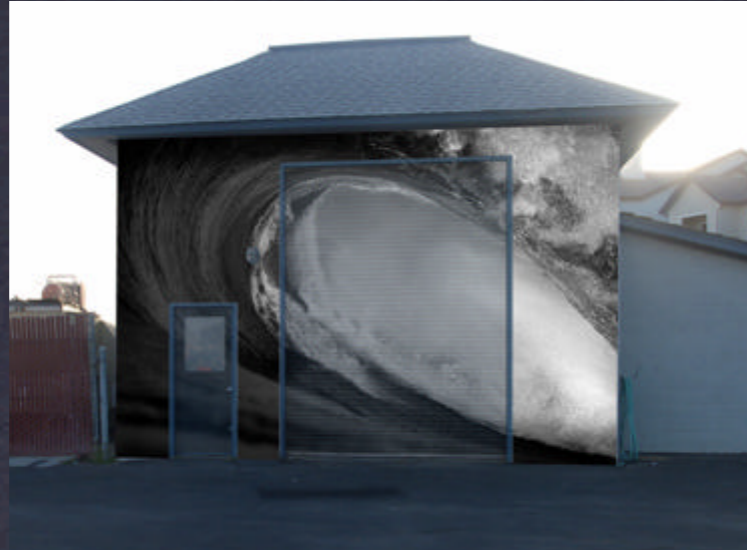
San Mateo Coastside Visitor Center Teaching & Cooking Demonstration Exhibit Concept

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Alternative Stand-in-front backdrop



Stand-behind backdrop

GIANT MAVERICK'S WAVE PAINTING ON VC EXTERIOR

PROJECT

San Mateo Coastside Visitor Center
Exterior Maverick's Photo Op Exhibit Concept

DATE

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LINKING HMB MAIN STREET & OTHER LOCATIONS TO THE VISITOR CENTER THROUGH WEBCAMS, STREETSIDE INTERACTIVES & LOCATOR MARKERS

PROJECT

San Mateo Coastside Visitor Center Satellite Locations & Signpost Exhibit Concept

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**TOUR THE COASTSIDE WITH A PODCAST OR CELLPHONE TOUR
BY AUTO, BIKE, FOOT, BOAT OR BY AIR IN A WHALE-SHAPED BLIMP**

PROJECT

San Mateo Coastside Visitor Center Offsite Locations & Tours Concept

DATE

12-10-09

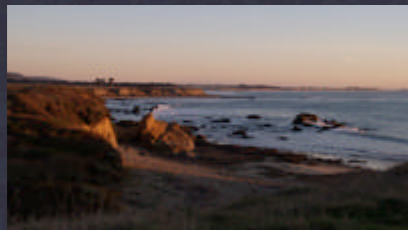
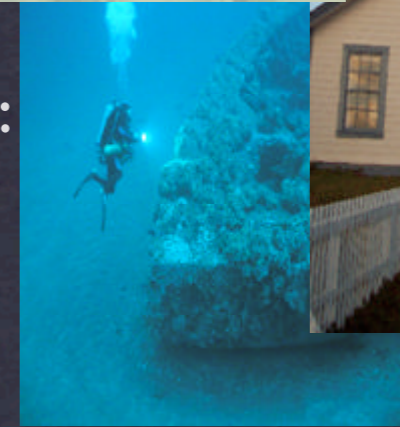
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Fishing Techniques, Gear & Up-to-Date Harbor Activity



Maritime Heritage: Shipwrecks, Bootlegging & War Time Relics



Diverse Geological Features



Offsite Satellite Locations and Remote Auto/Bike/Boat/Walking Podcast, Cellphone or GPS Tour



Local Wildlife Hotspots



The Beauty of the San Mateo Coast,
A Special Place of Many Special Places...