SITE OPPORTUNITIES
VISITOR EXPERIENCE
## Visitor Experience

### Audience

<table>
<thead>
<tr>
<th>Local Community</th>
<th>Family Tourist</th>
<th>School Kids</th>
<th>Educated Deep Interest</th>
<th>Special Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program:</td>
<td>Program:</td>
<td>Program:</td>
<td>Program:</td>
<td>Program:</td>
</tr>
<tr>
<td>Free!</td>
<td>Dino Dig</td>
<td>Dig!</td>
<td>University Fossils</td>
<td>Multi-Discipline (i.e. Arts Performance)</td>
</tr>
<tr>
<td>Nature Trails/ Bike Trails/ Water Kayak</td>
<td>Exhibits</td>
<td>Context of Dino History</td>
<td>Explore Collections</td>
<td>Convention type events</td>
</tr>
<tr>
<td>Dino/Paleo Playground</td>
<td>Live Animals</td>
<td>Regional History</td>
<td>Connection to Rowan</td>
<td>Special Weekends</td>
</tr>
<tr>
<td>Exterior Interpretation</td>
<td>VR/Special Experience</td>
<td>Animals</td>
<td>Citizen Science</td>
<td>Speakers</td>
</tr>
<tr>
<td>Photo Ops</td>
<td>Citizen Science</td>
<td>STEM/STEAM</td>
<td>Special Place in World</td>
<td>Movies</td>
</tr>
<tr>
<td>Cafe</td>
<td>Cafe</td>
<td>Area for Eating</td>
<td>Connect to Rowan (Planetarium)</td>
<td>Connect to other local venues</td>
</tr>
<tr>
<td>Retail</td>
<td>Retail</td>
<td>Sleep-Overs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Birthday Parties</td>
<td>Social Media</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Summer Camp</td>
<td>Personalized based on interest</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Picnics</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Local History</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Current Entrance Location
Current Entrance Location
Possible Entrance Parcel
# Program Elements

<table>
<thead>
<tr>
<th>Site</th>
<th>Main Building</th>
<th>Quarry</th>
<th>Adjacent Site</th>
</tr>
</thead>
<tbody>
<tr>
<td>Security / gatehouse</td>
<td>Lobby</td>
<td>Access to dig area</td>
<td>Ancillary Development</td>
</tr>
<tr>
<td>Arrival / drop off / parking</td>
<td>Flexible event space</td>
<td>Fossil dig area</td>
<td></td>
</tr>
<tr>
<td>Outdoor exhibition</td>
<td>Cafe / kitchen</td>
<td>Interpretative exhibits</td>
<td></td>
</tr>
<tr>
<td>Outdoor classroom / Lunch area</td>
<td>Museum store</td>
<td>Research area</td>
<td></td>
</tr>
<tr>
<td>Picnic area</td>
<td>Exhibits</td>
<td>Support building</td>
<td></td>
</tr>
<tr>
<td>Playground</td>
<td>Temporary exhibits</td>
<td>Pump house</td>
<td></td>
</tr>
<tr>
<td>Campground</td>
<td>Immersive orientation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nature trails</td>
<td>Experience</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Natural habitats</td>
<td>Classroom</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Landscape restoration of Damaged areas</td>
<td>Fossil prep lab</td>
<td>Indoor dig site (Existing building)</td>
<td></td>
</tr>
</tbody>
</table>
Site Development

Base Site Plan
Site Development

Program Distribution 2

SITE

POND
OUTDOOR EXHIBITION / PICNIC AREA
SECURITY/GATEHOUSE
DROPOFF
MUSEUM
QUARRY

ANCILLARY DEVELOPMENT

ADJACENT SITE

PLAYGROUND
NATURE TRAILS
CAMPGROUND
Site Development

Base w/ Adjacent Site Plan 2
Visitor Experience

Visitor Sequence

Note: Artistic depiction not intended to represent scale, architecture, or content

Arrive  
This is Awesome!  
Big 3D Dinos

Park

Water

Trails Eco-Tour of Site

Orientation

Wow!

Vista

Dig Site
Visitor Experience

Museum Diagram

Visitor Experience

Draw is the Dinosaurs!
Need an exciting sense of arrival

Experience the Site

This is a special place unlike any other

Put in context of global significance

Need Orientation and Context

Customized Visitor Experience

Edelman Fossil Park at Rowan University | Mantua Township, N.J.  Gallagher & Associates | Gallagher Museum Services | Brilliant Idea Studio | Andropogon | Ennead
Feasibility Study

The design approach to the Edelman Fossil Park includes:

- Visitor structure/building for amenities and interpretation
- Outdoor experience that allows for programming, landscape, interpretive pathways to the fossil quarry, and supporting amenities
- Fossil quarry experience

**Landscape**
The landscape remains an integral part of the Edelman Fossil Park experience. The landscape area includes a designed approach to site and parking. A highly developed interpretive landscape path leads to the fossil quarry. Key elements to be considered:

- Water Return System
- Nature Trail
- Paleontology-Themed Playground
- Forest Labs (outdoor classrooms)
- Outdoor Infrastructure Improvements—quarry road, parking, access, paths, outdoor restrooms, lighting, security, and other enhancements

**Visitor Center**
Interpretive exhibit halls would focus on time, paleontology, water, and environment. The Visitor Center would also contain a museum quality store, indoor classrooms, an enclosed research space, storage for collections (possibly study-storage or open storage), and a temporary gallery for traveling exhibits and possible upcharge experiences. Restrooms, lockers/showers, café, and event spaces would also be part of visitor center amenities.