

Michener's Chesapeake Country Scenic Byway Corridor Management Plan

DRAFT
JUNE 2011



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Prepared for

Queen Anne's, Talbot, Dorchester, and Caroline Counties in Maryland

Prepared by

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4. Wayfinding Policies (SHA/OOTS)
5. Turn by Turn Directions
6. Implementation Table

CHAPTER 1: INTRODUCTION

The purpose of this chapter is to describe the context in which the plan was developed and to explain how community involvement played a critical role in developing the plan's vision and goals.

Michener's Chesapeake

Michener's Chesapeake Country Scenic Byway highlights the picturesque waterways, historic waterfront and inland villages, agricultural operations and wide natural expanses found along a series of scenic roads and historic travel routes in Queen Anne's, Talbot, Dorchester and Caroline counties of Maryland's Eastern Shore. As the Mid-Shore section of the Chesapeake Country Scenic Byway network, it links such small towns as Centreville, Easton, St. Michaels, Tilghman Island, Oxford, Denton, Federalsburg, Cambridge, East New Market, Secretary and Vienna. Visitors learn about and enjoy the rich maritime history, agricultural legacy and natural resources of the region. From birding to bicycling, to boating – Michener's Chesapeake Country Scenic Byway is the best way to explore it all in the Mid-Shore.

Purpose of the Plan

Queen Anne's, Talbot, Caroline and Dorchester counties are fortunate to have been awarded a grant to develop a Corridor Management Plan (CMP) for the Mid-Shore section of the Chesapeake Country Scenic Byway network (see page 2 sidebar and map: "Byway Context: The Bay Side of the Delmarva Peninsula"). The purpose of the CMP is to help the four counties and their agency partners (Maryland Office of Tourism Development, Maryland State Highway Administration, Maryland Department of Natural Resources, Maryland Department of Planning and the Maryland Heritage Areas Authority) to protect and promote the rich natural and cultural resources found throughout the Byway corridor and to implement strategies for sustainable tourism development based on that heritage.

Implementation of the plan will help to highlight and interpret the region's rich history and accentuate its rural character, maritime culture, and natural resources. Some examples might include strategies for land and resource conservation, development and marketing of theme-based itineraries, and roadside enhancements to make it easier to find and follow the Byway.



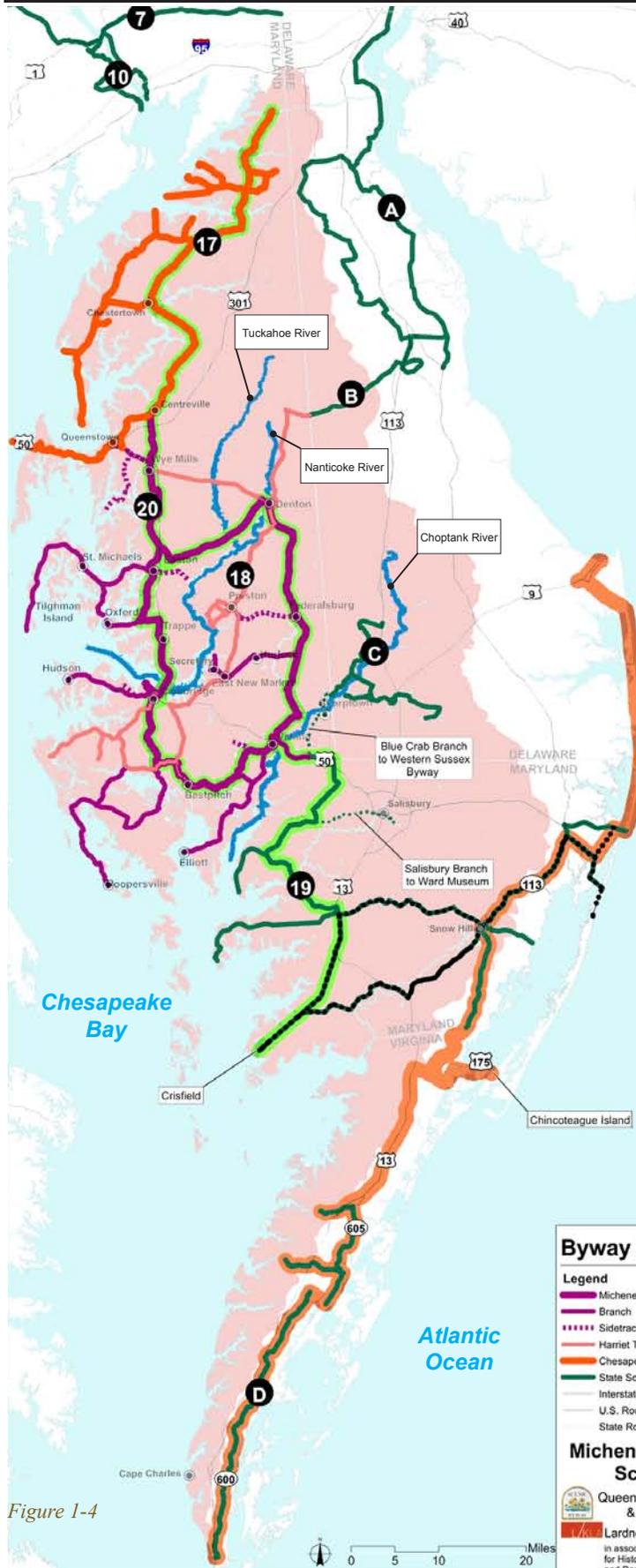
Figure 1-1 View from Granary, Wye Island



Figure 1-2 View from Sandaway in Oxford



Figure 1-3 Marshyhope Creek, Federalsburg



BYWAY CONTEXT: THE BAY SIDE OF THE DELMARVA PENINSULA

Michener's Chesapeake Country Scenic Byway is part of a larger network of scenic byways and trails within the **Delmarva Peninsula** (the geographic landform that includes Delaware and the Eastern Shores of Maryland and Virginia, with the Chesapeake Bay to the west and the Atlantic Ocean to the east).

Approximately two-thirds of the Delmarva Peninsula almost all of the Eastern Shore of Maryland, about half of the Eastern Shore of Virginia, and western and southern portions of Delaware drains into the Chesapeake Bay watershed.

When referring to the watersheds of the Delmarva Peninsula for the purpose of this CMP, the portion of the Peninsula that drains into the Chesapeake Bay will be referred to as the **Bay Side**, and the portion that drains to all other watersheds to the east will be referred to as the **Atlantic Side**. The four Chesapeake Bay sub-watersheds of Maryland's Eastern Shore include the **Upper Bay, Choptank, Nanticoke, and Lower Bay**.

In the context of Maryland's Eastern Shore, the nationally designated **Chesapeake Country Scenic Byway** stretches from Chesapeake City to Kent Island, with an extension to Eastern Neck National Wildlife Refuge. **Michener's Chesapeake Country Scenic Byway**, the primary subject of this plan, meets the nationally designated section at MD 213. To the south Michener's Chesapeake connects with the **Blue Crab Scenic Byway** at US 50 in Mardela Springs. In the context of Maryland's Eastern Shore (referred to as the **Eastern Shore** from here forth), the Chesapeake Country NSB is associated with the **Upper Shore**, Michener's Chesapeake Country Scenic Byway is associated with the **Mid-shore** and the Blue Crab Byway's is associated with the **Lower Shore**.

An important goal of this byway planning effort is to consolidate the three byway's associated with the Bay Side into one primary byway spine that connects the Upper Shore, Mid-Shore, and Lower Shore to be identified as the Chesapeake Country Scenic Byway (Chesapeake Country) along its entire length. This combined network of three primary byway routes is highlighted in light green on the "Bay Side of the Delmarva Peninsula" map). The resulting Chesapeake Country spine route extends along the Eastern Shore north to south from Chesapeake City to Crisfield, MD. (See Strategy 3.1 Positioning the Three Regions of the Chesapeake Country Scenic Byway.)

Figure 1-4

Byway Context: Bay Side of the Delmarva Peninsula
DRAFT 04/13/2011

Legend

- Michener's Chesapeake Country Scenic Byway
- Branch
- Sidetrack
- Harriet Tubman Underground Railroad (All American Road)
- Chesapeake Country National Scenic Byway
- State Scenic Byway
- Interstate Route
- U.S. Route
- State Route
- Chesapeake Bay Watershed*
- River
- Chesapeake Country Spine
- Delmarva Coastal Heritage Byway (proposed)
- Beach to Bay Indian Trail
- Maryland Byways
 - 7. Mason and Dixon
 - 10. Lower Susquehanna
 - 17. Chesapeake Country
 - 18. Harriet Tubman Underground Railroad
 - 19. Blue Crab
 - 20. Michener's Chesapeake
- Other Regional Byways
 - A. Route 9 Coastal Heritage Byway
 - B. Harriet Tubman Underground Railroad (DE)
 - C. Western Sussex Byway
 - D. VA byways in Accomack & Northampton

Michener's Chesapeake Scenic Byway
Queen Anne's, Talbot, Dorchester, & Caroline Counties, MD

Lardner/Klein Landscape Architects, P.C.
in association with Shelley Mastran, the National Trust for Historic Preservation, John Milner Associates, Inc., and Daniel Consultants, Inc.

*Chesapeake Bay Watershed boundary approximate

GIS Sources: MDDNR, MD SHA, ESRI, VDOT

Planning Context and Process

The plan proposes strategies for integration of the travel route into an already complex tourism network on the Eastern Shore. Michener's Chesapeake Country Scenic Byway (the Byway) is situated between the nationally designated section of the Chesapeake Country Scenic Byway to the north and the state designated Blue Crab Scenic Byway to the south. In addition, the route overlaps with the Harriet Tubman Underground Railroad Byway in several locations and it traverses two state heritage areas, Stories of the Chesapeake and Heart of the Chesapeake. The Chesapeake Bay Gateways and Water Trails Network overlays the entire Chesapeake Bay watershed and incorporates multiple sites along the Byway. The network, along with the Captain John Smith Chesapeake National Historic Trail, which also has some overlap with the Byway, is administered through the National Park Service Chesapeake Bay Office. The resulting efforts of all of these organizations with an interest in heritage and nature-based tourism create a complex web of decision-making for travelers. Careful coordination is needed, particularly with the Harriet Tubman Underground Railroad Byway, an All-American Road, to ensure that visitors have a clear, seamless and enjoyable travel experience.



Figure 1-5 Advisory Committee

In order to develop strategies for the plan, a Byway Advisory Committee was formed. The committee met a total of seven times over a year-long planning process at different locations throughout the corridor. In addition, two public planning workshops were held to (1) confirm the direction of the planning process and review the initial vision, goals and issues that need to be addressed; and (2) to review the plan's recommended strategies for preserving and enhancing the travel route as an important vehicle for heritage and eco-tourism opportunities. If the group recommends pursuing designation as a National Scenic Byway, and each Board of County Commissioners or County Council concurs, a permanent group will need to be identified to take on the responsibilities of implementing the plan.

All meetings of the Advisory Committee were open to the public, and those with a strong interest in the Byway were invited to join the Advisory Committee. The following topical meetings were held to develop the plan's strategies and recommendations:

AC Meeting #1:	Getting Started with Vision and Goals	May 18, 2010
Public Workshop #1:	Are we headed in the right direction?	June 22 and 24, 2010
AC Meeting #2:	Preservation and Conservation Strategies	July 15, 2010
AC Meeting #3:	Enhancement Strategies	September 23, 2010
AC Meeting #4:	Heritage Tourism Development	October 21, 2010
AC Meeting #5:	Interpretive Development Strategies	November 18, 2010
AC Meeting #6:	Roadside Safety and Signage Strategies	February 9, 2011
Public Workshop #2:	Did we get it right?	Summer 2011
AC Meeting #7:	Implementation Strategies	September 2011

Vision and Goals for the Byway

The following are the initial vision and goals for the Byway that were developed based upon input from the first Advisory Committee meeting (with related challenges that must be addressed by goal in italics). The vision and goal statement will be updated after the public workshop based on comments and suggestions.

Draft Vision for the Byway

Michener's Chesapeake Country Scenic Byway weaves together the multifaceted layers of a nationally significant maritime heritage – from Native American to the modern era – reflecting the distinct sense of time and place as captured in James Michener's novel *Chesapeake*. The Byway serves as the main route for heritage tourism in the heart of Maryland's Eastern Shore – helping heritage travelers find and enjoy distinctive destinations and beautiful places where land and water merge into the Chesapeake Bay.

The Byway also links together the people and places of Caroline, Dorchester, Queen Anne's and Talbot counties in their efforts to preserve and enhance their unique ways of life. The Byway helps these communities to maintain the character defining features and settings of their historic towns, farms, landscapes and waterways. The Byway encourages people to linger and learn, contributing added vitality to the livability of Maryland's Eastern Shore.

Overall Regional Goal & How the Byway Fits into the Region:

Create a seamless travel experience along one byway for the entire length of Maryland's Eastern Shore from Cecil County to Crisfield with coordinated interpretation and wayfinding. Michener's Chesapeake Country Scenic Byway will fit in to this regional context by focusing on the preservation, enhancement and interpretation of the region's rich and multilayered maritime heritage. Identified challenges include

- *Signage; GPS/social media coordination; making route clear*
- *Sorting out the overlaps and ambiguities of the Byway; spurs and dead ends; stretches with no attractions*
- *Regional economic diversification*



Figure 1-6 Choptank River, Cambridge



Figure 1-7, MD 335, near Hoopersville

Preservation and Conservation Goal:

Plan for and implement preservation and conservation measures that will ensure that the Byway's character defining features will be maintained, including its related historic sites, landscapes, towns and shorelines. Identified challenges include

- *Protection of significant landscapes from suburban sprawl*
- *Mid-Atlantic Power Project (major transmission line)*
- *Perception of property rights infringements*
- *Sea level rise*
- *Develop and promote preservation and conservation incentives*

Resource Enhancement Goal:

Expand both the number and quality of Byway facilities as needed to interpret the region's nationally significant maritime heritage and provide a distinctive and compelling travel experience, including expanding public access to natural areas, soft landings for hand carried watercraft, and opportunities for supporting non-motorized recreational activities.

- *Visitor readiness; improvement of sites; visitor centers*
- *Public water access*
- *Pull offs in rural areas and wetlands*
- *Funding for John Smith/Nanticoke River Exploratory Center*



Figure 1-8 Skipton Landing, Talbot County

Heritage, Agricultural and Eco-tourism Goal:

Establish the Byway as a tool to extend visitor stays by coordinating the storytelling, interpretation and education associated with the region's maritime heritage with opportunities for outdoor recreation and related "farm to table" tours and tastings.

- *Plight of the agricultural economy*
- *Developing a Community Supported Agriculture program*
- *Community-based and regionally themed events*
- *Blending agritourism, ecotourism, and heritage tourism*
- *Getting people to Federalsburg and other inland destinations*
- *Including Cambridge downtown strengthen traditional business districts of inland communities using the "Main Street" approach to marketing*



Figure 1-9 Locally grown in Cambridge

Interpretive Goal:

Use the Byway as a tool to increase awareness of the region's nationally significant maritime heritage by developing a cohesive story that resonates with visitors through the interplay of Native American, African and European Colonial cultures.

- *Interpretation and communication; getting people out of their cars; creating a unified theme; telling the stories; relating the Michener book to the Byway*
- *Enlist more local residents to tell the story*
- *Take advantage of emerging social media technology*



Figure 1-10 Blackwater Wildlife Refuge

Transportation Goal:

Manage the roadway and roadside character in a manner that accommodates the wide range of needs for all roadway users including commuters, visitors, bicyclists, pedestrians and neighbors while maintaining the character defining features of the Byway context.

- *Controlling traffic, speed and parking*
- *Controlling autos vs. bicycles; narrow shoulders*
- *Dover Bridge crossing of Choptank River*
- *Widening bridges*
- *Create/protect pedestrian friendly environments*



Figure 1-11 Bicycling on MD 335

Management Goal:

Formalize the four county cooperative efforts as part of a larger Eastern Shore network of heritage areas, byways, water trails, gateways, and natural areas.

- *Community involvement and coordination; cross-county, interagency cooperation and engagement; the planning process*
- *Public education; getting local buy-in*
- *Money; funding*
- *Effective regional organizational structure*
- *Collectively enhance and promote the existing regional "Eastern Shore" brand*

CHAPTER 2: BYWAY QUALITIES

The purpose of this chapter is to define the corridor associated with the Byway and to document the character defining features and significance of the intrinsic qualities that make it valuable as a natural and cultural heritage touring route.

Corridor Definition

The Michener's Chesapeake Country Scenic Byway corridor shall include

- The Road Itself: includes the travel route, infrastructure, and associated right-of-way
- The View from the Road: (see the *Byway Corridor Width* discussion below for criteria)
In towns and villages this includes the streetscape made up of buildings and lots fronting on the right-of-way
- Places to Visit: includes any site open to the public and relating to the Byway theme that requires no more than two turns off of the Byway, or is otherwise easily navigable and/or signed from the Byway route
- Corridor Resources: includes any parks, greenways, public lands, historic districts, recreational trails, water trails, and wildlife sanctuaries that border on or intersect with the Byway

Byway Corridor Width

There are three different conditions along the Byway that influence the Byway corridor's width.

Waterway views: Expansive bay and marsh views along with views of rivers, streams, and developed waterfronts are found in many places along the Byway, especially along the spurs extending from the primary Byway route. In some cases views can extend for many miles out across the water. These special views, noted on the corridor definition map (Map 1, Appendix 1), are an integral part of the visitor experience and a significant aspect of the intrinsic qualities for this scenic byway. Decisions about changing the views to these landscapes and waterscapes, especially from large scale projects such as cell towers, power plants, wind farms, or large scale electrical transmission lines will need to be considered in future planning and regulatory approvals. Conservation easements are an important tool for conserving these landscapes, as well. By including the lands that can be seen from the Byway as part of the corridor, they are defined as conservation lands; therefore, a public benefit for tax purposes when a landowner considers a donation of those easements.

Pastoral views: In rural areas, buildings, structures and other cultural resources are located in a significant context of farmland typically enclosed by either a woodland edge or wetland marsh. The history of these farms and activity associated with their current operation is integral to the culture of this part of Maryland's Eastern Shore. Preservation and conservation of these farmscapes is vital to the agricultural economy of the region as well as the beauty and pleasant experience of driving the Byway.



Figure 2-1



Figure 2-2



Figure 2-3

The corridor width extends out to include the woodland or marsh edges that define the limits of the agricultural lands adjacent to the Byway.

Townscapes: Towns and villages of the region are a significant part of the rich maritime and agricultural heritage of the region and in many cases are as striking and beautiful as the pastoral and waterway views. The corridor width within towns includes the streetscape made up of buildings and lots fronting the right-of-way. In some cases however views extend beyond the town out to the preserved farmland beyond or the adjacent waterways that formed the basis for the town's establishment. The corridor includes intersecting side streets, building facades, and the view corridors that extend beyond the town to nearby waterways or adjacent farms.



Figure 2-4

The width of the corridor is defined as having three distinct categories with different management practices as follows:

Roadway

The primary issues in this zone include installation and preservation of trees in the right-of-way, access management, wayfinding, road surfaces, safety and directional signs, and signals and related transportation infrastructure in the right-of-way, such as bridges, sidewalks and railroad crossings.



Figure 2-5

Immediate Roadside

The primary issues in this zone include roadside character and appearance, adjacent tree preservation, on- and off-premise signs, and all parcels of land with immediate frontage and access along the Byway route.

Views from the Byway

The primary issues in this portion of the corridor include preserving the rural character of the overall landscape, minimizing intrusions into the view (such as cell towers, power plants, utility lines, etc.), agricultural land preservation, agricultural use (right-to-farm), growth management and open space conservation. It should be noted that the IRS requires proof that any tax benefit associated with a conservation easement has a conservation purpose. The Byway corridor plan will need to establish such a public purpose so that individual property owners wishing to donate a conservation easement can take advantage of available tax benefits and credits.



Figure 2-6

This portion of the Byway corridor shall include

- Any lands or waters that can be seen from the Byway.
- Any land or waters that can be seen from a historic site that is directly related to the themes of the Byway as defined in this Corridor Management Plan (See [page 43](#).)
- Any existing or proposed regional greenways, open spaces or conservation areas that border on or cross the Byway (such as parks, trails, wildlife management areas or other types of natural areas).

The outside limits of the Byway corridor have been mapped based on the criteria noted above at a regional scale (See Appendix 1.) However, when examining issues for specific sites or land parcels, the appropriate corridor criteria should be used to make a final determination as to whether or not an area is within the corridor. For example, if an owner of a parcel of farmland wants to donate a conservation easement, he or she will simply need to document that the land in question is visible from the Byway route.

Byway Route and Connections

Michener's Chesapeake Country Scenic Byway extends the experience of visiting Maryland's Upper Eastern Shore along the Chesapeake Country National Scenic Byway to the north and connects with the Lower Shore's Blue Crab Scenic Byway to the south. The Michener's Chesapeake extension of the Chesapeake Country National Scenic Byway will explore the Chesapeake Bay landscape, the region's evolving heritage, and relationships to the bay that provide the context for James Michener's novel, *Chesapeake*. Like Michener, a visitor to the area will capture glimpses of more than 350 years of American history in the landscape, communities, and people of the Mid-Shore area.

The travel experience is organized along a primary route, with branches extending out along the many scenic peninsulas to the same vistas, landscapes, and maritime heritage that inspired Michener's best-selling novel. A traveler with a limited amount of time can still gain a basic sense of the intrinsic qualities of the area by following the main spine of the Byway from Centreville, in Queen Anne's County along MD 213 to Wye Mills, then along MD 662 to Easton in Talbot County. The primary travel route continues south into Dorchester County, crossing over the Choptank River at Cambridge. The Byway continues south to the Blackwater National Wildlife Refuge and then eastward to the towns of Bestpitch and Vienna. Heading north travelers can sample the rich agricultural heritage and the upper reaches of the Nanticoke and Choptank Rivers by following the Byway route from Vienna to Federalsburg and Denton.

Touring Destinations

Travelers making an extended stay can truly indulge in the Eastern Shore experience by following the Byway's branch routes and sidetracks that link visitors to significant scenic peninsulas, natural areas, historic landscapes, towns and other locales of considerable character.

- **St. Michaels and Tilghman Island**

From Easton a branch of the Byway guides visitors west on MD 33 toward the already popular destination of St. Michaels. On this route visitors can continue on MD 33 all the way to Tilghman Island, terminating at one of the best vistas of the Chesapeake Bay on the Byway.

- **Oxford and the Oxford-Bellevue Ferry**

Visitors can immerse themselves in the heart of the maritime landscape that inspired James Michener's novel by following MD 329/ Royal Oak Rd. to Bellevue Rd. heading toward the Oxford-Bellevue Ferry. Visitors can take the ferryboat at one of the oldest ferry crossings still in operation in the nation, from Bellevue to Oxford, among the oldest villages on the Eastern Shore, and return to the main Byway spine via MD 333/ Oxford Rd.



Fig. 2-7 St. Michaels, Maryland

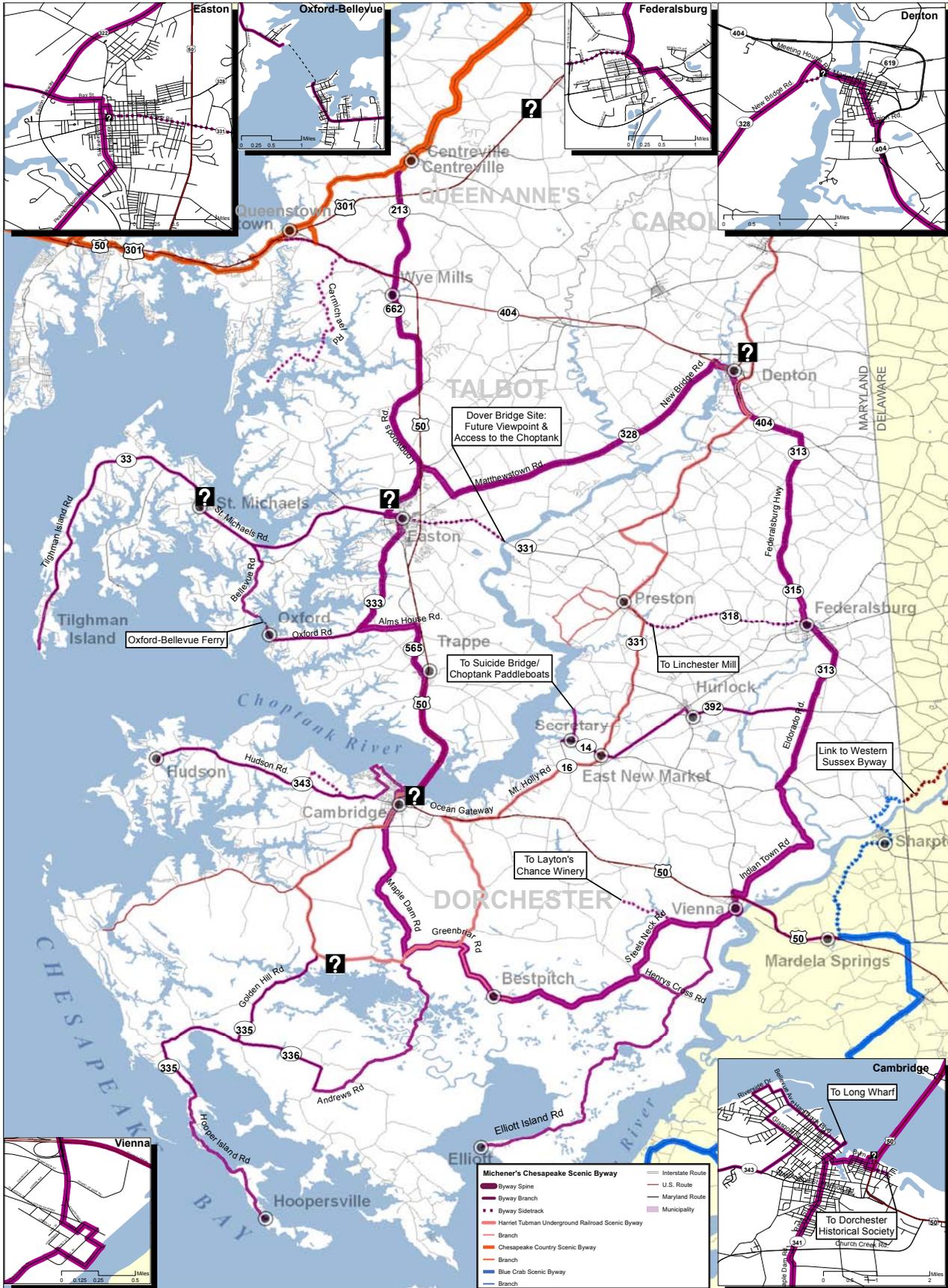


Fig. 2-8 Proposed route for National Scenic Byway nomination

- **Hudson**

In Cambridge visitors can follow the scenic route through the historic district and the southern shore of the Choptank River. This designated route travels down the main spine at High St. to the loop at Long Wharf and it continues to Water St. making a short jog onto Choptank Ave. to connect to Hambrooks Ave. The branch follows Hambrooks Ave. and continues onto Hambrooks Blvd. From Hambrooks Blvd. the route continues to Bellevue Ave., to Maple Ave., to Oak St., to Riverside Dr., to Bay View Ave., and back onto Hambrooks Blvd. From Hambrooks Blvd., the route continues onto Glasgow St. to Leonards Ln. and follows the MD 343/ Washington St./Hudson Rd. westward toward Hudson.

- **Blackwater National Wildlife Refuge**

For a scenic drive through one of the most natural areas of the Byway and some of the best birding in the country, travelers can continue south of Cambridge along Maple Dam Rd. through the Blackwater National Wildlife Refuge. The route continues to Andrews Rd., to MD 334, and back to the main spine via MD 335.

- **Hoopersville**

To see a rich cultural landscape highlighting the fishing village of Hoopersville, visitors can follow Hoopers Island Rd./MD 335.

- **Elliott Island**

The scenic Elliott Island branch follows Henrys Cross Rd. to Elliott Island Rd. Heading north toward Vienna from Elliott Island, visitors will continue on Elliot Island Rd./County Hwy 192 back to the main spine.

- **Market Towns**

Traveling between Vienna and Federalsburg, visitors can take the Hurlock/East New Market/Secretary route via Harrison Ferry Rd./MD 392 into Hurlock, or continue to follow MD 392 to East New Market. A short jaunt on MD 14 will guide visitors to the small town of Secretary. From here they can continue north on Suicide Bridge Rd. for a Suicide Bridge Restaurant dinner cruise on a turn-of-the-century paddleboat.



Fig. 2-9 Views along Hudson Road



Fig. 2-10 Blackwater National Wildlife Refuge



Fig. 2-11 Views near Hoopersville

Other Sidetracks

- At the north, the US 50 sidetrack from Queenstown to MD 231 connects visitors with the Wye Island Natural Resource Management Area from Carmichael Rd. to Wye Island Rd. where hiking trails provide access to the tidal recesses of the Chesapeake Bay.
- The Dover Bridge sidetrack from Easton follows MD 331/ Dover Rd./Easton Preston Rd. to the Dover Bridge. Constructed in 1932, the historic bridge is one of only four metal swing spans left in Maryland.
- In Cambridge a sidetrack on Horn Point Rd. will guide visitors interested in eco-tourism to Horn Point Laboratory



Fig. 2-12 Wye Mills



Fig. 2-13 Linchester Mill

where they can learn about efforts to restore the Chesapeake Bay.

- The Layton's Chance Vineyard & Winery sidetrack is just a jaunt onto New Bridge Rd. from Steels Neck Rd. in Vienna.
- The Linchester Mill sidetrack route follows MD 318 from Federalsburg to Linchester Rd. approaching Preston. This mill site has been continually occupied since at least 1680. Milling operations at this location provided the Continental Army with provisions during the American Revolution. The existing historic 19th century mill building is owned by the Maryland Historic Trust and was recently restored.

Intrinsic Qualities

The National Scenic Byway Program requires that the intrinsic qualities of a byway be identified. These qualities include the scenic, historic, recreational, cultural, archeological, or natural features that are considered representative, unique, irreplaceable, or distinctly characteristic of an area.

Regionally Significant Intrinsic Qualities

To be designated as a National Scenic Byway at least one of the intrinsic qualities of the Byway must be, at a minimum, of regional significance. The area recognized as Michener's Chesapeake Country is part of the Delmarva Peninsula region that encompasses Delaware and the eastern shores of Virginia and Maryland on the Chesapeake Bay. Michener's Chesapeake Country, the mid-section of the Eastern Shore, is part of a larger regional byway that extends from Cecil County, at the northern end of Chesapeake Bay, to Crisfield at the southern end (See Byway Context: The Bay Side of the Delmarva Peninsula sidebar and map on [page 2](#) of the Introduction.)

Although arguably, all six intrinsic qualities are present, the primary intrinsic qualities identified for the Michener's Chesapeake Country Scenic Byway are its historic and cultural significance. Both of these intrinsic qualities are not only of regional importance, but are of demonstrated national and international significance as summarized below.

The Federal Highway Administration's National Scenic Byway Program defines these two intrinsic qualities as follows:

“Historic Quality encompasses legacies of the past that are distinctly associated with physical elements of the landscape, whether natural or manmade, that are of such historic significance that they educate the viewer and stir an appreciation for the past. The historic elements reflect the actions of people and may include buildings, settlement patterns, and other examples of human activity. Historic features can be inventoried, mapped, and interpreted. They possess integrity of location, design, setting, material, workmanship, feeling, and association.”

“Cultural Quality is evidence and expressions of the customs or traditions of a distinct group of people. Cultural features including, but not limited to, crafts, music, dance, rituals, festivals, speech, food, special events, vernacular architecture, etc., are currently practiced. The cultural qualities of the corridor could highlight one or more significant communities and/or ethnic traditions.”

Historic and Cultural Significance of the Chesapeake Bay

According to the *Special Resource Study of the Chesapeake Bay*, prepared by the National Park Service, the bay and its surroundings are significant because they are an outstanding example of “an estuary in its natural sense, and of a unique historic and modern human development pattern that is profoundly influenced by the estuary’s natural resources.”

The study goes on to further describe its national and international significance:

“The Chesapeake Bay is a national treasure and a resource of international significance. The Chesapeake Bay is the largest estuary in North America and is historically one of the most productive in the world. The abundance of natural resources has fed multitudes and nurtured myriad cultures and ways of life. The Bay encompasses 2,500 square miles of water; its watershed, which includes 64,000 square miles of land in six states, is drained by over 124,000 miles of rivers and streams. The Bay watershed is an incredibly complex ecosystem of water and land, creatures and peoples, cultures and economies. It is a region of profound diversity, essential to the cultural and economic vitality of the nation. Home to more than 3,600 species of plants and animals, it is known far beyond its boundaries for its aquatic productivity and once-plentiful harvests of seafood; for its cultural diversity and richness; its extensive recreational capacity; and its scenic beauty.”

Historic and Cultural Significance of the Delmarva Peninsula

Nowhere is the intertwining of natural and cultural resources of the Chesapeake Bay more profound and visible than the 6,000-square mile Delmarva Peninsula, a truly unique environmental and cultural region that encompasses Maryland’s Eastern Shore. The landscape of the Delmarva Peninsula has evolved considerably from the time when Native Americans used fire to clear land for limited agriculture and to promote an abundance of game. It is well understood that Captain John Smith saw the results of periodic fires upon his arrival on the Delmarva Peninsula he saw woodlands interspersed with open meadows and savannahs. As the tools of agriculture evolved with the introduction of the plow and an indentured or enslaved work force became available, the agricultural landscape evolved from subsistence to large-scale tobacco and grain production. After Emancipation and with further advances in agricultural and transportation technology, orchards and truck farms supported a more regional-scaled agriculture. With the rise of corporate agriculture in the mid 20th century, a national scale of production has returned to the region for the grain and poultry industries further changing the presence of agriculture as part of the Delmarva Peninsula’s ever-evolving working landscape.



Fig. 2-14 *Dorchester County Agriculture*

Today, when combined with its world-class estuarine fisheries and a growing heritage-based tourism destination, the Delmarva Peninsula continues to support both regional and national-scaled agriculture as a critical component of the region’s economy. What have remained as a constant throughout its history are the working nature of the landscape and waterways, and the interface of nature and culture in a mutually supportive and sustaining symbiosis.

Historic and Cultural Qualities of Michener's Chesapeake Country

In his 1978 novel *Chesapeake*, James A. Michener depicts more than three centuries of humankind's relationship to the Chesapeake Bay and its distinctive natural resources through the eyes of several fictional characters, beginning with a Native American



Fig. 2-15 Robert Morris Inn's tavern where James Michener wrote his outline for "Chesapeake"

before Europeans made contact. Michener's tale focuses on the Choptank River as the meandering thread that connects the lives of his characters, each representing an actual cultural group that has historically relied on the river and Bay for sustenance and prosperity. Both for the novel and Michener's Chesapeake Country Scenic Byway, the river and bay are at the heart of the story and serve as "main characters." Although the human characters, events, and even some places in Michener's book are fictional, the lives, experiences, and evolving relationships among people and the Bay's natural and cultural landscapes are described in ways that promote understanding and appreciation of the richness and significance of this place and its peoples. Like Michener, a visitor can discover over four centuries of American history in the landscape, structures, and people of the Mid-Shore area.

As outlined in Michener's Chesapeake Country's central theme statement, "Life here is inseparable from the Chesapeake Bay—as estuary and as watershed." This is as true today as it has been historically. Like the twists and turns of the novel, the Byway explores the evolving relationships among people, the Chesapeake Bay with its tributaries, and the changing landscape over time.

This inseparability is reinforced in the National Park Service's *Special Resource Study of the Chesapeake Bay* which states that "the Bay provides an exceptional opportunity for interpreting the interdependence of cultural and natural resources, both in its modern condition and its nearly 300-year [sic] history."

The cultural and natural environments associated with Michener's Chesapeake Country incorporate a considerable portion of one of the oldest and larger working landscapes in the United States. In addition to the thousands of years of human settlement beginning with the indigenous peoples through early colonists and up to recent immigrants, the unusual mix of agricultural and maritime economies found in the towns and rural areas of the region have been sustained by the natural abundance of the Chesapeake and Delaware Bays and the fertile lands of the Delmarva Peninsula. Certain unique cultural traditions, trades, and technologies remain largely unchanged from the colonial and early American eras. Much of the history associated with the people and places of the region is of national importance. For example, the region is understood as a "cultural hearth" where families across the nation can trace their European, African, and Native American roots, and it is known as the place where five religions were "Americanized" (Church of England, Catholic, Quaker, Presbyterian, and Methodist). Stories of settlement and colonization, agricultural enterprise, maritime industry, religious endeavors, and transportation networks are significant and well-represented in the resources found throughout the region's communities and countryside.

The corridor of Michener's Chesapeake Scenic Byway vividly exemplifies the history of human land use and livelihoods on the Eastern Shore. For centuries of human habitation, the Chesapeake Bay has been used for transportation, fishing, and shellfish harvesting

with the earliest evidence dating back at least 13,000 years. The Mid-shore area contains documented prehistoric and historic archeological sites, including two sites listed on the National Register of Historic Places. Artifacts that have been recovered through archeological excavation are curated and on display at Martinak State Park and the Dorchester County Historical Society.

The Watermen

A heritage of relatively recent origin, but of regional and national significance is that of the Watermen. A unique maritime story, which includes shipbuilding and the canning of seafood for market, a distinct culture exists on the shores of the Chesapeake directly linked with the natural resources and abundance found there. Also inland from the Bay up many of its tributaries, agriculture remains as a predominant land use, with active farms and open rural areas characterizing the landscape. The interaction among watermen and farmers has also shaped the area's inland culture and communities for more than 300 years and continues to do so.

Traditions and skills attributed to the watermen have influenced much of the region's history, economy, language and the distinct character of waterfront communities. (Along with many interesting individuals and distinctive characters who are legends of their own time!) The waterman's profession is the harvest of oysters, crabs, clams, menhaden, and other fish of the Bay and its tributaries--despite the notorious decline in the bay's abundance from historical times." Many watermen continue to ply their trades today often in tandem with public projects to restore the fisheries. The vessels and methods that were developed to take advantage of the Bay's resources are preserved through both living history on active, working waterfronts and through interpretation at several non-profit attractions in the area.

Watercraft of particular note in the Mid-Shore region are "skipjacks" and "bugeyes," with their widely recognized hull designs to navigate the Bay's shallow waters. These boat types hold a special place in the maritime heritage of the Mid-Shore region. According to the Maryland Historical Trust and National Park Service, the "Chesapeake skipjack fleet is the last commercial sail powered fishing fleet in North America and the only 'cohesive' sailing fleet in the western hemisphere." It is estimated that as many as 2,000 skipjacks were built in the Chesapeake area before World War II. Of the 16 skipjacks known to survive, all were listed in the National Register of Historic Places in 1995, three of these were deemed worthy of National Historic Landmark status. A bugeye also received landmark status at the time. These National Historic Landmark watercraft are

- The Chesapeake Bay skipjack *Kathryn*, which "has the distinction of being the best sailing skipjack in the fleet and is usually considered the favorite among the fleet's captains." It is one of the few "fore-and-aft planked" skipjacks.
- The Chesapeake Bay skipjack *Hilda M. Willing* which is "a historic working oyster dredge sailboat' representing one of the smaller, better maintained, and better sailing skipjacks."
- The *Rebecca T. Ruark*, which is the oldest vessel in the skipjack oyster dredging fleet, is the only vessel remaining with a sloop hull, and, after sinking during a gale in 1999 was subsequently raised and restored to an operating condition.
- The *Edna E. Lockwood*, a Chesapeake Bay bugeye, is the last working oyster boat of her kind. She is located at the Chesapeake Bay Maritime Museum in St.



Fig. 2-16 Pier near MD 335 in Dorchester County



Fig. 2-17 Skipjack Nathan in Cambridge

Michaels, Maryland. Built in 1889 at Tilghman Island, Maryland, by John B. Harrison, she of nine-log construction. The museum restored the bugeye to its 1910 appearance with the “patent stern” that had been added sometime prior to that year.”

In addition to the National Historic Landmark listing for the four vessels, the culture of this region is well documented and recognized for its national significance. Of special note are the crafts, rituals, stories, superstitions, speech patterns, foods, and vernacular architecture and traditional trades of the watermen, boat builders, farmers and fisherman of the Mid-Shore region. Hunting for waterfowl also shaped the region’s history and community character and identity. Long-held hunting traditions persist, sometimes in modern form such as carving wooden decoys which is now recognized through nationally known competitions and shows while actual decoys are now plastic. Today many traditions are celebrated through festivals and other special events that continue to be an important part of the region’s identity.



Fig. 2-18 Harriet Tubman Birthplace

The Byway provides a direct link between the region’s most unique places from its farms and former plantations, to working waterfronts and historic downtowns. Byway visitors have direct visual access to the streetscapes and landscapes that provide a sense of cultural context and can enjoy physical access to historic and cultural attractions open to the public where the region’s stories can best be told.

A strongly related and nationally significant story specific to this locale is associated with Abolitionism, Harriet Tubman and the Underground Railroad. This nationally significant story was recognized through the Harriet Tubman Underground Railroad Scenic Byway, designated in 2009 as an All-American Road by the Federal Highway Administration. Although a central component of one of the major interpretive themes of this byway, the clandestine nature of the cause makes any building or site associated with the Underground Railroad, difficult to document and relatively rare. Thus, the well-documented landscapes and sites to be seen along this byway are of particular significance. Notable, too, is the fact that two other figures of African descent important to the period were also born here. Frederick Douglass—famed orator, diplomat, and an Abolitionist who also supported women’s rights—and William Still, less well-known in his day, but whose records documenting the stories of those who fled slavery through Philadelphia are among the most valuable now available to researchers.

An important factor in the assessment of intrinsic qualities from a historical perspective is the high integrity of the rural landscape, which in many places remains much as it was in the pre-Civil War era. More importantly, the rich maritime and agricultural heritage has been well interpreted and made accessible to the public through an outstanding collection of museums both small and large that help to tell this story to the public.

Museums and Educational Centers

The regionally significant intrinsic qualities can be better understood by visiting the area’s extensive museums and cultural sites. These include

Academy Arts Museum

Easton has a treat for arts enthusiasts who visit the Academy Arts Museum. An extensive collection of local, regional, and national work can be found in the form of fine arts exhibits and live performances. During the month of October, “Arts Marketplace,” a



Fig. 2-19 Oxford Museum

juried crafts show, draws artisans with an array of talents in painting, metal work, furniture making, basket weaving, ceramics, glass, and other media.¹ The museum is at the heart of a thriving arts community that has supported Easton's longstanding annual Waterfowl Festival celebrating both traditions and waterfowl art, and more recently, plein aire events (landscape painting) and film festivals.

Oxford Museum

Since 1964 the Oxford Museum has drawn visitors to learn not only about the maritime history of Oxford, but also its role in early American history as a primary port. Talbot County's Office of Tourism states that the museum's collection has "more than 2,500 artifacts representing the cultural, historic and economic evolution of Oxford from one of the country's earliest colonial ports through the American Revolution, the Civil War, the halcyon days of railroads, oysters watermen, and its place as one of the premier sailing destinations on the East Coast."²



Fig. 2-20 Chesapeake Bay Maritime Museum

Chesapeake Bay Maritime Museum

Located in St. Michaels, Talbot County, visitors are invited to try their hand at various Chesapeake Bay heritage activities such as boat building and crabbing. With a total of nine building and exhibits that can inform and entertain a visitor for an entire day, many try their hand at various Chesapeake Bay heritage activities such as boat building and crabbing. Summer brings folklife in the form of a festival and local residents acting as docents who recount their personal histories and connections to the bay.

St. Michaels Museum at St. Mary's Square

St. Michaels Museum is a tribute to 19th century working families with three relocated historic vernacular buildings situated in St. Mary's Square. One building is known as the Sewell House, which belonged to a local waterman. Another was owned by a family of three free African American brothers around 1850. The third, the Teetotum Building, was built around 1860 and was primarily used for commercial purposes. Exhibits accompany the architecture and docent led tours are available.



Fig. 2-21 Richardson Maritime Museum

Richardson Maritime Museum and Ruark Boatworks

The work of Eastern Shore boat builders can be discovered at Richardson Maritime Museum, named after boat builder James Richardson. From skipjacks to log canoes, visitors can learn about the traditions of boat making on the Chesapeake. The museum is located in downtown Cambridge in a historical bank building that is on the National Register of Historic Places.³ Part of the museum's mission is preservation of both boats and the skills needed to build and maintain them. The Ruark Boatworks, in an old basket factory along Cambridge Creek at Maryland Ave. and Hayward St., invites visitors to stop in and watch ongoing projects or lend a hand. The property is slated to become Richardson Maritime Heritage Center.⁴

¹ Talbot County Office of Tourism. <http://www.tourtalbot.org/museums.asp?name=&description=&tid=97>. Accessed on 07/02/10.

² *Ibid.*

³ *The Chesapeake Bay Gateways Network Richardson Maritime Museum brochure.*

⁴ <http://www.richardsonmuseum.org/>

Tilghman Watermen's Museum

The people of Tilghman Island are still carrying on the maritime traditions of their ancestors and the Tilghman Watermen's Museum in Talbot County provides a unique look at the way of life on the island. Currently on Tilghman Island Rd., the museum will soon move to a new location off of MD 33.

Harriet Tubman Museum and Education Center

The story of Harriet Tubman and the Underground Railroad is told along the Byway at the Harriet Tubman Museum & Education Center in Cambridge. Here visitors can learn about Tubman's many accomplishments and daring missions to help slaves escape to freedom. Tours require a reservation and groups are welcome.

Vienna Heritage Museum

Opened in 2002, the Vienna Heritage Museum was established to preserve the historical and cultural legacy of rural and industrial life in Vienna. One unique exhibit includes a mother-of-pearl button maker that still functions and is demonstrated at the museum today. Future exhibits will include Vienna's first fire engine and local Native American artifacts.⁵



Fig. 2-22 Museum of Rural Life, Denton

Museum of Rural Life

Located in Denton, the Museum of Rural Life commemorates the agricultural heritage of the people in Caroline County. The museum exhibits include the Taylor-Brown dwelling, the Painter's Range log cabin, and portions of the Chance's Desire and Skillington's Right properties, which together explain the variety of architectural styles and economic classes that were all part of early settlement.⁶

Choptank River Heritage Center

The Choptank River Heritage Center is located at the restored Joppa Steamboat Wharf on the upper Choptank River in West Denton, Maryland. According to its web site, "it is the Center's mission to preserve and interpret the evolution and development of the land, its inhabitants and their interrelationship with the Eastern Shore's noblest river (the Great Choptank River)."⁷

The Foundry

The Foundry is housed in a restored circa 1850 dwelling that was part of a saw mill and foundry and features rotating artist exhibits. The Foundry is run by the Caroline County Council of Arts. The home was built by William Henry Wilson (1817 - 1893). His obituary referred to him as a well-known and expert machinist, noting that he was "the inventor of the mowing machine and sheaf-dropper and that he "operated a foundry business on a large scale" in Denton.

Rural Historic Landscapes

Michener's Chesapeake Country traverses two certified Maryland Heritage Areas Heart of Chesapeake Country Heritage Area in Dorchester County and Stories of the Chesapeake

⁵ <http://www.viennamd.org/vhf.html>. Accessed 07/02/10.

⁶ <http://www.tourcaroline.com/museums.shtml>. Accessed 07/02/10.

⁷ <http://www.riverheritage.org/> Accessed 07/02/10

Heritage Area in Talbot, Caroline and Queen Anne's counties (and Kent County). Each of these heritage areas has an adopted Management Plan. These management plans recognize the historic and cultural landscape of the Eastern Shore including its historic towns, farms, landscapes and waterways.

Of particular note are two more detailed studies that document the significance of the scenic and cultural landscapes of the two heritage areas by relating the qualities of the rural and cultural landscape with the ability of that landscape to support the interpretive themes associated with them.

The Heart of the Chesapeake Scenic and Cultural Landscape Assessment identifies a number of significant landscapes that support the interpretive themes, a strong indication of the value of these landscapes as an integral component of a scenic byway⁸.

The following table identifies the themes and relates those themes to the identified significant scenic and cultural landscape of the Byway. Similarly, *Stories of the Chesapeake Heritage Area's Scenic and Cultural Landscape Assessment* identifies a strong correlation between the heritage area's interpretive themes and the significance of the cultural landscapes associated with those themes.

These themes are further discussed in [Chapter 4](#), starting on [page 101](#), as part of the interpretive strategies and framework for the Byway. The following table summarizes the interpretive themes associated with the two heritage areas along with the Chesapeake Bay Gateways Network and associates those themes with specific sub-areas of the Byway. The resulting table demonstrates that the Byway is closely aligned with the most significant natural and cultural heritage of the Eastern Shore and provides extensive opportunities to tell the stories associated with that heritage.



Fig. 2-23 Working waterfront, Hoopersville

⁸ John Milner Associates, *Heart of Chesapeake Country Heritage Area; Cultural Landscape & Scenic Resource Assessment*, Dorchester County, Maryland, 2006.

Chesapeake Bay Gateways Network	Heart of the Chesapeake Heritage Area	Stories of the Chesapeake Heritage Area	Byway sub area with strong correlation to theme
<i>Over-arching Interpretive Themes for the Chesapeake Bay (Interconnectedness, Interdependence, Knowledge and Mystery)</i>		<ul style="list-style-type: none"> • <i>Central Story: Living within an Estuary—An Inseparable Influence (Adaptation and Choice)</i> 	
<ul style="list-style-type: none"> • <i>Peoples of the Bay</i> 	<ul style="list-style-type: none"> • <i>Harriet Tubman and Eastern Shore African American History</i> 	<ul style="list-style-type: none"> • <i>Colony and Nation Building: African American Heritage</i> 	<i>Note: this theme is the focus of the Harriet Tubman Underground Railroad Byway – overlaps in Bucktown; Frederick Douglass (from Tilghman Island to Easton to the birthplace site between Easton and Denton off MD 328)</i>
<ul style="list-style-type: none"> • <i>The Living Natural Bay</i> • <i>Environmental Stewardship and Sustainability of the Bay</i> 	<ul style="list-style-type: none"> • <i>Chesapeake Landscapes and Outdoor Adventure</i> 	<ul style="list-style-type: none"> • <i>Changes in the Land: Natural Resources Heritage</i> 	<i>Hudson Branch, Hoopers Island Branch Elliott Branch, Tilghman Island Branch</i>
<ul style="list-style-type: none"> • <i>Settlement of the Bay</i> • <i>Military and Naval Presence on the Bay</i> 		<ul style="list-style-type: none"> • <i>Colony and Nation Building: Colonial and Early National History</i> 	<i>Wye Mills to Easton to Cambridge</i>
<ul style="list-style-type: none"> • <i>Settlement of the Bay</i> • <i>An Economic Resource: Commerce, Productivity and Transportation</i> 	<ul style="list-style-type: none"> • <i>Working Waterfront Villages</i> 	<ul style="list-style-type: none"> • <i>Feeding the Body and Fueling the Local Economy: Maritime Heritage</i> 	<i>Hoopers Island, Taylors Island Church Creek and Blackwater – Fishing Bay; Tilghman Island Branch, Oxford-Bellevue; Choptank River to Denton; Nanticoke River</i>
<ul style="list-style-type: none"> • <i>Settlement of the Bay</i> • <i>An Economic Resource: Commerce, Productivity and Transportation</i> 	<ul style="list-style-type: none"> • <i>Agricultural Life</i> 	<ul style="list-style-type: none"> • <i>Feeding the Body and Fueling the Local Economy: Agriculture Heritage</i> 	<i>Vienna to Federalsburg and Denton; Easton to Denton; New Market/Secretary Branch,</i>
<ul style="list-style-type: none"> • <i>Peoples of the Bay</i> 	<ul style="list-style-type: none"> • <i>Dorchester Families and Traditions</i> 	<ul style="list-style-type: none"> • <i>Peopling the Land: Heritage of Small Town Life</i> 	<i>Vienna to Federalsburg to Denton, branches to New Market/Secretary and</i>
<ul style="list-style-type: none"> • <i>Peoples of the Bay</i> 	<ul style="list-style-type: none"> • <i>American Indian Heritage</i> 		<i>Elliott Island Branch, Blackwater,</i>
<ul style="list-style-type: none"> • <i>Peoples of the Bay</i> 	<ul style="list-style-type: none"> • <i>Dorchester History, Architecture, and Artifacts</i> 		<i>Cambridge, New Market/Secretary Branch, Federalsburg, Denton</i>
<ul style="list-style-type: none"> • <i>An Economic Resource: Commerce, Productivity and Transportation</i> 		<ul style="list-style-type: none"> • <i>Destination Maryland's Eastern Shore! Travel and Transportation Heritage</i> 	<i>Oxford-Bellevue Ferry,</i>
<ul style="list-style-type: none"> • <i>Settlement of the Bay</i> 		<ul style="list-style-type: none"> • <i>Food for the Soul: Religious Heritage</i> 	<i>Wye Mills to Easton to St. Michaels to Tilghman Branch</i>

The significance of the route's intrinsic qualities of historic, cultural and archeological resources is also well documented through listings on the National Register of Historic Places. The list below indicates historic properties on the National Register of Historic Places, associated with the Byway in the four-county region (see Map 2, Appendix 1). When a property is listed it is recognized for its architectural or historical significance at either a local, regional, or national level.

CAROLINE COUNTY

- Athol
- Castle Hall
- Daffin House
- Denton Armory
- Denton Historic District
- Exeter
- Leonard House
- Oak Lawn
- Potter Hall
- Schoolhouse, Denton
- St. Paul's Episcopal Church
- The Neck Meetinghouse & Yard
- Willow Grove

DORCHESTER COUNTY

- Bethlehem Methodist Episcopal Church
- Brinsfield Site*
- Cambridge Historic District
- Christ Episcopal Church & Cemetery
- Dale's Right
- Dorchester County Courthouse & Jail
- East New Market Historic District
- Fletcher Mill
- Friendship Hall
- Glasgow
- Glen Oak Hotel
- Goldsborough House
- Grace Episcopal Church
- Hooper Island Light Station
- LaGrange
- Annie Oakley House
- Rehoboth
- Ridgeton Farm
- Stanley Institute
- Sycamore Cottage
- Willin Village Site*
- Yarmouth

TALBOT COUNTY

- Barnaby House
- Cannonball House
- Clay's Hope
- Compton
- Crooked Intention
- Doncaster Town Site
- Easton Historic District
- Hope House
- Jena
- Myrtle Grove
- Old Bloomfield
- Old Wye Church
- Old Wye Mill
- Orem's Delight
- Otwell
- Rockclift
- Sherwood Manor
- St. John's Chapel of St Michael's Parish
- St Michael's Historic District
- St Michael's Mill
- The Anchorage
- The Old Inn
- The Wilderness
- Troth's Fortune
- Victorian Corn Cribs
- Wye House
- Wye Town Farm House

QUEEN ANNE'S COUNTY

- Bachelor's Hope
- Captain's Houses
- Captain John H. Ozmon Store
- Centreville Armory
- Centreville Historic District
- Collins/Jackson House
- Female Seminary
- Garrett Park Historic District
- Keating House
- Lansdowne
- Lexon
- Long Hill Farm
- Reed's Creek Farm
- Savage Mill
- Wilton



Fig. 2-24 Wye Episcopal Church

Supporting Intrinsic Qualities

In addition to being attracted to regionally significant historic qualities, visitors to the Byway are also attracted to its natural, scenic and recreational qualities. Visitors appreciate some of the nation's best opportunities for birding, bicycling and boating along the Chesapeake Bay.

Natural Qualities

The rich maritime and agricultural heritage of Maryland's Eastern Shore continues to thrive from the abundance of the regions natural resources (See Maps 3 and 4, Appendix 1). These played a significant role in establishing the distinct cultures and communities that have evolved over time as celebrated in Michener's novel, *Chesapeake*. With branches extending through Queen Anne's, Talbot, Caroline, and Dorchester counties, Michener's Chesapeake Country Scenic Byway captures the beauty of these resources. The Chesapeake Bay and its tributaries, along with streams, tidal marshes and wetlands, dominate the landscape, while a wealth of forests and swamps also contribute to the unique character of the area. The richness of the land is evident through the expansive views of agricultural fields within the Byway corridor. Forests beyond these fields can be enjoyed as the Byway occasionally passes under shaded canopy. Abundant vistas of the waterways capture the essence of the region's natural quality and beckon visitors to leave the car to explore the Mid-Shore's native flora and fauna.



Fig. 2-25 Scenic view near Blackwater National Wildlife Refuge (MD 335, Golden Hill Road)

Significance of the Natural Resources Associated with the Chesapeake Bay

According to the National Park Service's, *Special Resource Study of the Chesapeake Bay*, the bay is "nationally significant in part because it is an outstanding example of... an estuary in its natural sense, and of a unique historic and modern human development pattern that is profoundly influenced by the estuary's natural resources."

The estuary of the Chesapeake Bay, the transition between the land and the sea and where fresh water mixes with tidal salt water is very shallow, and this shallowness creates an ideal habitat for biological resources. The bay supports

- 295 species of fish and shellfish at various times of the year, with 32 being year-round inhabitants.
- 90% of the Atlantic striped bass (rockfish) that spawn in the Chesapeake Bay and its tributaries.
- nearly 40% of the U.S. commercial harvest of blue crabs.
- approximately 2,700 species of plants have been inventoried in the Chesapeake Bay waters.
- a major rest and feeding stop along the Atlantic Flyway for millions of migratory birds.
- the winter home to more than 35% of all the waterfowl using the Atlantic Flyway.

As noted above, the Chesapeake Bay's abundance of natural resources played a significant role in establishing the distinct cultures and communities that have evolved over time as celebrated in Michener's novel, *Chesapeake*.

The natural resources of the Chesapeake Bay have been nationally recognized through a sequence of federal, state, and local government actions.

- The Chesapeake Bay was the first estuary in the United States for a broadly targeted restoration effort to stop the widespread pollution of the bay which began in the early

1970's.

- In 1983 and 1987, the states of Virginia, Maryland, and Pennsylvania, the District of Columbia, the Chesapeake Bay Commission, and the U.S. Environmental Protection Agency, representing the federal government, signed historic agreements establishing the Chesapeake Bay Program partnership to protect and restore the Chesapeake Bay ecosystem.
- Congress passed the Chesapeake Bay Initiative Act of 1998 (P.L. 105-312). The purposes of the Act are to
 - Create a linked network of Chesapeake Bay gateways and water trails
 - Provide financial and technical assistance to State and local governments, local communities, nonprofit organizations, and the private sector for conserving important natural, cultural, historical, and recreational resources within the watershed
- Congress enacted the *Chesapeake Bay Restoration Act of 2000* reauthorizing the continuance of the Chesapeake Bay Program to implement the comprehensive cooperative restoration program.

The Mid-Shore region of Maryland's Eastern Shore is well endowed with regionally and significant natural resources associated with the Chesapeake Bay. The Blackwater National Wildlife Refuge, for example, has one of the largest breeding populations of bald eagles nationwide.

Rivers and Creeks

The Byway guides travelers to numerous access points to appreciate and experience the natural resources along the Chesapeake Bay and its tributaries—the Wye, Miles, Honga, Tred Avon, Choptank, Little Choptank, and the Nanticoke rivers. The Choptank is the largest of these with a three mile wide entrance at the bay and extends inland past Denton and up to Delaware.⁹ With major ports in Oxford and Cambridge and fishing villages on Tilghman Island, the Choptank and its tributaries played a vital role in the growth of these and other river towns. Southeast of the Choptank is the 40-mile Nanticoke River, which is considered to be Maryland's healthiest river and Delaware's last "wild river."¹⁰ Its undeveloped forested shores, cypress swamps, and marshes provide a unique opportunity for a private retreat whether navigating by boat or on foot.

As fishing and crabbing continue to be significant activities in the region, efforts to preserve these waterways are ongoing through the Chesapeake Bay Program. Such efforts include plans to restore the upper Choptank watershed by promoting better management practices for preventing nitrogen, phosphorus, and sediment runoff from agricultural lands into the watershed.¹¹ At a creek scale, shoreline improvements to Marshyhope Creek in Federalsburg exemplify the benefits of preserving the ecological condition of the creek while providing opportunities for public access and recreation.

Forests

As land use weighs heavily on the agricultural side in the region, the forested state parks and wildlife management areas are of great value, not only benefiting the area economically, but also providing habitat to an array of wildlife and offering recreational opportunities. These forests function as critical buffers for the watersheds and aid in sustaining wetlands and shoreline ecological integrity. Maintaining the forest resources of the region aids in the preservation of its intrinsic natural character. A majority of forested land in the region can be found at Wye Island Natural Resource Management Area, Third

⁹ *Chesapeake Bay Magazine. Guide to Cruising Chesapeake Bay. 2009 Edition. p. 151.*

¹⁰ *Ibid. p.233.*

¹¹ *University of Maryland Center for Environmental Science, Maryland Department of Agriculture, Maryland Department of Natural Resources. Upper Choptank River Strategic Watershed Restoration Action Plan. May 2003. p. 7*

Haven Woods Wildlife Preserve, Blackwater National Wildlife Refuge, Linkwood Wildlife Management Area, Seth Demonstration Forest, and Lecompte Wildlife Management Area.

In an effort to preserve designated Chesapeake forests, which includes close to 15,000 acres combined in the Mid-shore region—in the five lower counties and Maryland's Eastern Shore—a Sustainable Forest Management Plan was drafted in 2007.¹² This plan proposes to implement strategies for maintaining the rural character, economy, and heritage of the region, as the forest products industry is the second largest industry on the Eastern Shore. It will also provide protection of habitat for birds dwelling in forest interiors, particularly those migrating from Central and South America, along with a list of endangered and threatened wildlife species.¹³

Tidal Wetlands

The two types of wetlands found in this region of the Eastern Shore are estuaries (salt and brackish wetlands) and palustrine (freshwater wetlands) including those that are tidal and nontidal.¹⁴ Winding through the wetlands of Blackwater National Wildlife Refuge, it is clear that this natural resource plays a major role in defining the regions intrinsic natural quality. In fact, 28.3 percent of Maryland's wetland acreage is found in Dorchester County, including more than one third of Maryland's coastal wetlands.¹⁵ These critical resources are primarily located in the Nanticoke and Choptank River Basins with brackish high and low marshes in the Nanticoke, and brackish high marshes and submerged aquatic wetlands in the Choptank.¹⁶

Caroline County harbors unique freshwater wetlands called Delmarva bays, part of the geological phenomenon of Carolina bays, seasonally flooded upland depressions found in an arc from New Jersey to Georgia. They provide habitat for rare plant and animal communities including bald cypress and Atlantic white cedar swamps and such amphibians as the endangered barking tree frog and imperiled carpenter frog (both so named for their distinct calls).¹⁷ According to Maryland's Department of the Environment, "costal wetlands are extremely important to the Chesapeake Bay ecosystem and the economy of Maryland."¹⁸ Considered to be "estuarine farmlands," tidal marshes support the wetland plants that are responsible for sustaining aquatic life from oysters and clams to blue crabs and striped bass¹⁹. Without these natural resources, Maryland would face ecological and economic repercussions. With this understanding, efforts to preserve these wetlands are in full force with designations of nontidal Wetlands of Special State Concern and active efforts to raise public awareness on the importance of these valuable natural resources.



Fig. 2-26 Tidal wetlands typical of those found within the Blackwater National Wildlife Refuge

¹² Maryland Department of Natural Resources. <http://dnr.maryland.gov/forests/chesapeakeforestlands.asp>. Accessed 07/08/10.

¹³ *Ibid.*

¹⁴ *Ibid.*

¹⁵ Maryland Department of the Environment. http://www.mde.maryland.gov/programs/waterprograms/wetlands_waterways/documents_information/mdwetlands.asp#county. Accessed 07/08/10.

¹⁶ *Ibid.*

¹⁷ <http://www.dnr.state.md.us/naturalresource/spring2001/delmarvabays.html>

¹⁸ Maryland Department of the Environment. http://www.mde.maryland.gov/programs/waterprograms/wetlands_waterways/documents_information/mdwetlands.asp#county. Accessed 07/08/10.

¹⁹ *Ibid.*

Scenic Qualities

According to the Federal Highway Administration's Scenic Byway Program:

Scenic Quality is the heightened visual experience derived from the view of natural and manmade elements of the visual environment of the scenic byway corridor. The characteristics of the landscape are strikingly distinct and offer a pleasing and most memorable visual experience. All elements of the landscape—landform, water, vegetation, and manmade development—contribute to the quality of the corridor's visual environment. Everything present is in harmony and shares in the intrinsic qualities.



Fig. 2-27 Marshyhope Creek

For Michener's Chesapeake Country Scenic Byway the scenic quality is derived from the scenic views of the Chesapeake Bay, the Choptank and Nanticoke rivers, and vast wetland vistas that dominate the landscape along its southern and western branches. In addition to generous views to the water along the Byway, the rich agricultural heritage of Talbot, Dorchester, Caroline, and Queen Anne's counties resonates across broad horizontal panoramas. Scenic qualities are also derived from the historic and cultural heritage associated with the market towns and maritime villages along the Byway route.

The regional and national significance of the scenic qualities found in the Mid-Shore area are well documented. From a popular perspective, the scenic qualities are referenced in literature, the arts, and travel guides.

"Maryland's Lower Choptank River Cultural Resource Inventory," written by Ralph E. Eshelman and Carl W. Scheffel, Jr. for the Choptank River Heritage Center, the authors note that James Michener wrote, after boating up the Choptank River in 1976, that he "saw a truly delightful sight: mile after mile of river bank on which not a sign of human habitation was visible. I could not believe [sic] the pristine quality of this river for long stretches [sic]; it was like being back in 1836. And then to top it off, we sailed to the headwaters of the Tuckahoe, and now I know something about the Choptank I never knew before, that it is one of the very best small rivers, and surprisingly wide for much of its length. Great trip."²⁰



Fig. 2-28 Choptank River waterfront today in Cambridge

From an artist's standpoint, Tilghman Island supports a vibrant arts culture with landscape painters and photographers often seen plying their craft along the Byway route to Tilghman Island. Artists remark on the qualities of the light and color and compare them to that of Southern France.

Bicycle routes on the Byway from Easton to Tilghman Island and from Cambridge through the Blackwater National Wildlife Reserve are often cited in national travel publications for their scenic qualities. The Oxford-Bellevue Ferry, one of the oldest privately operated ferry services in the nation, is often cited in travel guides for its scenic route traversing the Tred Avon River between Oxford and Bellevue.

²⁰ John R. Wennersten, *Maryland's Eastern Shore: A Journey in Time and Place* (Centerville, Maryland, Tidewater Publishers, 1992), p. 228; and miscellaneous notes by James Michener, archives of Dorchester County Historical Society, box number 112.

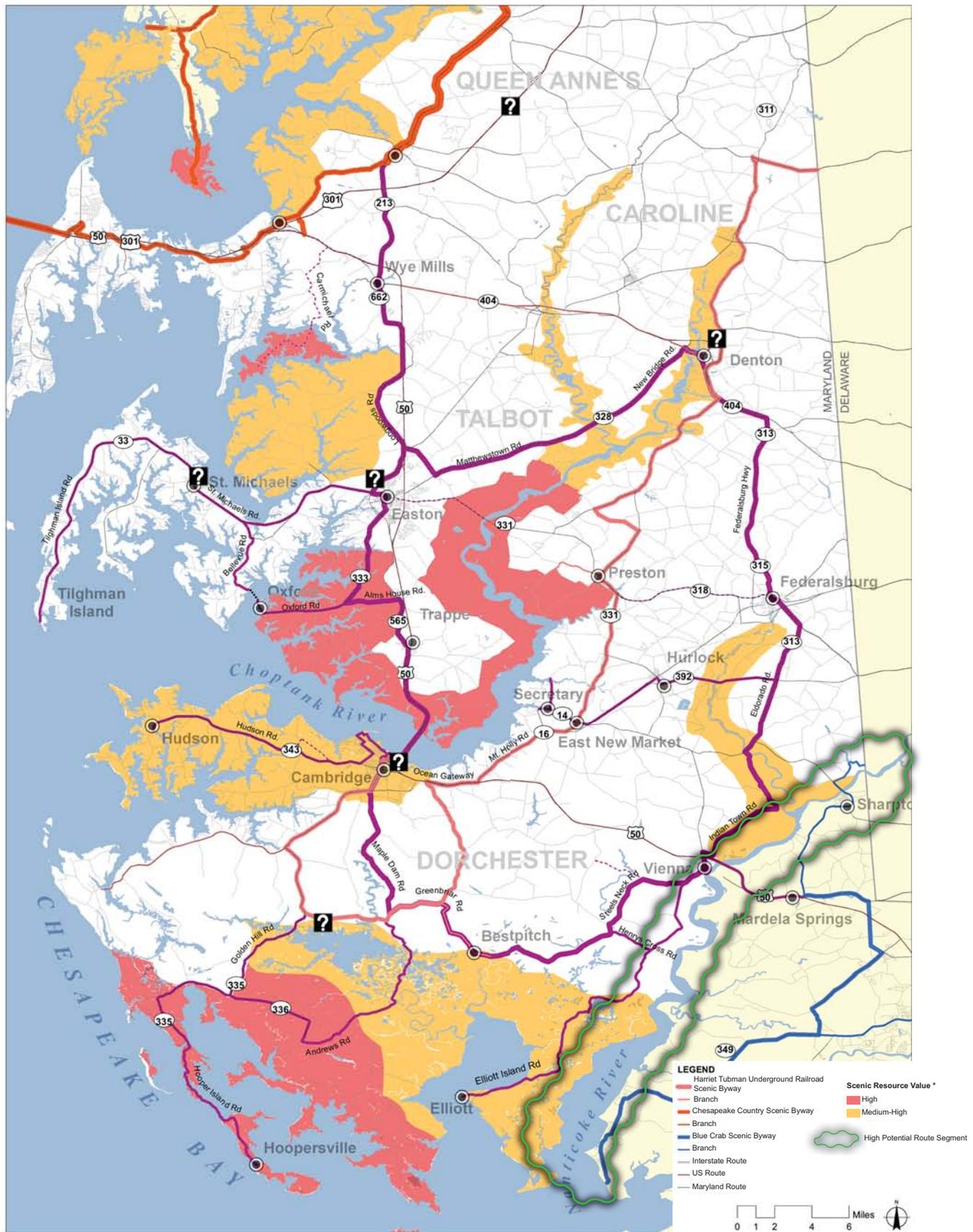


Fig. 2-29 Inventory of scenic landscapes (from Stories of the Chesapeake and Heart of Chesapeake Country Heritage Area Management Plans) and "High Potential Route Segments" (from the Captain John Smith National Trail Management Plan)

*America's Best Guide to Motorcycle Roads and Rides*²¹ provides information regarding a motorcycle road's three most critical factors: scenery quality, road quality, and roadside amenities. The Byway route from the Blackwater National Wildlife Refuge is cited for its scenic qualities and the amenities found in Cambridge (including museums and restaurants). The experience of driving over the MD 335 Bridge to Hoopersville might seem more like a boat ride, as Chesapeake waves occasionally roll onto the roadway.

A scenic resource assessment was developed as part of the management planning efforts for the Heart of the Chesapeake and Stories of the Chesapeake heritage areas. The scenic resource assessment process included community-based workshops to evaluate photographs representing various landscape characteristics and scenery found within landscape "districts" that were taken by volunteers. Participants ranked photographs based on their visual preference. The assessment combined an evaluation of the vividness, intactness, and unity of the rural landscape conducted by landscape architects and cultural resource professionals, and led to the identification of areas with recognized scenic qualities. [Figure 2-29](#), illustrates the locations of high quality rural landscapes showing the strong correlation to the Byway route.

In addition to the Byway's scenic qualities appreciated by artists, published in travel guides and documented through the heritage area management plans, an inventory of high quality views was conducted as part of the planning process.

The Byway runs through the Eastern Shore's coastal plain where the streams and tributaries draining into the bay divide, generally in level upland areas. Thus the overall scenic experience of the Byway may be described as traveling through wide, open landscape spaces (agricultural uplands) alternating with brief periods of traveling through enclosed corridor-like spaces (forested lowlands/stream crossings). Punctuating this overall experience of the landscape are distinct or special scenic episodes that contrast with the overall pastoral quality of the agricultural uplands.

The experience of traveling along the Byway through the Eastern Shore's coastal plain is primarily one of broad expansive agricultural views separated by wooded corridors that follow tributary creeks and rivers. The beauty of the Eastern Shore is also found among the historic maritime and market towns that dot the landscape.

At the northern branch just west of Wye Mills, visitors to Wye Island Natural Resource Management Area can experience both agricultural vistas and shaded passes through forest. Heading south toward Easton, the Byway directs travelers through more wooded passages and panoramas of farmland.

While the Byway landscape imparts its stories to visitors through scenic views at a vehicular pace, there are sites along the way that invite visitors to stop the car and let their eyes and minds linger on specific views and interpretive media. The following sites contribute to the region's scenic quality.

²¹ http://www.motorcycleroads.com/about_us.htm accessed on 05/09/11

- Great Marsh Park presents panoramic views of the Choptank River and the City of Cambridge in addition to providing generous parking, a boat ramp, and picnic areas for visitors and boaters.
- Marshyhope Creek in Federalsburg offers tranquil scenes of marshland along tree-lined shores. A greenway trail provides visitors with opportunities to navigate along the creek and observe the restored shorelines of marsh habitat.
- Picturesque views of sailboats on the Tred Avon River between Oxford and Bellevue are reminders of the maritime heritage of the region.
- Vienna's riverfront park allows a wide view of the Nanticoke River, while its history is explained by an interpretive marker.
- The scenic marsh landscape of Blackwater National Wildlife Refuge characterizes the southernmost loop of the Byway with vast swaths of marsh grasses and tree-filled islands seemingly floating in the Blackwater River.



Fig. 2-30 Vivid landscape between Bestpitch and Henry's Cross Rd. in Dorchester County

For the visitor who prefers to take in the scenery from the water, the Byway provides connections to more than a hundred public access points. Boating enthusiasts can take on the open water from public ramps in maritime towns like Cambridge, Oxford, or St. Michaels. For a more secluded experience, visitors can access the paddling trails of Blackwater National Wildlife Refuge as the Byway loops through it. (See Map 3, Appendix 1 for locations of high quality views.)

Viewshed Inventory

As part of the inventory effort, a viewshed analysis was generated to identify the areas that can be seen from route of the Byway, as well as from the high quality viewpoints noted above. For all practical purposes the views from the route are not defined by the relatively flat landform of the Coastal Plain. Instead, the views of open agricultural fields are framed by surrounding woodlands. Within built up areas the views are primarily framed by adjacent buildings and street trees.



Fig. 2-31 Sailboats on the Tred Avon River between Oxford and Bellevue

The viewshed analysis identifies all the lands that can be seen from the route of the Byway based on the elevation data and land use/land cover data. By incorporating the land use/land cover data, the extent of the rural views can be easily mapped. Where the unbroken views expand out over the water or wetlands, the limits are shown by a fixed distance. The results of the analysis illustrate the number of times an area is seen from the route, with viewpoints identified every $\frac{1}{4}$ mile.

A second analysis was prepared showing the high quality viewpoints. High quality viewpoints were identified in the field as well as from input from the Advisory Committee and the travel literature noted above. In some cases the high quality viewpoints were identified by type, such as all settings of historic sites and boat landings, based upon their water views.

The results of the second viewshed analysis provided information about conservation related priorities; those areas that can be seen from recognized scenic views or that formed the settings of historic sites were considered to be a higher priority than just the general views from the roadway itself.

SCENIC VIEWS ALONG
MICHENER'S CHESAPEAKE
COUNTRY SCENIC BYWAY

- 1 Bridge on Wye Island Rd.
- 2 Views from Granary Creek Picnic Area
- 3 Skipton Landing near Wye
- 4 Views from Easton Point Landing
- 5 Streetscapes of Washington and Harrison Streets in Easton
- 6 Sailboats on the Choptank (from Bellevue)
- 7 Marina in Oxford
- 8 Sandaway, B & B, Oxford
- 9 Oxford Park
- 10 St. Michael's Streetscape
- 11 View of the Miles River from Oak Creek Bridge
- 12 Tilghman Island
- 13 Views from Dover Bridge Rd.
- 14 Views from Marshyhope Creek
- 15 Nathan of Dorchester, Cambridge
- 16 Views from Great Marsh Park
- 17 Views from Hudson Rd.
- 18 Waves on MD 335 to Hoopersville
- 19 Views from Golden Hill Rd.
- 20 Egret sighting at Blackwater NWR
- 21 Views to Robbins Rd.
- 22 View from riverfront park in Vienna
- 23 Views from the Coast Guard Station on Tilghman Island
- 24 St. Michaels Streetscape
- 25 Views from the Oxford-Bellevue Ferry

See Map 3 , Appendix 1, for location of scenic viewpoints noted above

Recreational Qualities

Finding opportunities for passive and active recreation along Michener's Chesapeake Country Scenic Byway is almost as easy as finding the water. The region maintains four state parks, nine wildlife preserves and natural resource management areas, and a plethora of county, city, and regional parks. The wide range of activities available at these places and their links to the natural resources of the region promise unique experiences that are connected by the Byway route. With the region boasting more than a hundred public water access locations, it is safe to say that fishermen and boating enthusiasts both motorized and non-motorized have got it made. The region also attracts bicyclists, as there are 21 published bike trails to discover along the Byway. Opportunities for birding are also nationally significant recreational and educational resources. Blackwater National Wildlife Refuge alone counts 281 regular species of birds, plus an additional 14 species of accidentals that have been seen only one or two times;²² it is renowned for "one of the largest populations of bald eagles on the East Coast."²³

Water trails are also of regional and national significance. The Captain John Smith Water National Historic Trail Management Plan (draft) cites the Nanticoke River as a "high potential route segment." The term "high potential route segments" means waters that would afford a high quality recreation experience in a portion of the route having greater than average scenic values or affording an opportunity to vicariously share the experience of the original users of a historic route. Additional water trails are abundant along the Choptank and Wye Rivers.

²² http://www.fws.gov/blackwater/pdf/BLK_Birds_8-08.pdf

²³ *Birding in the Heart of Chesapeake Country (brochure), 2005.*

The National Park Service's *Chesapeake Bay Special Resource Study* cites the scope of the natural and cultural resource and recreational opportunities of the Chesapeake Bay as "immense in significance, size and diversity." The Mid-Shore region has more than its share of those resources as demonstrated below.

Michener's Chesapeake Scenic Byway provides direct access to the following significant recreational opportunities.

- Recreational resources directly related to Maryland's Eastern Shore maritime heritage, including sailing, canoeing, kayaking, yachting, and other boating activities
- Recreational resources directly related to hunting and fishing in the mid-Atlantic region
- Bicycling along trails in Talbot, Caroline, and Dorchester counties
- Horseback riding and equestrian activities

Each of these is described in further detail in the following section.

Bicycling

For those who prefer to go by land rather than by sea, bicycling offers a different perspective on traveling the Byway with an array of 21 bike trails that are either connected to or in close proximity of the route. Trails extend to each of the main branches of the Byway connecting from Easton to St. Michaels; St. Michaels to the tip of Tilghman Island; Cambridge to Hudson; Cambridge to Taylor Island; Cambridge to Blackwater National Wildlife Refuge; Blackwater National Wildlife Refuge to Hooper Island; Blackwater National Wildlife Refuge to Vienna; Vienna to Elliot; and Preston to Federalsburg. These routes direct cyclists to natural and historical points of interest along the way. Caroline County's 38.3-mile bike trail through Preston guides cyclists to popular places of interest that include the Choptank village's marina, the Linchester Mill Complex, the Webb-Fluharty Cabin and the Adkins Arboretum. In Dorchester County the annual Eagleman Ironman 70.3-mile triathlon route attracts athletes to Great Marsh Park in Cambridge. Finally, recognized as one of the top 25 cycling routes in the country, Talbot County's route linking Easton, Oxford and St. Michaels hosts flocks of cyclists who enjoy the many historical and cultural attractions along the way.²⁴ (See Recreational Resources Map, [Map 4, Appendix 1](#), for trail locations.)

Water

Whether traveling through sinuous marshes of Blackwater National Wildlife Refuge or setting sail on the Tred Avon River, visitors can enjoy a sense of discovery and adventure along the Byway. The character of the geography with its endless waters to explore allows boaters to acquaint themselves with new sites and perspectives in much the same way that Captain John Smith did on his voyages through the region in 1608. Michener's Chesapeake Scenic Byway links travelers to more than a hundred public access points on the water for a wide variety of activities. These include sailing, canoeing, kayaking, sea kayaking, skipjack tours, paddlewheel boat cruises, motor boat cruises, motor boating, swimming, and fishing.

A number of water trails are accessible from the Byway route. Two published water trails include the Blackwater Paddle & Pedal Adventures and the Choptank and Tuckahoe Rivers



Fig. 2-32 The Hoopersville branch of the Byway offers tremendous bicycling opportunities coupled with great birding opportunities

²⁴ Sources include: Talbot County Bicycle Map; Dorchester County, Maryland Cycling Guide; and Cycling in Caroline County Maryland.

Water Trail. For wildlife enthusiasts, paddling through the tidal marsh in the Blackwater National Wildlife Refuge offers opportunities to encounter great blue herons, osprey, and bald eagles. The 80-mile water trail connecting the Choptank River and its tributary, the Tuckahoe River, is one of the longest river systems in the region. It is a prime attraction for paddlers to view scenic mature oak-hickory-chestnut forests and visit historic and natural attractions along the way²⁵.

Points for public access to the water are located just off the Byway or within close proximity of the route, providing a range of amenities for the convenience of boaters, fisherman, or travelers seeking a place to pause along the water's edge. Amenities vary from site to site, but they commonly accommodate boat ramps of various sizes and surface conditions, parking, restrooms, and the occasional one stop shop for seafood or marina amenities.

For those who prefer to pass the captains hat to someone else, it is possible to sail aboard the skipjack Nathan of Dorchester for a heritage cruise into maritime history. While in Hurlock, visitors can enjoy a ride and a meal on the waterfront on one of the Choptank Riverboat Company's paddle wheel boats.

Hiking

When visitors are not testing out their sea legs, they can pick up a hiking trail at one of the local state parks or wildlife management areas on the Byway route. Whether hiking through woodlands, marshes, or along the open water's edge visitors can find countless opportunities for getting out of the car and stretching their legs.

Horseback Riding

Horse enthusiasts will find trails and equestrian facilities at designated locations in Wye Island Natural Resource Management Area and Tuckahoe State Park. The latter is the site of the nonprofit Tuckahoe Equestrian Center, which among other activities, offers jousting events (Maryland's official state sport).

Hunting

With an abundance of wildlife management areas, WMA's and particularly Blackwater National Wildlife Refuge with over 10,000 acres open for deer hunting, the region is of prime interest to local and visiting hunters. Blackwater is also populated with exotic silka deer, a species introduced from Asia, drawing hunters from all over²⁶. Opportunities for hunting waterfowl are common in the region's WMA's, as well. Hunting areas are carefully managed to support other recreational pursuits and maintain wildlife habitat.



Fig. 2-33 Horseback Riding at Wye Island Natural Resource Management Area

State Parks, State Forests and Wildlife Preserves

There are approximately 76,000 acres of state parks, forests and various kinds of wildlife management areas along the Byway or its branches. These public lands provide a wide range of recreational opportunities including the access to water. The following are listed north to south:

25 From Chesapeake Bay Gateways Network website: <http://www.baygateways.net/general.cfm?id=15>; 07/01/2010.

26 Dorchester County, Maryland website. <http://www.tourdorchester.org/attraction.php?attraction=336>. Accessed 07/01/10.

Wye Oak State Park

The 29-acre Wye Oak State Park was the home of the former Wye Oak, once the largest white oak in the United States, which majestically towered for an estimated 460 years until its demise on June 6, 2002 and is mourned by Eastern Shore natives and long-time residents to this day. A new oak sapling now stands at the same location of the famous tree along MD 662. Visitors can pull off the Byway here to view a cross section of the Wye Oak's magnificent trunk situated inside a gazebo at the site. Directly next to this site is the "Little House" which used to be a one-room school house and is considered to be the second oldest school in Talbot County. Further down MD 662, not far from these attractions is the Old Wye Mill which supplied flour to the Continental Army during the Revolutionary War. A large picnic area is directly next to the mill.²⁷

Bill Burton Fishing Pier State Park

Formerly known as Choptank River Fishing Piers, the old bridge that connects Cambridge with Talbot County, is now named after Bill Burton, recognizing the man who wrote extensively on Maryland's outdoors. Here fishermen and families can enjoy a fresh catch of the perch, striped bass, hard heads, sea trout, and catfish commonly found in the Choptank at this location. The pier is illuminated at night for night fishing from April 1st through December 31st.²⁸

Martinak State Park

Martinak State Park, bordered by the Choptank River and Watts Creek in Denton, was deeded to the state in 1961 as a place for public recreation and preservation of natural resources. Today visitors can find a nature center, restrooms, picnic pavilions, playgrounds, hiking trails, and a boat launch in addition to camp sites and cabins. Fishermen will enjoy catches of perch, bass, sunfish, and catfish in park waters. Canoes can be rented from April to October for a small fee.²⁹

Wye Island Natural Resource Management Area

Wye Island NRMA offers a number of recreational activities including hiking, camping, boating, fishing, hunting, and horseback riding, as well as and other equestrian related activities. Wildlife viewing is most popular along the island's six miles of hiking trails, as a primary focus of this NRMA is to protect habitat for winterizing waterfowl.³⁰ The agricultural history of Wye Island is evident as pastoral views of cropland can still be seen along Carmichael Rd.



Fig. 2-34 Wye Island Natural Resource Management Area

Taylor's Island Wildlife Management Area (WMA)

The 1,000-acre Taylor's Island WMA is home to such wildlife as birds, raccoons, muskrats, river otters, and the endangered Delmarva fox squirrel. Hunting is permitted, as deer and the exotic silka deer also can be found. Camping is not permitted on the premises, but private campgrounds can be found nearby. A nearby boat ramp is open to the public for fishing and crabbing.³¹

²⁷ Maryland Department of Natural Resources. <http://dnr.maryland.gov/publiclands/eastern/wyeoak.asp> . Accessed 07/02/10.

²⁸ Maryland Department of Natural Resources. <http://www.dnr.state.md.us/publiclands/eastern/choptankpier.asp> . Accessed 07/02/10.

²⁹ Maryland Department of Natural Resources. <http://www.dnr.state.md.us/publiclands/eastern/martinak.asp> . Accessed 08/25/10.

³⁰ Maryland Department of Natural Resources. <http://dnr.maryland.gov/publiclands/eastern/wyeisland.asp> . Accessed 07/02/10.

³¹ Dorchester County, Maryland Visitors Guide. p. 19.

Blackwater National Wildlife Refuge

Located just 12 miles south of Cambridge is a wealth of tidal marshland that is home to a large population of waterfowl and other wildlife including bald eagles and peregrine falcons. Around November, Blackwater NWR is a stopping place for close to 35,000 migrating geese and 15,000 ducks. While wildlife protection is a primary concern at Blackwater, opportunities for canoeing, kayaking, fishing, crabbing, hunting, bicycling, and picnicking are allowed in the refuge.³² A visitor center provides educational information, a gift shop, and guidance to four land trails and three paddling trails.

Fishing Bay WMA

Just east of Blackwater NWR is the 29,000 acre Fishing Bay WMA, Maryland's largest wildlife management area and publicly owned tidal wetlands.³³ Here visitors can find maintained, though unmarked, hiking trails and two water trails recommended for experienced paddlers. Fishing Bay is a prime location for saltwater fishing and crabbing, hunting and fur trapping.

Lecompte WMA

Located just off the Byway near Vienna, Lecompte WMA is a primary refuge for the federally endangered Delmarva fox squirrel. Visitors are likely to view these animals from along the edge of fields or from designated hiking trails. Wild Turkeys also call Lecompte home, as they were reintroduced here after their extinction on Maryland's Eastern Shore.³⁴ Agricultural fields are maintained for the purpose of providing food and habitat for wildlife. Hunting and trapping are permitted at Lecompte WMA with restrictions on squirrel hunting in addition to regulations on dove and waterfowl hunting.

Linkwood WMA

Linkwood WMA is the place to capture exciting glimpses of migrant songbirds during their spring migration when the air is filled with birdsong throughout the Eastern Shore. Ornithologists consider Linkwood to be a haven for these birds, as their options for finding forest stopping grounds are limited when migrating from South and Central America. Recreational opportunities here also include canoeing, fishing, and restricted hunting.

Idylwild WMA

This WMA surrounds the headwaters of Marshyhope Creek which flows through Federalsburg "next door." Twenty-seven hiking trails can be found at Idylwild WMA making it a great place for birding and viewing other wildlife. Motorized vehicles are not permitted on the trails. Activities such as horseback riding, canoeing, kayaking, and hunting are popular at Idylwild.

Regional, County, and City Parks

In addition to state parks and wildlife management areas in the region of Michener's Chesapeake Scenic Byway, local parks provide visitors with recreational opportunities. These include ball fields, golf courses, walking/jogging trails, swimming pools and playgrounds. Significant parks are listed below north to south.

32 U.S. Fish and Wildlife Service. <http://www.fws.gov/blackwater/>. Accessed 07/02/10.

33 Dorchester County, Maryland Visitors Guide. p. 18.

34 Maryland Department of Natural Resources. <http://dnr.maryland.gov/publiclands/eastern/lecompte.asp>. Accessed 07/02/10.

Pickering Creek Audubon Center

Visitors at the 400-acre working farm at Pickering Creek Audubon Center in Easton can encounter ecosystems of mature hardwood forests, fresh and salt water marshes, meadows, a tidal creek, and tidal and non-tidal wetlands. The center offers public engagement events and opportunities to preserve the natural resources of the area, along with a number of children's camps and programs.

Hog Neck Golf Course

Along the northernmost branch of the Byway, near Wye Mills visitors can tee off at Hog Neck Golf Course. This facility, rated as one of the top 25 in the country offers an 18-hole championship course, pro shop and driving range.

Marshyhope Creek Greenways Trail & Federalsburg Recreation Park and Marina

Located in Federalsburg, this system offers views of a number of "living shorelines" projects can be seen along Marshyhope Creek. Such efforts enable "people to understand the dynamics between nature and humans, while enjoying the waterfront area of Marshyhope Creek, once a bustling port."³⁵ The waterside greenway "hike and bike" trail follows the Maryshope for 2-5 miles.

Great Marsh Park

Great Marsh Park presents panoramic views of the Choptank River and the City of Cambridge in addition to providing generous parking, a boat ramp, a small beach, a playground, and picnic areas for visitors and boaters.



Fig. 2-35 Marshyhope Greenway

Long Wharf Park

Also located in Cambridge at the end of High Street is Long Wharf Park. Boating enthusiasts will enjoy the view from the park, as it is one of Cambridge's main docking areas. There is also a marina nearby and access to bathrooms, picnic tables, and historic points of interest. A license is not required to fish here.

Other parks within proximity of the Byway include Bellevue Park in Talbot County, Tilghman Park and Dogwood Harbor on Tilghman Island, and Crouse Park in Caroline County.

CHAPTER 3: THE BYWAY EXPERIENCE

The purpose of this chapter is to describe the ways in which visitors interact with the Byway – how they find information about it, how they get to the Byway, what they can see and do along the way, and the influences that may affect that experience over time (such as the safety of the travel experience and the likely changes that will occur along the way.)

Finding and Following the Byway

Awareness of the Byway and what it has to offer is one of the most important factors in generating interest in its qualities and its experiences and subsequently in generating economic activity associated with a visit to the Byway.

Byway Information

Currently, visitors can find and follow the Byway in the following ways:

Local, Regional, and State Websites

The following websites maintain useful information to enable Byway visitors to conveniently find local and regional events, historical sites and attractions, recreational opportunities, restaurants, hotels, roadway conditions, maps, and other visual guides and resources.

- Caroline County, Office of Tourism:
<http://www.tourcaroline.com/museums2.shtml>
- Dorchester County, Heart of the Chesapeake Heritage Area:
<http://www.tourdorchester.org/home.php>
- Talbot County, Office of Tourism:
<http://www.tourtalbot.org/>
- Queen Anne's County
<http://www.qac.org/default.aspx?pageid=76&template=3&toplevel=34>
- Eastern Shore Heritage, Inc. (Talbot, Caroline, Queen Anne's and Kent Counties):
<http://www.storiesofthechesapeake.org/>
- Heart of the Chesapeake Heritage Area (Cecil, Queen Anne's and Kent Counties):
<http://www.tourchesapeakecountry.com/>
- Chesapeake Country National Scenic Byway (Cecil, Queen Anne's and Kent Counties):
<http://www.chesapeakebyway.org/>
- Maryland Office of Tourism:
<http://visitmaryland.org/Pages/Welcome.aspx>
- State Highway Administration Maryland Scenic Byways Program:
<http://www.roads.maryland.gov/Index.aspx?PageId=567>
- Chesapeake Bay Gateways Network (National Park Service):
<http://www.baygateways.net/>

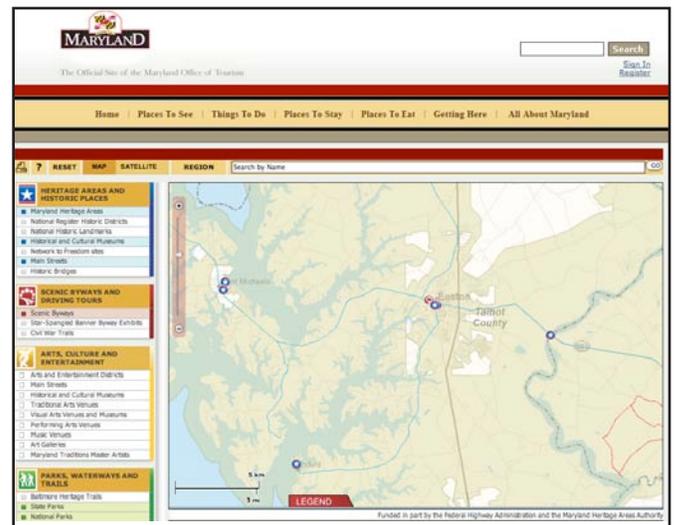


Figure 3-1 Visit Maryland website with interactive map (under development)

Visitor Centers

Each county operates a visitor information center and they are found at most major gateways to Michener's Chesapeake Country Scenic Byway ([Map 7, Appendix 1](#), shows the locations of major gateways and existing visitor center facilities). See Chapter 4, [page 89](#) for recommendations on how to improve the awareness of the Byway to visitors.

Queen Anne's County - the Chesapeake Bay Exploration Center is located on Kent Island at the western end of the nationally designated portion of the Chesapeake Country Scenic Byway, six miles east of the William Preston Lane Jr. Memorial Chesapeake Bridge, effectively the primary entrance to Maryland's Eastern Shore.



Figure 3-2 Choptank River Heritage Center

Caroline County - the Choptank River Heritage Center (CRHC) is located in West Denton, just off the Byway as it approaches Denton from the south. Caroline County also maintains a visitor information kiosk at the county courthouse in the center of Denton. CRHC and Joppa Wharf Museum are located at

10219 River Landing Road
Denton, MD 21629
Phone: (410) 479-0655
Hours: Monday - Friday 10 a.m. to 5 p.m.

Talbot County - the main visitor center is located in downtown Easton, just off the Byway. The Town of St. Michaels also has a visitor information kiosk.

Easton Visitor Center
11 South Harrison St.
Easton, MD 21601
Phone: (410) 770-8000
Hours: Monday - Friday, 8:30 a.m. to 5 p.m.,
Saturday, 9 a.m. to 1 p.m.
Closed on Sunday
Website: www.tourtalbot.org



Figure 3-3 Talbot County Visitor Center

St. Michaels Visitor Kiosk
Located at North Talbot St. and Mill St.
(Kiosk is situated in the park)

Dorchester County - the Sailwinds Visitor Center is located on the Choptank River waterfront in Cambridge, just off the Byway. In addition, the US Fish and Wildlife Service has a visitor center at the Blackwater Wildlife Refuge.

Sailwinds Visitor Center
2 Rose Hill Drive
Cambridge, MD 21613-1901
Phone: (410) 228-1000
Hours: Daily, 8:30 a.m. to 5:00 p.m.



Figure 3-4 Sailwinds

Blackwater Wildlife Management Area Visitor Center
2145 Key Wallace Drive
Cambridge, MD 21613-9535
Phone: (410) 228-2677
Hours: Monday - Friday, 8:00 a.m. to 4:00 p.m.,
Saturday and Sunday, 9:00 a.m. to 5:00 p.m.
Website: www.fws.gov/blackwater/

Wayfinding and Signage

Maryland State Highway Administration (SHA) has marked the existing state scenic byway with confirmation and directional signs. Upon designation of the route as a National Scenic Byway, these guide signs will be replaced with the new directional sign system (see [page 129](#)) that has been developed by SHA's Office of Traffic and Safety (OOTS).

A Maryland Scenic Byways travel guide was published in May of 2007 to include surrounding Maryland Scenic Byways — Chesapeake Country, Blue Crab, and Harriet Tubman Underground Railroad. This guidebook is widely distributed at existing Maryland welcome centers and at visitor centers. A new guide will be published in September 2011.

In addition to the route-marking signage, visitors can find primary destinations along the Byway through Maryland's Tourism Area Corridor signing program (TAC). Primary destinations are marked from major travel routes utilizing thematic geographic identifiers such as "Scenic Peninsula" or "Wildlife Corridor" along with specific destinations that can be found along that particular route. These signs have been installed throughout the region served by the Byway, providing directional information to the major museums and attractions that help to tell the story of the region's rich maritime heritage. The Byway route is coordinated with these visitor attraction signs and the two systems work in tandem. Some modifications are recommended in Chapter 4, [page 129](#), to improve coordination between Byway and TAC signs.



Figure 3-5 Existing Tourism Area and Corridor Signing

Getting to the Byway

The Byway and the Eastern Shore of Maryland is within an hour's driving distance of major mid-Atlantic cities including: Washington, DC, Baltimore, MD, Annapolis, MD, Dover, DE, and Ocean City, MD. (See [Map 8, Appendix 1](#))

From Washington, DC, and points west: Take US 50 east toward Annapolis and continue to follow US 50 across the Bay Bridge heading toward Queenstown, MD. US 50/Ocean Gateway will connect visitors with the westernmost Byway access point just outside of Queenstown.

From Baltimore, MD and points northwest: From Baltimore, visitors can take I-695 to I-97 southbound, to US 301 north/ US 50 east. Alternatively, from I-695 one can take MD 10 south heading toward Severna Park. After approximately 15 miles, merge onto US 301 north/US 50 east via the ramp to the Bay Bridge. Continuing on US 50, visitors will connect with the westernmost Byway access point just outside of Queenstown.

From Annapolis, MD and points west: Take US 301 north/US 50 east via the ramp to the Bay Bridge. After crossing the Bay Bridge and continuing along US 50 toward Wye Mills, visitors are connected with the westernmost Byway access point just outside of Queenstown.

From Centreville, MD and points north and east: Take MD-213 south heading toward Wye Mills. Visitors can continue along MD 213 to access the northernmost stretch of the Byway where Centerville Rd./MD 213 meets Blue Star Memorial Hwy/US 301.

From Dover, DE: Follow DE 10 west to MD 313 south heading toward Goldsboro. Take MD 313 to continue to Denton where visitors can access the Byway at MD 313 south/MD 404 east.

From Rehoboth Beach and points east: Take DE 1 north to DE 404 west/US 9 south and continue for approximately 13 miles. In Georgetown, DE, continue to follow DE 404 and make a slight left at DE 18 west/DE 404 westbound, following this route to cross into Maryland. Continue onto MD 318 west/Bridgeville Rd. to access the Byway in Federalsburg on MD 313 north/Reliance Rd.

From Bethany Beach and other Delaware beaches: Take US 113 north to DE 18 west/ DE 404 west and continue to cross into Maryland following this route. Continue onto MD 318 west/ Bridgeville Rd. to access the Byway in Federalsburg on MD 313 north/Reliance Rd.

From Ocean City, MD, Salisbury, MD and points southeast: Take US 50 west/Ocean Gateway heading toward Vienna. Visitors can access the Byway route at US 50 west in Vienna, MD.

From Crisfield, MD and points south: Follow US 13 north/Ocean Hwy approximately 23 miles to US 50 west. Continue west on US 50 for approximately 17 miles to access the Byway in Vienna.



Figure 3-6 Existing state scenic byway sign at junction between adjoining Blue Crab and Michener's Chesapeake

Travel Characteristics and Trends

The following characterizes national and regional travel trends and the influence those trends may have on the characteristics and activities of the typical byway traveler. (Note: National travel data may date from 2008, 2009 or 2010 depending on when data was collected and reports produced. The most recent available data is used for each category.)

National Travel Trends

A July 2010 survey reflects the continued impact of the economy and financial concerns on travel plans and actual trips taken by leisure travelers. *The State of the American Traveler* finds that “personal financial reasons” is the top answer for why travelers plan to take fewer trips – 55.9%. Other reasons include the following factors: gas was too expensive (40.7%), airfare was too expensive (36%), too busy at work (27.9%), not enough vacation time (20.8%).

The study's findings reflect declining expectations for travel from the January 2010 survey:

Travel expectations in the next 12 months	January 2010	July 2010
Expect to increase travel	33.1%	27.6%
Expect to cut back on travel	13.6%	18.9%
Expect to increase travel spending	32.6%	25.6%

Table 3-1 Travel expectations

The July 2010 study shows that travelers are not giving up on travel but are adopting strategies to make it more affordable:

Travel Plans	Percentage
Look for travel discounts or bargains	61.9%
Visit generally less expensive destinations	29.3%
Reduce the number of leisure trips	23.8%
Take at least one staycation	22.6%
Reduce total days spent on leisure trips	22.1%
Shorten distance of trips or reduce side trips	20.8%
Select less expensive modes of transportation	18.0%
Cancel a trip that is already planned	4.2%

Table 3-2 Travel plans

Although travelers still rely heavily on destination recommendations from friends, colleagues and relatives, the study showed not surprisingly that travelers are increasingly using all forms of technology in addition to traditional resources for travel planning

Travel Planning Resources	Percentage
User-generated content – reviews of hotels, destinations, restaurants, activities and itineraries	42.9%
Recommendations from friends, colleagues or relatives	39.9%
Print resources – magazines, newspaper travel sections, guidebooks, direct mail	34.8%
DMO websites	31.2%
Mobile phone/PDA	28.0%
Travel-related TV programs	27.4%
Social media – destination pages, friend/fan of destination, photo sharing sites, Twitter	26.2%

Table 3-3 Travel planning resources

Source: *State of the American Traveler, July 2010 edition, Destination Analysts, Inc.*

National Heritage Travel Trends

While the economic recession of recent years has had a tremendous impact on the travel

industry, a major study shows that heritage travel continues to be a strong industry segment. *The Cultural and Heritage Traveler, 2009 Edition* found that 78% of all U.S. leisure travelers participate in cultural and/or heritage activities while traveling. This translates to 118.3 million adults each year. According to the study, cultural heritage travelers say they want:

- Travel experiences where the destination, its buildings and surroundings have retained their character.
- Travel to be “educational” – they make an effort to explore and learn about local arts, culture, environment and history.

Cultural heritage travelers spend an average of \$994 per trip compared to \$611 for other leisure travelers, making this a highly desirable travel industry segment. Cultural heritage travelers take an average of five trips per year, whereas other travelers take less than four.

CULTURAL AND HERITAGE ACTIVITIES	% of Travelers Engaged
Attend a fair or festival	68%
Visit historic buildings	67%
Visit historic sites	66%
Visit Native American sites	64%
Attend a re-enactment	64%
Visit history museums	61%
Visit living history museums	60%
Take a tour of local history	59%
Visit a natural history museum	59%
Visit an art museum or gallery	54%
Shop for local arts and crafts	51%
Take an architecture tour	49%
Experienced local or regional cuisine	40%
Visit state/national parks	41%
Explore small towns	40%
Take a self-guided walking tour	32%
Visit farms and ranches	32%
Explore an urban neighborhood	30%
Visit a farmers' market	27%
Take a scenic drive	24%

Table 3-1 Cultural and heritage activities

Source: *The Cultural and Heritage Traveler, 2009 Edition*, conducted by Mandala Research, LLC for the National Trust for Historic Preservation, the U.S. Cultural and Heritage Tourism Marketing Council, and the U.S. Department of Commerce

Overview of Maryland Travel Trends

Maryland Office of Tourism

In 2009, visitation to Maryland increased by one million visitors to a total of 29 million. Due to the economic recession, just six states increased visitation during this time period. Reports also note, however, that Maryland's sales tax collections coded to tourism (eight categories) were down 2.3% statewide.

The Maryland Office of Tourism Development has focused on continuing to attract increasing numbers of visitors and to increase expenditures through implementation of a

new brand identity/positioning strategy that clearly communicates what visitors will experience on their trip to Maryland. Research conducted as part of the development of a marketing plan advancing these strategies found that Maryland will benefit from targeting touring and resort-type vacations. These kinds of vacations showcase the state's natural beauty, historic sites, and cities, towns and villages. Additionally, research shows that visitors who enjoy these types of vacations generate higher economic impact for Maryland. In particular, touring visitors travel around Maryland more, participate in more activities, and stay longer.

Maryland's Top 10 Tourism Activities
Dining
Shopping
Sightseeing
Entertainment
Beach/Waterfront
Nightlife
Museum/Art Exhibit
Parks (national/state)
Festival/Craft Fair
Attend Sports Event

The department's 2010 marketing plan identifies the state's target audience as adults age 25-64 (with strong marketing emphasis to reach women who are shown to be travel decision makers). This audience has a household income of \$75,000+, is well educated and works in managerial and professional occupations. The average travel party size is 2.15 persons with 24% of trips taken with children. The largest number of travelers is Maryland residents comprising 28% of all travelers in 2008. Primary out-of-state markets are within a 400-mile radius with most of the state's marketing targeting potential visitors from Pennsylvania, New Jersey, Virginia, Delaware and West Virginia as well as parts of New York, Ohio, Indiana and North Carolina.

Source: Maryland Office of Tourism, 2010 Marketing Plan

Table 3-5 Maryland's top tourism activities

The marketing plan notes: "The audience is further defined by their special interests in Maryland's travel products, which may include but are not limited to: Civil War, the Underground Railroad, the Star-Spangled Banner, MD and America's Byways, other cultural heritage programs, outdoor recreation and sporting events and multicultural sites/events."

The plan also identifies the travel trade – group travel leaders, meeting planners, association managers, tour operators, travel agents and sporting event managers – as a target for the tourism office's sales efforts.

Maryland Byways Research

Planning for the Michener's Chesapeake Country Scenic Byway benefited from extensive research on Maryland's Scenic Byways program by the Maryland Office of Tourism Development. In 2008, the tourism office received support from the Maryland State Highway Administration and the National Scenic Byways Program to conduct research on the state's byways. Findings from this research are guiding development and marketing plans for the Maryland Byways Program. The study included an internet panel as well as focus groups. Respondents were drawn from the state's key marketing regions and included those who have traveled or were likely to travel on a byway.

Internet Study Panel Findings

In the internet panel, those who have traveled on a Maryland Byway identified their top interests as follows:

Table 3-6 Top travel activities according to internet study panel

Activity	Percentage
Visit beaches	56%
Explore coastal/waterfront communities and scenic areas	54%
Enjoy unique local foods	50%
Visit a historical attraction	49%
Visit a National or State Park	46%
Visit a scenic lookout	46%
Attend a fair, festival or special event	43%
Go swimming	39%
Visit a cultural attraction	38%
Explore a small town or village	37%

Travelers also had specific expectations for a trip that includes a Maryland Byway: A key recommendation emerging from the internet study shows the importance of marketing partnerships which is reflected in the Michener's Chesapeake Country Scenic Byway corridor management plan ([see page 85](#)).

Focus Group Findings

The 15 focus groups held in five target markets examined participants' trip motivations, travel planning and recognition of byways as a type of travel. Top travel motivators included relaxation, activities, outdoors/nature, exploring the unknown, education and culture, and destinations that are child-friendly. After hearing a definition and description of a scenic byway, responses were positive to this type of travel.

Participants said their top travel-planning resource is the internet. Respondents said they use the internet as a resource to generate ideas about where to travel as well as planning trip logistics including lodging, food, entertainment and activities. Some respondents also noted that collateral materials such as guidebooks or brochures were valuable trip planning tools. Maps were considered essential, especially when traveling on a byway.

Maryland Byways Trip Perception
Fun experience
Great vacation experience for adults
Great place for learning and discovery*
Offers unique vacation experience
Lots to see and do
Must-see destination
Place that offers real adventure*
Offers interesting historic areas/attractions*
Good family vacation experience
Interesting scenery

* Not listed in Top 10 for general perceptions of Maryland trips.

Table 3-7 Maryland Scenic Byways trip perception

Existing Visitor Facilities and Services

The Byway is well served by a wide variety of museums and attractions that help to tell the stories associated with the maritime and agricultural heritage of the region. Visitor accommodations are also readily available including hotels, bed and breakfasts, restaurants, and retail shopping.

Existing Byway Attractions

The Michener portion of the Chesapeake Country National Scenic Byway includes an array of existing interpretive attractions currently marketed by Queen Anne's, Talbot, Dorchester, and Caroline counties (see Map 8, Appendix 1). The primary attractions for the Byway reflect the maritime heritage associated with the Chesapeake Bay and the related agricultural landscapes and market towns that evolved along its tributaries. Byway interpretation should introduce visitors to this landscape and waterscape by providing linkages between communities, attractions, and interesting places. A primary goal of the Byway is to support existing attractions by wrapping its interpretive presentation around the themes and subjects they interpret and by leading visitors to the attractions, both physically and thematically. Conversely, attractions are critical to the Byway's success because they provide destinations – places to go that give purpose to the Byway excursion.

The heritage tourism chapter of this corridor management plan outlines three categories of attractions in terms of visitor readiness: Full Service, Limited Service and Future Site. For purposes of interpreting the Byway, Self-Guided Sites are also included.

Full Service Attractions are currently ready for all types of visitors. They are open regular hours and days of operation; they provide visitor services (rest rooms, accessibility, visitor information, etc.); and they offer professional interpretive programming.

Limited Service Attractions can accommodate visitors but have limited hours, interpretation, and visitor facilities.

Self-Guided Sites are publicly accessible sites where self-guided interpretive exhibits or materials are available but where no staffing or visitor services are present.

Future Sites are sites that have great potential for visitors under any of the three categories noted above but must implement plans to develop facilities and/or increase hours of operation, interpretation, and visitor facilities.

An analysis of existing attractions available to the Byway with respect to these categories of visitor readiness is necessary in planning for the type of visitor experience that can be created along each individual segment of the Byway as well as the Byway as a whole. *This categorization is not a judgment as to the quality or significance of any individual site.* It is simply an assessment of available visitor services. Any limited service attraction can become a full service attraction by enhancing its visitor services. In fact, a specific goal of the Byway is identify which attractions can be enhanced and to assist them in doing so if they so wish.

In reviewing the existing attractions within the four-county area served by the Byway, eight existing full service attractions have been identified. They include:

- | | |
|---|------------------------------|
| • Chesapeake Bay Maritime Museum* | St. Michaels, Talbot County |
| • The Historical Society of Talbot County | Easton, Talbot County |
| • Academy Art Museum | Easton, Talbot County |
| • The visitor center at Sailwinds Park* | Cambridge, Dorchester County |
| • La Grange Plantation | Cambridge, Dorchester County |
| • Dorchester Center for the Arts | Cambridge, Dorchester County |
| • Blackwater National Wildlife Refuge* | Dorchester County |
| • Museum of Rural Life | Denton, Caroline County |

Talbot County

1) *Chesapeake Bay Maritime Museum*

213 North Talbot St.
St. Michaels, MD 21663
<http://www.cbmm.org/>



Figure 3-7 Chesapeake Bay Maritime Museum

Site Open: Spring: April 4 to May 31, 10 a.m. to 5 p.m.
Summer: June 1 to September 30, 10 a.m. to 6 p.m.
Fall: October 1 to November 13, 10 a.m. to 5 p.m.
Winter: November 14 to January 14, 10 a.m. to 4 p.m.;
January 15 through April 3, Friday - Monday, from 10 am to 4 p.m.
Closed to the public Tuesday - Thursday in the winter.

Fees: \$10.00, Adults; \$9.00, Seniors over 62; \$5.00, Kids 6-17; children under 6, no charge

Relation to Themes:

- Working the Water
- Recreation and Renewal

Visitors are invited to try their hand at various Chesapeake Bay heritage activities such as boat building and crabbing. With a total of nine buildings, the museum is a must-visit for history buffs and those who seek to know more about the natural resources of the Chesapeake Bay.

2) *The Historical Society of Talbot County*

25 South Washington St.
Easton, MD 21601
<http://www.hstc.org/>



Figure 3-8 Historical Society of Talbot County

Site Open: January - March: Thursday - Saturday, 10:00 a.m. to 4:00 p.m.;
April - December: Monday - Saturday, 10:00 a.m. to 4:00 p.m.;
visitors can make advance appointments to visit the museum during off hours.

Fees: No charge

Relation to Themes:

- Living within an Estuary
- Peopling the Land: Change and Continuity
- Inspired by the Bay
- Building by the Bay

Based in a campus of historic buildings and a museum surrounded by gardens maintained by the Talbot County Garden Club. Boasting more than 10,000 artifacts, an archive of documents, and as many as 40,000 photographs, this is a one-stop-shop for research and educational resources in Talbot County. Historical Society facilities and shops include the Museum Shop, Tharpe Antiques and Decorative Arts, an antique consignment shop, an auditorium, and a multi-purpose program space and rental facility

3) *Academy Art Museum*

106 South Street
 Easton, MD 21601
<http://www.academyartmuseum.org/>

Site Open: Monday, Friday, 10 a.m. to 4 p.m.;
 First Friday of each month, 10 a.m. to 7 p.m.;
 Tuesday, Wednesday, Thursday, 10 a.m. to 8 p.m.;
 Saturday, Sunday, 10 a.m. to 4 p.m.
 Fees: \$3 for non-members. Children under 12 admitted at no charge.
 Relation to Themes:

- Living within an Estuary
- Peopling the Land: Change and Continuity
- Inspired by the Bay
- Building by the Bay

The museum houses an extensive collection of local, regional and national work in the form of fine arts exhibits and live performances. During the month of October, "Arts Marketplace," a juried crafts show, draws artisans with an array of talents in painting, metal work, furniture making, basket weaving, ceramics, glass, and other media.

Dorchester County1) *Sailwinds Park Visitor Center*

200 Byrn St.
 Cambridge, MD 21613
<http://www.sailwindscambridge.com/>

Site Open: Daily, 8:30 a.m. to 5:00 p.m.

Fees: No charge

Relation to Themes:

- Living within an Estuary
- Peopling the Land: Change and Continuity
- Inspired by the Bay
- Building by the Bay

The giant sail canopy of Sailwinds Park welcomes visitors crossing into Cambridge from the US 50 bridge over the Choptank River. This regional visitor center and Chesapeake Gateways site provides visitor facilities and access to the waterfront of the Choptank. In addition, the park promotes ecological preservation through native plantings, shoreline stabilizations, and interpretive signage.



Figure 3-9 View towards Sailwinds Park from Cambridge Waterfront

2) *La Grange Plantation*

902 LaGrange Ave.
 Cambridge, MD 21613
<http://www.dorchesterhistory.org/>

Site Open: Winter hours: Tuesday - Friday, 8 a.m. to 4 p.m.;
 Otherwise, open Tuesday - Saturday 10 a.m. to 4 p.m., or by
 appointment.

Relation to Themes:

- Living within an Estuary
- Peopling the Land: Change and Continuity
- Inspired by the Bay
- Building by the Bay



Figure 3-10 *La Grange Plantation, Dorchester County Historical Society*

La Grange Plantation is the home of the Dorchester Historical Society, featuring the Neild Museum and the Meredith House. The Neild Museum features a variety of historic agricultural, maritime, industrial and Native American artifacts. The Meredith House, a 1760's Georgian residence, houses period exhibits including one on Maryland governors and a unique collection of antique dolls and toys. Visitors in groups of 10-15 can enjoy tours and tea parties at the Meredith house and on the porch at the Neild Museum.

3) *Dorchester Center for the Arts*

321 High St.
 Cambridge, MD 21613
<http://www.dorchesterarts.org/>

Site Open: Monday through Thursday, 10 a.m. to 5 p.m.;
 Friday and Saturday, 10 a.m. to 4 p.m.

Relation to Themes:

- Living within an Estuary
- Peopling the Land: Change and Continuity
- Inspired by the Bay
- Building by the Bay



Figure 3-11 *Dorchester Center for the Arts*

The headquarters for the Dorchester County Arts Council, the center provides facilities for gallery shows, a plethora of art classes, and an artisans' gift shop. The annual Dorchester Showcase festival brings visitors and artists from all over the region for Eastern Shore cuisine, arts, crafts and entertainment.

- 4) *Blackwater National Wildlife Refuge*
 2145 Key Wallace Drive
 Cambridge, MD 21613
<http://www.fws.gov/blackwater/>

Site Open: Monday - Friday, 8:00 a.m. to 4:00 p.m.;
 Saturday and Sunday, 9:00 a.m. to 5:00 p.m.
 (Closed on Thanksgiving Day and Christmas Day.)

Relation to Themes:

- Changes in the Land
- Recreation and Renewal

While wildlife protection is a primary concern in the vast tidal marshes of Blackwater National Wildlife Refuge, canoeing, kayaking, fishing, crabbing, hunting, bicycling and picnicking are allowed. A beautiful visitor center provides educational information, a gift shop, and wayfinding to four land trails and three paddling trails.



Figure 3-12 Blackwater National Wildlife Refuge

Caroline County

- 1) *Museum of Rural Life*
 16 North Second St.
 Denton, MD 21629
<http://www.carolinehistory.org/>

Site Open: Summer Hours (April 1 - November 30):
 Monday - Sunday, 10 a.m. to 5 p.m.
 Winter Hours (December 1st - March 31st):
 Friday and Saturday, 10 a.m. to 3 p.m.;
 Sunday, noon to 4 p.m.

Relation to Themes:

- Working the Land: Ebb and Flow

The Museum of Rural Life commemorates the agricultural heritage of the people in Caroline County. Exhibits include the Taylor-Brown Dwelling, the Painter's Range log cabin, and portions of Chance's Desire and Skillington's Right.



Figure 3-13 Museum of Rural Life

- 2) *The Foundry*
 401 Market Street
 Denton, MD 21629
www.carolinearts.org

Site Open: Year round, Tues – Saturday 11 a.m. – 4 p.m.

Relation to Themes:

- Peopling the Land: Change and Continuity

Eighteen existing limited service attractions have been identified within the Byway region:

- Museum of Eastern Shore Life Centreville, Queen Anne's County
- Wye Grist Mill & Museum* Wye Mills, Talbot County
- Little Red Schoolhouse Longwoods, Talbot County
- Pickering Creek Audubon Center* near Longwoods, Talbot County
- St. Michael's Museum, St. Mary's Square St. Michaels, Talbot County
- Tilghman Island Watermen's Museum Tilghman Island, Talbot County
- Phillips Wharf Environmental Center Tilghman Island, Talbot County
- The Oxford Museum Oxford, Talbot County
- The Rural Life Museum of Trappe Trappe, Talbot County
- Nathan of Dorchester Skipjack* Cambridge, Dorchester County
- Harriet Tubman Museum & Ed. Center Cambridge, Dorchester County
- Richardson Maritime Museum* Cambridge, Dorchester County
- Ruark Boatworks Cambridge, Dorchester County
- Stanley Institute School Cambridge, Dorchester County
- Spocott Windmill Route 343, Dorchester County
- Vienna Heritage Museum Vienna, Dorchester County
- Choptank River Heritage Center* Denton, Caroline County
- Linchester Flouring Mill Complex Preston, Caroline County
- Caroline County Council of Arts Gallery ("The Foundry") Denton, Caroline County

Chesapeake Bay Gateways Network Sites

Also noted with an asterisk (*) above, there are additional sites that provide outdoor interpretation in a publicly accessible location throughout the Byway region. These additional sites include:

- Wye Island NRMA near Queenstown, Queen Anne's County
- Tuckahoe State Park, Caroline County near Ridgely, Caroline County
- Adkins Arboretum, Caroline County Tuckahoe State Park, Caroline County
- Choptank & Tuckahoe Rivers Water Trail Caroline, Dorchester, and Talbot Counties
- Martinak State Park Denton, Caroline County
- Nanticoke River Water Trail near Vienna, Dorchester County
-

Numerous publicly accessible locations for future self-guided interpretation are located throughout the Byway. These include public parks, wildlife refuges, boat launches, walking tours of historic communities, churches and cemeteries, marinas, and selected commercial sites. Such sites will be a primary focus for interpretive enhancement in implementation of the Byway initiative. Observations on potential self-guided sites are noted in discussion of the Byway interpretive presentation in Chapter 4 page 102).

Future sites under development along the Byway include:

- The Richardson Maritime Heritage Center Cambridge, Dorchester County
(to be expanded from limited service to a full service attraction)
- Choptank River Lighthouse Project Cambridge, Dorchester County
- Federalsburg Area Heritage Museum Federalsburg, Caroline County
- Exeter House and Idlewyld Mill Complex Federalsburg, Caroline County
- Handsell Historic House north of Vienna, Dorchester County

Overnight Accommodations and Restaurants

Overnight accommodations in Queen Anne's, Talbot, Caroline, and Dorchester counties range from bed-and-breakfasts, hotels, and motels, to camping facilities. Visitors can access county web sites for recommendations on local overnight accommodations.

Queen Anne's County - <http://www.qac.org/>

Talbot County- <http://www.tourtalbot.org/>

Caroline County- <http://www.tourcaroline.com/>

Dorchester County- <http://www.tourdorchester.org/>

A wide range of dining options is available to visitors to Michener's Chesapeake Country Scenic Byway. While many flock to the region to enjoy the bounty of the Chesapeake Bay in a wide variety of seafood restaurants, home-style cooking, diners, pubs, ethnic cuisines, and fine dining restaurants can be enjoyed as well. Visitors will find dining information on the county web sites listed above.

Public Rest Rooms

Public rest rooms are located at the following facilities:

- Martinak State Park, Caroline County
- Tuckahoe State Park and Adkins Arboretum, Caroline County
- Sailwinds Visitor Center, Dorchester County
- Blackwater National Wildlife Refuge Visitor Center, Dorchester County
- The Historical Society of Talbot County, Talbot County
- Bellevue County Park

Existing Roadway Conditions

Road Classification and Volume

Michener's Chesapeake Country Scenic Byway comprises many state and some county roadways within Queen Anne's, Caroline, Dorchester and Talbot counties. Listed below is a physical description of the roadway characteristics beginning in Queen Anne's County (to the west) and ending in Dorchester County (to the east). Map 9, Appendix 1, displays the traffic volumes graphically

MD 213 is part of Michener's Chesapeake Country Scenic Byway from MD 304 (in Centreville) to MD 662 at the Talbot County line. MD 213 is a two-lane roadway with a 24-foot roadway section and 6-8 foot shoulders. The posted speed limit along MD 213 varies from 30 MPH near Centreville to 55 MPH near US 50. Average Daily Traffic (ADT) varies between 6,741 and 14,921 vehicles along this section of MD 213. MD 213 is classified as a rural minor collector roadway south of US 50 and a rural minor arterial roadway north of US 50.

MD 662 is part of the Byway in the continuous section from US 50 in Queenstown (Queen Anne's County) to Washington Street in Easton (Talbot County). MD 662 is a



Figure 3-15 MD 662 at Wye Mills

two-lane roadway with an 18-24 foot roadway section. The posted speed limit on MD 662 varies from 40-50 MPH. ADT varies between 860 (near Queenstown) to 1,481 (near Easton). MD 662 is classified as a rural local roadway.

Washington Street is part of the Byway in the continuous section from MD 322 to MD 33 through downtown Easton in Talbot County. Washington Street is a two-lane closed section roadway within a 22-24 foot roadway section. The posted speed limit on Washington Street varies between 25-30 MPH.

MD 33 is entirely part of the Byway extending from Washington Street in Easton to Tilghman's Island. MD 33 is a 2-3 lane roadway with a 24-36 foot roadway section and 0-8 foot shoulders. The posted speed limit on MD 33 varies from 25 to 50 MPH. The ADT along MD 33 varies from 2,471 to 16,511. MD 33 is classified as a rural major collector in the southern section near Tilghman's Island to a rural minor arterial roadway through most of the roadway section.



Figure 3-16 MD 333,
Peach Blossom Road
with wide shoulders

MD 333 is entirely part of the Byway extending from Washington Street (in Easton) to the Oxford-Bellevue Ferry in Oxford. MD 333 is a two-lane roadway with a 22-24 foot roadway section and 2-4 foot shoulders. The posted speed limit on MD 333 varies from 25 to 50 MPH. The ADT along MD 333 varies from 3,182 to 7,672. MD 333 is classified as a rural major collector near Oxford to a rural minor arterial along most of the roadway section, to an urban minor arterial near Easton.

MD 329 is part of the Byway in the short roadway section from MD 33 to Bellevue Road in Talbot County. MD 329 is a two-lane roadway with a 22-foot roadway section. The posted speed limit on MD 329 is 40 MPH. The ADT on MD 329 on this short roadway section is 1,512. MD 329 is classified as a rural minor collector roadway.



Figure 3-17 Oxford-
Bellevue Ferry
(Bellevue side)

Bellevue Road is entirely part of the Byway in the continuous section from MD 329 to the Oxford-Bellevue Ferry in Bellevue. Bellevue Road is a two-lane roadway with a 22-24 roadway section. The posted speed limit on Bellevue Road varies from 30 to 50 MPH.

MD 331 is a sidetrack of the Byway in the section from Washington Street within Easton to MD 16 in Caroline County the Dover Bridge. MD 331 is a two-lane roadway within a 24-foot roadway section with 4-8 foot shoulders. The posted speed limit on MD 331 varies between 30-50 MPH. The ADT within this section of MD 331 is 11,900 vehicles. MD 331 is classified as a rural minor arterial.



Figure 3-18 MD 313,
Caroline County

MD 318 is a sidetrack of the Byway in the section from MD 16 to MD 313 in Federalsburg. MD 318 is a two-lane roadway with a 24-foot roadway section and 6-8 foot shoulders. The posted speed limit on MD 318 is 50 MPH. The ADT on MD 318 varies from 5,250 to 9,800 (at MD 16). MD 318 is classified as a rural minor arterial.

MD 313 is part of the Byway in the section from MD 315 (in Federalsburg) to the Wicomico County line at Sharptown-404 (in Denton) to MD 14 (in Eldorado). MD 313 is a two-lane roadway with a 24-foot roadway section and 2-4 foot shoulders. The posted speed limit on MD 313 varies from 35 to 50 MPH. The ADT on MD 313 varies from 3,510 to 3,950 vehicles. MD 313 is classified as a rural major collector roadway.

Indian Town Road is part of the Byway in the section from MD 14 to MD 331. Indian Town Road is a two-lane roadway with a 20-22 foot roadway section. The posted speed limit on Indian Town Road is 25 MPH.

Elliott Island Road/Market Street is entirely part of the Byway extending from Indian Town Road-Church St. (in Vienna) to Elliott. Elliott Island Road is a two-lane roadway with a 20-24 roadway section. The posted speed limit on Elliott Island Road varies from 25-35 MPH.

Henry's Cross Road/Griffith Neck Road is part of the Michener's Scenic Byway extending from Elliott Island Road to Decoursey Bridge Road. These roadways are two-lane roadways with a 20-22 foot roadway section. The posted speed limit on these roadways varies from 25 to 35 MPH.



Figure 3-19 Typical roadway section between Henry's Cross and Bestpitch

MD 343 is entirely part of the Byway from Leonards Ln. (in Cambridge) US 50 to HudsonThomas. MD 343 is a two-lane roadway within a 24-foot road section and 4-6 foot shoulders. The posted speed limit on MD 343 varies between 30-50 MPH. The ADT on MD 343 varies between 4,341 and 7,981 vehicles. MD 343 is classified as a rural minor arterial.

Maple Dam Road/Robbins Road/Andrews Road are part of Michener's Scenic Byway from MD 16 to MD 336 (near Andrews). All of these contiguous roadways are two-lane roadways within a 20-24 foot roadway section. The posted speed limit is 35 MPH.

MD 336 is part of the Byway from Andrews Road to MD 335. MD 336 is a two-lane roadway within a 22-24 foot section with 3-foot shoulders. The posted speed limit on MD 336 is 50 MPH. The ADT on MD 336 is approximately 700 vehicles. MD 336 is classified as rural major collector roadway.

MD 335 is part of the Byway from Key Wallace Road to Hooper's Island. MD 335 is a two-lane roadway within a 22-24 foot roadway section. The posted speed limit on MD 335 varies between 30-50 MPH. The ADT on MD 335 varies between 1,381 and 1,591 vehicles. MD 335 is classified as a rural minor arterial.

Highway Safety and Roadway Character Issues

The following key issues and concerns have been raised as part of the scenic byway planning process:

- Many of the roadways comprising Michener's Chesapeake Country Scenic Byway are two-lane roadways with little or no shoulder area. Therefore, in order to provide

safe and efficient areas for visitors to view historic areas and to minimize disruption to ambient traffic, designated pull-off areas are needed.

- Wayfinding – During the field review of Michener's Chesapeake Country Scenic Byway, Daniel Consultants, Inc. (DCI) noted that there are currently several scenic byway signs along Michener's Chesapeake Country Scenic Byway for the Chesapeake County Scenic Byway and Harriet Tubman Underground Scenic Byway. Listed below are the locations of the existing scenic byway signs.
 - MD 662 – Northbound and southbound MD 662 near MD 213, near US 50, and near MD 309 (Chesapeake Country).
 - MD 331 – Eastbound and westbound MD 331 both east and west of US 50 (near Easton). Westbound MD 331 near MD 578 (Chesapeake Country). Eastbound MD 331 near MD 324 (Harriet Tubman Underground).
 - MD 333 – Northbound MD 333 near MD 322 (Chesapeake Country).
 - MD 329 – Northbound MD 329 near MD 33 (Chesapeake Country).
 - MD 313 – Westbound MD 313 near MD 14 (Chesapeake Country)
 - Indian Town Road – Northbound Indian Town Road near MD 14 (Chesapeake Country).
 - Market Street – Northbound Market Street near Indian Town Road (Chesapeake Country).
 - MD 335 – Northbound and southbound MD 335 near Hooper's Island, MD 336, and Key Wallace Road.
 - MD 336 – Westbound MD 336 near MD 335. Eastbound MD 336 near Andrews Road.
 - MD 341 – Southbound MD 341 near MD 16.



Figure 3-20 MD 33 is listed as a high priority in the Highway Needs Inventory and if reconstructed would provide an opportunity for context sensitive solutions approaches to enhance the less attractive portions of the corridor

Planned Transportation Projects

The following projects along Michener's Chesapeake Country Scenic Byway have been identified in SHA's Highway Needs Inventory (HNI) and/or the Consolidated Transportation Program (CTP). For each of the proposed improvements, DCI has identified the project as a likely Short-term Project (likely to be constructed within 5 years), Mid-term Project (5-10 year), or Long-term Project (beyond 10 years).

TABOT COUNTY

- **MD 33 from Yacht Club Road to MD 322:** No. 1 & 2 in the HNI – Secondary System: This project involves the reconstruction of this roadway (SHORT-TERM PROJECT) and may include a multi-lane facility
- **MD 331 from Chilcutt Road to US 50:** No. 7 in the HNI – Secondary System: This is a multi-lane reconstruction project. (LONG-TERM PROJECT)
- **MD 331 at Choptank River:** No 6 in the HNI – Secondary System: Construct new bridge over Choptank River. (LONG-TERM PROJECT)

Accident Evaluation Areas

DCI researched data for the SHA files for the last complete year of data available (2008). There were only two intersections along Michener's Chesapeake Country Scenic Byway

identified by DCI as intersections that are potential candidates for safety improvement, evaluated below:

- **US 50 at MD 213** – This intersection is the first signalized intersection on eastbound US 50 after crossing the Bay Bridge. The intersection has experienced several rear-end collisions due to the traffic signal. However, SHA has installed several advance warning signs and beacons to alert motorists of a pending red signal that has reduced the number of accidents.
- **US 50 at MD 331** – This intersection is located in the central portion of Easton. Due to the moderately high traffic volumes on MD 331, this intersection has the highest percentage of red-time on US 50 in the area. SHA should consider an overlay on US 50 to increase the skid resistance of the pavement to possibly reduce the number of accidents.



Figure 3-20 US 50 at MD 213 intersection

It should be noted that both of these locations represent Michener's Chesapeake Country Scenic Byway simply crossing a primary regional roadway. Thus, the accident potential should not impact accessibility to the historic and natural areas along the Byway.

Existing Development and Planned Growth Along the Byway

Michener's Chesapeake Country Scenic Byway traverses a primarily rural landscape, interwoven with rich natural resources and dotted with traditional towns and villages. Queen Anne's, Caroline, Dorchester and Talbot counties value their agricultural and natural resources and have made a point to preserve them in their comprehensive plans. Each county seeks to focus development in designated growth areas and protect the open space that supports the region's rural and maritime traditions.

Caroline County

In Caroline County, where 77% of the land is in agricultural use, farmland stretches across the county from north to south and east to west. Interspersed throughout the 154,785 acres of agricultural lands are approximately 66,915 acres of forest land.¹ The county seat, Denton, is located at the heart of the county, surrounded by the largest area of industrial land, while many smaller, rural villages are distributed fairly evenly to the north and south. Several of these rural villages, including Choptank, Harmony, Hickman, Mt. Zion, Bridgetown, Hobbs, Burrsville, Williston, Tanyard, Bethlehem and American Corner, are designated Priority Funding Areas (PFAs, where state funding may be used to support infrastructure development). . These areas are characterized by denser residential development as well as commercial and industrial uses.²

Given the county's vision of maintaining a "region-wide rural conservation area that protects farmland and natural resources" much of the growth and development is directed toward the county's towns and PFAs.³ Although directing growth to these areas has been a tenet of previous comprehensive plans, the current plan, adopted in April 2010, makes a subtle but significant revision as to where growth should occur and how to direct growth to those areas. As stated in the introduction, the 2010 plan

"proposes to review the R-1 'Residential' zoning district to determine what other zoning districts might be more appropriate and compatible with the visions of the

1 Caroline County Comprehensive Plan, adopted April 6, 2010, p. 20.

2 Ibid., p. 20.

3 Ibid., p. 20.

Plan. Caroline County will continue to focus growth to the incorporated municipalities where services are more readily available. The County proposes to expand the use of its transferable development right (TDR) program in order to further protect the unincorporated areas of the County from unwanted sprawl that in turn increases the cost of providing services to County residents. Additionally, the County would like to see municipalities and their growth areas become the County's TDR receiving areas where appropriate. The County is moving away from the idea of greenbelts and beginning to look at the entire R zoning district as a growth boundary.”

Dorchester County

Dorchester County is dominated by open space, predominantly agricultural, wetland, riparian and forest lands. In 1990, just 3% of the county's land area had been developed. Approximately 92% is agricultural and the rest is natural habitat. Like Caroline County, Dorchester strives to preserve its rural landscape and direct development into specified growth areas.

As outlined in Dorchester's 1996 comprehensive plan, the county is divided into six land use zones. Four are growth areas: (1) incorporated towns (Cambridge, Hurlock, East New Market, Secretary, Vienna and Church Creek); (2) areas adjoining the towns; (3) development areas (three are proposed: the Cambridge District, which refers to the area west and south of Cambridge; the Mount Holly to Secretary District, which includes the north side of Route 16 between Mount Holly and Secretary; and the North Dorchester District west of Hurlock which includes the area west of Route 16 and 331 and north and east of Pine Top Road and Cabin Creek Road.); and (4) villages. The remaining two are rural areas: agricultural areas and natural resource areas.⁴

Based on these land use zones, the comprehensive plan lists several strategies aimed at concentrating development and preserving open space. Among these is the transfer of development rights. More recently, in 2007, Dorchester County was part of a study of the feasibility of TDR programs on the Eastern Shore.⁵ The study determined that Dorchester has significant obstacles to creating a successful TDR program. According to the study, “The success of a TDR program may depend on the willingness of municipalities such as Cambridge to accept TDRs, through interjurisdictional agreements with the County, but they have been willing to increase densities to attract development without TDRs. Further downzoning or establishing new growth centers in the county with TDRs will be explored, but these measures are highly controversial and could change the character of the county.”⁶



Figure 3-21 Preserving rural character is a desired future goal in the Comprehensive Plan

Talbot County

Like Caroline and Dorchester counties, Talbot County has a strong agricultural community, primarily in the western half of the county. To the east, the county is dominated by resource conservation areas lining the shores of the Chesapeake Bay, the Choptank and Miles Rivers, and their tributaries. Here, too, incorporated towns and rural villages dot the rural landscape.

4 Dorchester County Comprehensive Plan, adopted 1996, p. 2-2.

5 The Feasibility of Successful TDR Programs for Maryland's Eastern Shore. Accessed online September 17, 2010 at <http://agroecol.umd.edu/files/Dehart%20Full%20Report%20HRHCAE%20Pub-2007-01.pdf>

6 Ibid. p. 3

In order to preserve the county's agricultural and natural resources, the comprehensive plan seeks to maintain this pattern of land use "by guiding new development to locations where public infrastructure is available and discouraging development in rural and agricultural areas."⁷ The downzoning of the Resource Conservation District in 1989 and the creation of the Resource Agricultural Conservation District in 1990 – both of which established a density of one lot per 20 acres – were significant steps taken to maintain the rural character of the county. Subsequent plans have continued in this tradition, encouraging growth in the incorporated towns and their adjacent designated growth areas. As in Caroline County, these areas planned for growth are designated PFAs. In the future, the county plans to employ several strategies to preserve open lands and concentrate development in PFAs. These include

- Urban Growth Boundaries or Development Districts;
- Density/intensity regulations
- Open space development, cluster development, density averaging or conservation development
- Critical Area growth allocation
- Transfer Development Rights or density exchange
- Purchase of Development Rights
- Greenways
- Highway Corridor Overlay Zones
- Performance Standards for environment protection; and
- Infill and community redevelopment

Queen Anne's County

As with Talbot, Caroline and Dorchester counties, Queen Anne's County aims to protect its agricultural lands and countryside through smart growth objectives. As stated in the 2010 Comprehensive Plan, Queen Anne's County "ranks third among Maryland Counties in the total number of MALPF [MD Agricultural Land Preservation Fund] acres preserved, behind only Carroll and Caroline Counties." Of the county's total land mass of 238,337 acres, 206,736 (87%) are zoned Agricultural (AG) and Countryside (CS).⁸

The 2009 Queen Anne's County Trends and Indicators Report prompted sustainable growth management strategies to decrease the encroachment of development in rural areas and focus growth in community planning areas (growth areas) and/or Priority Funding Areas. The county proposes to limit growth within planning areas by maintaining an average density of 3.5 dwelling units per acre and implementing methods of traditional zoning, Transfer Development Rights (TDR), Purchase of Development Rights (PDR), and other incentives to encourage preservation. County Planning Areas include Chester/Stevensville, Kent Narrows and Grasonville. Town Planning Areas include Byway towns of Centreville and Queenstown, along with Church Hill, Sudlersville, Barclay, Millington, Templeville and Queen Anne.⁹

The county aims to minimize impact on water resources such as floodplains and stream buffers, sensitive areas, and priority agricultural lands through "Priority Preservation Areas land use strategies." Such strategies include voluntary county Agricultural Preservation Districts, a Critical Farms Program and an enhanced PDR program.¹⁰

7 Talbot County Comprehensive Plan, adopted February 15, 2005, p. 3-1.

8 Queen Anne's County Comprehensive Plan, adopted September 7, 2010, p. 1-9.

9 Ibid. p. 1-14.

10 Ibid. p. 1-12.

Some objectives for growth management and resource preservation as outlined in the Comprehensive Plan include

- Allowing growth in existing Planning Areas and provide for the designated new Planning Area(s) for purposes of preserving equity in farmland, decreasing the potential number of new units in the AG and CS districts, and developing environmental and site design standards
- Support family farming by continuing to implement the zoning tools for lot line adjustments and sliding scale subdivision.
- Seek to protect Critical Areas.
- Support the establishment of greenbelts to define the boundaries of Planning Areas and in coordination with towns, as appropriate¹¹

Planning Tools and Resources

As described in the previous section, each county has made preserving rural character and focusing development in designated growth areas a priority. Map 10, Appendix 1, The county aims to minimize impact on water resources such as floodplains and stream buffers, sensitive areas, and priority agricultural lands through “Priority Preservation Areas land use strategies.” Such strategies include voluntary county Agricultural Preservation Districts, a Critical Farms Program, and an enhanced PDR program.

	Queen Anne's	Talbot	Dorchester	Caroline
Growth Area Defined				
Agricultural Land Preservation				
Chesapeake Bay Watershed Protection				
Forest Land Protection				
Entrance Corridor with Design Guidelines				
Local/Historic District with Design Guidelines				

Table 3-8 Planning tools and resources

- included in county's comprehensive plan or supplemental county plan or policy
- under development or very general
- included in jurisdictional comprehensive plan or supplemental jurisdictional plan or policy
- included in some jurisdictional comprehensive plans or supplemental jurisdictional plans or policies

11 Ibid. p. 1-27,28 & 30.

CHAPTER 4: MANAGING THE BYWAY

The purpose of this chapter is to describe the recommended strategies for managing the Byway as a means of achieving its vision and goals.

The ability of the community and region to benefit from the Byway's opportunities for heritage, agricultural and nature-based tourism and to gain recognition as a regional travel destination is dependent upon how well the local, state and to some extent, federal agencies responsible for its stewardship can manage the Byway over time to preserve and conserve its qualities while enhancing its visitor related facilities and experiences.

The vision statement in Chapter 1 spells out the desired future condition of the Byway in broad terms. The corridor definition and descriptions of the intrinsic qualities in Chapter 2 establish the characteristics of the corridor – its width, the types of sites and attractions found within the corridor and their significance in relation to the region and nation's maritime and agricultural heritage.

The two most important variables that affect the overall travel experience of the Byway are: 1) the way in which the roadway is designed and used; and 2) the way the adjoining lands are designed and managed.

The four counties have worked hard to preserve the region's rural character, its working farms and forests, and the historic p of their towns and communities. To the extent that each county's comprehensive plan is followed and the statewide and county preservation priorities are implemented to preserve agricultural and conservation lands, the character of the Byway will stay pretty much the way it is over time. However, the influence of the US 50 corridor on growth and development, and the pressures that farmers face in their efforts to keep farming could alter the character defining features of the Byway. Fortunately, there are a number of tools that can be utilized to address the issues of land preservation, conservation, and the management of land use and transportation design along major highway corridors.

The tools and strategies that follow outline a blueprint for managing the Byway over time organized around the six main goals for the Byway:

- Goal 1: Preserving and Conserving the Byway's Intrinsic Qualities
- Goal 2: Enhancing the Byway
- Goal 3: Promoting the Byway
- Goal 4: Interpreting the Byway
- Goal 5: Managing the Road Itself
- Goal 6: Regional Collaboration (discussed in Chapter 5: Implementation)



Fig. 4-1 Dorchester County farmland

GOAL 1: Preserving and Conserving the Byway's Intrinsic Qualities

Plan for and implement character defining measures that will ensure that the Byway's character defining features will be maintained including its related historic sites, landscapes, towns and shorelines.



Fig. 4-2 Black Walnut Point Inn, Tilghman Island

Of the many factors that visitors consider when deciding to travel along a byway,¹—those that might favor the Eastern Shore – lie in its distinctive character as a “getaway” in close proximity to the urban centers of the Eastern Seaboard. The “getaway” quality of the Eastern Shore is derived from its relative remoteness that comes from the intertwining of land and water, its rural character and its historic small towns. The notion that crossing the Chesapeake Bay Bridge is an immediate excuse to “exhale” is a popular one for visitors from the nearby Baltimore-Washington metropolitan area.

While the primary destinations of many of the visitors crossing the Bay Bridge are the beaches of the Delmarva Peninsula, all three regions of Chesapeake Country can benefit by marketing the Byway's destinations and scenic routes as an alternative to the heavily traveled US 50 corridor – especially for the kinds of repeat visitors who head to the beaches on a regular basis.

Those same repeat visitors, however, have a discerning eye when it comes to making a decision to leave the busy travel corridor and populated beaches for an alternative destination. Moreover, another important audience for the Byway and its communities are those visitors interested in bicycling, boating and birding – visitors who are also looking for places with distinct characteristics – different than from the place they are leaving behind.

In order to generate economic value for the communities through which the Byway passes, then, it is important to maintain the character defining features that qualify the Byway route as being attractive to the discerning eyes of its potential visitors. Fortunately, the Mid-shore region has a long-standing tradition of land stewardship, resource conservation and historic preservation. The conservation and preservation infrastructure is already in place. Jurisdictions' comprehensive plans identify preserving the rural and historic character as an important goal. Heritage area management plans help focus preservation efforts on those resources that contribute directly to the value of these communities as heritage tourism destinations. Maryland's policies at a state level bring resources to bear and identify important priorities for funding land conservation and historic preservation. There are also outstanding examples of private land conservation and preservation actions from which to model future actions.

The following strategies are intended to build upon these strong and long-standing traditions of conservation and preservation action to help secure the “heritage and nature-based infrastructure” needed to make the Byway a success.

¹ See Maryland Office of Tourism Development, Maryland Byways Research, Phase II – Focus Groups, Report of Findings

Strategy 1.1 Comprehensive Plans

Adopt the Byway management plan as an amendment to each locality's comprehensive plan, and if appropriate, to existing preservation and open space plans.

Rationale

Adoption of the Byway management plan as part of the comprehensive plan is the best way to ensure that future land use decisions will consider the needs of the Byway in relation to other community goals and policies. Adoption of the Byway Management Plan as part of a community's comprehensive plan also provides evidence that the community is supportive of the Byway plan when applying for future funding to implement the plan and for seeking designation as a National Scenic Byway.

Implementation Steps:

- i. County planning staff to prepare draft language for adoption in the Comprehensive Plan and include official map showing locations of views and historic sites. Include language as part of the Planning Commission and BOCC public hearings and resolutions. Include language in the resolution that links the character defining of the Byway's intrinsic qualities to the economic benefits of heritage and nature-based tourism opportunities in each county.
- ii. Representatives from the Byway advisory committee within each locality to monitor and support request for adoption as needed (Byway presentation to be made available as part of the CMP for this purpose).

Strategy 1.2 Data Sharing

Develop a data-sharing system to maintain and continually update the GIS inventory of intrinsic qualities and existing protected lands.

Rationale

Maryland's Eastern Shore's existing GIS data network is strong and data sharing is prevalent among its participants. In addition, the Maryland Department of Planning and Maryland Department of Natural Resources have developed statewide conservation priorities using the GreenPRINT, AgPRINT and GrowthPRINT models. The GIS data utilized to establish conservation priorities have been coordinated with these two agencies. Similarly, by sharing the data developed to meet the conservation and preservation needs of the Byway, this data can be added to the statewide and regional conservation priorities.

Byway data that augments the existing statewide and regional data bases include viewshed mapping from the Byway, locations of high quality views, and maps showing the extent of the settings for historic sites and other heritage- and nature-based tourism attractions.

Implementation Steps:

- i. Establish data sharing methodology with local governments, ESRGDC, MDP and DNR, including MET, to continue to update data and to agree upon a location for a "home room" for the data base to include Byway data.
- ii. Establish a permanent position for a data base manager (position may be split with multiple organizations) whose duties will include supporting, maintaining, and utilizing the GIS data for the benefit of the Byway and all three heritage areas in the nine-county region.

Strategy 1.3 Conservation Priorities

Share and transmit conservation priorities with partner organizations' data sets and work plans for conservation action.

Rationale

In addition to the data itself, efforts are needed to coordinate the conservation and preservation needs of the Byway in relation to the statewide and regional conservation

and preservation needs of the Eastern Shore. Designation as a scenic byway provides additional leverage and funding opportunities to achieve regional and statewide conservation and preservation goals including farmland preservation, conservation of natural areas, water quality initiatives, and helping to maintain the character defining features of Maryland's Eastern Shore – all important goals for many of the communities along the Byway.

Conservation priorities identified by the Advisory Committee include the following:

- Lands not currently protected or given priority by other programs, but with significance for the Byway – e.g., areas around unincorporated villages
- State lands with significant intrinsic qualities that are not currently well maintained but are important to the Byway (e.g., DNR property at Exeter near the mill site – that could be a good interpretive site). It was noted that the Corridor Management Plan (CMP) should address the management of state and federal lands along the Byway and the need to ensure that their management is consistent with the CMP.
- Unprotected farmland should be a priority (e.g., Caroline County has a goal of protecting 135,000 acres of farmland by 2030 in its comprehensive plan). A suggestion was made to identify agricultural land along the Byway corridor in each county's comprehensive plan as a conservation priority to help raise its priority in the state program (MALPF criteria)
- Focus on helping farmers who are

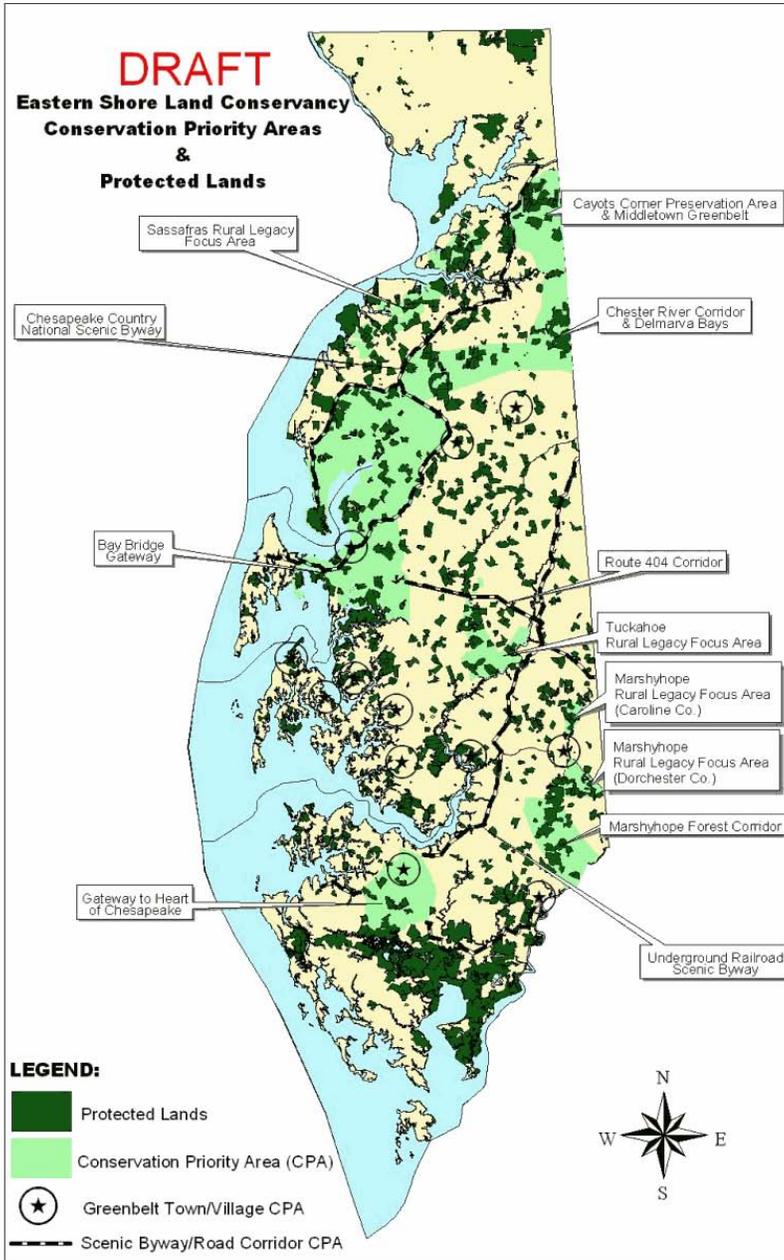


Fig. 4-3 Conservation priorities of the Eastern Shore Land Conservancy

interested in diversifying agriculture through community supported agriculture, farm-to-table programs at restaurants and farmers markets, and through vocational-technical programs at high schools and colleges such as “culinary institutes”

- Focus on “working landscapes” – such as programs for sustainable agriculture or forestry

Implementation Steps:

- i. Share GIS viewshed maps of Byway corridor (Appendix 1, Map 4) with the Eastern Shore Land Conservancy, Maryland Environmental Trust, Maryland DNR, and MDP, and each County
- ii. Request that MDP and DNR incorporate Byway viewshed mapping into GreenPRINT, AgPRINT, and GrowthPRINT maps, along with Maryland Environmental Trust
- iii. Request that Caroline, Dorchester, Queen Anne’s and Talbot counties adopt Byway conservation priorities into their comprehensive plans and land preservation, open space, and recreation plans

Strategy 1.4 Leverage Private Conservation Actions

Work with local land trusts and preservation organizations to utilize the Byway to leverage conservation and preservation opportunities, and work with property owners who are willing and interested to participate on a voluntary basis.

Rationale

Maryland’s Eastern Shore has a strong legacy of landowner-based land conservation actions facilitated by private land trusts. The very attractiveness of the region for heritage- and nature-based tourism is a direct result of centuries of private land stewardship. Earning a living from the land and waters of the Eastern Shore has become more difficult with the changing nature of agriculture and the need to protect the quality of the waters that sustain the fisheries to begin with. As the average age of a farmer increases, and the amount of off-farm income needed to survive increases, more help is needed to sustain agricultural (as well as maritime based) economies that support land stewardship.



Fig. 4-4 Marshyhope Creek is the focus of a Maryland Rural Legacy Area

The tools available to help steward the natural resources of farm, forest and estuary are all similar to those needed to protect scenic resources of a byway, especially the use of conservation easements for tax benefit.

Implementation Steps:

- i. Maintain a master list and calendar of funding opportunities for conservation activities. (See Chapter 5: Implementation)
- ii. Identify potential and high priority conservation parcels whose owners are willing to consider offers for conservation easements
- iii. Prepare conservation easement packages that describe each of the priorities and the public benefits associated with the desired easement, including a property owner brochure on the potential benefits to the owner

Strategy 1.5 Leverage Public Conservation Actions

Utilize the Byway as leverage for existing tools for protecting character defining resources that are available in each of the counties and at the state level to achieve similar goals, with a particular emphasis on Chesapeake Bay Conservation Programs, Farmland Preservation Programs, sustainable agriculture programs (emphasizing assistance to young farmers and historic preservation opportunities associated with maritime and agricultural heritage). Local overlay zones for the Byway corridor should be considered for areas without significant resources, especially at the edges of towns and unincorporated villages that are vulnerable to poorly planned development, as a means of guiding that development in a manner to help maintain and enhance the character defining features of the Byway.

Rationale

Maryland's conservation and stewardship programs rely upon criteria for establishing priorities at a state level to allocate funds for conservation purposes. Municipal governments have the ability to guide development that may not be identified as a statewide priority.

Preservation activities needed to maintain the character defining features of the Byway are an eligible funding category for both the National Scenic Byway Program and the Transportation Enhancement Program (as of Spring 2011). These funds can be utilized in tandem with other non-USDOT programs (such as USDA) as matching funds to help achieve increased levels of funding in support of the goals of the Byway.

Implementation Steps:

- i. First, determine which of the state conservation priorities and programs will benefit the Byway and identify ways in which the Byway can help to call attention to local and state agricultural and natural resource conservation programs.
- ii. Utilize the Byway to promote agri-tourism, "farm to table" marketing and promotions, and sustainable agriculture programs as a means of assisting young farmers (see marketing strategies)
- iii. Utilize existing Eastern Shore Rural Legacy Areas to seek out projects supporting local food supply and young farmers to help build healthy communities and access to local food
- iv. Identify and pursue opportunities for preservation, conservation and enhancement activities that qualify for Chesapeake Bay programs, focusing on those highly visible types of water quality projects that can be interpreted to the public for educational purposes
- v. Working with communities that are currently developing plans for villages and small towns, develop a prototype for design guidelines that can be utilized by others as a means of guiding future land use at the edges of towns and villages. ([See page 81.](#))

Strategy 1.6 Advocate on Behalf of the Byway

Develop an appropriate organizational structure that will facilitate advocacy on behalf of the Byway and speak up for the Byway's interests on major regional projects that will potentially impact the character defining features of the Byway (such as utility transmission lines, federally funded transportation investments, amendments to growth and sewer service areas, etc.).

Rationale

Given the relative limitations on both public and private financial resources for preserving and conserving the qualities of the Byway, not all changes in agricultural and forest land can be avoided. As with any area within commuting distance of a major metropolitan region, Maryland's Eastern Shore is affected by related growth and development pressures, as described in Chapter 3. As projects move forward through a public decision-making process, such as the Mid-Atlantic Power Pathway (MAPP), someone needs to be prepared to speak out on the Byway's behalf in order to help guide these projects to reduce their impacts on the Byway's intrinsic qualities. (See Strategy 2.3)

Implementation Steps:

- i. High voltage transmission lines – the portion of the MAPP alignment between the Vienna and Indian River substation, will have a significant impact on the linkage between Michener's Chesapeake Country and the Blue Crab Byway. This should be communicated at state hearings scheduled for late May
- ii. Communication towers – see [Appendix 2](#) for description of existing local government policies on communication tower siting and make sure that the Byway viewshed maps are identified as a resource for siting towers and avoiding visually prominent areas along the Byway
- iii. Large scale development projects – see Map 10 to identify existing developed areas and planned growth areas along the Byway. Guidelines should be adopted by localities to ensure that new development in these areas is sensitive to and maintains the character defining features of the Byway route



Fig. 4-5 Transmission lines near Vienna, MD

Strategy 1.7 Adapting to Sea Level Rise

Use the latest available mapping and technology to address character defining issues related to potential sea level rise to ensure that the Byway is considered in all future deliberations regarding local, state and federal actions associated with potential sea level rise.

Rationale

Sea-level rise is already having an impact on many of the branches of the Byway that reach out to the Chesapeake Bay shorelines and wetlands. Dorchester County south and west of Cambridge is likely to receive the brunt of the impact of sea level rise according to studies conducted by the Maryland DNR and the US Fish and Wildlife Service as well as other private organizations studying sea level rise. Impacts are not likely to be noticed all at once. Storm intensities and frequencies may rise. Flooding frequency may rise and waters recede more slowly. Wetlands may become inundated with permanent water, reducing the amount of flood storage and other wetland functions. The end result is that all three of the Byway branches reaching out to Hudson, Hoopersville and Elliot Island will need advance warning systems for travelers. Decisions about adaptations for sea level rise will need to be made – especially at Blackwater National Wildlife Refuge. Opportunities associated with conservation actions designed to reduce potential risk to human life and property may present an opportunity to preserve additional lands along shorelines and provide more access to water



Fig. 4-6 MD 335 near Hoopersville is already prone to the effects of sea level rise

Implementation Steps:

- i. Blackwater National Wildlife Refuge – monitor and support efforts there to restore wetland functions lost to sea level rise
- ii. Identify conservation priorities that overlap with priorities for sea level rise adaptation and wetland creation

Strategy 1.8 Preservation Planning

A Certified Local Government (CLG) is eligible for grants that can be used to survey architectural and archaeological resources, prepare nominations to the National Register of Historic Places, create preservation planning documents and programs, create public education programs, and rehabilitate publicly owned buildings listed in the National Register. Communities that have not yet attained CLG status may apply for other MHT grant programs..



Fig. 4-7 Main Street, Trappe, MD

Rationale

All designated Anchor (full service visitor attractions with interpretation, facilities, group tour accommodations, and on-site hosts) and secondary sites (primarily self-guided sites with limited or no facilities) should have a preservation plan in place within five years. The purpose of the preservation plan is to lay out the specific actions needed to maintain the historic qualities of a particular historic structure or historic district. Historic sites are particularly vulnerable to climate, environmental pollution, negligence, inappropriate or incompatible uses, misguided rehabilitation, and effects of land use change. A preservation plan can provide the necessary guidance to

preserve, maintain or enhance the very qualities of the historic site that make it attractive as a heritage resource to a community, or for historic neighborhoods or villages, as attractive places to live or work.

Talbot County is the only CLG along the Byway. Other jurisdictions may not have the resources necessary to achieve that status, but still may be able to apply for other MHT grants and federal programs designed to help preserve historic resources, or to begin the process of gaining CLG status.

Implementation Steps:

- i. Inventory sites to determine status of preservation plans. Collect those that are available, especially those that are exemplary for use by others to emulate
- ii. Use results of this inventory to seek funding for preservation plans for those sites that do not have them, or for those sites whose plans need to be updated
- iii. Consider applying for CLG status to increase the range of programs and actions available to jurisdictions to preserve historic resources important to the Byway

Strategy 1.9 Preservation Opportunities and Preservation Tax Credits

Provide technical and financial assistance to those who own historic properties but do not have the resources, nor the knowledge, to rehabilitate those properties.

Rationale

Lack of accurate information is one of the greatest threats to historic sites. Outreach to owners of historical properties should be a priority to provide information about preservation opportunities and benefits. By working collaboratively at the nine-county regional scale it may be possible to pool available resources and adapt existing documents to develop a region-wide technical assistance program.

Implementation Steps:

- i Seek funds to support a “circuit rider” to work with historic sites (would be heritage-area-wide or region-wide, not just Byway) to provide advice on best methods of utilizing preservation tax credits
- ii Consider feasibility of establishing a method of syndicating tax benefits region-wide through an existing community investment corporation (such as the National Trust for Historic Preservation’s Community Investment Corporation)

Strategy 1.10 Establish Historic Preservation Priorities

Develop a list of conservation and preservation priorities based on criteria that are consistent with potential partner organizations.

Rationale

Based on the results of the inventory of sites with and without preservation plans, an analysis of the relationships of sites to the Byway’s interpretive themes, and the degree of vulnerability facing the historic site and its surroundings, develop a list of historic site preservation priorities. The Advisory Committee identified the following as priorities

- Historic bridges – such as Central Avenue bridge in Federalsburg, nearing its 100-year anniversary (not currently listed in the National Register). It was also noted that SHA is currently doing an inventory of bridges for National Register eligibility.
- Potential rural historic districts – especially focusing on those areas that may not already be identified as a land conservation priority



Fig. 4-8 Brookview Bridge over Marshyhope Creek

Programs for Land Conservation and Historic Preservation

The following programs should continue to be considered for conservation and preservation actions along the Byway.

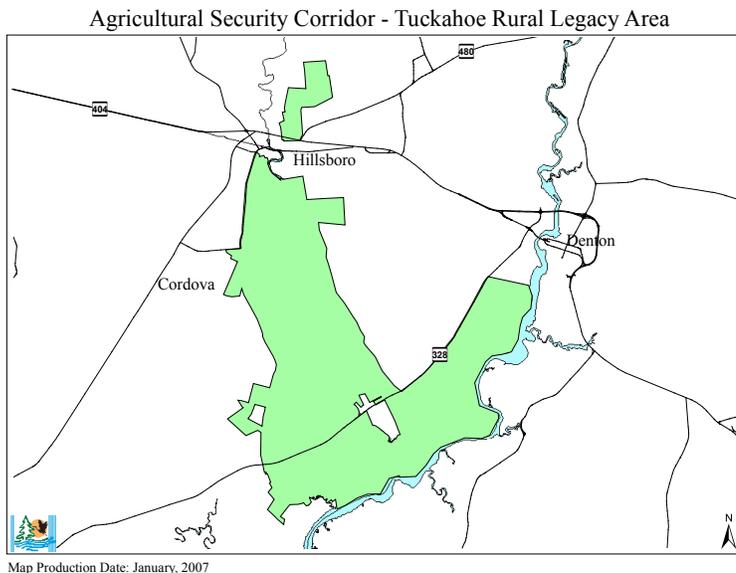
Agricultural Land Preservation

The four primary tools available for agricultural land preservation in Maryland include:

Maryland Agricultural Land Preservation Foundation (MALPF)

MALPF is the oldest statewide easement purchase program in the United States. Intended to “preserve land as a source of food and fiber for the citizens of Maryland; control the subdivision and development of farmland; curb the spread of urban blight and

deterioration; and protect farm and forest land as open space,” MALPF pays landowners to relinquish the rights to develop their properties, placing a preservation easement on the land. To qualify, a property must be at least 50 acres (or lie adjacent to land already in the program), meet soil criteria, and lie outside the boundaries of a 10-year water and sewer service area.² Previously, property had to be part of an agricultural preservation district as a prerequisite for applying to sell an easement to MALPF. Legislation passed in 2007 removed this prerequisite; however, individual counties still “retain the right to require that ... property be in a county agricultural land preservation district as a condition of county approval of the application to sell [an] easement to the Foundation.”³



Map Production Date: January, 2007

Fig. 4-9 Tuckahoe Rural Legacy Area in Caroline County along MD 328

combination of Maryland Program Open Space dollars and general obligation bonds from the state’s capital budget as well as contributions from local jurisdictions – are approved by the state Board of Public Works.

Rural Legacy Program

One of Maryland’s Smart Growth programs, the Rural Legacy Program was designed to limit the adverse impacts of sprawl on agricultural lands and natural resources by providing funds for counties and private land trusts to acquire preservation easements on lands in locally designated Rural Legacy Areas. Under the program property owners can sell or donate their development rights and still retain ownership to continue farming or raising livestock. Applications are reviewed by the Rural Legacy Advisory Committee, which makes recommendations to the Rural Legacy Board.

The Legacy Areas and grants – funded through a

State Agricultural Certification Program (Certification Program)

The Certification Program was created by the General Assembly in 1991 to let counties keep more locally generated agricultural land transfer tax, leverage more local easement funding, and encourage planning and land use that support conservation investment in easements. Counties with an effective local agricultural land preservation program that wish to be certified apply to both MDP and MALPF. Sixteen of Maryland’s 23 counties are currently certified including Queen Anne’s and Talbot along the Byway.



Fig. 4-10 MD 328

Certification allows counties to retain 75% of the locally generated agricultural land transfer tax revenue. Counties that are not certified keep 33% of the agricultural land transfer tax and remit 67% of the funds to the state, for use by MALPF. Certified counties must use funds from other county sources to match the extra 42% of the agricultural land transfer tax that they retain as a result of certification. Certification also represents recognition by the state that a county has developed and is maintaining an effective preservation program, wherein public investment in conservation is being protected by the county’s land use management authority.

² 2009 Maryland Land Preservation, Parks, and Recreation Plan – Volume I. Maryland Department of Planning, II-17.

³ Maryland Agricultural Land Preservation Program, *Fact Sheet 14: Agricultural Preservation Districts*, accessed online September 1, 2010, at <http://www.malpf.info/facts/fact14.pdf>.

In addition to providing more funding, the Certification Program is designed to help counties identify and overcome shortcomings as part of the certification and recertification process. The state reviews the county's evaluation and program development strategy, and communicates its understanding of priority steps that are necessary to improve the program during the next certification period. Taking those steps is an important factor for the next certification.⁴

Transfer of Development Rights (TDR) Programs

Both Caroline and Talbot counties have county-managed TDR programs. Through these programs, landowners sell or transfer development rights to other parcels, thereby preserving land as open space or agricultural land. These programs better enable the counties to limit sprawl and direct development to designated growth areas.

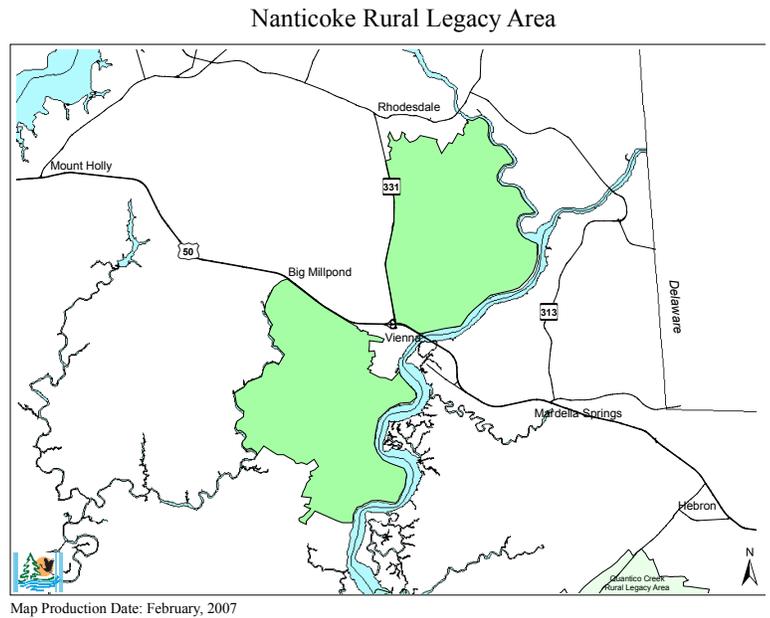


Fig. 4-x Nanticoke Rural Legacy Area is a statewide focus area for open space preservation

Natural Resource Conservation

The primary natural resource conservation programs in Maryland include:

Program Open Space

The leading state program preserving natural resource land in Maryland, Program Open Space is a DNR program financed through the state real estate transfer tax and from federal programs such as the Land and Water Conservation Fund. At the state level, "funds are allocated to purchase land for state parks, forests, and wildlife habitat, and for natural, scenic, and cultural resources for public use."⁵ At the local level, funds are distributed to local governments to "help them buy land and build and rehabilitate park facilities that will help them meet their specific goals of land conservation and recreation."⁶



Fig. 4-x Nanticoke River Greenway was established through a broad range of Maryland open space programs

Maryland Environmental Trust

Created in 1976 by the General Assembly to "conserve, improve, stimulate, and perpetuate the aesthetic, natural, health and welfare, scenic, and cultural qualities of the environment," MET protects farms, forests, and natural resources by acquiring easements through donation.⁷ In turn, donors are eligible for various tax benefits.

Chesapeake Bay Critical Area Program

The Critical Area Act, passed in 1984, identified the "Critical Area" as "all land within

4 2009 Maryland Land Preservation, Parks and Recreation Plan, p. II-20.
 5 2009 Maryland Land Preservation, Parks, and Recreation Plan – Volume I. Maryland Department of Planning, III-85.
 6 Ibid.
 7 Maryland DNR website at <http://www.dnr.state.md.us/met/history.asp>, accessed September 1, 2010.

1,000 feet of the Mean High Water Line of tidal waters or the landward edge of tidal wetlands and all waters of and lands under the Chesapeake Bay and its tributaries.” The Act also created a statewide Critical Area Commission to oversee the development and implementation of local land use programs directed towards the Critical Area.⁸

In accordance with the act, Caroline County created the *Caroline County Chesapeake Bay Critical Area Program*, in 1989 and adopted it in the Caroline County Zoning Ordinance in 1990. The program, however, was never codified. Consequently, the county developed an ordinance that was under review by the Critical Area Commission at the time the 2010 Caroline County Comprehensive Plan was adopted. The proposed ordinance “provides for Critical Area designations, the RCA-Resource Conservation Area and LDA-Limited Development Area, as well as amendments to the official Caroline County Zoning Maps. County amendments to the Critical Area Program include resolutions for impervious surfaces, Chesapeake Bay Critical Area Growth Allocation, and ‘fee in lieu’ procedures for forest mitigation.”⁹

In Talbot County, the Chesapeake Bay Critical Area “encompasses 65,689 acres, or about 38% of the County’s total land area.”¹⁰ The Talbot County Critical Area Program, which has been incorporated into the county’s zoning ordinance, addresses “development in the Critical Area; water quality protection; habitat protection; shoreline buffer protection;

agriculture in the Critical Area; forests and developed woodlands protection; natural parks; surface mining/solid waste/sanitary landfills; and marinas and water dependent facilities.”¹¹

Fig. 4-13 Chesapeake Bay landowners can benefit from the “Bay Bank” to “easily identify ecosystem service market and other conservation funding opportunities.” (See <http://www.thebaybank.org/tools/landowners>)

Heritage Conservation Fund

Administered by the Maryland DNR, the Heritage Conservation Fund acquires property “specifically for the protection of identified endangered plant or animal species and significant habitats.”¹²

Private Lands

Property owners wishing to conserve their land can also enter into conservation easement agreements with local, regional, state or national non-profit land trust organization such as the Eastern Shore Land Conservancy, the Chesapeake Bay Foundation or The Nature Conservancy.

Forest Stewardship and Assistance Programs

Although much of the eastern portions of the Byway route are agricultural, the western and southern portions comprise forest lands located between upland farms and coastal wetlands. Forty-one percent of Maryland is forested and 76% of those forest lands are in private forest ownership. Of the private forest lands, 75% are held on tracts of ten

8 Maryland DNR, Critical Area Commission website at <http://www.dnr.state.md.us/criticalarea/>, accessed September 1, 2010.

9 Caroline County Comprehensive Plan, adopted April 6, 2010, p. 130

10 Talbot County Comprehensive Plan, p. 7-2

11 Ibid.

12 2009 Maryland Land Preservation, Parks, and Recreation Plan – Volume I, Maryland Department of Planning, p. II-26.

acres or less. Southern Dorchester County includes large blocks of contiguous forest land. Caroline County has no large contiguous blocks but has a scattering of high value forest lands on larger parcels. The Byway travels through both areas and programs for forest land conservation and stewardship would benefit both the forests and the Byway.

Forest Stewardship Plans

Maryland's Forest Stewardship Program provides land management assistance to private landowners for the preparation of a long-range plan that incorporates landowner's objectives and the capability of the resource. It may include wildlife, forestry, recreation, and soil and water management recommendations. This plan is required in order to apply for state and federal fund cost-share programs and for participation in the Forest Conservation and Management Program. A sliding schedule of fees applies depending upon size.¹³

Forest Legacy Program

The purpose of the Forest Legacy Program, a USDA Forest Service program administered in cooperation with state partners, is to "identify and protect environmentally important forest lands that are threatened by present or future conversion to non-forest use."¹⁴ This is accomplished through the sale of property into perpetual conservation easements. However, the program is only available in counties identified in Maryland's Forest Legacy Assessment of Need. Currently only Queen Anne's County is eligible.

Forest Conservation and Management Agreement (FCMA) Program

The goal of this program is to encourage landowners to manage their forest land in return for a reduced and/or frozen property tax assessment. Under the program, landowners with a minimum of five acres enter a legal agreement with the Maryland DNR to manage their forest land according to a management plan prepared for the property for a minimum period of 15 years. Currently, tax assessments for woodland are at %125.00 per acre assessed value¹⁵

Woodland Assessment

The Woodlands Assessment is a tax incentive program according to which a Forest Stewardship Plan prepared by a licensed forester can serve as an indication of ongoing forestry activity as long as forestry management is included in the plan. In that case, property tax assessments are based on the county's woodland tax rate, currently assessed at \$187.50 per acre. In order to continue assessment at that rate, a letter of inspection from a forester is required every three years stating that the forestry work outlined in the Stewardship Plan has been followed.¹⁶

MD Income Tax Modification

The Maryland Income Tax Modification is another tax incentive program allowing woodland owners to "deduct double the cost for reforestation and timber stand improvement practices from the federal adjusted gross income on the Maryland tax return."¹⁷ The benefit applies to practices on properties with a total forest ownership of 10 to 500 acres.

Public Law 96-451

13 *Assistance for Forest Landowners*. Maryland Department of Natural Resources. Accessed online September 1, 2010 at http://www.dnr.state.md.us/forests/download/menu_services_eastern_region.pdf.

14 Maryland DNR, Forest Stewardship website accessed on September 1, 2010 at <http://www.dnr.state.md.us/forests/programapps/stewcon.asp>.

15 Maryland DNR, Forest Stewardship website accessed on September 1, 2010 at <http://www.dnr.state.md.us/forests/programapps/stewcon.asp>.

16 Ibid.

17 Ibid.

This federal law provides for a 10% investment tax credit and a seven-year amortization for reforestation projects.¹⁸ To qualify under PL 96-451, the reforested land must be greater than one acre, must be capable of commercial timber production, and must be held for that purpose or for ultimate sale of timber.¹⁹

Cost-Share Programs

Conservation Reserve Enhancement Program (CREP)

Administered by the USDA's Farm Service Agency, the Conservation Reserve Enhancement Program is a voluntary program that helps "agricultural producers protect environmentally sensitive land, decrease erosion, restore wildlife habitat, and safeguard ground and surface water."²⁰ Program contracts require a 10- to 15-year commitment to keep lands out of agricultural production. During this time farmers are paid attractive rental rates – "including an FSA state committee-determined maintenance incentive payment ... plus cost-share of up to 50% of the eligible costs" – to plant riparian buffers, create wetlands, protect wildlife habitat, and employ other ecologically beneficial practices.²¹ The program uses funds from the Conservation Reserve Program (CRP), the nation's largest private-lands environmental improvement program, as well as state, tribal government, and other non-federal sources.

Environmental Quality Incentive Program (EQIP)

The Environmental Quality Incentive Program, authorized by the 2002 Farm Bill, is a USDA Natural Resources Conservation Service program administered at the state level. In Maryland the program offers financial and technical assistance with the installation or implementation of structural and management practices on eligible agricultural land. Practices include nutrient management, manure management, integrated pest management, irrigation water management and wildlife habitat enhancement. Incentives in the form of cost share payments are provided to implement conservation practices including forestry management practices on non-industrial private forestland. Most practices are funded at 50%, though limited resource producers and beginning farmers may be eligible for cost-shares up to 90%.

Woodland Incentive Program (WIP)

The Woodland Incentive Program is a state cost-share program that provides assistance for tree planting, site preparation and timber stand improvement practices. Paying up to 65% for forestry practices on private, non-industrial forest land, the program is available to owners of at least 5 forest acres but not more than 1,000 acres "that, when appropriate, has the potential to be harvested for products including logs, timbers, pulpwood, firewood, woodchips, poles, piles, posts and other primary forest products, has not been subject to federal cost-share assistance in any of the 5 years preceding application for the same practice and has not received Woodland Incentive Program assistance in any of the 15 years preceding application for the same practice."²²

18 Ibid.

19 Iowa State University, University Extension. *Tax Savings on Timber Sales*. Accessed online September 1, 2010 at <http://www.extension.iastate.edu/Publications/PM1162.pdf>

20 USDA Farm Service Agency accessed September 1, 2010 at <http://www.fsa.usda.gov/FSA/webapp?area=home&subject=copr&topic=cep>

21 Ibid.

22 Maryland DNR, Forest Stewardship website accessed on September 1, 2010 at <http://www.dnr.state.md.us/forests/programapps/stewcon.asp>.

Historic Preservation Programs

Maryland Inventory of Historic Properties (MIHP)

MIHP was created by the Maryland state legislature and charged the Maryland Historical Trust (MHT) with “developing and administering the inventory as an archive of information that would further the public’s understanding of the state’s architectural, archeological and cultural resources.”²³ The inventory includes historic homes, churches, cemeteries, and civic or institutional buildings. As of 2009, the MIHP comprised nearly 90,000 resources. Inclusion in the Inventory does not involve any regulatory restrictions or controls.



Fig. 4-14 Historic resources in East New Market could benefit from historic preservation programs

The National Register of Historic Places (NRHP)

The National Register of Historic Places is a federal list of “districts, structures, objects, and sites recognized for their significance in American history, archeology, architecture, engineering, or culture.”²⁴ Unlike the MIHP, the National Register does provide certain protections for historic resources.

Listing in the National Register establishes certain review requirements for state and federal projects, can lead to preferential treatment in funding programs, and can enable owners of commercial properties to take advantage of significant tax incentives for preservation.

The Heritage Structure Rehabilitation Tax Credit Program

The Heritage Preservation Tax Credit Program, administered by the MHT, provides Maryland income tax credits equal to 20% of the qualified capital cost expended in the rehabilitation of a “certified heritage structure.”²⁵ Such structures include those

- Individually listed in the National Register of Historic Places
- Designated as a historic property under local law and determined by the Director of MHT to be eligible for listing in the National Register of Historic Places
- Located in a historic district listed in the National Register of Historic Places or in a local historic district that the Director of MHT determines is eligible for listing in the National Register of Historic Places and certified by the Director as contributing to the significance of the district
- Located in a certified heritage area and certified by the Maryland Heritage Areas Authority as contributing to the significance of the certified heritage area

This tax credit is available for both owner-occupied and income-producing properties. However, homeowners are not eligible for the federal tax credit, as the federal credit can only be applied to income-producing properties. Also, for income-producing properties, two additional credit categories apply:

- 25% credit for “certified historic structures” that are high-performance buildings (LEED Gold certified or the equivalent)
- 10% credit for non-historic, “qualified rehabilitated structures”²⁶



Fig. 4-15 Using the rehabilitation tax credit, this majestic structure at 202 Dover in the heart of the Easton Historic District was carefully restored into an inn with five luxury guest suites, an owner’s unit and a restaurant one block from downtown Easton

23 2009 Maryland Land Preservation, Parks, and Recreation Plan – Volume I, p. IV-123.

24 Ibid.

25 Ibid.

26 Maryland Historical Trust. Accessed online on September 2, 2010 at <http://mht.maryland.gov/grants.html>

Federal Historic Preservation Tax Incentives (Federal Rehabilitation Investment Tax Credits)

The National Park Service administers the Federal Historic Preservation Tax Incentives program with the Internal Revenue Service in partnership with state historic preservation offices. The program encourages private investment in rehabilitating income-producing historic properties, such as office buildings, rental housing, factories, warehouses, hotels, and retail stores. Current tax incentives include a “20 percent tax credit for the certified rehabilitation of certified historic structures” and a “ten percent tax credit for the rehabilitation of non-historic, non-residential buildings built before 1936.”²⁷ To be eligible for the 20% tax credit, several IRS requirements must also be met. These criteria and other more specific information is available in a NPS brochure at http://www.nps.gov/history/hps/tps/tax/download/HPTI_brochure.pdf

Historic Preservation Capital Grants

MHT awards funds to non-profit organizations, local jurisdictions, businesses, and individual citizens for assistance with “bricks and mortar”-type activities, including the acquisition, rehabilitation or restoration of eligible projects, i.e., properties listed in, or eligible for listing in, the National Register of Historic Places.²⁸ Projects are evaluated based on MHT’s “Open Project Selection Criteria.” Grant awards are limited to \$50,000 per year, per project, though an application may be made an unlimited number of times. A dollar-for-dollar match is required. Note: MHT does not anticipate having Capital Grant funds available in Fiscal Year 2011 and therefore is not accepting applications for Capital Grants at this time.

The Non-Capital Historic Preservation Grant Program

MTH awards funds to non-profit organizations and local jurisdictions to provide support for “research, survey, planning, and educational activities involving architectural, archeological, or cultural resources.” Although the amount available for award is not known until the General Assembly adopts the state budget in early April, grants generally range from \$5,000 to \$50,000. Local jurisdictions are required to provide a dollar-for-dollar match. Note: As a result of recent action by the Maryland General Assembly, the Maryland Historical Trust has cancelled the FY2011 Non-Capital Grant Round. No applications for Non-Capital funding will be accepted at this time.

Certified Local Government (CLG) Grants

Jointly administered by NPS in partnership with state historic preservation officers, the Certified Local Government grant program promotes historic preservation at the grassroots level across the nation. CLG grants provide “support to local governments that have been certified by MHT as meeting all requirements for eligibility in the Certified Local Government Program.”²⁹ In order to become certified, a local government must meet several requirements, chief of which is to have enacted a historic preservation ordinance and appointed a historic district (or preservation) commission with at least two members who meet National Park Service professional qualification standards.³⁰ Currently, Talbot County is a CLG; however, Caroline and Dorchester counties are not.

27 U.S. National Park Service, Department of the Interior. “Historic Preservation Tax Incentives.” p.3 accessed online September 2, 2010 at http://www.nps.gov/history/hps/tps/tax/download/HPTI_brochure.pdf

28 Maryland Historical Trust. Accessed online on September 2, 2010 at <http://mht.maryland.gov/grants.html>

29 Maryland Historical Trust. Accessed online on September 2, 2010 at <http://mht.maryland.gov/grants.html>

30 Ibid

Maryland Historical Trust Historic Preservation Easement Program

MHT manages the largest number of historic preservation easements in the state. Easements are acquired through donations and as a condition of MHT grants, loans and state bond funds. The MHT also accepts gift easements on properties listed in, or eligible for, the National Register of Historic Places or located within a locally certified or Register-listed historic district.³¹

Maryland Historical Trust Historic Preservation Loan Program

Established by the General Assembly in 1973, the Maryland Historical Trust Historic Preservation Loan Program encourages the preservation of historic properties statewide. Preservation loans are provided to nonprofit organizations, local jurisdictions, business entities and individuals for the purpose of acquiring, rehabilitating or refinancing all categories of real property listed in or eligible for listing in the National Register of Historic Properties. Loans to individuals and business entities are made only when private financing cannot otherwise be obtained. Because all loan repayments are used to make new loan commitments, the Trust requires the timely repayment of the loan. A perpetual preservation easement must be conveyed to the Trust on most loan assisted real property.³²



Fig. 4-16 High Street, Cambridge

Preserve America

Preserve America is a Presidential initiative created in 2003 that “encourages and supports community efforts to preserve and enjoy our priceless cultural and natural heritage. The goals of the program include a greater shared knowledge about the nation’s past, strengthened regional identities and local pride, increased local participation in preserving the country’s cultural and natural heritage assets, and support for the economic vitality of our communities.”³³ Designated communities are eligible for Preserve America grants to fund community efforts to demonstrate sustainable uses of their historic and cultural sites, focusing on economic and educational opportunities related to heritage tourism. In addition, the program presents four awards each year to organizations, businesses, and government entities that have made significant accomplishments in historic and cultural preservation, education and stewardship.

Museum Advancement Program

Through MHT’s Museum Advancement Program, grants are awarded to historical and cultural museums operated by non-profit organizations or local governments to support a range of museum activities, encompassing strategic planning, exhibit development, collections management, educational programs and marketing. There are three grant types:

- Museum Planning and Assessment Grants – assist museums, historical societies, and historic sites in creating organizational plans and participating in outside professional assessments to guide their programming and institutional development
- Project Challenge Grants – encourage excellence in museum practices, support a wide range of projects from public interpretation to collections management
- Museum Enhancement Grants – support operations and programming of the state’s flagship museums that represent significant historical collections and offer quality public programs to large audiences

31 2009 Maryland Land Preservation, Parks, and Recreation Plan – Volume I, p. IV-126.

32 Maryland Historical Trust website accessed online September 2, 2010 at http://mht.maryland.gov/loans__mht.html

33 Preserve America website accessed online on September 2, 2010 at <http://www.preserveamerica.gov/overview.html>

The Department of Natural Resource's Resident Curatorship Program

Started in 1982, the Resident Curatorship Program establishes a public/private partnership whereby private funding and labor is secured for the restoration and maintenance of historic structures on Maryland DNR land. Curators pledge to restore the historic properties, using their own funds and labor, and maintain them in good condition in exchange for a lifetime lease.³⁴ The program provides a method for ensuring the long-term preservation of historic buildings at no cost to the state.

GOAL 2: Enhancing the Byway

Expand both the number and quality of Byway facilities, as needed, to interpret the region's Agricultural and Maritime Heritage, and provide a distinctive and compelling travel experience. Byway facilities might include the expansion of public access to natural areas, soft landings for hand carried watercraft, and opportunities for supporting non-motorized recreational activities.

Byway facilities involved with marketing and heritage tourism development are discussed as part of Goal 4. Byway facilities involving interpretation are discussed under Goal 5.

For the most part, the Byway possesses outstanding qualities as a travel experience – scenic vistas overlooking the Chesapeake Bay and its tributaries, broad expanses of farmland and open fields and historic towns and villages that reflect the maritime and agricultural heritage of the region.

There is a need, however, to provide better facilities to enhance the access to those special qualities and to develop and implement techniques for addressing some of the visual intrusions upon that experience that could be mitigated over time.

Strategy 2.1 Visitor Facilities

Develop the necessary visitor facilities to establish an identity for the Byway route, especially at critical gateway locations and identified destinations at the ends of branches and side tracks to improve visitor experience and satisfaction.

Rationale

While the Byway incorporates a number of outstanding visitor facilities, there is a strong need to augment those facilities with additional visitor infrastructure, especially at key points of arrival (gateway locations where visitors first interact with the Byway) and at places where visitors come to the Mid-Shore region for other purposes (such as commuter park and rides, major boat landings, and community facilities). In addition, there are several ongoing projects associated with the Target Investment Zones of the two heritage areas that would benefit from collaboration and association with the Byway. Finally, there are locations where there is a need to enhance the physical appearance of an area as a means of mitigating the visual effects of some of the visual intrusions that are present within the corridor (including and especially aging commercial corridors at the edges of existing towns and cities, and aging utility infrastructure). The following strategies are organized to address these issues. More detailed interpretive development sites are listed under Goal 5.

³⁴ 2009 Maryland Land Preservation, Parks, and Recreation Plan – Volume I, p IV-126.

Gateways and Visitor Centers

Appendix 1, Map 8 (Sites and Attractions), shows the locations of existing gateways including those that are currently serviced with visitor information centers and those that are not. The following locations are priority areas for additional visitor centers that would include both visitor information and future interpretive programming.

- Gateway Opportunity at Chesapeake College – Chesapeake as a regional community college that serves the educational, economic development, and cultural needs of the residents of Maryland's Mid Eastern Shore. With its performing arts center and economic development center, there is a tremendous opportunity to link the Byway with the facilities of the college. More than just an opportunity to provide a visitor information center, it could also serve as center for hospitality training programs and educational events associated with the Michener's Chesapeake themes of the Byway.
- Captain John Smith Center- Vienna, Old Ocean Gateway (<http://www.viennamd.org/commun.html>) – According to the Town of Vienna's web site; "The proposed Captain John Smith Nanticoke Discovery Center would be a scientific exploration, economic development and river heritage tourism center for Vienna. It would build on this river community's rich history, cultural heritage and environmental legacy." The site has been designated a "port of call" for the Captain John Smith National Historic Water Trail's replica John Smith Shallop as it reenacts the historic 1608 voyage up the Nanticoke River. This linkage is an important for both the Byway and the National Historic Water Trail as it is one of the best opportunities to interpret early maritime heritage along the Chesapeake Bay tributaries.



Fig. 4-17 Nanticoke Inn, Vienna site of the planned Captain John Smith Nanticoke Discovery Center

Visitor Information Kiosks

There are three specific locations where outdoor visitor information kiosks would benefit the visitor's orientation and understanding of the Byway and the heritage- and nature-based tourism opportunities available in the Mid-Shore region. In addition, by coupling these kiosks with park and ride locations future funding could be tied to rural carpooling facilities to provide shelter for waiting passengers:

- Kiosk at Park and Ride – Wye Mills, MD 662 and MD 404, across from Wye Grist Mill
- Kiosk at existing rest area – Easton, US 50, south of Clearview Rd.
- Kiosk at Park and Ride – Trappe, Barber Rd., Howell Point Rd., US 50



Fig. 4-18 Existing rest area along Route 50 near Easton provides an excellent opportunity for a visitor information kiosk

Destinations Related to Water Access along the Byway

As the highest priority, efforts are needed to link the Byway to the water access points along the Choptank, Wye, and Nanticoke rivers and their tributaries. Facilities that would be needed include improving the soft water access, providing interpretation related to the Michener themes, especially related to highlighting the maritime routes that at one time were the only way to get around. The locations of these access points are shown on Map 6, Appendix 1).

Destinations along the Byway

The spine of the Byway route incorporates many top flight destinations that support the Byway's intrinsic qualities through interpretation, education, and enjoyment. There are three locations where additions to those facilities are in the planning stages and would greatly benefit from a collaborative relationship with the Byway and vice versa. These include



Fig. 4-19 Wye Grist Mill



Fig. 4-20 Exeter (privately owned)



Fig. 4-21 Historical photo of Choptank River lighthouse

- **Wye Mills** – located right on the Byway presents a number of important opportunities to create a destination for education, interpretation and recreation consistent with the vision and goals of the Wye Mills Community Plan and the Byway Management Plan. Potential projects may include:
 - Preservation of the Miller's House – implementation of this ongoing effort would further enhance and evoke the original village character and enhance the Byway experience (See page 102).
 - An interconnected trail system linking together the educational facilities, recreational facilities and historical sites within Wye Mills as identified in the Wye Mills Area Community Plan, including pedestrian facilities incorporated into any future reconstruction of the MD 662 bridge over the Wye River
 - Additional research to help interpret the Episcopal Church
- **Federalsburg Visitor Facilities** – Federalsburg has identified a number of initiatives that will benefit the Byway directly in their proposal for a Target Investment Zone through the Stories of the Chesapeake Heritage Area. These include continuing to upgrade the exhibits of collections for the Federalsburg Historical Society Museum and physical improvements to the downtown area to improve walkability and linkages to the waterfront park and to reinforce its historic identity. (see Appendix 3, Concept Plans)
- **Exeter Wayside** – recommended across from Exeter on lands owned by the Maryland Department of Natural Resources on the north side of town (See Appendix 3, Concept Plans)
- **Restore Handsell:** Enhance Visitor Readiness – On the National Register of Historic Places, the site will be used to interpret the native American contact period with the English, the slave story and the life of all those who lived at Handsell (<http://www.restorehandsell.org/>). This site is very important to the Byway as helps to highlight the rich Native American heritage that is critical to telling the stories of Michener's Chesapeake
- **City of Cambridge Waterfront Plan Implementation** – of particular importance to the Byway and the City of Cambridge is the proposed Gateway Overlay designed to improve the appearance of key gateways to the City through stepped up code enforcement (especially Washington Street/Maryland Avenue)
- **Choptank River Lighthouse** – The replica is being reconstructed from existing plans of the 1917 Cherrystone Lighthouse and will be located at Sailwinds Park near the visitor center. The lighthouse will help to interpret the Choptank River's maritime transportation and navigation history and will help to fill in a missing piece of the Byway story.
- **Richardson Maritime Museum** Cambridge, High St. The new Ruark Boatworks building is moving forward which will allow for the renovation of the existing brick warehouse for the Brannock Education and Research Center (Phase I). The Byway, the City of Cambridge and the Heart of Chesapeake Heritage Area have all identified

this museum as an important opportunity for the active interpretation of the region's maritime heritage as well as having significant economic benefits that would be realized with the expansion of the effort into the development of Phase II and the Richardson Maritime Heritage Center (<http://www.richardsonmuseum.org/plans.htm>). As envisioned, the completed facility will provide interpretive and educational displays (both indoor and outdoor), visitor facilities and publicly accessible restrooms, publicly accessible open space, a soft water landing for public water access within the City of Cambridge, and a potential for a water taxi route – all linked directly to the Byway.

Destinations along Branches or Side Tracks

Of equal importance for helping to achieve the economic goals of the Byway as well as the environmental goals, are the destinations associated with the branches and side tracks. In order for visitors to spend more time in the communities associated with the Byway there is a need to augment the existing facilities and ensure that each Branch has a viable destination that provides the reason for taking the trip. The following are projects in the planning or initiation stages that are priorities for achieving the Byway's goals.

- **Oxford-Bellevue Branch** – this branch represents significant opportunities to interpret Michener's writing of *Chesapeake* as well as the places and people that are its subject
 - **Bellevue at the Oxford-Bellevue Ferry Landing** (Bellevue, end of Bellevue Rd./ Ferry Landing) – The Bellevue side of the Oxford-Bellevue Ferry is a Talbot County park with picnic area and pavilion, boat ramps, seasonal restrooms, a small beach area, and other amenities, in addition to the ferry landing. The site would make an excellent demonstration project for how to reduce the impact of such large asphalt surfaces such as parking lots and boat ramps, as well as to interpret Bellevue's long history as home to several African American waterman, boat builders, and their families as well as other Michener related themes and the Choptank River as a dividing line – both culturally and physically of the Eastern Shore.
 - **Oxford Visitor Facilities** – Oxford has a number of projects that have been identified through its Target Investment Zone application as part of the Stories of the Chesapeake Heritage Area that are cross referenced in this plan as they are mutually beneficial to the Town, the Heritage Area and the Byway. These include the Oxford Community Center, the Oxford Museum, and Oxford's "public domain". Of particular importance and relevance to the Byway is the interest in a multi-modal transportation and parking plan that seeks to manage the circulation associated with the ferry, the tourism destination, and the working maritime village, and the overall walkability and pedestrian safety of the Oxford historic district – done in a manner that is both sensitive to the historic fabric of the town as well as respectful of the Chesapeake Bay from a water quality point of view. This is an ideal project should the future Transportation Bill fund a livability element as a consolidation of the various transportation enhancement, scenic byway, recreational trails, and other transportation/land use inter-relationships. Another opportunity includes the "living shoreline" project for the Oxford Town Park and Oxford Ferry Dock that could benefit from the Chesapeake Bay policy initiatives to improve the water quality of the Bay.
 - **John Wesley Methodist Episcopal Church, MD 333, Oxford Neck** is a vital element among the historical and cultural intrinsic qualities of the Chesapeake



Fig. 4-22 View of Oxford from Oxford-Bellevue Ferry

Country Scenic Byway associated with African American Heritage. Enhancements are needed for improving public access and for interpretation.

- **Tilghman Island Branch** – While Tilghman Island is already a destination unto itself with its significant maritime heritage, bed-and-breakfasts and other cultural points of interest, there are three specific enhancements that would provide additional visitor infrastructure for interpretation, education and enjoyment. All of these projects are part of the Tilghman Island Target Investment Zones.



Fig. 4-23 The Byway route through Tilghman Island



Fig. 4-24 View of the Choptank River from Talbot County shoreline at Dover Bridge



Fig. 4-26 View of the Choptank from Horns Point in Dorchester County

- **Black Walnut Point** – Black Walnut Point Inn is leased as a bed-and-breakfast by the Department of Natural Resources and the inn keepers are interested and supportive of enhancing the area to make it more visitor friendly as a destination at the end of the Tilghman Island Branch. Interpretation, seasonal and portable restrooms, and a trailhead are proposed at the entrance to Black Point Inn. (See Appendix 3, Concept Plans)
- **Tilghman Watermen's Museum** – Tilghman Island Rd. and Phillips Rd. – the purchase of the Lee House (c. 1890), one of the architecturally significant Tilghman Island "W" houses, will become the new home of the Tilghman Watermen's Museum
- **Tilghman Village Pedestrian Safety** – There is also a strong need to provide more space for pedestrians and bicyclists on the shoulders of the Byway through the heart of Tilghman. This effort would necessitate coordination with the Maryland State Highway Administration (SHA) and could serve as a demonstration project for a low-impact development or "green" highway project. Linkages are needed to connect and make accessible by foot the various interpretive sites, institutional sites, natural areas, parks, and visitor facilities
- **Dover Bridge Sidetrack – Choptank River Access** – Easton, MD 331 – Choptank River access and interpretation is needed and should be incorporated as part of the bridge replacement project. Currently there is no river access within this highly scenic stretch of the Choptank River bordering Talbot and Caroline counties
- **Market Towns Branch – Hurlock/East New Market/Secretary Friendship Hall** – East New Market, Railroad Ave – As part of the Target Investment Zone for East New Market, Friendship Hall has great potential for some type of heritage tourism activity such as a bed and breakfast, community gardens, horseback riding, etc. Efforts are needed to develop feasibility studies for the property that continues to be for sale (at least in the short term)
- **Hudson Sidetrack** – Hudson, Hudson Rd. – interpretation is needed at the end of the Hudson Sidetrack or at Horn Point
- Destination at end of **Hoopersville Sidetrack**- Hoopersville, Hooper Island Rd.
- **Hooper Island Lighthouse** – currently under restoration
- Interpretation at end of **Elliot Sidetrack** Elliot, End of Wharf Rd.

Implementation Steps:

- i. Develop concept development plans and budgets for high priority sites as leverage in pursuit of funding (See Appendix 3, Concept Plans, for example)

- ii. For sites with high potential for interpretation, develop preliminary design documents suitable for use in gaining design-build bids installation

Strategy 2.2 Enhancing the Route Itself

Develop plans for enhancing the roadside quality of areas at the edges of existing towns where the route no longer retains its natural, agricultural or historical integrity.

Rationale

Although the majority of the Byway experience is of very high quality in terms of its rural areas, expansive wildlife refuges and wetlands, and its historic towns, there are several types of visual intrusions that would benefit from enhancements such as tree planting, urban design, and context sensitive transportation design. These include commercial corridors at the edge of the primary cities and towns (See Map 12, Appendix 1 for locations and photographs):

- Cambridge, US 50/ Crusader Rd. – Commercial Area
- Cambridge, US 50/ Maryland Ave.- Commercial Area
- Cambridge, Washington St. / MD 343 at Pine St. and Center St. – Commercial/ Residential Area
- Cambridge, Leonards Ln., Washington St./ MD 343
- Vienna, US 50, Gay St., Rhodesdale-Vienna Rd. -Commercial Intersection
- Federalsburg, MD 315/Denton Rd. and Bloomingdale Ave. – Intersection
- Denton, South of Denton – Commercial Area
- Denton, MD 404 & MD 328 – Intersection
- Industrial/Agricultural Facility
- Eldorado- Intersection of MD 392 and MD 313

Implementation Steps:

- i. Develop concept plans and budgets for high priority locations (See Chapter 5, Implementation for recommended criteria)
- ii. Identify opportunities associated with SHA's efforts to reduce pavement to achieve TMDL (pollution-reducing) goals for the Chesapeake Bay (See Strategy 5.4)
- iii. Identify opportunities for localities to apply for urban greening grants through the Chesapeake Bay Trust (July 2010 was last deadline)
- iv. For larger project areas (US 50 in Cambridge and commercial corridor south of Denton) see Strategy 5.5, page 126

Strategy 2.3 Utility Corridors

Work with utility and telecommunication companies to screen and/or beautify existing installations and to improve planning for future installations to minimize impact to the Byway.

Rationale

There are two power plants within the Byway corridor, one in Vienna owned by NRG (183 megawatt oil-fired plant) and one in Easton, a 69 megawatt oil-fired plant owned by Easton Utilities, a publicly owned utility company. The distribution of the power generated by these plants is transmitted through high-voltage transmission lines that cross the Byway in several places.



Fig. 4-26 Route 50 at Maryland Avenue in Cambridge



Fig. 4-27 Existing high-voltage transmission lines crossing the Nanticoke River near Vienna distributing power from the Vienna power plant

From the Easton facility there is a 138 kilovolt transmission line that generally travels northward from the Easton substation, just off the Easton Parkway northward crossing MD 33 and then paralleling US 50, crossing the Byway again at MD 662 and then heading east across US 50 to another substation just south of the intersection of US 50 and Wye Ranch Farm Lane. From there it arcs northward across Queen Anne's County and eastward to Denton, crossing the Byway again at River Road and the MD 404 bridge across the Tuckahoe River connecting with a substation northeast of Denton.

This substation is the tie in to a major north-south transmission line that ties back to the Vienna Power Plant. This 230 kv transmission line follows a route just west of Federalsburg from Vienna and then north to Denton. Photos of these and other visual intrusions are identified on Map 11, Appendix 1.

The Mid-Atlantic Power Pathway (see Chapter 3) alignment parallels and crosses the Byway in the vicinity of the Vienna power plant, tying in to the substation there and crossing the Nanticoke River north of US 50.³⁵ Efforts should be made to ensure that the structures used for this major transmission line are carefully sited to avoid focal views from the Byway, and roadside plantings are included in any mitigation should the line be constructed.

Each of the existing transmission line corridors are also prone to future expansion and should be monitored to avoid widening the corridor width or increasing the height of the towers.

Implementation Steps:

- i. Contact the utility companies to determine their planting policy underneath and within their rights-of-way (See Appendix 2 for information about the type of planting that can be utilized to screen rights-of-way at roadside crossings.)
- ii. Consider small grants for planting programs or work with utility companies to implement screening efforts



Fig. 4-28 Existing billboards along Route 50 between Vienna and Mardela Springs. This route will become part of the state designated byway upon approval of this corridor plan and no new billboards will be allowed

Strategy 2.4 Billboards

Work with localities, SHA and private landowners to remove existing billboards and out-of-scale signage and enforce the prohibition of constructing new billboards.

Title 23m, United States Code, Section 131(s) prohibits the erection of new signs that do not conform to Section 131(c) in areas adjacent to Interstate and federal-aid primary highways, and subsequently for National Highway System routes that are designated as a scenic byway under a state scenic byway program. The fact that federal law bars any new advertising billboards on designated scenic byways does not provide the state with enforcement authority.

Enforcement authority comes from state law. Parts IV, V and VI of Title 8, Subtitle 7 of the Transportation Article, Annotated Code of Maryland (sections 8-725 through 8-749) were enacted pursuant to the federal Highway Beautification Act of 1965 (23 USC section 131) to give Maryland the enforcement authority necessary to implement that act in this state in order to accept the federal funding.

³⁵ Mid-Atlantic Power Pathway accessed 4/15/2011 <http://webapps.powerpathway.com/mapp/page/maps/index.v3page>

In Maryland, local governments may remove existing billboards for these non-National Highway System segments of the Byway through a process known as amortization. Amortization cannot be used to remove billboards on National Highway System segments. An amortization process allows for nonconforming signs to remain in place for a sufficient period of time so as to amortize their cost before requiring their removal.

In a May 1991 letter addressed to the late Senator John Chaffee of Rhode Island, the Office of the Comptroller General of the United States advised that it had reviewed the constitutionality of the use of amortization in the removal of billboards and concluded that the majority of cases hold that billboard amortization is not violative of the US Constitution. According to the book *Street Graphics and the Law*, the overwhelming majority of courts hold that amortization is a constitutional technique that does not violate the taking-of-property clause in the US Constitution. More details about amortization in Maryland are found in the *Catoctin Mountain Scenic Byway Corridor Management Plan*.

The advertisement of local businesses along the Byway is sometimes accommodated through the use of a rural “tourist-oriented destination sign” program or TODS. However, Maryland recently discontinued the TODS program in favor of its Tourism Area and Corridor signing program (TAC). Business directories and mobile applications provide excellent tools for attracting Byway visitors to local tourism-oriented businesses. Photographs and locations of billboards along the Byway are noted on Map 11, Appendix 1.

Implementation Steps:

- i. Determine jurisdiction of billboard and whether or not the billboard is visible from a federal-aid primary (FAP) or National Highway System (NHS) segment. (See Map 9, Appendix 1)
- ii. If visible from FAP or NHS route, contact SHA for remedy
- iii. If visible from non-FAP or non-NHS route, contact jurisdiction for remedy

Strategy 2.5 Design Guidelines for Livability and Sustainability

Placing the Byway into its community context is an important first step for ensuring that its future

Livability Principles

The National Scenic Byway Program has for the last several years established an emphasis on Livability as part of its grant program. Livability, according to FHWA, has six key elements, five of which (with the exception of the housing element) are directly applicable to the Byway and should be emphasized in shaping the implementation strategies for the corridor management plan:

- **Provide more transportation choices.** Develop safe, reliable, and economical transportation choices to decrease household transportation costs, reduce our nation’s dependence on foreign oil, improve air quality, reduce greenhouse gas emissions, and promote public health.
- **Promote equitable, affordable housing.** Expand location- and energy-efficient housing choices for people of all ages, incomes, races, and ethnicities to increase mobility and lower the combined cost of housing and transportation.
- **Enhance economic competitiveness.** Improve economic competitiveness through reliable and timely access to employment centers, educational opportunities, services and other basic needs by workers, as well as expanded business access to markets.
- **Support existing communities.** Target federal funding toward existing communities—through strategies like transit oriented, mixed-use development, and land recycling—to increase community revitalization and the efficiency of public works investments and safeguard rural landscapes.
- **Coordinate and leverage federal policies and investment.** Align federal policies and funding to remove barriers to collaboration, leverage funding, and increase the accountability and effectiveness of all levels of government to plan for future growth, including making smart energy choices such as locally generated renewable energy.
- **Value communities and neighborhoods.** Enhance the unique characteristics of all communities by investing in healthy, safe, and walkable neighborhoods—rural, urban, or suburban.

management is consistent with the visions and goals of the communities through which it passes.

Rationale

At the federal level, the three-agency partnership that has evolved among the Department of Housing and Urban Development (HUD), the Department of Transportation (DOT) and the Environmental Protection Agency (EPA), referred to as the HUD-DOT-EPA Partnership for Sustainable Communities, has resulted in a stronger emphasis on helping “communities develop and support neighborhoods that provide transportation choices and affordable housing while increasing economic competitiveness and directing resources toward places with existing infrastructure.”

For Michener's Chesapeake Country Scenic Byway, this partnership can provide resources for addressing some of the issues associated with the maintaining the character and qualities of these communities as both a place to visit and a place to live. Adopting general guidelines for promoting livability and sustainability as part of the Byway's long-term management may provide each community with an avenue toward future funding for implementing the necessary measures to achieve a community's vision and goals.

Byways and Livability

A well-managed scenic byway is an economic development tool while at the same time giving the communities through which it passes additional means and methods to maintain their overall quality of life. The byway management activities listed in this corridor management plan fit naturally into five of the six categories.

- The emphasis on improving the non-motorized choices for travel associated with the Byway experience (such as the extensive amount of bicycling opportunities that are available), as well as connecting to the Byway's interpretive sites and water access opportunities fits naturally into the offering of more transportation choices.
- The emphasis on the role of heritage, agricultural and nature-based tourism for the Byway will help to enhance the economic competitiveness of the Eastern Shore by offering opportunities for visitors to stay longer and therefore increase economic activity through spending at restaurants, heritage attractions, farmers's markets, farm-to-table events, lodging, and other travel related expenses.
- The importance and role of programs supporting livability, sustainability, and context sensitive solutions for road design as tools for maintaining the character defining features of the Byway provide support for existing communities while at the same time increasing the safety of the Byway
- The Byway can leverage investments by collaborating with other partners especially the specific groups that have been participating in this plan. (See Acknowledgements for a complete list of participants)
- Finally, scenic byway management can play important role in enhancing the overall quality of life of the communities and neighborhoods through which it passes. By establishing, developing and sustaining the Byway as described in this corridor management plan, the quality of life of Maryland's Eastern Shore will be enhanced by helping the Byway communities and their associated heritage areas to achieve the vision of their community as outlined in comprehensive plans and management plans

With these basic principles in mind, this strategy responds to the need to enhance the economic competitiveness of the Byway communities through heritage- and nature-based tourism (in partnership with the two heritage areas, the National Park Service, the US Fish and Wildlife Service and related Maryland agencies), by encouraging visitors to stay longer. Visitors will not want to stay very long if the communities they are visiting start to look and feel like the places they just left. Design guidelines are one community-based tool that can be utilized to help manage change over time as it relates to preserving or maintaining the character defining features for the Byway.

While each of the core historic areas of Easton, Cambridge and Denton have a strong identity with distinctive character, the transition areas approaching the cities and towns do not. Talbot County has initiated village planning for its communities. The end result of that process may lead toward some kind of design guidelines. Caroline County and Dorchester County with their rural, agricultural and maritime economies and limited budgets do not have the capacity to enforce design guidelines if they were to be enacted as a means of protecting the rural and community character of the neighborhoods adjoining the historic downtowns (sometimes referred to as “Maple Street” in reference to “Main Street”).

However, it is possible to develop voluntary guidelines and work towards educating the residents and businesses along the Byway as to why it is in their economic best interest to invest in good design that is sensitive to the historic and neighborhood context.

Regardless of the regulatory or non-regulatory approaches to guiding growth, development, adaptive re-use, and infill construction within the urban sections of the Byway, the same general principles would apply. The following general guidelines should be considered by property owners living along a Byway as a means of maintaining the unique character and quality of their communities.

Community Guideline Framework for the Byway

- Define geographically the locations of rural sections, transition areas, and urban/village sections of the Byway in relation to development patterns
- For the urban and transition areas, encourage the adoption of complete streets policy to accommodate the widest range of uses and users – pedestrians, bicycles, automobiles, trucks, and buses
- Prior to adding more capacity to the Byway route, consider the overall network connectivity as a way to accommodate more travel demands without destroying the historic fabric of community
- Encourage the placement of new buildings to front the street as a means of reinforcing the village or urban character of the street (using “build to” lines rather than “set back” lines)
- Encourage the use of building masses for new and infill construction that are proportional to adjoining or nearby historic buildings and townscape including the proportion of building height to street width, the use of consistent floor plates from building to building, and the use of roof lines and roof pitches that are consistent across the entire block



Fig. 4-19 Traditional Eastern Shore towns such as Oxford are built close to the street



Fig. 4-30 Street life in Cambridge



Fig. 4-x Traditional rural hamlets such as Wye Mills are more organic in form and structure

- Reinforce the desired operating speeds by utilizing the proportions of building mass to street width to visually enclose the urban street as the route moves from rural to transitional to urban
- Where building facades are discontinuous, utilize street trees, walls and lighting to gain the appropriate enclosure of the street as the route moves from rural to transition to urban

Rural Guideline Framework for the Byway

- Encourage compact development patterns that preserve the overall form and character of the natural landscape features
- Retain the pastoral character of open scenic areas
- Encourage placement of new homes in locations where they are less visible from the road avoiding, where feasible, ridge lines and the middle of open fields
- Encourage placement of homes and driveways that follow the contours of the land
- Encourage the use of cluster or open space design patterns to retain the character of open fields and adjacent woodlands while accommodating the same amount of development (or more when considering the use of bonus density)
- Encourage the use of narrow access drives to minimize the amount of tree clearing required for new residential construction
- Work with developers and community associations to ensure that gatehouses, fences, and other security measures are appropriately scaled, screened where necessary, and otherwise made to fit within the scale and context of this historic landscape

Implementation Steps:

- i. Seek funding to prepare community design guidelines paying particular attention to the livability and sustainability programs of the HUD-DOT-EPA Partnership
- ii. Form a Byway design guideline subcommittee with a range of stakeholders
- iii. Set up a series of topical meetings to be held jointly with all jurisdictions:
 - Review existing design guidelines and design issues
 - Develop draft guidelines for specific issues
 - Review with planning commissions
 - Adopt amendments or new guidelines
- iv. Work with each jurisdiction to determine an appropriate implementation mechanism for applying guidelines

GOAL 3 Marketing the Region's Maritime, Agricultural and Natural Heritage

Establish the Byway as tool to extend visitor stays by coordinating the storytelling, interpretation and education associated with the region's maritime heritage with its opportunities for outdoor recreation and related "farm to table" tours and tastings.

The primary means of achieving this goal will be through a coordinated regional marketing effort that links together the three existing Chesapeake Country byways for the purpose of achieving more leverage, brand identity and organizational efficiency.

This recommendation is based on extensive market research conducted on behalf of the Maryland Scenic Byways program by the Maryland Office of Tourism Development.

Maryland Scenic Byways Marketing Context

Based on findings in Maryland’s recent scenic byways research study (See page 41), the Maryland Office of Tourism Development is implementing new marketing strategies to promote the state’s scenic byways. These activities will greatly benefit the Chesapeake Country Scenic Byway and will serve as a springboard for Chesapeake Country Scenic Byway promoters to build new promotional activities outlined in this plan.

Winter 2010/11	
	Develop marketing campaign materials including the new Maryland brand concept.
Spring 2011	
	Produce new guidebook – combines statewide map with byway narratives; designate All-American Roads and National Scenic Byways; include driving tours, experiences grid, 2-4 page spread on heritage areas. Fulfill inquiries (ongoing) .
	MD Office of Tourism website (http://www.visitmaryland.org/) – Develop a MD Scenic Byways and Driving Tours landing page and support pages; expand information on interactive map that will include videos, photo collections, seasonal information, multiple itineraries, user-generated content. (To be developed in phases.)
	Spring-Summer-Fall advertising campaign in print and electronic formats. (Repeat annually.)
	Implement social networking strategy through Facebook, Twitter and Flickr. Train staff in call centers on products. (Repeat annually.)
	Promote byways at travel trade and consumer shows. (Repeat annually.)
	Engage travel writers, photographers and videographers for interactive outlets. (Spring-Fall – frequency TBD.)
Fall 2011	
	Include performance assessment in MD Tourism Office annual report. (Repeat annually.)
Spring 2012	
	Develop “smart phone” applications for all online information.
2013	
	Conduct consumer research to measure consumer awareness and product viability.

Strategy 3.1 Positioning the Three Regions of the Chesapeake Country Scenic Byway

As part of this corridor management plan’s development, the leaders for the Chesapeake Country National Scenic Byway agreed to support the proposal to extend the existing National Scenic Byway to include a Michener’s Chesapeake Country route and the Chesapeake Bay sections of the Blue Crab Scenic Byway (Somerset and Wicomico counties) connecting with the Beach to Bay Indian Trail in Worcester County, to be called the Chesapeake Country Blue Crab route.

Worcester County has agreed to participate in the development of a new three-state Byway – referred to as the “Cape to Cape” Scenic Byway connecting Cape Charles in Virginia with Cape Henlopen in Delaware along the Atlantic. The Old Ocean City Highway that parallels US 50 from Salisbury to Ocean City would be dropped as a scenic byway as it does not retain enough intrinsic qualities for it to attract new visitors. A new east-west connecting route would be designated by Delaware through Sussex County in the future.

Table 4-1 Maryland Office of Tourism Scenic Byway Marketing Grant implementation schedule

The Maryland Office of Tourism currently markets the state by region with Maryland's Eastern Shore as one of five. This region includes Caroline, Cecil, Dorchester, Kent, Queen Anne's, Somerset, Talbot, Wicomico and Worcester counties. By managing the Chesapeake Country Scenic Byway as a three-region collaborative partnership, it will bring all nine counties within the Maryland Eastern Shore's tourism region together to market the Byway while retaining autonomy for the day to day management of the Byway within the the three regions. The Eastern Shore includes three distinct regions, four state-designated heritage areas (not corresponding to the "natural regions" as Eastern Shore residents traditionally regard them: Upper Shore, Mid-Shore, and Lower Shore) and nine counties, each with their own promotional/organizational entity. The existing structure by region, heritage area and county is described in the table below.

Byway Region	Heritage Area	Tourism Office	Existing Byway
Upper Shore Region	Lower Susquehanna Heritage Greenway	Cecil County Office of Tourism	Chesapeake Country National Scenic Byway
	Stories of the Chesapeake	Kent County Tourism Development Office	
Mid-Shore Region			Queen Anne's County Dept. of Economic Development, Agriculture & Tourism
	Talbot County Office of Tourism		Michener's Chesapeake Country Scenic Byway (<i>also includes portion in Queen Anne's</i>)
	Caroline County Office of Tourism		
Heart of the Chesapeake	Dorchester County Tourism		
Lower Shore Region	Lower Eastern Shore Heritage Area	Wicomico County CVB	Blue Crab Byway (<i>plus Worcester County connections using Beach to Bay Indian Trail</i>)
		Somerset County Tourism	
		Worcester County Tourism Ocean City Tourism/Convention Center	Proposed three-state "Cape to Cape" Scenic Byway

Table 4-2 Organizational structure of existing byways and heritage areas for Maryland's Eastern Shore

Each of the county and heritage-area-based entities has varying degrees of tourism marketing plans and promotions that are dependent upon available staff and funding as well as the priorities determined by each managing organization.

Two of the three byways, Chesapeake Country National Scenic Byway and the Blue Crab Byway have their own websites: [Chesapeake Country National Scenic Byway](#) and [Blue Crab Byway](#). Kent County has a link from its tourism website to the Chesapeake Country National Scenic Byway website [Kent County](#).

The route that encompasses Michener's Chesapeake Scenic Byway follows several roadways starting in Centreville in Queen Anne's County, and including Talbot, Caroline and Dorchester counties. In addition to the heritage areas and counties noted above, several other byway and touring routes are sponsored by other promotional/organizational entities on the Eastern Shore, including:

- Harriet Tubman Underground Railroad Byway – travels through Caroline and Dorchester counties
- Blackwater National Wildlife Refuge – incorporating a US Fish and Wildlife Service driving tour

- Chesapeake Bay Gateways Network – a system managed by the National Park Service composed of more than 130 of the Chesapeake Bay's special places, which includes web-based itineraries
- Captain John Smith Chesapeake National Historic Trail – a water-based route managed by the National Park Service

Strategy 3.1 Planning and Building a Byway Coalition

Reposition the current Chesapeake Country National Scenic Byway on the Upper Shore, Michener's Chesapeake, and Blue Crab into a single Chesapeake Country Scenic Byway from Cecil County to Crisfield.

Representatives from each agency involved with the Chesapeake Country Scenic Byway (tourism offices, heritage areas, planning agencies) should agree to form an ad hoc working group to plan for enhancements to the visitor experience and for promoting the Byway, using this framework

- Each group representing a section of the Byway would continue to manage its own region, but come together for a minimum of an annual meeting to plan for the upcoming year's grant applications (and preferably at least twice yearly), marketing efforts, and coordination and scheduling of events. The group would also coordinate with the Maryland Office of Tourism to maximize tourism promotions. (See [Chapter 5](#) for a description of how this could be organized)
- The Michener and Blue Crab routes would be nominated together for National Scenic Byway designation as an extension of the existing Chesapeake Country National Scenic Byway.
- The Blue Crab Byway would be broken into two byways: A continuation of Chesapeake Country National Scenic Byway from Vienna to Crisfield, to continue under the name "Blue Crab" (route or byway depending on context), and a coastal heritage byway route linking Virginia, Maryland and Delaware (Delmarva or "Cape to Cape"). The Lower Eastern Shore Heritage Council would work collaboratively with Delaware and Virginia to create the Delmarva coastal heritage byway route that picks up the Atlantic side of the former Blue Crab Byway and manages it as a separate regional byway
- The links between the Chesapeake Country and "Cape to Cape" byways would be the Beach to Bay Indian Trail, a National Recreation Trail designated through a National Park Service program, plus a second link across Delaware through Sussex County, to be developed

Rationale

Although there are many organizations engaged in tourism promotions throughout the region, the risk of either confusing the visitor by having so much to choose from or having the visitor miss an opportunity (i.e., while looking at a county website, a potential visitor might not learn about the scenic byways in the region) is real. Positioning the Byway to attract visitors and generate economic impact requires a simple, clear presentation that will make it easy for visitors to understand the heritage, cultural and natural resources the area offers.

Implementation Steps

To accomplish the overall goal of repositioning the byways to take better advantage of the natural geography of the Delmarva Peninsula, implementation efforts will focus in three key areas:

- i. Use the name “Chesapeake Country Scenic Byway” as the primary identifier. All three byways – Chesapeake Country, Michener’s Chesapeake and Blue Crab – will be incorporated into one byway with the name Chesapeake Country, and when designated be referred to as Chesapeake Country National Scenic Byway. “Chesapeake Country” is a descriptive terms that makes it easy for visitors to identify the region and experience being promoted and also echoes the names of two of the four state heritage areas involved. Under this “umbrella” name, promotions can then be directed to three regions
 - Chesapeake Country Scenic Byway: Explore the Upper Shore
 - Chesapeake Country Scenic Byway: Discover Michener’s Maryland
 - Chesapeake Country Scenic Byway: Follow the Blue Crab Route
- ii. Organize a regional cooperative network. Even with the existence of the heritage areas, tourism promotion primarily occurs through individual county tourism offices. This organizational structure is due to funding sources, but in truth it has little to do with how visitors experience a destination. As a maturing tourism district that has made great strides in organizing heritage areas and scenic byways, it is important for the successful promotion of the Byway that a regional cooperative network be established.



Fig. 4-33 Positioning the Byway as part of the region’s destination marketing is a critical first step for a successful byway

As noted in the Maryland’s byways research study, a key recommendation emerging from the study is:

Explore partnership development to increase exposure and awareness. Create/leverage partnerships with local brands and tourism attractions that share attributes and motivating travel factors.

The network will include representatives from each of the county tourism offices and state heritage areas in the region. Additionally, a representative from the Maryland Office of Tourism will be invited to join the network. Anchor attractions from the region that have marketing plans and staff who focus on marketing will also be included.

Organizational steps for the network are

- All agencies should agree to have representation on the network. Representatives should be authorized to make decisions on behalf of their agency or office
- Establish a communication system. This will include a regular schedule of meetings (at least twice yearly) and structure for communication through regular emails to address issues and opportunities
- Review each agency’s current marketing plans and promotions. Evaluate how different marketing strategies can work together to promote the scenic byway
- Coordinate individual tourism office, heritage area and attraction marketing strategies with Maryland Office of Tourism marketing to ensure that efforts reinforce and complement each other

- Review focus areas outlined in this report. (See page 89) Adopt the focus area strategies and develop a timeline for implementation
- iii. Apply for a National Scenic Byway marketing grant. The National Scenic Byways grant program includes a marketing grant category (National Scenic Byway marketing grants). Applications may be made for funding to develop a marketing plan and also for the implementation of marketing activities. All grants require a 20% match that may include in-kind services. Marketing grants must reflect the entire National Scenic Byway; therefore it will be critical for the regional cooperative network to reference the intrinsic qualities that unify the Byway and to understand how network members can work together in promoting the Byway along the entire route. The network should first apply for a grant to develop a marketing plan for the Byway

Marketing Plan

Application guidelines for marketing grants require “a detailed written account and timetable of objectives and anticipated methods to be considered to achieve the marketing goals, along with any anticipated performance measures for the strategies identified. This should be addressed within the context of the Byway’s target market, and clearly address how the plan will showcase the Byway, the intrinsic qualities supporting the Byway’s designation, and the region.”

Network members should work together to incorporate selected elements from their own marketing plans into a Byway-wide marketing plan. This will allow county tourism offices, heritage areas and attractions to build on existing promotions and will reinforce messages to potential visitors about the destination experience. It will also allow for development of specific promotions targeting sections of the Byway including Michener’s.

Once the network has developed a Chesapeake Country Scenic Byway marketing plan, the next step will be to apply for funds to implement the plan. Guidelines require that applicants “provide information on which specific components of the marketing plan will be addressed, discuss prior marketing efforts conducted to date, how the proposed project will build on/complement/expand on prior marketing initiatives and how results/performance will be measured. The application should also include information regarding the Byway’s target market, including segmentation and niche markets.”



Fig. 4-34 Existing Chesapeake Country National Scenic Byway logo

Focus Areas

As the Byway marketing plan is developed, promotional efforts will focus in key areas connected to findings in Maryland’s byway research study, the Maryland Office of Tourism’s identification of emerging marketing venues and the department’s byway marketing plans. Focus areas should include the development to the following strategies.

Strategy 3.3 Develop Websites –

The Maryland Byways research study – as well as most other current tourism studies – shows that the internet is the primary tool for travel planning. The existing Chesapeake Country National Scenic Byway website provides information on the history and culture of the region and itineraries. (See more below.) Links are included for the three county

tourism offices (Cecil, Kent and Queen Anne's) as well as regional and state links and links to websites on specific topics including history, land and water. The Kent County tourism website has a link to this site from its homepage. The Chesapeake Country byway organization has invested time and expense in this website and as part of the extension of the Chesapeake Country organizing concept to the two routes to the south, the other two byway groups should respect that investment and build upon what has already been done. Best would be to create a single website.

Implementation Steps

To get the most out of the existing national scenic byway website, enhancements can include:

- i. Add links to all county tourism websites with an introduction inviting visitors to explore the region by traveling the Byway.
- ii. The Blue Crab Byway website can either be linked to the Chesapeake Country Scenic Byway sites or the information on the site can be incorporated into the main website
- iii. The Byway's homepage will introduce the Byway using language that reflects the characteristics that respondents in Maryland's byways research study said they wanted in a byway travel experience (great place for learning and discovery, offers real adventure, interesting historic areas and attractions, etc.)
- iv. The list of Byway attributes found on the homepage (Maryland's first nationally designated scenic byway, working landscapes and waterfronts, historic town centers, pristine natural areas, historic main streets, fish from a nearby pier, hike-bike-paddle, beauty-tranquility and history-traditions) should link to additional descriptions on the topic and listings of attractions where these attributes can be experienced.
- v. The website's byways map should be expanded to include all counties and should be interactive. Users should be able to scroll over the name of a site and see a pop-up box that describes the site and links to the attractions' website.
- vi. The website should include testimonies from visitors to the region who have traveled the Byway. Testimonies could be as simple as quotes that are included on pages throughout the website or could be in the form of blogs written by travelers.
- vii. Itineraries should be expanded. (See next section.).
- viii. Be sure to confirm Google Earth entries and itineraries to the website.

Strategy 3.4 Create Itineraries

Itineraries are an easy way to help visitors get ideas about what to see and do, to identify attractions related to their particular interests and to organize their trips. The Chesapeake National Scenic Byway website includes itineraries for birding along the Byway, enjoying water-related and agricultural tours and touring the area's historic churches.

Implementation Steps

Itineraries can be expanded in order to:

- i. Incorporate themes from throughout the Byway region. Thematic itineraries could expand on the area's agricultural and maritime heritage, African American history, Native American history, and other topics that encompass the entire region
- ii. Focus on specific themes for sections of the Byway. The Michener theme encompasses three counties – Caroline, Talbot and Dorchester – and an itinerary should reflect this specific topic. Talbot County has already developed a suggested itinerary that identifies sites in Easton, Oxford, St. Michaels and Tilghman Island related to author James Michener's research in writing *Chesapeake* (places where he stayed, dined and wrote

while working on the novel) and also includes sites that inspired Michener's creation of towns and descriptions of cultural traditions, in particular the area's maritime history. ([Michener Itinerary](#)) This itinerary could be expanded to include stops in all three counties, creating a variety of options for one-day or multi-day tours

- iii. Create audio tours and/or mobile web applications. As itineraries are established, network organizers should track which itinerary pages are most often visited on the website. A plan for creating audio tours or mobile web applications should be developed, starting with the most popular itineraries. Audio tours or mobile web applications offer a way to personalize the itineraries by using newspaper accounts, letters and other historic documents to bring the stories to life for visitors. Printable scripts should also be available for download for travelers who may not have audio equipment or mobile web technology

Strategy 3.5 Use Social Media

The Maryland Office of Tourism's byway marketing plans include social media strategies to be implemented in the spring of 2011 including Facebook, Twitter and Flickr. The Chesapeake Country Byway network should also use these social media resources, beginning with creation of a Facebook page to allow promoters to interact with "friends" who have traveled along the Byway and who can share their experiences with others who are interested in planning a trip. A Facebook page will also provide a forum to provide updates constantly about events and activities along the route. The page should include a link to the Byway website as well as all county tourism and Maryland Office of Tourism websites. Twitter and Flickr are additional social media resources that should be explored and used in future marketing efforts.

Strategy 3.6 Evaluate the Need for Collateral Materials –

Maryland's byways research study showed that in addition to using the internet, travelers also want to have printed materials to take with them on their trips. The Maryland Office of Tourism is producing a new statewide byway guidebook that will include all byways and heritage areas. The Chesapeake Country Byway regional cooperative network should evaluate and determine if any additional collateral materials specific to the Byway are needed. Consideration should be given to producing "tear-off" maps that relate to the various themes and itineraries that will be developed. These maps can be produced inexpensively as tear-off map pads and distributed through frontline tourism venues throughout the region and can also be available for download from the website. A good example is the "Detours" developed by the Blackstone Valley Tourism Council. ([Blackstone Detours](#)) The tourism council has developed 11 thematic tours ranging from history to farm stands to fall foliage. The downloadable pieces include information related to attractions, directions and a map as well as a website address and toll-free number for more information.

GOAL 4: Interpreting the Byway

Use the Byway to present the landscape and cultures of Michener's Chesapeake to visitors, linking communities, attractions and sites as Byway destinations and encouraging visitors to explore. Strengthen the Eastern Shore's visitor experience and make it more coherent, thereby expanding the range of desirable things to see and do on the Eastern Shore for both visitors and residents.



Fig. 4-35 Interpretive exhibits at Chesapeake Bay Maritime Museum in St. Michaels

The following describes the regional context for interpretation, along with recommendations for interpretation of Michener's Chesapeake as part of the Chesapeake Country National Scenic Byway, including localized sub-themes and tag lines.

Regional Context for Interpretation

Through consultation with partners throughout Maryland's Eastern Shore, a consensus has developed that the identity of the Chesapeake Country National Scenic Byway should be extended southward to include the Michener's and Blue Crab byway initiatives. As discussed starting on [page 87](#), this common identity will help unify the Eastern Shore's marketing and presentation of its visitor experience while allowing ample opportunity for variation based upon unique local and regional differences. Interpretively, this approach allows the Byway and its communities and attractions to build upon well-established existing initiatives while creating new experiences for visitors to explore.

The Chesapeake Country National Scenic Byway was established in 2002 and extends from the City of Chesapeake on the Chesapeake and Delaware Canal south to Kent Island and the Bay Bridge. Sidetracks explore scenic back-country routes, connecting to out-of-the-way destinations. The byway is a partnership of Cecil, Kent and Queen Anne's counties.

In planning for interpretation and marketing, it is important that the existing investments and initiatives established by the Chesapeake Country Byway regional cooperative network serve as a foundation for the interpretive and marketing presentation of the extended Byway. The programs and materials related to the existing Chesapeake Country National Scenic Byway in Queen Anne's, Kent and Cecil counties have now been in place for several years. In addition, programs of the three regional state heritage areas, the Blue Crab Byway initiative, the Chesapeake Gateways program, and existing promotional initiatives in the Mid-Shore region of Talbot, Dorchester and Caroline counties should be also be respected and adapted for use along the extended Byway.

This chapter suggests how these different but related programs may be brought together thematically under a single interpretive identity and how the Michener's Chesapeake route of the Byway can adapt its existing interpretive presentation as a distinct set of related experiences within that identity.

Guiding Principles for Interpretation

Interpretation of the Michener's Chesapeake portion of the Byway will be based upon the following guiding principles.

- **Evoking Character:** Use interpretation to evoke the character of the Chesapeake landscape for visitors through the stories of its places and its peoples.
- **Clear Communication:** Offer visitors clear, accurate information about the visitor experience at individual sites and along the Byway as a whole, to make sure they are provided with what they need to know to have a pleasant experience. This includes directions, information on programming, services available, accessibility, timeframes, and precautions they should take, if any.
- **Exploration:** Interpretation provides a reason for visitors to explore. The Chesapeake Bay landscape is the experience, the Byway is the means through which the landscape is explored, and interpretive attractions and installations provide destinations that encourage travel and make it worthwhile.
- **Authenticity:** Authentic landscapes, communities, and resources will be means through which interpretation is presented. Tell stories will be told in the actual locations to which they relate, wherever possible.
- **Quality:** Make Chesapeake Country known for the high quality of its interpretation and visitor experience. Establish and maintain guidelines for consistent high levels of quality.
- **Accuracy:** Ensure that interpretive content is well-researched and accurate.
- **Different Styles of Learning:** Design interpretive media and techniques to acknowledge different learning styles and generational differences in how information is absorbed. Convey interpretive content in a manner that is understandable to visitors.
- **Experiential:** Make interpretation experiential as much as possible using communication that is visual, tied to authentic landscape features and emphasized over text. The opportunity for visitors to be active is preferred over simply providing of information. Encourage visitors to experience the Chesapeake landscape through their senses.
- **Fun and Rewarding:** Make the interpretive experience will be interesting and fun. Visitors will find the experience rewarding and will be encouraged to engage further and to return.
- **Significance and Understanding:** Through interpretation, convey the intricacies and dynamics of the Chesapeake Bay landscape and an understanding of its ecological significance. Make it plain why this place is important to us today.
- **Stewardship:** Base interpretation on the need for stewardship of the Chesapeake Bay's ecology and natural resources. Offer visitors opportunities to support and become involved in stewardship of the Bay and its resources.

Chesapeake Country Audiences

Maryland's Eastern Shore is an active and desirable destination for visitors. Its proximity to the extensive metropolitan areas of Washington, Baltimore, and Philadelphia make it accessible to a large number of people, yet its separation by the Chesapeake Bay has set it on a separate developmental track that has preserved its unique natural, maritime, rural and agricultural character. A visit to the Eastern Shore is an easy escape to a place that is beautiful, peaceful, and different. Tourism is an important part of the Eastern Shore's economy.

In planning for interpretation, it is helpful to consider the types of audiences that visit the Eastern Shore and how they will be using the Byway. The Byway is envisioned as a means through which the Eastern Shore landscape can be explored. It links communities and attractions and provides things to do along the way. Through observation and information from existing attractions and tourism organizations within the Eastern Shore, several types of audiences have been identified below for consideration (also see Maryland's scenic byways market research). Each type of potential audience has different interests, expectations, and needs with respect to interpretation and visitor services. It is helpful for the Byway partners to consider these varied audience expectations and needs when developing plans for programming and marketing.



Fig. 4-36 Authenticity is a key to attracting the next generation of heritage travelers

Heritage Travelers

Heritage travelers are the common demographic group to which scenic byways, heritage areas, historic communities, and many historic sites appeal. Heritage travelers are older, affluent and well-educated. They tend to travel by automobile in small groups: as couples, pairs of couples, or small groups of family and friends. Heritage travelers are interested in and engaged with the places they visit. They are looking for a high quality experience. They are capable of absorbing detailed interpretive information, and they are interested in understanding the broader implications of the information presented. (See Chapter 3, page 38)

Authenticity is a key attraction to heritage travelers. They want to see, experience, and appreciate the actual places where things happened. Quality-of-life is of particular interest. Heritage travelers are interested in a holistic experience, not just visiting attractions. They want to be in interesting places, and they want to experience the places that local residents frequent. Heritage travelers are interested in the quality of the experience: the driving (or bicycling), the scenery, the lodging, dining and shopping. Heritage travelers are willing to spend more money than other types of visitors. They tend to be repeat visitors if they like the place and feel there is more to see and do.

Flexibility is important in planning itineraries. A range of short, medium and longer experiences should be available. Discovery of the unexpected while they are here will encourage visitors to adjust their plans as well as visit again. Interpretation should not only be of high quality, but should also be intellectually stimulating and enlightening.

Active Retirees and Part-time Residents

Chesapeake Country is a desirable location as a place where older individuals and couples

can retire or own a second home. Its high quality of life and relaxing character make it an appealing place to be, yet it is easily accessible to friends, family, and urban experiences of the metropolitan areas to the west of the Chesapeake Bay.

Active retirees and part-time residents value the character of their communities. Active retirees are likely to become involved as volunteers and benefactors. They may be among the area's strongest proponents in presenting and representing it to visitors. Active retirees and part-time residents share many of the attributes of heritage travelers and may indeed *be* heritage travelers, their primary difference being the length and frequency of their stay. Active retirees will host friends and family who come for visits. They are likely to use the Byway as a means to show their friends around and introduce them to the Eastern Shore. The quality of interpretive presentations should be such that they will engage and sustain their interest, providing them with an understanding of and appreciation for the Eastern Shore that they can share and convey with friends.

Recreational Boaters

The Chesapeake Bay is a playground for recreational boaters. Marinas are found along the waterways leading to the bay and are an important component of the regional economy. Boaters descend upon the Eastern Shore during the spring, summer and fall seasons and experience an alternative lifestyle on the water. They motor and sail the bay exploring the coastline, rivers and inlets and stopping at waterside communities for provisions and landside activities.



Fig. 4-37 The Byway links dozens of hard and soft boat landings providing a tremendous opportunity to reach a wider audience

The Byway will be an ancillary resource for boaters. It will be an additional landside activity that can be enjoyed when automobiles or bicycles are available. Its presentation of the natural history and heritage of the Eastern Shore will reinforce the Chesapeake experience they enjoy. Like other part-time residents, boaters are likely to be affluent and to deeply appreciate Chesapeake communities and landscapes. They will introduce their friends and guests to the Eastern Shore. Marinas and launching areas are potential locations for self-guided interpretive exhibits. Interpretive experiences within close proximity of marinas and docking facilities, such as attractions, exhibits, and walking tours in waterside communities, will be of particular interest.

Nature and "Human-powered" Recreational Enthusiasts

The Michener's Chesapeake region has an extensive natural landscape of extraordinary ecological significance. Nature and recreational enthusiasts are drawn to this landscape to explore its riches, whether for such relatively passive activities as bird watching and fishing, or more active recreational pursuits such as kayaking and biking. Regional tourism organizations market to nature and recreational enthusiasts as part of their promotional strategies. Bicycling is a popular activity throughout the Eastern Shore because of the relative flatness of the terrain and the relatively high density of points of interest along the way.



Fig. 4-38 The Oxford-Bellevue Ferry is an integral part of bicycle touring along the Byway

The Byway provides access to many of the natural areas within the three-county Michener region. These natural areas are part of the scenic landscape being presented, especially in the Blackwater Refuge vicinity. Parking areas and boat launches are places where interpretive exhibits can be installed, supporting the interests of nature enthusiasts and

inviting others to appreciate and take part. Many of these areas already host interpretive exhibits that show water trail and other opportunities.

Weekend Explorers

The proximity of the Eastern Shore to the metropolitan areas west of the bay results in many short, exploratory trips being undertaken by individuals and couples looking for a quick, casual getaway. The Chesapeake Country region is the perfect place for such a quick change of pace. Weekend explorers are short-term, often first-time visitors looking to get away. The scenic byway provides a structure through which they can explore the region, providing links to destinations, and offering interpretive content that promotes the understanding and appreciation of the landscape. Through this appreciation, it is expected that repeat visits and longer stays will occur.

Families

The Eastern Shore is a vacation destination for families whether for travel or for stay at a rental property. Families are a primary audience for the Eastern Shore's visitor attractions. As a visitor group, families imply a mix of ages, from children to grandparents. In order to attract and satisfy families, a mix of activities and options is required — something for everyone. Different interests, abilities, and activity levels need to be engaged and accommodated. Family groups may divide up, do different things, and meet back together.

Families tend to have limited time periods for their visits. They require visitor services, such as rest rooms, places for older people to rest, friendly guides, and snacks, if possible. Families are looking for fun; enjoyment is more often the primary driver in decision-making, rather than educational value, although education is important. They benefit from quick, easy learning. To serve families, the Byway should emphasize linking places that involve activities and experiences that are engaging and fun. Sailing ships, skipjacks, working waterfronts, nature trails, and the region's more comprehensive attractions will interest family groups.

Destination Travelers

The primary weekend traffic along US 50 during the summer months are visitors who are heading to the Delaware, Maryland and Virginia beaches. They are often not that interested in stopping along the way, but even capturing a small percentage of these travelers would be a benefit to all the Eastern Shore communities. These visitors may be looking for opportunities for things to see and do on bad weather days or to extend their visit after leaving the beach on the traditional Saturday moving in/moving out period.

Arts and Culinary Travelers

Increasingly, visitors are attracted to the local food offerings and the extensive arts events and celebrations that are held throughout the Byway region. Tilghman Island has attracted artists and photographers for many years and the entire region is becoming more attractive to those that seek out the distinct character, light qualities, and abundance of wildlife.

Chesapeake Country Thematic Structure

Interpretive themes are the central concepts or ideas that are important about a place, subject or resource and that give it meaning and significance. Themes help visitors connect individual

places and stories with broader contexts and help them understand what they mean and why they matter.

Themes for the Byway must be broad and comprehensive enough to represent the character and significance of the entire region, yet specific enough to provide context, focus and meaning for a wide variety of individual stories and places. Every community and site within the heritage area must be able to identify with them. Local stories, subjects and resources will be used to illustrate regional themes. Themes establish a clear, regional framework for presentation and are used to guide and coordinate interpretation at individual sites. They help link communities, attractions and sites in order to provide a comprehensive, cohesive and understandable experience for visitors.

As discussed in other portions of this corridor management plan, Maryland's Eastern Shore has seven Chesapeake-related interpretive initiatives, each with its own thematic structure. (See the table on page 19.)

In addition, the Eastern Shore features the

- Harriet Tubman Underground Railroad Byway, an All-American Road – Dorchester and Caroline Counties
- Captain John Smith Chesapeake National Historic Trail – entire Chesapeake Bay Watershed, the nation's first water trail in the National Trails System
- Beach to Bay Indian Trail, a National Recreation Trail from Ocean City to Crisfield

These overlapping initiatives all explore similar themes related to Chesapeake Bay landscapes and heritage, though the themes are expressed in different ways. The recommendation to combine the Chesapeake Country, Michener and Blue Crab byway initiatives under a single identity and presentation is intended to eliminate the potential confusion that could be experienced by visitors and replace it with a clear and comprehensive vision, message and experience. To do so, consensus must be reached on a single set of overarching themes within which local variations and interests can be expressed.



Fig. 4-38 The Living Shoreline is a central theme of the Chesapeake Bay Maritime Museum in St. Michaels

Overview of Existing Themes, Stories and Marketing Messages

Below is a summary of the existing themes, storyline topics, and marketing messages developed for the heritage area and Byway initiatives within the Chesapeake Country Byway's regions.

Stories of the Chesapeake Heritage Area

Central Story:

Living with an Estuary – An Inseparable Influence

Life here is inseparable from the Chesapeake Bay – as estuary and as watershed.

This is true today as it has been historically.

Six Singular Regional Stories:

Story 1: Changes in the Land

The Chesapeake Bay is a dynamic natural system with humans as an integral part.

Story 2: Peopling the Land: Change and Continuity

Residents here, past and present, have selectively embraced change in response to the particular resources and geography of Chesapeake Bay, and in the process, have themselves changed this place.

Story 3: Colony and Nation-building

This region both participated in and contributed to processes and events central to the growth and continued prosperity of colonial Maryland. With time, the region also contributed to the broader patterns of nation-building.

Story 4: Food for the Soul – Religion and Belief

The history of the Stories of the Chesapeake Heritage Area is closely interwoven with the story of religious toleration and denominational development spanning the 17th to the 20th centuries. The religious heritage here in turn is linked in powerful ways to Abolition and the Underground Railroad.

Story 5: Working the Land and Water

The fertile lands, rich waters, and gentle climate of this region supported successive populations whose wealth grew as they learned to exploit these resources. Today's economy and unique Chesapeake Bay cultures still rely on a foundation built from natural resources, and resonate also to influences well beyond the Bay.

Story 6: Destination Eastern Shore! Travel and Transportation Past and Present

If this is a landscape whose destiny is determined by the Chesapeake Bay, it is also a landscape shaped by the history of transportation and the ever-greater access afforded by a succession of travel modes.

Supporting Stories:

Supporting Story A: Inspired by the Bay – Cultural and Artistic Expression

Cultural and artistic expression, historic and contemporary, not only enriches the fabric of life in the Stories of the Chesapeake Heritage Area, it also illuminates the variety of influences, human and natural, that shaped local societies. This story focuses on the many examples of artistic and creative expression that are sewn into the fabric of life on the Eastern Shore. As varied as the area's residents, the region's cultural expression ranges from fine art and photography to literature and poetry to traditional arts and crafts.

Supporting Story B: Building by the Bay – Architecture and Landscapes

Landscapes and architecture throughout the Stories of the Chesapeake Heritage Area not only reflect the influence of the Chesapeake Bay estuary, they reveal the area's origins and patterns of human settlement, illustrate its history of adaptation, and reflect its creative artistic expression.

Supporting Story C: Recreation and Renewal by the Bay
Forms of recreation abound in the Story of the Chesapeake Heritage Area, attracted by the abundant water access and even more abundant wildlife. The changing forms and conditions of this recreation illuminate an important dimension of life within the region.

The Stories of the Chesapeake Heritage Area has produced marketing materials that use tag lines and messaging derived from its themes. These include

Living by the Bay – the region's peoples, past and present
 Working the Water – the Chesapeake's maritime heritage
 Working the Land – the Eastern Shore's agricultural landscape
 Inspired by the Bay – culture and artistic expression
 Playing by the Bay – recreation and renewal
 Building by the Bay – historic communities, crossroads villages, and rural landscapes
 Food for the Soul – Colonial history and early religious pluralism

Chesapeake Country National Scenic Byway

An interpretive plan prepared for the Chesapeake Country Scenic Byway in 2005 adopted the thematic structure developed for Stories of the Chesapeake Heritage Area. In its current marketing materials, including its website, brochure, and map, Chesapeake Country organizes its attractions through the following three messages.

Water

The Chesapeake Bay and its tributaries reveal the tapestry that is Chesapeake Country.

Land

Agriculture and pristine natural resource areas accentuate our rural character.

History

Historic buildings, churches, and landscapes are evidence of our rich Colonial history.

These marketing messages reflect the Stories of the Chesapeake themes but do not specifically delineate them. Communities and attractions are presented individually under the three categories without overarching interpretive content.

Chesapeake Country also outlines a series of itineraries that reflect the tag lines created by Stories of the Chesapeake. Presented in this order, they include

- Birding the Byway
- Chesapeake Country's Bountiful Harvest: Working the Water
- Food for the Soul: Historic Churches
- Chesapeake Country's Bountiful Harvest: Working the Land

Finally, Chesapeake Country makes a special effort to market its agricultural character through both its website and an independent brochure and map. These materials use the tag lines

- Living on the Land
- Chesapeake Country is Farm Country

The agricultural marketing materials feature a map identifying agricultural attractions along the Byway and they present an interpretive overview of the following subjects:



Fig. 4-39 Eastern Shore Thrashermen's Show, every August, on Rt. 313 between Denton and Federalsburg, Maryland

- Crops: Why so much corn?
- Vineyards on the Eastern Shore?
- What is hay anyway?
- Livestock: What's the difference between brown cows and black-and-white cows?
- What is a broiler?
- How much milk does one cow produce?
- Machines: Aren't they all tractors?
- What is a combine?
- How do the corn kernels get off the cob?
- What are all those metal buildings?
- Seasons: every season is a farm season.

Heart of Chesapeake Country Heritage Area

Seven primary interpretive topics were identified for interpretation of the heritage area in its 2002 management plan and were further developed for its website:

- Agricultural Life
- Chesapeake Landscapes & Outdoor Adventure
- Dorchester Families & Traditions
- Harriet Tubman and Eastern Shore African American History
- History, Architecture, and Artifacts
- Maritime Life
- Native American Heritage

Heart of Chesapeake Country has also produced a trail guide brochure entitled, *Birding in the Heart of Chesapeake Country* with interpretive information on birding and the delineation of recommended birding trails and locations for observation.

Other Mid-Shore Promotion Efforts

The Mid-Shore Regional Council, a cooperative regional planning and development agency serving Caroline, Dorchester and Talbot counties, has created the Mid-Shore Directory of Food, Farms, and Fun that outlines “where to find locally grown and raised produce, plants, seafood, horse farms, wineries, and more throughout Caroline, Dorchester and Talbot counties.” The brochure coincides with the area covered by the Michener’s Byway initiative. It lists 66 agricultural attractions under the topics of

- Bed & Breakfast
- Horse Farms
- Agritourism
- Farmers’ markets
- Winery
- Nursery
- Produce
- Meat & Dairy

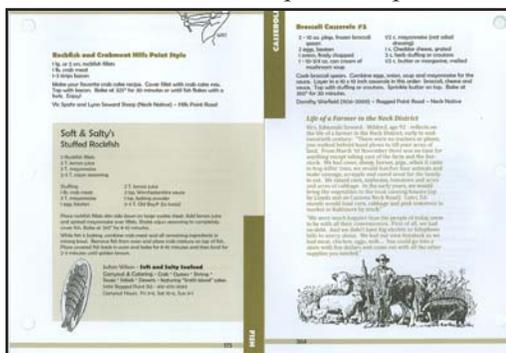


Fig. 4-40 Stories from the Eastern Shore in Dorchester County are told in a variety of way – a cookbook for example

Lower Eastern Shore Heritage Area

The 2002 management plan for the Lower Eastern Shore Heritage Area identifies six thematic topics and stories related to them:

- A Water World: The Living, Natural Bays and Rivers of the Chesapeake and the Atlantic
- Great Escapes: Recreation and Renewal
- Land, Water, and Action: Stewardship and Sustainability
- The Land of Plenty: Peoples and Settlement on the Lower Eastern Shore
- Lifelines and Livelihoods: Commerce, Productivity, and Transportation
- Military and Naval Heritage on the Lower Eastern Shore

Strategy 4.1 Overarching Chesapeake Country Byway Interpretive Themes

Convene a committee of regional interpreters and marketers to review interpretive, region-wide themes, and develop a single set of themes and related tag lines that are applicable to the Chesapeake Country Scenic Byway in its entirety.

Rationale

It is recommended that representatives of the existing Chesapeake Country National Scenic Byway and their partners from the Michener and Blue Crab byway regions work together with the three Eastern Shore heritage areas to achieve consensus on a set of overarching interpretive themes for presentation of Maryland's Eastern Shore (See page 85). This effort should simply select the common set of overarching themes (adapted from existing interpretive and marketing messages) to be communicated through interpretation and marketing for all of Maryland's Eastern Shore byways. In particular, agreement should be reached on the use of tag lines as marketing messages by region. The goal is to craft overarching messages that will be clear and understandable to visitors throughout the Eastern Shore and beyond while accommodating local variations and distinctions that reinforce the unique character and presentation of local communities, attractions and sites.

Implementation Steps:

- i. Convene a committee of interpreters and marketers fully representing the Byway both geographically and thematically
- ii. Review existing interpretive themes, subjects, and tag lines currently being used by the tourism offices and heritage areas in each portion of the Byway
- iii. Use this existing information to decide upon a unifying and consistent set of interpretive themes and tag lines that can be used to represent the Byway as a whole. Review the themes and tag lines with visitor bureaus and attractions to obtain input, approval and adoption
- iv. Use the themes and tag lines as the basis for regional interpretation and marketing

Strategy 4.2 Visual and Graphic Identity

Building on existing formats, decide upon an overall visual and graphic identity for the Chesapeake County Byway as a whole. Establish a basis for individual variation within the design for each portion of the Byway.

Rationale

Using this approach, each region can then develop its identity further while working cooperatively on communicating those messages to the traveling public. The two heritage areas (Stories of the Chesapeake and Heart of the Chesapeake) and four county-based tourism offices that comprise Michener's Chesapeake Country Scenic Byway can continue

to work together to expand the available itineraries and sites in a cooperative manner at the local level, while seeking greater efficiencies and clarity in methods of marketing, message delivery, and content at the nine-county multi-regional level.



Fig. 4-41 Example of how a distinct visual and graphic identity captures the attention of the desired audience

An example of this greater multi-regional efficiency and clarity is in the development of marketing materials produced for the Michener's Chesapeake region of the Byway. Materials can easily be developed that are similar to, but clearly distinguishable from, those currently used by the Chesapeake Country National Scenic Byway. This can be accomplished by using a similar layout and graphic identity but different image within the logo, coloring, regional tag-line, and/or other means. The creation and design of future marketing messages and materials should be coordinated through the Chesapeake Country Scenic Byway regional cooperative network.

Implementation Steps:

- i. Parallel to and in coordination with the development of Byway-wide themes and tag lines, convene a committee of visitor bureau and other regional representatives to work on regional graphic identity. Obtain leadership and guidance from a graphic design consultant, possibly a designer currently employed by visitor bureaus and attractions along the corridor. Coordinate with the development of a Byway logo as discussed in Strategy 3.1 above
- ii. Review existing graphic materials being used in the various media throughout the Byway, including print materials, exhibits, websites, advertising, etc.
- iii. Use this information to decide upon a unifying and consistent graphic identity for print materials, exhibits, and websites that can be used to convey a common identity along the Chesapeake Country Byway as a whole. As with the logo, the Byway-wide graphic identity should allow for local variation to distinguish the between the Michener and Blue Crab regions
- iv. Prepare a set of design guidelines for graphic identity outlining how the identity should be used by partners for each type of media product

Strategy 4.3 Presentation of the Byway

Confirm the interpretive themes and storylines appropriate to each individual section and branch of the Michener's Chesapeake portion of the Byway. Develop a phased implementation program section by section and branch by branch.

Rationale and Proposed Themes

The Chesapeake Country National Scenic Byway is a heritage travel experience presenting the unique landscapes and communities of Maryland's Eastern Shore to visitors. The Byway links communities, attractions, and interpretive sites along its route, providing opportunities for visitors to engage in a variety of activities. Through the Byway experience, the character and significance of the Chesapeake landscape and its heritage is made clear to visitors. By connecting the region's communities and attractions, the Byway supports their programming and demonstrates the interconnected relationships between them. Interpretive stops along the Byway present the stories of the Chesapeake landscape as a whole and help set the linked communities and attractions long the route in context.

The Michener's Chesapeake portion of the Chesapeake Country Byway extends from

Centreville in Queen Anne's County south to Vienna on the Nanticoke River and is composed of a primary route with a series of eight branches. The Michener portion of the Byway crosses numerous tributary rivers and streams including the Wye, Miles, Choptank, Blackwater, Marshyhope and Nanticoke rivers. Each portion of the Byway presents aspects of the Chesapeake Country landscape in accordance with Byway's thematic structure and the character of the specific resources, attractions and communities along it. Concepts for organization of the interpretation of each segment of the Byway are outlined below.

Chesapeake Country: Exploring Michener's Chesapeake

In his 1978 novel *Chesapeake*, James A. Michener depicts four centuries of humankind's relationship to the Chesapeake Bay and its distinctive natural resources. While the characters, events, and even some places are fictional, the lives, experiences, and evolving relationships between people and the bay's natural and cultural landscapes are described in ways that promote understanding and appreciation of the richness and significance of this place. As expressed in the Stories of the Chesapeake Heritage Area's central theme statement, "life here is inseparable from the Chesapeake Bay – as estuary and as watershed." This is true today as it has been historically. Like Michener's novel, the Byway explores the evolving relationships between people and the Chesapeake Bay landscape and waterscape over time.

Michener's novel is divided into 14 sections or 'voyages' and covers the four centuries from 1583 to the time of the novel's writing in 1978. Geographically, the broad sweep of the Chesapeake Bay landscape is depicted, but the stories center around the lower Choptank River region, at the heart of Maryland's Eastern Shore.

Voyage 1 takes place in the 16th century and depicts Native American lifeways and their relationships to the bay through the lives and experiences of its characters before the appearance of European settlers.

Voyage 2, 3 and 4 occur in the 17th century and portray the early settlement of the estuary, including its tenuous beginnings, the introduction of tobacco in the later part of the century, and tobacco's role in shaping the regional economy and social life.

Voyages 5 and 6 describe the lives of *Chesapeake's* characters in the early 18th century as settlement within the bay region became fully established and began to thrive and prosper. Wheat became the primary staple of the economy, and the Eastern Shore became known as the 'breadbasket of the colonies.' The book covers the Colonial period through the Revolutionary War and establishment of the new nation, a period that is still evident through the buildings, plantations, landings, and historic communities of the region. The evolution of Chesapeake Bay clipper-schooner helped revolutionize global trade, and the shipping of flour to the West Indies and elsewhere established the prosperity of the bay region.

Voyages 7 through 11 follow the evolving lives of the Chesapeake's characters through the 19th century. A period of growth and dynamic change, this century saw the transformation of the region from river-oriented to rail-oriented transportation, with a move away from wheat production and the development of canning and other new forms of industrial growth. Perhaps most significantly, the Age of the Waterman developed toward the end of the century as the oyster became a nationally popular food that transformed the regional economy.

Voyages 12 through 14 trace the novel's events within the context of the 20th century, through the personal economic challenges of the Depression and recovery. It reflects the nation's awakening to the despoliation of the Chesapeake Bay and its landscape and the failure to appreciate and protect it.



Fig. 4-42 Interpretive presentation at Wye Mills

Portions of the Chesapeake Country Byway will explore the region's evolving heritage and relationships to the bay that provides the context for Michener's novel. The same window on history that is available to visitors today inspired Michener's work. Like Michener, a visitor to the area will be able to glimpse more than 350 years of American history in the landscape, communities and people of the Mid-Shore area. A special 'supporting story' and touring itinerary, building upon Talbot County's existing itinerary, will be created as an overlay of the region to tell the story of Michener's inspiration for and writing of his novel as well as the various periods, characters, places and stories it depicts.

Exploring Michener's Chesapeake: Maritime Heritage Route, Centreville to Vienna

The primary route of the Michener portion of the Chesapeake Country Byway tracks south from Centreville through Wye Mills, Easton, Trappe and Cambridge to Blackwater before turning east toward Vienna on the Nanticoke River. As an itinerary, it will be known as Exploring Michener's Chesapeake. Interpretively, it is divided into three sections.

Section 1: Wye Mills

Theme: *Colony and Nation-building*

Attractions:

- Wye Grist Mill and Museum
- Little Red Schoolhouse
- Pickering Creek Audubon Center

Section 2: Easton, Trappe and Cambridge

Themes: *Living with an Estuary,*
Peopling the Land: Change and Continuity
Inspired by the Bay – cultural and artistic expression
Building by the Bay – architecture and landscapes

Easton Attractions:

- The Historical Society of Talbot County (full service)
- Academy Art Museum (full service)

Trappe Attractions:

- The Rural Life Museum of Trappe

Cambridge Attractions:

- The Visitor Center at Sailwinds Park (full service)
- LaGrange Plantation (full service)
- Dorchester Center for the Arts (full service)
- Nathan of Dorchester Skipjack

- Harriet Tubman Museum & Education Center
- Richardson Maritime Museum
- Ruark Boatworks
- Stanley Institute School

Section 3: Blackwater

Themes: *Changes in the Land – the Chesapeake Bay is a dynamic system*

Recreation and Renewal

Attractions:

- Blackwater National Wildlife Refuge



Fig. 4-43 Using landscape demonstration project as an interpretive tool at Blackwater National Wildlife Refuge Visitor Center

Discovering Michener's Chesapeake: Agricultural Heritage Route (or Branch), Denton/Federalsburg/Vienna

Theme: *Working the Land* with the tag line and marketing message

Ebb and Flow – exploring the upper reaches of the Chesapeake watershed

Attractions:

- Choptank River Heritage Center (Denton)
- The Museum of Rural Life (Denton)
- The Foundry (Denton)
- Federalsburg Area heritage Museum (Federalsburg)
- Exeter/The Gatehole (Federalsburg)
- Vienna Heritage Museum (Vienna)

Discovering Michener's Chesapeake: Reaching out to the Chesapeake Bay

The following branches should be marketed and interpreted as distinctive destinations.

St. Michaels/Tilghman Island Branch

Themes: *Working the Water*

Recreation and Renewal

Attractions:

- Chesapeake Bay Maritime Museum (full service)
- St. Michael's Museum, St. Mary's Square
- Tilghman Watermen's Museum

Oxford/Bellevue Branch

Theme: *Peopling the Land: Change and Continuity* through the overlay story of Michener's Chesapeake

Attractions:

- The Oxford Museum
- Oxford/Bellevue Ferry

Hudson Branch

Theme: *Working the Land*

Attractions:

- Spocott Windmill

Blackwater Branch

Theme: *Changes in the Land – the Chesapeake Bay is a dynamic system.*

Attractions:

- Blackwater National Wildlife Refuge

Hoopersville Branch

Theme: *Working the Water*

Attractions: scenic views of the bay

Elliot Island Branch

Theme: *Changes in the Land – the Chesapeake Bay is a dynamic system.*

Attractions: scenic views of marshland

Hurlock/East New Market/Secretary/Linchester Mill (Preston) Branch

Theme: *Working the Land*

Attractions: views of agricultural landscapes

Strategy 4.4 Michener's Chesapeake and Other Supporting Stories

Prepare a specialized presentation of Michener's novel *Chesapeake* as a unique theme and itinerary that is representative of the Byway.

Rationale

In his 1978 novel *Chesapeake*, James A. Michener depicts four centuries of humankind's relationship to the Chesapeake Bay and its distinctive natural resources, focusing on the Choptank River, the heart of Michener's Chesapeake Country Scenic Byway, as one of his main "characters."

The central portion of the extended Chesapeake Country National Scenic Byway in portions of Queen Anne's, Talbot, Caroline, and Dorchester counties will be known as *Discovering Michener's Chesapeake*. While interpretation of the Byway will not rely solely upon Michener's 1978 novel, the novel should

- Be used liberally in the branding and identity of the Byway and its interpretive presentation, and
- Invite visitors to explore the novel through Michener and his writing of the work, through the landscapes it depicts, and through the characters and storylines he wove.

Michener Branding, Identity, and Interpretation

By choosing to name the Byway after Michener's novel *Chesapeake*, we are tapping into the public's broad popular memory of the man and his work. James Michener should be honored, appreciated, and respected just as he honored, appreciated, and respected the Eastern Shore landscape and its peoples. Branding, identity, and interpretation associated with Michener should be in accordance with the following guidelines:

- **Be Respectful:** Use Michener's name and book only in ways that he would have appreciated. Be respectful, understated, and modest; don't over-do it.
- **Be Idealistic:** Through his life's work, Michener promoted understanding of cultural diversity and the natural world. He was fascinated with learning and was influenced by the Quaker ideal of tolerance. James Michener was generous and

compassionate. The Byway should live up to Michener's idealism and use his references to strengthen the legacy of his ideals, not to idolize the man or his book.

- **Be Accurate:** Be accurate in discussions of the book and its author. Provide enough detail to interest and engage audiences and connect to the real man and the real book.
- **Introduce Michener:** While James Michener and *Chesapeake* are embedded in the public consciousness, many people know little in detail about him or the novel. It should not be assumed that visitors to the Byway are familiar with Michener. His identity should be used in a manner that promotes interest in and understanding of the man and his novel, as well as to promote interest in the Eastern Shore. Visitors should be invited to explore the novel just as they are being invited to explore the Chesapeake Country landscape.



Fig. 4-43 James A. Michener with his wife Mari in their home in Pipersville, Bucks County, 1974, courtesy of Urban Archives, Temple University, Philadelphia, Pennsylvania

Chesapeake is a work of fiction. In an introductory remark to the book Michener writes:

This book is a novel, and to construe it as anything else would be an error. The characters are imaginary; the Steeds, Turlocks, Paxmores, Caters, Cavenys were invented by the author and were based on no real persons. The principal locales-Devon Island, Peace Cliff, the Turlock Marshes and the town of Patamoke- are so completely imaginary that they have been located on land that does not even exist. The Refuge is on a creek that does not exist, and in south-central Africa there is no Xanga River or community of people with that name.

Details of the Choptank River are, however, correct insofar as possible, and there has been no invention here. English settlement of the Choptank came somewhat later than depicted, but it did occur at a spot only twenty-three miles to the north.

In using Michener branding and identity and for interpretation of *Chesapeake* in general, the following actions are recommended:

1. Establish a cooperative relationship with the Michener Museum. The James A. Michener Art Museum in Doylestown, Pennsylvania is a regional art museum preserving, interpreting and exhibiting the art and culture heritage of Bucks County. James Michener was raised in Doylestown and maintained a home in the vicinity from 1948 through 1985. He envisioned and generously supported the museum's founding. While not devoted specifically to Michener, the museum takes great interest in its native son and has a permanent exhibit entitled James A. Michener: A Living Legacy. The Byway should establish an ongoing relationship with the Michener Museum, undertaking joint projects associated with the novel *Chesapeake*. The museum should be asked to provide guidance on use of Michener in Byway branding and identity.

2. Prepare a context study on Michener's writing of *Chesapeake* to guide interpretation of the novel and for public interest. In collaboration with the Michener Museum, prepare a context study of Michener's writing of *Chesapeake* that can be used to guide interpretation. A published version of the study could be offered for sale to the public. Using primary and secondary sources, trace Michener's

inspiration for writing the book, examine his research, follow his writing process, portray his life within the region and the people he interacted with, and outline the real-life inspiration for the themes, characters, stories, and places he depicted.

3. Feature *Chesapeake* in the supporting interpretive theme *Inspired by the Bay – Cultural and Artistic Expression*. What could be more appropriate? Prepare an overview of how the Eastern Shore and Chesapeake Bay have inspired artists in all areas of artistic work. Present the overview on the Chesapeake Country website, in a brochure, and in permanent and special exhibits. Create an interpretive itinerary connecting places where the Mid-Shore's art and culture are presented. Feature *Chesapeake* as one of the primary works of art inspired by the region.

4. Feature short quotes from *Chesapeake* as sidebars on most wayside exhibits and other interpretive materials prepared for the Byway. The novel *Chesapeake* includes many quotable passages that may be used to illustrate themes, subjects and places being interpreted along the Byway. Upon obtaining permission from the Michener estate, the Byway should use appropriate quotes from the novel in sidebars on waysides and other interpretive materials to illustrate aspects of the subjects being interpreted. The interpreted subjects need not be directly associated with the novel's storyline. Michener was particularly elegant in describing the natural world of the Chesapeake Bay. Characters, events, and storyline details could also be used. The quotes will help visitors visualize the subject and will reinforce the relationship between the Chesapeake Country landscape and its inspiration of the arts. By using these quotes liberally, the association between Chesapeake and the Byway can be made subtly, increasing the identity between the two.

5. Provide comprehensive interpretation of Michener and the writing of *Chesapeake* on the Byway website. Drawing from the context study noted above, provide a comprehensive overview of the novel on the Byway website. Include information on Michener, his relationship to the Eastern Shore, his writing of *Chesapeake*, and the themes, subjects and events depicted in the novel. Coordinate the presentation with the Michener Museum and its website.

6. Install a permanent exhibit on Michener and *Chesapeake*. Identify an appropriate location for a permanent exhibit on Michener and his writing of *Chesapeake*. A location in Oxford, Cambridge, the Historical Society of Talbot County, Academy Art Museum, Talbot County Free Library or other location might be considered.

7. Install a series of wayside exhibits specifically about *Chesapeake*. Design and install a series of special wayside exhibits devoted specifically to the novel tying together places associated with the book either directly or inspirationally. Use the context study recommended above to guide the selection of subjects, locations, and content. Locations in Easton, St. Michaels, Tilghman Island, Oxford, and the north and south shores of the Choptank River might be appropriate. Link the waysides and their sites with a special brochure about the book for self-guided touring.

8. Offer guided tours of places associated with, represented in, or that inspired the novel. Offer guided tours on the novel *Chesapeake* as a special offering by request and/or during special events. The tours should be offered through a designated organization that can oversee quality and authenticity. On-water tours of the Choptank

River featuring discussion of the book, its characters, and its landscapes would be most desirable. Alternately, bus tours could be offered. Tour guides should be knowledgeable and qualified in discussing the novel and should be approved by the designated organization.

9. Offer literary events in association with arts festivals and other occasions.

In association with arts festivals and other appropriate occasions, offer talks, book signings, and other types of literary events featuring written works inspired by or depicting the bay and its peoples. Feature *Chesapeake* whenever possible and appropriate. In association with the Michener Museum, offer a Michener's Chesapeake Award for fiction or non-fiction works related to the Eastern Shore.

Implementation Steps:

- i. Establish a relationship with the James A. Michener Art Museum as a partner in interpreting the Michener theme and his novel.
- ii. Prepare a context study, for respective Byway partners, on Michener's writing of Chesapeake to provide an authoritative basis for interpreting the man and his novel.
- iii. Use quotes from the novel as sidebars on interpretive exhibits and supporting materials throughout the Michener's Chesapeake portion of the Byway.
- iv. Develop a comprehensive presentation on Michener and his novel on a Michener's Chesapeake page of the Byway website.
- v. Install a permanent exhibit on Michener and his novel at an appropriate Byway location.
- vi. Install interpretive waysides to support a tour itinerary specifically related to Michener and his novel in coordination with [Strategy 3.4](#). Identify a touring route that links Michener related wayside sites and prepare supporting collateral materials as appropriate.
- vii. Work with local partners to offer Michener guided tours by request and during special events. Preferably, these would be water-based tours on the Choptank River.

Other Supporting Stories

Like the existing Chesapeake Country National Scenic Byway, Michener's *Chesapeake* will have the opportunity to create supporting stories that overlay attractions and resources byway-wide, possibly involving multiple communities, route segments, and branches. Several of these supporting stories are already presented in county marketing materials within the region, and some are included in the themes for routes and branches noted above. Supporting stories might include:

- Birding the Bay – currently marketed through a map and guide
- Agriculture and Agritourism – working farms, nurseries, and markets that can be visited
- Frederick Douglass – in association with the Harriet Tubman Underground Railroad National Scenic Byway
- African American Heritage – associated with existing communities such as Cambridge and Federalsburg
- Food for the Soul – historic churches and religious pluralism
- Inspired by the Bay – culture and artistic expression

Implementation Steps:

- i. Confirm the interpretive themes and storylines for each individual section and branch of the Byway as outlined in this plan. Decide which sections and branches to implement first, based upon anticipated visitation and the interest and readiness of partners.
- ii. As each individual section is to be implemented, identify the attractions and communities for that particular segment to be presented as interpretive destinations. With each of these partners, determine its specific role in interpreting the segment's storyline. Develop partner agreements on what type of interpretive installation is appropriate to their respective sites and their portions of the story.
- iii. Between attractions and communities along the segment's route, identify additional publicly accessible locations where self-guided interpretive exhibits can be installed. Encourage each location's owner to become a partner or sponsor for an interpretive exhibit. Determine the appropriate subject to be interpreted at each location within the segment's theme and storyline.
- iv. Design and install a coordinated set of interpretive exhibits at the participating sites along that segment of the Byway. Designs should be based upon the Byway's graphic identity and design guidelines. Interpretive content should be approved by a council of regional historians. Start with the minimum number of exhibits necessary to provide an interesting and coherent experience and add to them over time.

Strategy 4.5 Interpretation in Byway Communities

Develop an interpretive plan for each participating community along the Byway that

presents the community as a Byway destination. Presentations should be comprehensive, telling the story of the community's development using Byway themes and storylines.



Fig. 4-45 Discover Vienna Heritage

Rationale

An important goal of the Byway planning and implementation effort is to encourage visitors to stay longer in the communities through which it passes. The communities along the Byway have significant resources and stories to tell that are related to the Byway themes and which need to be organized to tell a coordinated story between and among existing and future interpretive sites.

Implementation Steps:

- i. Review the historical development of the various Byway communities in the context of the primary themes and local stories. Develop an individualized storyline for each community that tells the story of its development in coordination with the Byway
- ii. Identify attractions, resources, and publicly accessible sites within each community where local stories can be told. Determine the theme of the story appropriate to each site. Review how the sites might be physically linked
- iii. Develop an interpretive plan for each community that tells its story and significance within the context of the Byway. The plan should
 - Identify a recommended starting point that provides an introduction to the community presentation and links it to the Byway
 - Define a recommended physical route that connects attractions and interpretive sites within the community

- Provide designs, exhibits and presentations for each participating site coordinating the overall presentation of the community and which are in compliance with Byway design guidelines
- iv. Outline the phased implementation of the interpretive plan

Strategy 4.6 Collateral Interpretive Materials

Develop an integrated set of collateral interpretive materials that supports interpretation of the Michener's Chesapeake portion of the Byway.

Implementation Steps:

- i. In coordination with recommendations under Goal 3, develop a set of coordinated materials that supports interpretation
- ii. Begin with the website by presenting interpretive opportunities as they are developed and come online. Present background historical information on each of the Byway's interpretive themes. Relate the themes to the storylines of each section and branch of the Byway, as well as to communities and attractions. Provide sufficient background historical information to attract visitors to the Byway, attractions, and communities
- iii. Develop brochures, guides, and maps that present the Byway, its sections and branches, attractions, communities and special itineraries in a rich, colorful, coordinated and comprehensive manner

Strategy 4.7 Interpretive Programming

Develop interpretive programming related to special events for the Byway.

Rationale

There are a number of regularly scheduled and recurring annual events that take place throughout the Eastern Shore that attract wide audiences including

- Annual Oxford Day
- Chesapeake Folk Festival
- Oxford Regatta
- Waterfowl Festival
- Caroline County Agricultural Fair
- Nanticoke River Jamboree
- Taste of Cambridge and Crab Cook-Off
- Annual Native American Festival
- Choptank Heritage Skipjack Race
- Cambridge Schooner Rendezvous
- Grand National Waterfowl Hunt

Implementation Steps:

- i. Coordinate interpretation with special events being offered by attractions and communities along the Byway. Develop a unified and coordinated annual calendar of interpretive events and special programming.
- ii. Develop programming for special events specifically associated with Michener's novel *Chesapeake*. In particular, feature programming on the novel at arts festivals in Easton and elsewhere along the Byway. Feature literary events on books about the region, and offer a Michener's Chesapeake Award for literary works about the Eastern Shore.

GOAL 5: Transportation

Manage the roadway and roadside character in a manner that accommodates the wide range of needs for all roadway users including commuters, agricultural workers, heritage visitors, bicyclists, pedestrians and neighbors while maintaining the character defining features of the Byway context.

Issues Identified to Date (from Advisory Committee and Public Meetings)

- Traffic speed and pedestrian safety, especially approaching rural villages
- Managing bicycle use especially where shoulders are narrow
- Future of the Dover Bridge crossing of Choptank River, providing access to the river as part of the reconstruction project
- Context sensitive approach for future bridge replacements – maintain open views to water, bridge widths same as lane widths³⁶, fishing off bridges as an issue
- Wayfinding – consolidating signs, linking route marking with existing numbered route markers to eliminate some signs
- Signage –enforcement of off-premise sign prohibitions on any state designated byway that is also a federal aid primary or National Highway System (NHS) route
- Access management – minimizing impact of new development through access permit requests
- US 50 – new guardrail has taken away some of the rural character of Route 50 [Raised by Talbot County Commissioners]
- Coordination of “Tourism Area Corridor Signs” with wayfinding for sites and destinations along the Byway
- Sea-level rise and vulnerability of certain portions of the Byway to more frequent flooding
- Suitability of the route for various types of vehicles (such as RV’s and tour buses)

Strategy 5.1 Context Sensitive Solutions (CSS) Approach

Utilize the context sensitive solutions approach as documented in Context Sensitive Solutions for Work on Maryland’s Scenic Byways (CSS Guidelines) to establish clear and direct lines of communication between and among the Maryland State Scenic Byway Coordinator, SHA District Engineering Staff, SHA Central Office (Access Management, Bridge, OED, Planning) staff, and county and municipal officials as a means of communicating the desire to preserve, maintain and/or enhance the character defining features of the Byway corridor as projects and programs are implemented along the roadway.

Rationale

There is a critical need to ensure that SHA staff working along a scenic byway are aware of its designation, the corridor management plan, and the efforts to manage the route for heritage- and nature-based tourism. The Highway Reference Manual is one potential tool that is routinely consulted at the beginning of every project.

³⁶ This comment from one of our public meetings refers to the need to ensure that bridges fit within their historic, natural, scenic, recreational, archaeological and cultural context and are not built wider than necessary. SHA’s Bridge Office indicates, “There is a minimum bridge width criteria that must be met in order to obtain federal funds. Frequently on narrow roads this will result in a bridge width greater than the roadway width. The minimum bridge width does allow bicycle compatibility. Note that bridges have parapets, which cause the driver to operate more towards the center of the road (shy distance). Wider bridges are a good thing. We will design our bridges to meet the acceptable AASHTO criteria.” It should also be noted that there is inherent flexibility in meeting AASHTO criteria that allows designers to address the bridge’s context in a more sensitive manner.

Implementation Steps

- i. The Scenic Byway Coordinator at SHA should meet with SHA District and Central Office staff involved with each project to provide information about the Byway’s corridor management plan, its intrinsic qualities, and the CSS Guidelines
- ii. During project scoping, the Byway manager should consult with the SHA project staff
- iii. During project design, the Byway manager and the advisory subcommittee on CSS review project designs should speak out on behalf of Byway issues
- iv. During project construction, the Byway manager should monitor questions related to details and changes that occur during the construction process

Process and Implementation Guidelines

Critical to the success of the application of the guidelines for any work proposed along a scenic byway, is a clear understanding of the roles and responsibilities of each of the parties involved with the action. The following describes the general roles and responsibilities.

Role of Maryland SHA Office of Environmental Design (OED) Scenic Byway Program Currently, the State Scenic Byway Coordinator monitors project activity on a scenic byway. If projects are being done by SHA for the more significant changes (e.g., changes to highway alignment, changes to intersections, changes to roadway widths to accommodate volume, streetscape or pedestrian safety related projects, bridge reconstruction, addition of acceleration and deceleration lanes, addition of left turn lanes or bicycle lanes and paths), OED’s Landscape Architectural Division (LAD, which is where the Maryland Scenic Byway Program resides) is usually included from the design process forward. When a developer modifies a roadway to accommodate for development, LAD likely will not know of the work until they receive a set of plans to review, at about the 60% stage of construction. In the recent past, the State Scenic Byway Coordinator automatically receives a set of plans to review for requests for access to a state highway that is also designated as a scenic byway. The more routine items (e.g., changes to roadside drainage, shoulder stabilization, guardrails, resurfacing, and utilities) are usually handled by the SHA District Offices. Coordination somewhat depends on the district and personnel involved. Some are more communicative than others and involve LAD/OED at an early stage (usually Project Initiation, or PI).

Given the opportunity, OED provides recommendations for ways to ensure that the various types of 3-R and maintenance work that takes place on a byway either preserves, maintains or enhances the character defining features of that byway in a manner that is consistent either with the corridor management plan (if available), or with the CSS Guidelines if no CMP has been completed.

- Role of CMP in promoting an understanding of the character defining features of the project – Given the opportunity to review certain plans along the Byway, it is important that the CMP document and present the character defining features of the

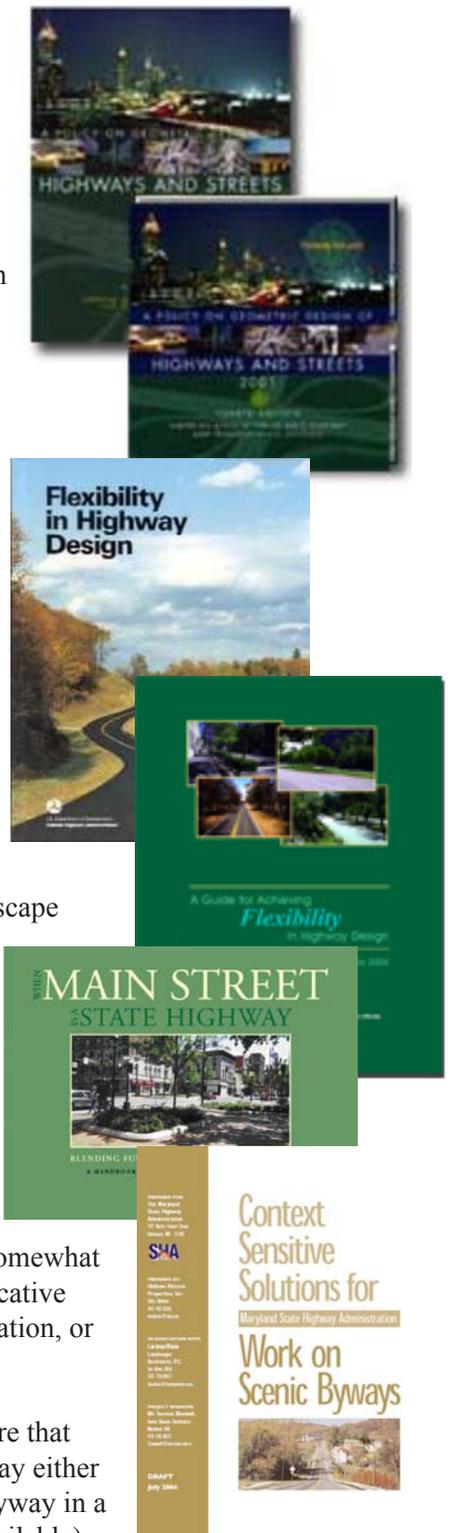


Figure 4-46 The inherent flexibility already built into existing engineering design criteria and guidelines has been well documented

Byway are presented in a manner that can be utilized in the review of projects and activities.

Several common questions may arise. What are the elements of the road and roadside design that establish the character of the road and the traveler's experience in the specific project area? Does the road fit closely to the shape of a rolling pastoral landscape? Are the roadside details consistent with the rural nature of the area, rather than other developing areas outside the rural tier? In a transitional area, do the design elements also change from rural to village as the driver approaches the crossroads or hamlet or village area? (See pages 81-84.)

- Role of CMP in communicating the needs of a traveler along the Byway, ensuring a positive experience for all travelers. Some common questions that the CMP would address might be
 - Who are the users and what are their expectations? (See page 94)
 - For a byway traveler, are there potential conflicts between the desired experiences of a visitor whose goal is the appreciation of the scenery or relaxation? (See pages 79-84)
 - For the commuter, are there potential conflicts between the desired experiences of wanting to get from point A to point B as quickly as possible. (See page 51)
 - Does the route serve as a cut-through route for through travelers due to congestion on higher-order parallel routes? (See page 51)
 - Is this the only way to get from one point to another, or are there choices? (See page 51)
 - Is the travel experience itself one where the driver feels safe with adequate mobility, or is it congested with unpredictable turning movements? (See page 51)
 - Who are the other users of the road and what are their expectations, such as a bicyclist out for a leisurely recreational experience, or a bicycle club looking for a demanding excursion? (See page 123)

- Determine what treatments are appropriate given the character defining features and the range of user expectations. A general approach to selecting appropriate treatments can be adapted from the U.S. Secretary of the Interior's Standards for Treatment of Historic Sites to help structure the decision. This framework could be applied to Michener's Chesapeake Country, for example, as follows.
 - I. PRESERVE – applies to portions of the roadway or immediately adjacent right-of-way that are nationally significant resources – some of the remnant timber bridges found along the Byway's branches
 - II. MAINTAIN – applies to the majority of the Byway where the goals are to retain the character defining features of the Byway, while addressing safety and capacity issues
 - III. ENHANCE sections of the route where the character defining features are no longer present or where interpretive opportunities exist along the Byway

Strategy 5.2 Traffic Speed and Traffic Safety Issues along the Byway

Address speed and safety issues along the Byway by utilizing traffic calming, pedestrian safety, access management, and innovative intersection design that is appropriate to a rural, scenic or historic context as a means of generally slowing traffic along the Byway and approaching Byway communities.



Rationale

Visitors traveling along a scenic byway, referred to here as a "heritage traveler," are typically: 1) more interested in their surroundings; 2) less familiar with the driving conditions; and 3) more likely to be distracted while driving due to both of the above. As heritage travelers approach the cities and towns along the Byway, they will encounter the need to make more decisions, as well as enter the stream of traffic that may be more focused on getting from point A to point B and less interested in their surroundings.

Slowing down the operating speeds of all drivers will provide more reaction time to address and potentially avoid conflicts that inevitably will arise. By utilizing methods to increase driver awareness of entering towns, and by introducing design elements that physically slow drivers such as splitter islands, roundabouts, and other types of alignment shifts, drivers will have more reaction and decision time available to avoid conflicts. In addition, the severity of crashes is greatly reduced at lower operating speeds. Traffic calming measures have the added benefit of serving as a self-enforcing method of slowing vehicular operating speeds.

Along a scenic byway, design guidance is needed to ensure that these innovative measures are also sensitive to their rural, scenic, and historic context.



Figure 4-47 Rural traffic calming approach utilized on the Route 50 Traffic Calming Project (top) and before and after images (top) in Upperville showing the western entrance approaching the Trappe Road intersection showing:

- flush curb transitions to curb and gutter
- the splitter islands and bridge treatment to announce the town.

Strategy 5.3 Bicycles and the Byway

Focus efforts on improving the safety of mapped bicycle routes by first adopting more aggressive roadway maintenance practices to make best use of existing paved surfaces.



Figure 4-48 St. Michaels, MD

Start with the strategy that the best bicycle facility is simply a correctly designed, properly built and well-maintained road.

Rationale

The Byway is a natural magnet for bicycle touring due to both the interesting towns and countryside that it traverses, but also due to the relatively flat terrain. There is a need to manage this use over time to minimize future conflicts between the varying types of roadway users.

The following techniques should be utilized prior to considering any modification to the roadway for bicycle facilities along the Byway:

- Start with the assumption that a state or nationally-designated byway is attractive to bicyclists because of the same characteristics that would be compromised if a road is widened to accommodate them – and therefore has a specific set of constraints that need to be considered prior to adding shoulder width or other bicycling facilities
- Focus on shared use of existing paved surface rather than striping a specific area as a bicycle lane
- Remove encroaching vegetation and built up sedimentation on existing pavement
- Utilize bicycle friendly drainage details
- Provide “share the road signage”³⁷
- Consider parallel and low volume routes when available, rather than widening the Byway to increase shoulder width

Where feasible, provide additional width of paved surface on those routes with higher traffic volumes or in developing areas in a manner that will not detract from the character defining features of the Byway and according the following criteria:

- First, develop measures to slow travel speeds to reduce the need for additional pavement
- Focus efforts for additional pavement in areas with greatest need (higher volumes,³⁸ higher density of driveways or intersecting streets, long ascending grades)
- Where additional pavement width is needed, carefully insert alterations to blend with existing topographic and drainage patterns
- In wooded areas, consider preservation of mature roadside trees by minimizing cut and fill sections in critical root zones, or consider alternatives to adding pavement (e.g., share the road section where space is limited)
- Where additional pavement width is needed, consider the potential impact on operating speeds (higher operating speeds typically result from wider pavement)
- Where insufficient roadway pavement width can be obtained due to right-of-way and/or Byway-related constraints, utilize the “share the road” signage noted above or pavement marking system

³⁷ According to SHA Guidance, the following are examples of where SHARE THE ROAD signs may be used:
 - where bicycling conditions are poor (i.e. locations with high volumes of traffic, operating speeds greater than 35 mph, no shoulder space, or poor pavement condition along roadway edge);
 - areas of roadway with poor sight distance;
 - transitions to shared travel lanes at the end of shoulders or bicycle lanes;
 - where an obstacle prevents bicyclists from continuing on an otherwise rideable shoulder.

³⁸ Maryland defines low traffic volumes (<1,000 ADT) and/or low speeds (<20mph) Source: Maryland SHA Bicycle and Pedestrian Design Guidelines.

Implementation Steps

- i. Conduct preliminary engineering studies to determine the bicycle safety issues, a range of options to address those issues, and the potential impact of each on the character defining features of the Byway. Focus should be directed toward shared use of existing paved surfaces rather than striping a specific area as a bicycle lane
- ii. Develop a maintenance plan for encroaching vegetation on existing shoulder areas including opportunities for bicycle clubs to take on some of the vegetation management and sedimentation clean-up duties once the major work has been completed, including the replacement of drainage grates that are not friendly to bicycle use
- iii. Develop a signage plan for providing additional safety warnings to bicyclist and vehicles where facilities are shared
- vi. For congested and/or high-crash rate areas, study the feasibility of providing additional width to paved surfaces in a manner that will not detract from the character defining features of the Byway, following specified criteria

Strategy 5.4 Roadway Related Design Guidelines

Develop byway-specific guidelines that utilize context sensitive solutions (CSS) and smart-transportation and smart-growth principles as an approach to ensuring that future modifications to the roadway and to adjoining land uses will retain the character defining features of the Byway route.

Rationale

The purpose of the CSS approach is to ensure that the fullest range of issues, including both land use and transportation issues, are identified and addressed together as part of the planning and design process. The guidelines would represent the points of view of the users of the Byway and adjoining property owners, giving voice to the Byway in any land use or transportation issue that arises in the future.

The guidance that follows will help staff doing work along a scenic byway to identify alternative approaches for consideration in order to maintain the character defining features of the Byway while addressing the functional requirements of the roadway.

Design Guidance for Michener's Chesapeake Country

Chapter 2, Intrinsic Qualities, provided information about the significant intrinsic qualities and character defining features of the Byway. Chapter 3, Byway Experience, provided a description of the existing travel conditions, along with existing land use policies and the types of planned and programmed projects that are likely to alter that experience over time. The following guidance is intended to assist those with responsibilities for managing the road and right-of-way associated with the Byway travel route in making design and engineering decisions that are consistent with the goals of this plan.

Regional Design Principles

The overall CSS approach, described above, stresses the importance of understanding the character defining features of the Byway. Placing the project area into its regional context is the first step in that process. There are four distinct regionally scaled visual environments along the Byway: rural agricultural areas, rural maritime areas, transition areas, and urban

or village areas. Each of the four distinct types has its own set of design principles that identify the desired future character of the Byway.



Figure 4-49 Rural character as seen from MD 313

Rural Agricultural Areas

In the case of rural agricultural areas, the natural and cultural landscape (broad expansive stretches of farmland framed by wooded stream corridors or forested lands) should be the dominant character while man-made elements such as the roadway and its related appurtenances, bridges and roadside elements should be less dominant in scale. The color and texture of man-made elements, such as bridge parapet walls, guardrails and sign structures should be selected to minimize visual contrast with the rural landscape.

Bridge parapets that provide open views to the water below should be selected.

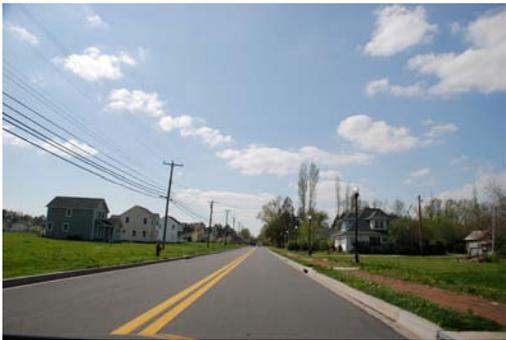


Figure 4-50 Transition approaching East New Market

Rural Maritime Areas

In these areas, the visual experience is one of broad expansive views over open water and wetlands framed by patches of wooded uplands. Similar to the agricultural areas, the man-made elements should be less dominant in scale and the color and texture of those elements should minimize visual contrast. However, it should be noted that the road is often surrounded by wetlands and open water, so the color and texture associated with these landscapes and waterscapes may differ from those of agricultural areas.

Transition Areas

The design and materials for man-made elements should serve as visual cues to drivers that they are entering a more settled landscape. Urban and village design elements should be introduced gradually, for example, a flush curb transitioning to a curb and gutter. A defined and distinct gateway should be established where urban design elements and details begin. Buildings and land use within the transition areas should have more rural characteristics outside of the gateway, while inside the gateway the built environment should be distinctly urban or of village character.



Figure 4-52 View along scenic drive in Cambridge

Urban or Village Areas

The design of the urban and village areas should be compact and walkable with have a distinct architectural character with materials that reflect the rural landscapes surrounding it. For example, on the Eastern Shore, brick is more readily available than stone, and it should be utilized as the primary material. Local materials can and should be used extensively for urban details such as walls, foundations, gateway features, drainage details, bridges and the like. Using local building materials saves energy and minimizes the carbon footprint of the urban area. Each town can also take on its own architectural character.



Figure 4-53 High Street, Cambridge approaching Long Wharf

Roadway and Shoulder Widths

There are a number of factors that influence roadway width that are documented in the AASHTO Green Book and other Maryland SHA policy documents. The following describes the likely changes along rural, transition and urban roadway and street sections, and the guiding principles that should be considered along the Byway route.

Rural Roadways

For the most part, rural roadways along the Byway route are not likely to be modified beyond repaving and shoulder maintenance. Therefore, the lane and shoulder widths should be maintained as they are now.

However, two conflicting policies are at work shaping the future conditions of rural roadways on the Eastern Shore. The state's bicycle policy stipulates that

*"The State Highway Administration (SHA) shall make accommodations for bicycling and walking a routine and integral element of planning, design, construction, operations and maintenance activities as appropriate."*³⁹

The implementation of this policy has been the addition of four to eight feet of shoulder width in rural areas to accommodate bicycles when new projects have been constructed, or in some cases, where existing bicycle facilities already exist, the addition of shoulder width when a road is resurfaced. At the same time, Maryland SHA has been looking at ways to reduce pavement throughout the Chesapeake Bay watershed to meet Total Maximum Daily Load (TMDL) for water quality goals. Given the current emphasis on meeting TMDL goals, it is highly unlikely that shoulders will be increased in the future, and in fact, some may be reduced in size (but not to less than 4') if it can be demonstrated that it would not compromise safety (including the safety of pedestrians and bicyclists).

Intersections

Intersection types found along the Byway include both three-legged and four-legged intersections along two-lane rural roads; four-legged intersections along four-lane arterial roads in transition areas; and four-legged urban intersections that are either stop controlled or signalized. The highway safety analysis identified two intersections as potential candidates for safety improvements: US 50 at MD 213 and US 50 at MD 331. (See page 52-53 for a discussion of these intersections.)

For future intersection safety issues, especially those intersections where speed is a major factor, the preferred approach is first to find ways to slow traffic approaching the intersection, rather than to modify the intersection itself. This can be accomplished with low cost traffic calming methods (See page 115). A second approach may be to consider roundabouts where signals are being considered.

Roundabouts

SHA has adopted a policy that roundabouts will be considered at all intersections where improvements are under consideration. This policy has led to one of the highest number of roundabouts constructed on a state system in the country. According to the SHA's website, Maryland



Figure 4-54 Existing roundabout near Federalsburg

³⁹ See Maryland SHA Bicycle and Pedestrian Design Guidelines, <http://www.marylandroads.com/ooots/Chapter%201%20-%20Introduction.pdf> accessed on May 19, 2011

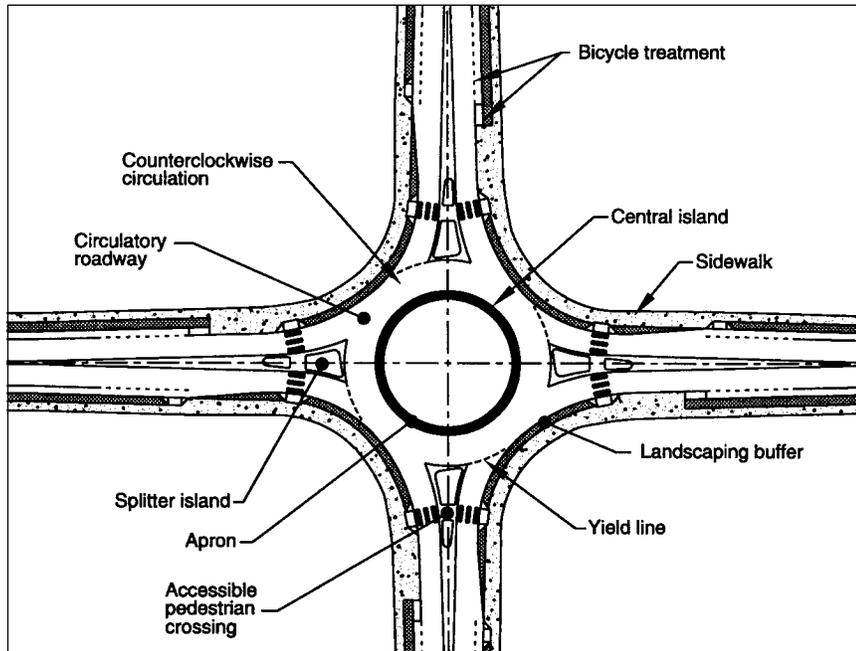


Figure 4-55 Identification of Roundabout design elements (Source: FHWA Roundabout Guide)

has 62 operating roundabouts. Where roundabouts have replaced traffic signals in the state, crashes have decreased by more than 60% and injuries by more than 75%. There is one roundabout on the Byway route in Caroline County at MD 307 and MD 313/MD 318.

Roundabouts are beneficial in terms of slowing the overall rate of speed down when approaching a settled area, and can serve as a strong visual clue for transition areas between rural and urban driving patterns. While modern roundabouts have been proven to increase the safety of intersections by reducing the rate and severity of crashes (based on lower operating speeds and less dangerous approach angles), modern roundabout design is

sometimes difficult to fit within a historic road context.

Naturally a “modern” roundabout is not part of the traditional travel pattern of a historic community, and therefore will introduce a new visual element to a traditional settlement pattern. When an intersection along the Byway has reached the point where either its capacity has been exceeded or its crash rates have reached an unacceptable level, then SHA will typically initiate a study to determine the most appropriate measures for addressing the areas of concern.

Where roundabouts are considered, compared with other measures (stop control, signalization, road widening, etc.), and the analysis results in a decision to construct a roundabout, the following guidelines should be considered to establish a better fit within its historic context.

There are a number of visual design elements associated with a roundabout where changes to materials or design can result in a better fit with its surroundings.

- **Central island** – the raised area around which traffic circulates (counter clockwise)
- **Circulator roadway** – the curved vehicular path traveling counter clockwise around the center island
- **Apron** – typically used to accommodate turning movements of larger vehicles using mountable surfaces circumscribing the center island.
- **Splitter (approach) islands** – a raised or planted area on approach used to separate entering from existing traffic, deflect and slow entering traffic, and provide a pedestrian refuge
- **Accessible pedestrian crossings** (at splitter islands) – typically cut through the splitter island
- **Landscape elements**– used to control pedestrian circulation around the perimeter as well as direct sight lines to reinforce desired movement around the roundabout

Design element: curbs and drainage in a roundabout

Typically, the central island, the circulatory roadway and splitter islands are formed with curbs, while the apron is contained with a mountable curb. Concrete can be tinted to take away the bright white color (although care should be taken to only tint enough to take away from the brightness). Most color concrete tints can be matched with a particular aged concrete or rock sample taken from the area.

In rural areas, the amount of curbing can be reduced by removing the curbing on all of the approaches and the outside of the circulatory roadway. However, curbing provides an important visual clue on the approach areas and helps to maintain the pavement edges. Alternative approaches might include using a flush concrete curb. Thicker edged lines or rumble strips could be considered in lieu of curbing or striping to mark the circulatory roadway. The type of curb can also be modified to be more of a mountable or header curb that does not need a gutter pan.

In transition areas, the roundabouts should serve to shift driver perception from rural to urban. Therefore the approach to the roundabout from the rural side should remain to accommodate open drainage. Introduction of the curb and gutter should start with a flush curb and then shift to the barrier or mountable curb at the splitter island. On the urban side the curb should continue to form the edge as desirable for an urban street section with a sidewalk and street trees. (See pages 83-84)

Design element: landscape in a roundabout

Landscape is often utilized to control pedestrian circulation and guide site lines through the roundabout. Roundabouts can be confusing to drivers if they can see all the way through to the other side. Instead, landscape should be utilized in the central island to block the through sight line, while maintaining the intersecting sight lines from approach roadways.

In rural areas, the landscape treatment should be informal, utilizing a mass of high shrubs and small trees to form a thicket, in a manner that might be found on adjoining farm fields that have been spared by the plow. Perennial grasses should be considered with minimal mowing requirements (enough to maintain flowering periods and to self propagate the meadow while controlling woody growth).

In transition areas, the landscape treatment can be more formal through the use of hedges around the perimeter to control pedestrian circulation, and a central planting grove of small flowering trees surrounded by an apron of mowed grass or groundcovers.

Aprons

The materials used for the apron can also be utilized to establish a distinct identity at the roundabout. Aprons must be drivable, but they do not need to be smooth. The use of textured concrete or paving blocks can be utilized to create an aesthetically appealing look.



Figure 4-56 Pavement edge without curbing in upstate New York has deteriorated (Source Google Earth photograph)



Figure 4-57 Informal landscape style of a roundabout in Sweden (photograph all rights reserved by ichimusai, permission requested)



Figure 4-58 – Roundabout on Route 50 east of Gilberts Corner in context

In rural areas, the pattern can pick up on the local soil color or texture utilizing an exposed aggregate concrete, where the aggregate is a local stone product.

In urban areas, brick patterns may be more appropriate, utilizing a placement pattern that reflects local patterns (e.g. running bond or basket weave).



Figure 4-59 Splitter islands installed in Upperville, Virginia to slow traffic coming through the rural town

Traffic Calming

As described in Strategy 5.2, page 115, traffic calming measures are also a modern design element inserted into a traditional roadway pattern. Traffic calming measures are needed in the transition areas approaching each of the towns and villages along the Byway as a means of slowing down drivers.

The typical design elements for traffic calming measures along rural highways are similar to those of roundabouts in that they involve altering the horizontal alignment of the roadway. (Vertical elements are only appropriate for neighborhood traffic calming.)

The same principles would apply to any splitter islands constructed to slow traffic as would apply to a roundabout.

In village or urban areas, the primary tool is the curb extension at intersections. In this case, the areas where parking is not allowed are replaced with a curb and gutter, sidewalk, and a planting area.

Managing Access to a Scenic Byway

Throughout the rural and transition areas of the Byway a significant issue is the provision of access to a state highway. According to Maryland SHA's Access Management web page (<http://www.marylandroads.com/Index.aspx?PageId=402>): "Under Maryland law, a property owner is entitled to access to a State highway that abuts his or her property unless



Figure 4-60 – example of existing turn lane on MD 313

certain conditions identified in 8-625 apply or the State owns controls of access along the highway right-of-way. Access controls are real property rights owned by the State that legally deny access to abutting property. They are intended to preserve safety and traffic operating characteristics required of freeways, other important highway segments, and key intersection approaches."

Maryland statutes require that "owners, or their duly authorized representatives (i.e. developers, constructors, tenants, lessees, etc.), of land newly being developed commercially, industrially, or as a subdivision, and/or part of an existing subdivision desiring access to a state highway, to apply for a SHA permit. In addition, residential entrances and any construction activities within state highway rights-of-way require a permit." It should also be noted that any work on a state highway that may be required by a local government to secure the permit to build a commercial, industrial or subdivision project (such as adequate facilities ordinances, etc.) will also require a permit regardless of whether or not access is part of that work (adding a turn lane to an intersection to mitigate traffic impacts, for example).

It is in the process for application for a permit for access to a state highway, in this case, to a designated scenic byway, where Maryland SHA staff and their counterparts for

development review in local government need to be made aware of the scenic byway designation and the vision, goals and strategies outlined in the CMP.

Through such negotiation some of the issues associated with providing access are resolved, such as shortening or narrowing acceleration and deceleration lanes to maintain character defining features of the roadway. Field observation may be the best method for achieving the desired results, such as for determining if narrowing or shortening lanes could result in avoiding an environmental or historic feature worth saving or reducing the amount of grading.

The potential for adverse effects to the visual quality of the traveling experience along the Byway can be reduced through the consideration of the following alternative approaches.

- Any modification to the horizontal and vertical alignment of the Byway that may be needed to accommodate access should consider and be responsive to the existing topography, vegetation, and other historic features of the Byway and its existing alignment.
- The length and width of acceleration, deceleration and left turn lane should be minimized, and drainage features should be designed to reduce all visual contrast with the rural landscape through the use of infiltration measures and related wetland vegetation rather than open ditches with grass and rip-rap.
- Curb and gutter use within the rural area should be minimized and eliminated, if possible.
- In order to reduce the potential impact of providing access, efforts should be made to reduce operating speeds approaching the intersection through the use of traffic calming techniques in advance of the intersecting roadway (such as advance warning measures, thickening edge line striping, narrowing travel lanes approaching the intersection, and increasing the amount of “visual friction” approaching the intersection utilizing roadside vegetation to narrow the look and feel of the roadway).
- All roadway lighting associated with the Byway and the intersecting access road should use full cut-off optic luminaries to minimize light pollution and should be limited in number and height to the minimum necessary to provide safe vehicular, pedestrian and bicycle travel.

Accommodating Bicycles on a Scenic Byway

SHA's current policy states that a “minimum four (4) foot wide outside shoulder is preferred on all roadways with open sections and as a policy may be applied during routine resurfacing work.” (See page 116.)

Alternative Treatments for Shoulders and Guardrails

There are a number of situations where the shoulders and/or guardrails along the Byway will need to be modified, in addition to those described on page 116. These may be for safety reasons, for maintenance and pavement preservation, for bicycle accommodations, or to address adjacent roadway conditions.

Most of the alternative pavement surfaces that would allow for more infiltration such as crushed gravel, reinforced turf using a topsoil-aggregate mix, or permeable asphalt pavement, are not generally suitable for bicycle use. Alternative strategies for accommodating bicycle use on existing pavement are discussed on page 116.



Figure 4-61 – MD 90 shoulder and guardrail



Figure 4-62 – US Route 15 near Leesburg, VA



Figure 4-63 – Example of well matched wooden approach rail on bridge to Wye Island (Wye Island Road)

In locations along the Byway where traffic is bypassing a left turning car on its right side, creating excessive wear and tear on the shoulder surface, it is possible to provide additional shoulder surface but indicate that it is not part of the roadway through reinforced turf or through visual cues. Examples might include tinting the asphalt through the use of pigmented color systems or a different type of aggregate.

Guardrails are one of the most contrasting elements on a scenic byway and they can have a profound effect on the visual experience of traveling the route. In the predominantly rural areas of the Byway route, minimize the use of guardrail by fitting the road more closely to the lay of the land, at lower design speeds if necessary. Laying back slopes at 4:1 or flatter will eliminate the need for guardrail. Where a guardrail is necessary to control access or provide a barrier to slopes associated with creeks and wetlands use low contrast finishes such as integral color galvanized finishes to achieve a desirable and consistent color (brown or dark gray). Weathered steel is being reevaluated by SHA and is not currently recommended as a rustic style guardrail. Steel-backed timber guardrails are another rustic style often utilized on routes associated with National Park units, as well as in areas close to the shoreline where salt in the atmosphere may cause accelerated weathering.

Alternative Treatments for Drainage and Stormwater Management

Non-point source runoff is now the major cause of water pollution. Non-point source pollution enters a water body from diffuse origins in the watershed and does not result from discernible, confined or discrete convergences such as a pipe or ditch. Maryland SHA routinely incorporates measures to control non-point source water pollution. It is possible, however, to increase the amount of non-point source pollution that is treated along the roadside before it joins other surface waters and is carried to the Chesapeake Bay.

Roadside drainage should use best management practices and Low-Impact Development (LID) to maintain the pre-development hydrology as much as possible, and retrofit existing roadside drainage and ditches. Bioretention, dry wells, filter strips, grassed swales, infiltration trenches, inlet pollution traps/removal devices, and permeable pavers and pavement are some of the common LID tools that can be considered for each particular project on a case by case basis

While it is important for surface water to be removed from the driving surface and shoulders as quickly as possible, it is neither necessary nor desirable to deposit the water directly into the natural watercourse at a high rate of speed, even with dissipaters used at the outfall. Instead, efforts should be made to allocate more space so that surface runoff can either infiltrate into groundwater (using infiltration ditches, for example), or be retained and treated in a passive retention system using constructed wetlands to be released at the pre-development rate.

Along rural stretches of scenic roadway, drainage facilities can be designed to blend into the landscape without calling attention to their appearance. Soil bio-engineering can be utilized as a means of controlling erosion and slowing down the erosive forces of

stormwater.

Soil bioengineering uses live plant materials to provide erosion control, slope and stream bank stabilization, landscape restoration, and wildlife habitat. Soil bioengineering systems are woven together to stabilize the banks, and they grow stronger as vegetation becomes established. Once established, this living material effectively controls water runoff and wind erosion; minimizes frost heaving effects by binding the soil with roots; filters soil from runoff; intercepts raindrops, reducing soil erosion; improves rainwater percolation into the ground; and moderates ground and water temperatures.

One of the most important advantages of soil bioengineering is that it saves money. Compared with the traditional drainage methods, soil bioengineering typically costs less for materials (native plants and seed only require harvesting, handling, and transporting plant materials from a local site to a local site) and heavy or specialized equipment is not necessary. Project areas do require periodic monitoring. On highly erosive sites, maintenance will be needed until plants are established. Maintenance may include additional hydro mulching and replacement of plant materials that did not take hold.

Maintaining the Character of Bridges along a Scenic Byway

There are a number of bridges along the Byway that will need to be replaced or reconstructed over the life of this plan. Using appropriate detailing to maintain a distinct visual identity on parapet walls and abutments can help to maintain the character defining features of the Byway. Bridge replacements are already occurring along the Byway (including a major bridge replacement project for the Dover Road bridge over the Choptank River).



Figure 4-64 Bridge rail should better match wooden structure at Bestpitch

The crossing of rivers, streams and wetlands offers an important opportunity to highlight the Byway's water resources, the importance of the tributaries to the Chesapeake Bay in maintaining water quality, and the aesthetic quality of the Chesapeake Bay's beautiful water resources. Intervention is possible by following some basic guidelines:

- 1) Maintain existing vertical and horizontal alignment
- 2) Utilize appropriate design speed – one that accepts the current posted design speed
- 3) Work within the existing bridge footprint and replace in kind
- 4) Use railings that are either similar to the existing bridge rail, or if that rail is no longer feasible, use railings that maintain open views to the landscape beyond (See figure 4-65)
- 5) Consider utilizing box beams as an alternative approach guide rail
- 6) Utilize color-galvanized or anodized steel (dark brown) to reduce the visual contrast
- 7) For bridge abutments, consider utilizing tinted or textured concrete to take away from the high contrast of bright white concrete. Where timber abutments were in use, it may be possible to use concrete and texture or tint the concrete to give the appearance or texture of the timber abutments.



Figure 4-65– Open concrete parapet walls such as found on the Marshy Hope Creek Bridge (page 65) can be replicated to TL-2 standards using the Texas T411 Parapet Wall (source FHWA Bridge Guide, 2005)

FHWA has an outstanding website that illustrates the types of bridge rails available, along with the crash test level that has been approved for that rail. This website can be utilized



Blue Ridge Parkway Adopt an Overlook Program

The Blue Ridge Parkway manages and maintains 267 overlooks. These overlooks range in use from scenic pull-offs to regularly-used trailheads. The BRP maintenance staff is officially tasked with cleaning overlooks as their schedules permit, however, over the past ten years, the Parkway has seen a decline in funding for the maintenance division. At this time, the Parkway is only able to perform approximately 10% of the needed maintenance and repair on overlooks, and the backlog of identified overlook maintenance projects increases every year. Therefore, the purposes of the AaO program include (1) decreasing the backlog of overlook maintenance needs, (2) improving the function and appearance of overlooks for visitor enjoyment, (3) releasing Park Service maintenance employees to accomplish other tasks requiring higher skills, (4) developing community partnerships which instill a sense of pride in public ownership of the Parkway, (5) and expanding the National Park Service presence on the Parkway and its overlooks and trails.

(Excerpted from Friends of the Blue Ridge Parkway Adopt an Overlook Brochure, <http://friendsbrp.org/new/AaO%20Guidelines.pdf> accessed on 5/20/11)

A sample agreement is included for reference in Appendix __)

to select the appropriate type of parapet wall that most closely resembles a historic rail if appropriate, or one that maximizes views to the water and minimizes visual contrast, in ways that are less than or equal to the cost of a Jersey barrier, which is often proposed in bridge replacements. (See <http://www.fhwa.dot.gov/bridge/bridgerail/>)

Strategy 5.5 Transition Area Guidelines

Develop a specific set of land use and transportation guidelines for transition areas approaching the major Byway communities of Easton, St. Michaels, Tilghman Island, Denton, Hurlock, East New Market, Cambridge, Vienna, and Federalsburg to include locations of speed zones approaching communities, transition areas, entry features, and in-town details.

Rationale

Most of the pressure for change along the Byway occurs at the edges of existing towns

Implementation Steps

- i. For priority areas, seek funding for projects linking land use and transportation planning to develop corridor specific guidelines and concept development plans for each transition area (priority for US 50 corridor areas in collaboration with the ad hoc US 50 Corridor Plan in its formative stages).
- ii. For rural communities, seek funding for design charrettes or other community-based planning processes in order to develop concept plans for the entire village. Such plans might include rural traffic calming measures, community design principles, and guidelines for small-scale development activities that typically take place along rural routes (consider applying for multiple communities).

Strategy 5.6 Byway Enhancements along Public Right-of-Way

For any byway-related enhancement project utilizing a public right-of-way (such as an interpretive wayside, streetscape project, traffic calming, or roadside landscape improvements) a third-party agreement must be signed and formalized prior to implementation, outlining the responsible parties for installation, establishment, and long-term maintenance of the enhancement areas. This must be submitted along with any application for funding.

Rationale

Any investment in roadway related enhancements needs to be maintained over time. SHA does not have the resources to maintain

these sites and projects over time. Communities that work hard to gain funding to install enhancements along a byway sometimes assume that it will be maintained by someone else. An agreement is needed to confirm in writing who is responsible for the maintenance of a particular site.

Implementation Steps

- i. Collect and review model agreements from other states as a basis for developing a new model maintenance agreement.
- ii. Consider the options for contracting maintenance work to specific agency or non-governmental organizations. (See Delaware Center for Horticulture as example.)

Strategy 5.7 Wayfinding

Signing for the Byway will be modified over time to reflect the new signing policy for byways by the Office of Traffic and Safety (OOTS). (See Appendix 4). Upon receipt of FY 2010 grant funding and in conjunction with the publication of a new statewide guidebook, SHA will begin replacing the existing byway signs to reflect the new sign system. Modifications to the route made through this corridor planning effort will also be reflected in the new sign installations and guidebook. Due to the timing of the guidebook publishing and the next nomination round for National Scenic Byway designation, there may need to be an interim solution to wayfinding to adjust the current locations of the state byway signs, perhaps by placing only the name plate under the state's standard black-eyed susan sign, but without the National Scenic Byway logo currently used with sign and name plate along the Upper Shore's Chesapeake Country Scenic Byway.

Rationale

Consolidating the Byway directional sign with the route marking sign will eliminate a large number of the free standing signs, thereby reducing sign clutter, reducing driver confusion, and reducing maintenance costs.

The Byway route is organized as an extension of the existing Chesapeake Country National Scenic Byway (from Cecil County to Centreville in Queen Anne's County) as described on page 9, to Wye Mills, Easton, Trappe, Cambridge, and Vienna. At Vienna, an alternate route is available to return northward via Federalsburg and Denton with an agriculturally themed itinerary and branch leading to East New Market and Secretary. Branches reach out to destinations along the Chesapeake Bay shoreline including St. Michaels and Tilghman Island, Oxford, Hudson, Hoopersville, and Elliot Island.

Map 7, Appendix 1, identifies the locations of major visitor centers open to the public where additional information about the Byway will be available. The 2011 Map and Guide will be available at these visitor centers.

One of the primary objectives of the wayfinding system will be to provide physical directional signs to the visitor centers so that travelers can get more detailed information about what to see and do nearby.



Figure 4-66 – Maryland Scenic Byway sign system (confirmational only) as adopted by OOTS



Figure 4-67 – Better coordination is needed among the TAC sign (top) and the byway and destination signs (bottom). The Blackwater NWR appears to have added their own sign to the Byway trailblazer

The following major travel corridors will intersect with the Byway and require directional signage to visitor centers (See Map 7, Appendix 1):

- MD 213 from Centreville & points north and east
- US 50 from Washington D.C., Baltimore, and Annapolis
- MD 311 from Dover and Delaware beaches
- US 50 from Salisbury, Ocean City and points south and east

Trail blazing for the Byway will be accomplished through the most recent policy directives as noted above. Two primary adjustments are recommended to this system.

One adjustment is the need to address the alternative route. This could be accomplished through custom signs located in Easton at the intersection of MD 662 and US 50, and in Vienna at the intersection of US 50 and Rhodesdale-Vienna Road. The alternate route sign would need to identify the northbound destinations of Federalsburg and Denton and the southbound destinations of Elliott Island.

The second adjustment for this Byway, is that it is a strong candidate for National Scenic Byway Designation as an extension of the existing Chesapeake Country National Scenic Byway. (See page 87) Installing the Maryland Byway route marking signs would mean that they would only have to be replaced when national designation is achieved (also a goal of the Maryland Office of Tourism Development.)

An alternative to using the Maryland Byway route marking system would be to adapt the National Scenic Byway system as shown in Figure 4-67. Simply leaving the American's Byway logo off the name plate and adding it upon designation would be an appropriate alternative. This type of adaptation would only be needed for those routes that intend to pursue designation as a national scenic byway.



For the temporary signs, the Chesapeake Country name plate would be fabricated as a separate sign panel assembly for use on the route markers. The America's Byway logo could then be applied to junction and confirmation sign upon designation.

In all other cases the wayfinding needs have been greatly simplified with the adjustments made to the route. A complete **turn by turn directional table** is included in [Appendix 5](#) for use in designing the adjustments to the wayfinding system.

Tourism Area and Corridor Signing Program (TAC) Coordination

With the revisions to the route, there is better coordination between the Tourism Area and Corridor signing program and the branches of the Chesapeake Country Scenic Byway. The TAC signs correlate directly with the locations of Byway branches leading to St. Michaels and Tilghman Island and to Oxford in Talbot County. Additional coordination may be needed with the Wildlife Corridors leading out to Byway branches in Dorchester, and with the market towns East New Market and Secretary.



The TAC program is intended to address the regional destination signing needs for major attractions throughout the Eastern Shore region. The Byway is not identified as a corridor which is the most significant coordination problem. Instead the corridors include:

- Cross County (leading to the Blackwater Wildlife Refuge)
- Wildlife Corridor
- Scenic Peninsula



Additional TAC program signs point to the Easton Historic District and to Market Towns (such as East New Market). Site destinations such as the Museum of Rural Life in Denton are also identified through the TAC Program. The result is that through the TAC Program, most of the destinations along the Byway that are visitor ready and are anchor sites have sufficient wayfinding for the purpose of the Byway.



One other point of coordination is the need to have another regional destination sign pointing to the Michener's Chesapeake Country at the junction of MD 213 and US 50.

Branch	Route intersection and turning movement	TAC sign?
Tilghman Island	MD 322 to MD 33	Yes
Oxford Southbound	MD 333 / Oxford Rd. & Almshouse Rd.	from MD 322 and US 50
Oxford Northbound	MD 50 to Almshouse Rd.	Yes
Hudson	High St. & Church St. in Cambridge	None found
Blackwater NWR	Maple Dam Rd. & Key Wallace Dr.	Cross County
Hoopersville	MD 336 & MD 335	Wildlife Corridor
Elliott Island	Griffith Neck Rd. & Henry's Cross Rd.; Steels Neck Rd. & Elliott Island Rd./County Hwy 192	Wildlife Corridor
Market Towns	MD 392/ Harrison Ferry Rd. & MD 313/ Eldorado Rd.; MD 16/ Main St. & MD 14/ Railroad Ave.	Partial

CHAPTER 5: IMPLEMENTATION

The purpose of this chapter is to outline the overall approach that is recommended in order to formalize the four county cooperative efforts as part of a larger Eastern Shore network of heritage areas, byways, water trails, gateways, and natural areas.

Byway Management Needs

In order to achieve the vision for the Byway outlined in Chapter One, and the overall set of goals outlined in Chapter Four that should be implemented as a means of creating a seamless travel experience along the entire length of Maryland's Eastern Shore, the following management activities will likely be needed:

Byway Management Activity	Regional or sub-regional responsibilities
Seek endorsements and recognition for the Byway to establish and maintain its credibility as a quality place to visit; this includes submission of the application to the Federal Highway Administration for National Scenic Byway designation, if desired	Consensus on a Regional entity must be formed, but nomination materials are pulled together by sub-regional group
Serve as the "Byway keeper" with the role of encouraging property owners, utility companies, highway departments, and others with management responsibility, to consider the goals of the Byway and work to proactively conserve and enhance the qualities of the Byway as part of their daily management and stewardship activities	Sub-regional with each county and community taking on the responsibilities of his or her section of the Byway
Seek to coordinate conservation and preservation actions among local and regional organizations and agencies to ensure that the Byway retains its intrinsic qualities over time	Sub-regional with emphasis on each county and community implementing its priority preservation areas
Work with municipal and non-profit organizations to promote volunteer opportunities along the Byway, especially for maintenance and upkeep of the right-of-way	Sub-regional with each county and community implementing its priority enhancement projects
Pursuit of outside funding to implement the plan recommendations focusing on the high priority recommendations	Regional – grant applications pooled and managed at the nine county regional level
Organize events and activities associated with the Byway and work with other groups to coordinate events and activities taking place along the Byway	Regional – Eastern Shore Tourism Region coordinates and manages events along the Byway on a single calendar
Promote the Byway as a heritage- or nature-based tourism destination, to those with an interest in visiting historic sites, birding, boating, bicycling, and nature study in coordination with the state and local offices of tourism	Regional – marketing strategies implemented with the Eastern Shore as a single destination so as to expand the audience for all localities
Serve as the primary point of contact for information about the Byway	Regional – pooling resources is more efficient than having three contacts

Existing Management Entities Along the Byway

Currently, there are more than enough existing organizations along the Byway to support and manage it, so there is no need to establish an additional organization to do so. Rather, the potential exists for identifying one regional organization as the “home room” for Byway management activities, with the support of other organizations when appropriate. The following agencies and organizations are currently active along the Byway and could play an important role in its management.

There are nine county governments, with additional jurisdictions along the Byway. They are all actively involved in the efforts of two regional organizations.

Maryland Office of Tourism Eastern Shore Region

Maryland Office of Tourism and its Eastern Shore Region (currently the existing county-based tourism organizations on the eastern shore) collaborate through the Maryland Office of Tourism and conduct regular meetings as needed to coordinate activities. The Eastern Shore Tourism Region includes all nine counties with an interest in the regional byway collaboration.

Maryland Eastern Shore Resource Conservation and Development Council (RC&D)

According to the RC&D website, Maryland Eastern Shore RC&D Council is a 501(c)3 non-profit organization working for the conservation of natural resources, community development, and economic development of the Eastern Shore of Maryland.

The Council is sponsored by the nine Soil Conservation Districts and nine County Governments on the Eastern Shore of Maryland, each having a representative member from the following Counties: Cecil, Kent, Queen Anne's, Caroline, Talbot, Dorchester, Wicomico, Somerset, and Worcester.

Chesapeake Country National Scenic Byway Alliance

This is the management entity for the existing nationally designated portion of Chesapeake Country which includes representation from Cecil County, Kent County and Queen Anne's County, in addition to the participation of county tourism and planning offices.

Maryland Heritage Areas Authority and State Heritage Areas

There are four heritage area organizations as described on “Strategy 3.1 Planning and Building a Byway Coalition” on page 87. These heritage area organizations meet on a regular basis as part of the Maryland Heritage Areas Authority's ongoing coordination activities of the Heritage Areas in Maryland.

National Park Service Chesapeake Bay Gateways –

According to the National Park Service, “The Chesapeake Bay Gateways and Watertrails Network is administered through the National Park Service Chesapeake Bay Office. The Chesapeake Bay Office also administers the Captain John Smith Chesapeake National Historic Trail and the Star-Spangled Banner National Historic Trail.”

Maryland State Highway Administration and Districts One and Two

The Maryland State Highway Administration and Districts One and Two are responsible for the road and right-of-way of the Byway, including all state highway portions (almost the entire Byway route). District One and Two are responsible for installing signs with guidance from Maryland SHA's Office of Traffic and Safety, Scenic Byway Program, and Maryland Office of Tourism Development.

Relationship to the Existing Chesapeake Country National Scenic Byway

One of the most important reasons for extending the existing Chesapeake Country National Scenic Byway to include the Mid-shore (Michener) and Lower Shore (Blue Crab) regions is that it will initiate a commitment to the Chesapeake Country National Scenic Byway Alliance, so that the expanded coalition will build upon ten years' worth of investments in the identity, marketing, and implementation efforts currently invested in Chesapeake Country NSB, as one of Maryland's first two nationally designated byways. The collaborative effort will be based upon the following three principles:

- **The existing investment in graphic identity (as well as other projects) will be respected and built upon** - It was agreed that the perimeter of the Chesapeake Country logo could be used for all three regions, and the interior could be modified to capture the regional emphasis of each section of the Byway. Prior to the decision to divide the Blue Crab into two byways, this was difficult for Worcester County to accept since "Chesapeake Country" did not apply to the Atlantic Coastal beaches.
- Both the workload and investments will be made and distributed in an equitable manner
- The potential areas of collaboration that will be agreed upon will result in greater value than what would be accomplished without collaboration

Management Options:

With the overall goal and the three principles for collaboration in mind, there are two distinct options for organizing the management needs of the Byway.

ISSUE	Option 1: Regional entity	Option 2 – Regional network
Management Entity	Participate as a nine-county management entity through an existing organization – The existing organization will adopt the Byway and serve as the umbrella for regional tourism, heritage areas, trails, byway, etc. Three alternatives include the following. The Maryland Eastern Shore Resource Conservation and Development Council, which includes tourism and conservation/ preservation as part of their mission, or the Maryland Office of Tourism's Eastern Shore Region. A long-term option would be the establishment of a National Park Unit which has been discussed as part of the establishment of the Chesapeake Bay Gateways Network.	Three Byway MOA – Each of the three byways would maintain its existing organizational structure and draft an agreement to be signed by all of the nine-county participants as well as their agency partners, regarding the management of the three byways to include areas of cooperation and agreement; responsibilities; processes for applying for grant funding; and how marketing and promotion will be coordinated. All other activities would be managed at a local level.
CMP process (approvals, updates, designations)	Three byway plans would be brought together in a formal update process whereby the three groups would identify shared visions, goals, actions and priorities , similar to what multi-state byways do, and meet annually to update and coordinate priorities – usually several months in advance of the grant cycle	Nine counties would sort out priorities through the current CMP, identify specific actions, and informally coordinate with other regions on common interests, yielding to state committees to sort out priorities
Advantages for Implementation	More in line with the current language regarding grants for the Scenic Byway Program (large grants, well coordinated); potentially more leverage for other grants where all nine counties are in support of a specific action; will help to prevent and reduce confusion among comparable programs	Four-county coordination still be required – could be easier to coordinate four counties and related towns/cities than nine, but would not benefit from common areas of management support

Challenges for Implementation	Finding a way to overcome long-standing issues that get in the way of cooperation among nine counties, four heritage areas, and multiple agency/district offices	There is considerable duplication, overlap, confusion, and competition among heritage areas, byways, touring routes (such as for wildlife, birding, historical, etc.); Queen Anne has to participate in both; This could be ironed out as part of the MOA
Relationship to Heritage Areas	Would provide an opportunity for three Heritage Areas to work together – perhaps as a beginning step towards National Heritage Area designation if that is desirable	Stories of the Chesapeake and Heart of Chesapeake Country would need to work together – includes partial areas for both, making it difficult for Heritage Areas coordination (e.g. how does the Byway fit in with other Heritage Area priorities, and what if the Byway has a different priority in one heritage area versus another)
Opportunity for National Designation	Would provide an opportunity to coordinate regional touring efforts including Chesapeake Bay Gateway Network, Birding and Wildlife, bicycling, water trail, and Byway related – if regional council established this they could take on some of the responsibility for coordinating these activities and establish the linkages that FHWA is looking for in both designation and in grants	Coordination effort will need to be clearly spelled out in MOA and submitted with nomination

Recommended Management Structure

In some ways the two options are not mutually exclusive. Given the complexity of organizing a nine-county organization, the following first step would be common to both approaches: to identify the specific cooperative activities (for example, marketing, pooling together of grant applications to make them more competitive, and sharing of project management resources, etc.).

Phase One: Extension Phase

Since the Byway is technically already established, the first phase of the Byway's development would take place up to and including the nomination period. A memorandum of agreement would be signed in advance of the nomination and submitted with the nomination package.

Phase Two: Regional Network for Byway Development

Upon nomination the group would meet on a regular basis two to three times per year as follows:

Spring Meeting –to set the agenda and develop a work plan for the coming year, and after establishment, to develop an annual progress report from the previous year and follow-up on coordination activities from previous years grants and marketing activities, including an assessment of progress and setting of goals based on that progress

Fall Meeting – to set priorities for grant and implementation projects including establishing priorities for grant funding by localities, identifying opportunities for collaboration among similar projects, and getting an agreement about who would take management responsibility for each project

Early Winter Meeting – to set priorities for marketing including an agreement upon the following year's event calendar, marketing initiatives to be undertaken jointly, and those that would be undertaken individually

In order to finance ongoing management of the Byway, each grant application would need to incorporate administrative charges to cover the project management and coordination necessary to implement the grant project.

This phase would include the overall implementation of the following projects in the Michener's Chesapeake Country Byway Plan and would assume similar progress for the other two byways.

Appendix 6 lists the projects and activities that are recommended to be included in the Byway development phase (as well as sustaining phase described below).

Phase Three: Sustaining Period

At some point it will be possible to determine whether or not one of the existing nine-county regional entities would be willing to take on the management of the Byway. The three potential entities may include

Maryland Office of Tourism - A collaboration among the nine county tourism offices that is formalized through the Maryland Office of Tourism and includes representation from Heritage Areas, State Highway Administration and other agencies involved with trails, byways and heritage areas, and both governmental and non-governmental preservation and conservation organizations. Funding for the management would come as part of existing county and state budgets by reallocating staff time to participate in the management of the Byway. This may require the hiring (or assignment) of a full-time Eastern Shore byway coordinator who would oversee the Chesapeake Country Scenic Byway multi-region network, Harriet Tubman Underground Railroad (Maryland portion of multi-state) and the proposed Cape to Cape route along the Atlantic Coast (multi-state).

Maryland Eastern Shore Resource Conservation and Development Council – The existing Council would serve as the “home room” taking on as much responsibility as can be financed through allocations of grant sources.

National Park Service – The Special Resource Study, prepared as part of the management plan of the Chesapeake Bay Gateways Network, identified the long-term potential for the creation of a National Park Service unit that could make significant contributions to the protection and public enjoyment of the Chesapeake Bay. Should that opportunity arise in the future, the byways could be considered as part of the collaborative management effort that would be needed to implement the NPS unit. Byways, however, with their multi-agency and public/private management needs, are not typically considered for inclusion as a part of a specific unit of the National Park Service, unless they are contained wholly within that unit (Blue Ridge Parkway, George Washington Parkway and the Colonial Parkway are examples).

Excerpt From Special Resource study

At some time in the future, a unit of the National Park System encompassing either one or several of these alternative concepts could make a significant contribution to protection and public enjoyment of the Chesapeake Bay. While the alternatives are described in this study as individual concepts, many who commented on the draft study correctly observed that several concepts could be linked together. There are models for this at other locations within the National Park System, where several different sub-units are managed by the National Park Service, or a partner in association with the Park Service, as part of a larger unit. The sub-units typically protect and interpret key under-represented natural and cultural themes of the region. Existing park units neighboring the Bay (Fort McHenry National Monument, Colonial National Historical Park, and George Washington Birthplace, which each represent a narrow spectrum of Bay cultural themes) could be viewed as initial elements of such an approach.

However, there are no detailed, broadly supported site-specific proposals for any of alternatives C, D or E, or a combination thereof, at this time. As noted in the findings above, a finding on the feasibility of a potential future unit is wholly dependent upon site-specific analysis.

No further consideration and evaluation of these concepts as a potential Chesapeake Bay focused unit of the National Park System is necessary unless and until a specific proposal enjoying demonstrated state and local government, Chesapeake Executive Council³ and public support is advanced. Proposals suitable for future consideration would focus on those concepts (Alternatives C, D & E) and their core resources, or a combination of those concepts, determined through this study to preliminarily meet National Park Service criteria. Such proposals would clearly articulate how the key elements of the relevant concepts described in this study are met. The National Park Service would ultimately consider and offer a finding on any such proposal relative to new unit criteria – with a particular emphasis on feasibility and management alternatives – and this study's findings and relevant concept descriptions.