

Essex Heritage Scenic Byway Corridor Management Plan

Public Meetings

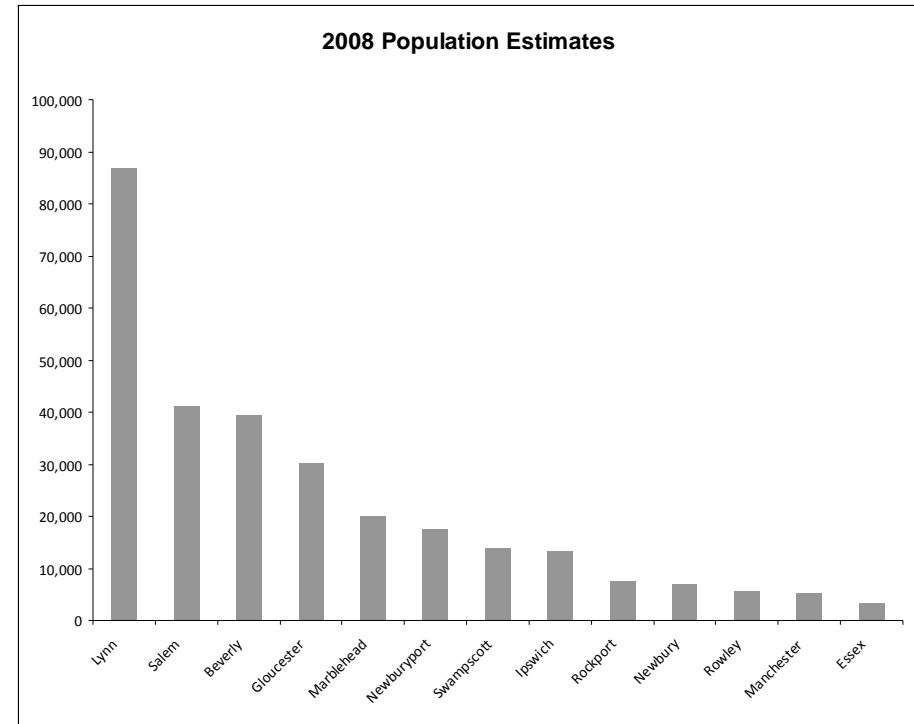
What is a Scenic Byway?

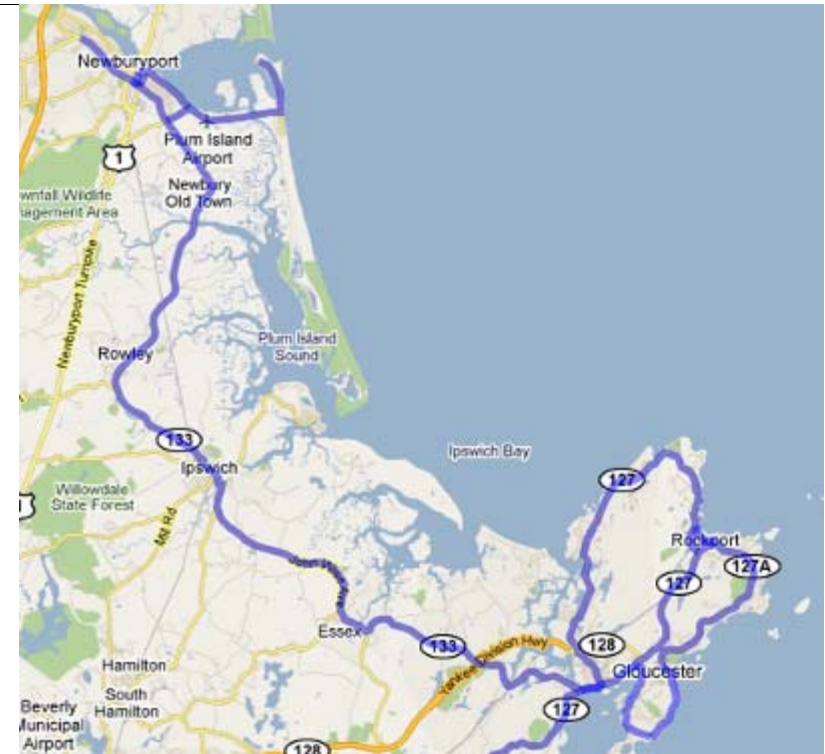
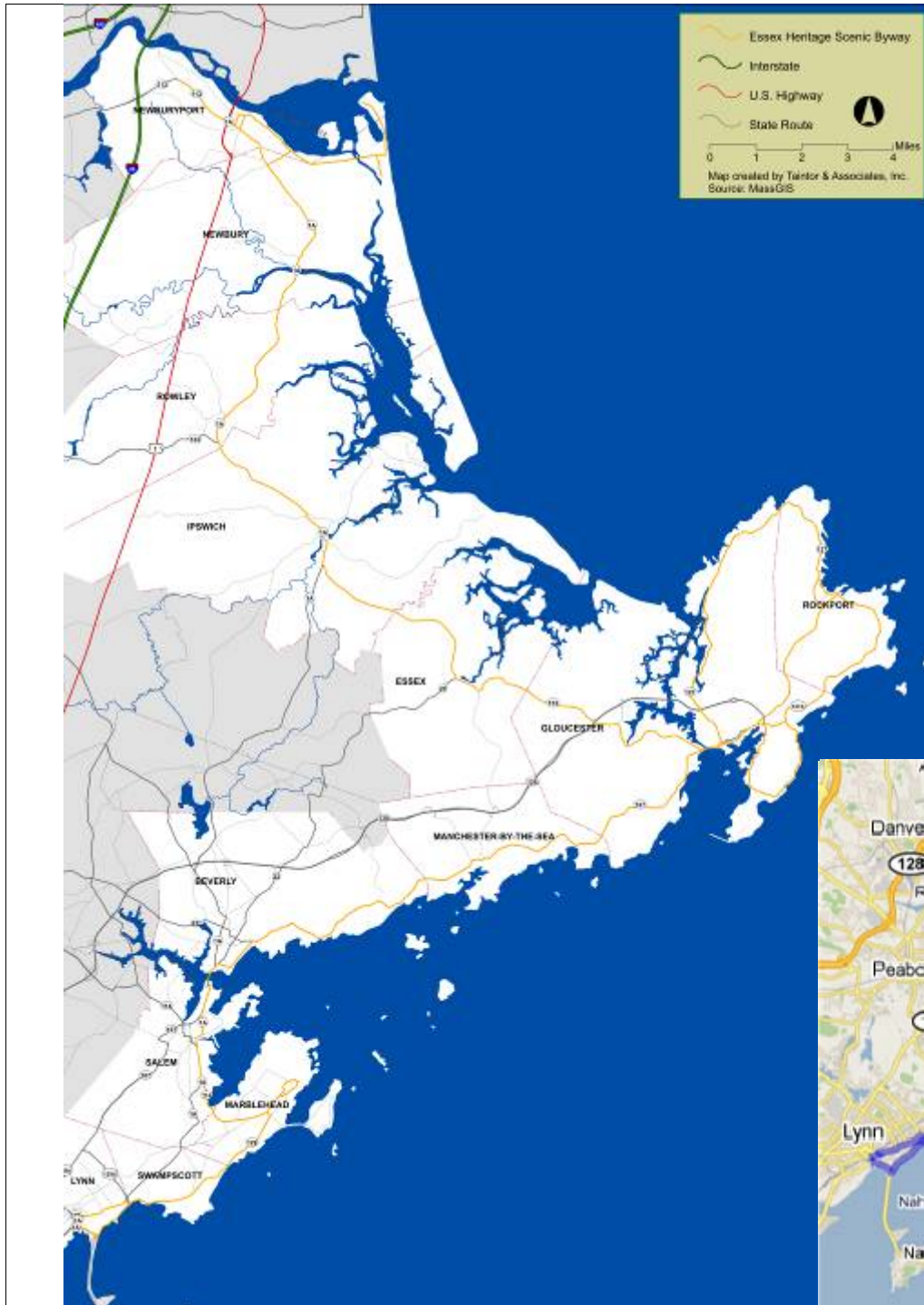
- A road with defined special qualities which its local communities wish to **preserve** and **promote**
- A tool for **resource protection** and **economic development**
- A means to foster regional **partnerships** and instill community **pride**

Essex Heritage Scenic Byway Corridor Management Plan

The Essex Heritage Scenic Byway

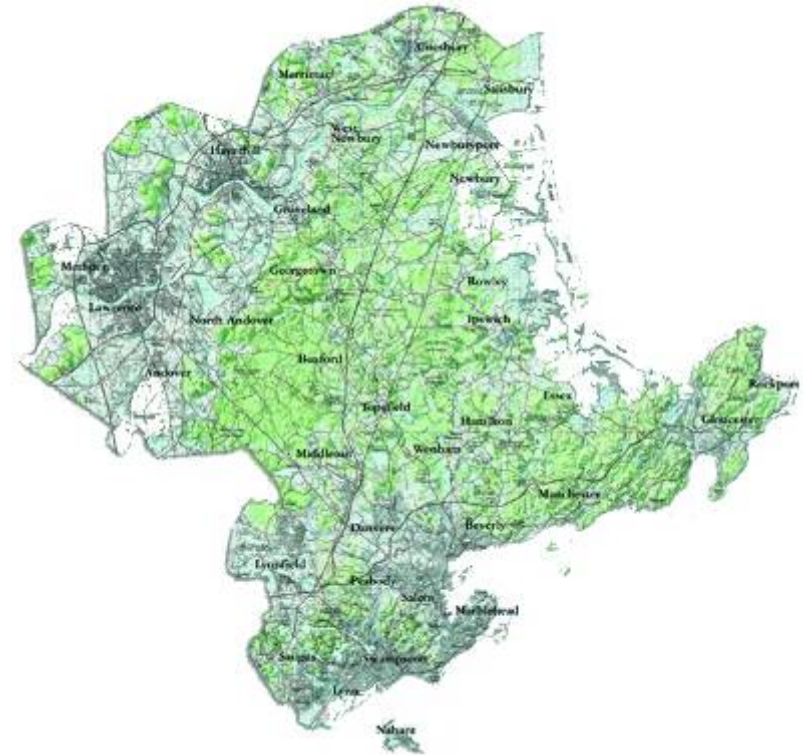
- 85-miles long
- Travels through 13 communities
- Entire route is a Massachusetts State Scenic Byway
 - ❖ designated in 2003 and 2006





The Essex Heritage Scenic Byway

- Located within the Essex National Heritage Area
 - ❖ designated by the U.S. Congress in 1996 to recognize the significance of the region's abundant historical, cultural and natural resources



The Essex Heritage Scenic Byway

- A unique aspect of this Byway is the multi-modal opportunities it offers
- You can experience the Byway in a number of ways...
 - ❖ By car or bus
 - ❖ By rail
 - ❖ By bike
 - ❖ By foot
 - ❖ By boat

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Along the route

- Over 55 visitor sites directly along the byway that are open to the public – museums, historic houses, parks, conservation areas, visitor centers, beaches
- Over 7,200 historic properties listed on the national or state historic registers
- 11 National Register Historical Districts and 13 Local Historic Districts



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Along the route

- Access to parks, beaches, and natural areas
 - ❖ 4,600 acres of Federal land
 - ❖ 2,000 acres of state land
 - ❖ 7,000 acres of municipal land
 - ❖ Thousands of acres of land owned by conservation organizations, land trusts, or private institutions



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- Along the route...
 - ❖ Historic downtowns
 - ❖ Residential neighborhoods
 - ❖ Working harbors
 - ❖ Farmland
 - ❖ Forested uplands
 - ❖ Shoreline
 - ❖ Town greens
 - ❖ Urban centers



Byway's Defining Qualities

- A byway character is defined by the collection of resources – special places, landscapes, buildings and other features – that are:
 - ❖ located along the byway corridor
 - ❖ are immediately accessible or visible to travelers along the byway
- Three primary qualities characterize the Essex Heritage Scenic Byway – **Historical, Natural and Recreational**

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Historical Quality

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.

■ Themes

- ❖ Founding and Early Settlement
- ❖ International Maritime Trade
- ❖ Manufacturing and Industry
- ❖ Summer and Art Communities



Natural Quality

Natural quality applies to those features in the visual environment that are in a relatively undisturbed state. There may be evidence of human activity, but the natural features reveal minimal disturbances.

- Water Resources
 - ❖ Estuaries
 - ❖ The Great Marsh
 - ❖ Mud Flats
 - ❖ Beaches
 - ❖ Rivers and Streams
- Wildlife
- Forested uplands



Recreational Quality

Recreational quality involves outdoor recreational activities directly associated with and dependent upon the natural and cultural elements of the corridor's landscape. The recreational activities provide opportunities for active and passive recreational experiences.

- Birding and Wildlife Viewing
- Paddling and Boating
- Walking and Hiking
- Bicycling
- Fishing
- Swimming



The Scenic Byway Program

Three elements of a sustainable byway program:

- **Intrinsic Qualities** – Inventory and Documentation, Protection and Enhancement
- **Planning** – Corridor Management, Organization, Funding
- **Visitor Experience** – Interpretation, Wayfinding, Accessibility, Marketing

Implementation Plan

- Categories
 - ❖ Marketing and Tourism
 - ❖ Signs
 - ❖ Interpretation
 - ❖ Economic Development
 - ❖ Roadway and Resource Management
 - ❖ Organizational Management and Public Involvement
- Recommendations > Actions
- Locations > Partners > Timeframe

Priority Projects

- Create a Scenic Byway Organization
- Develop a comprehensive funding strategy
- Develop an Byway Interpretation Plan
- Design a Byway logo
- Install Byway identification signs
- Initiate a Byway Web Page
- Coordinate regular communication about the byway program with residents and visitors
- Create and organize a signature Byway event
- Design and produce marketing collateral
- Improve bicycle and walking trails
- Design permanent and/or portable Byway information exhibits for Visitor Centers
- Seek National Scenic Byway designation

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- Create a Scenic Byway Organization
- Develop a comprehensive fundraising strategy



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- Develop a Byway Interpretation Plan
 - ❖ Define byway subthemes and storylines
 - ❖ Identify audience / visitors
 - ❖ Present interpretive methods (exhibits, educational materials, tours, media)
 - ❖ Evaluate operational requirements / capital improvements needed
 - ❖ Identify partnership opportunities
 - ❖ Outline staff/volunteer training



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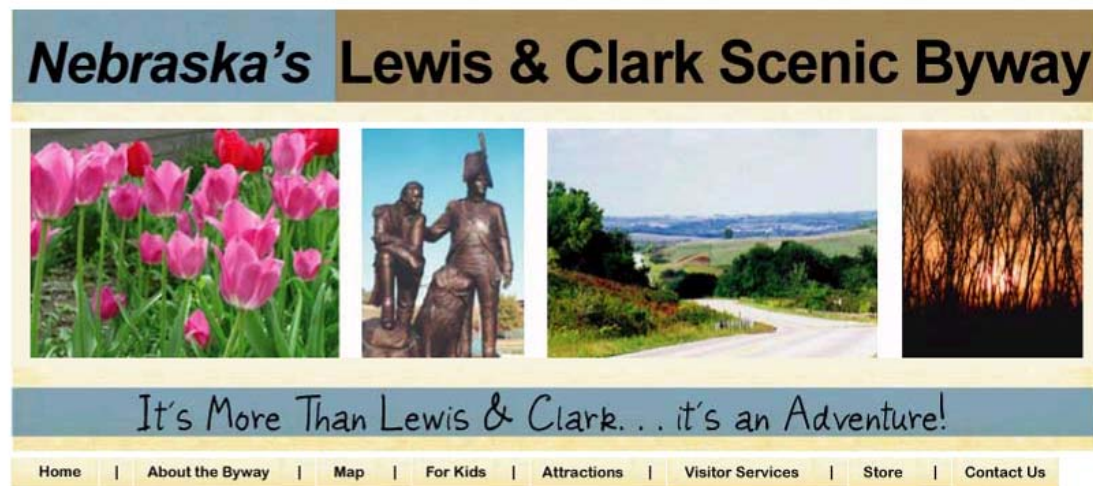
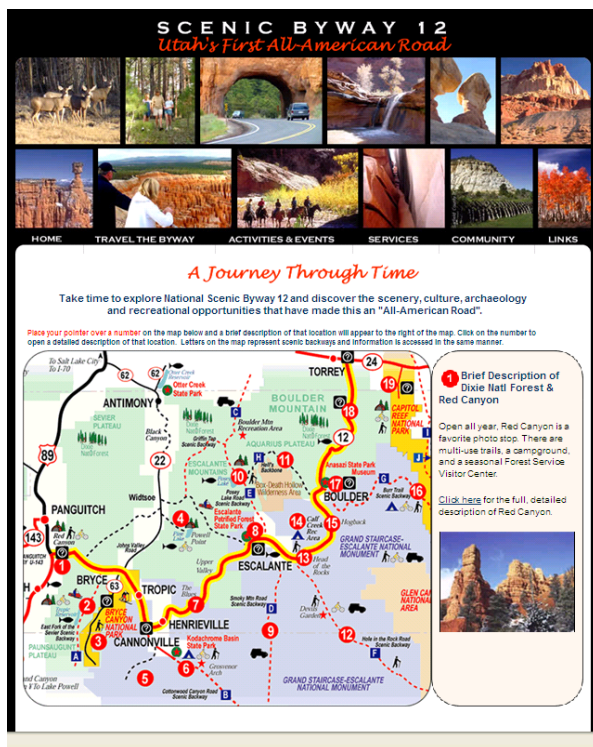
- Design a Byway logo
 - ❖ Integrate Essex National Heritage Area logo
 - ❖ Provide specifications for integrating into existing sign programs
 - ❖ Consideration of different name – Essex Coastal Scenic Byway



- Install Byway identification signs

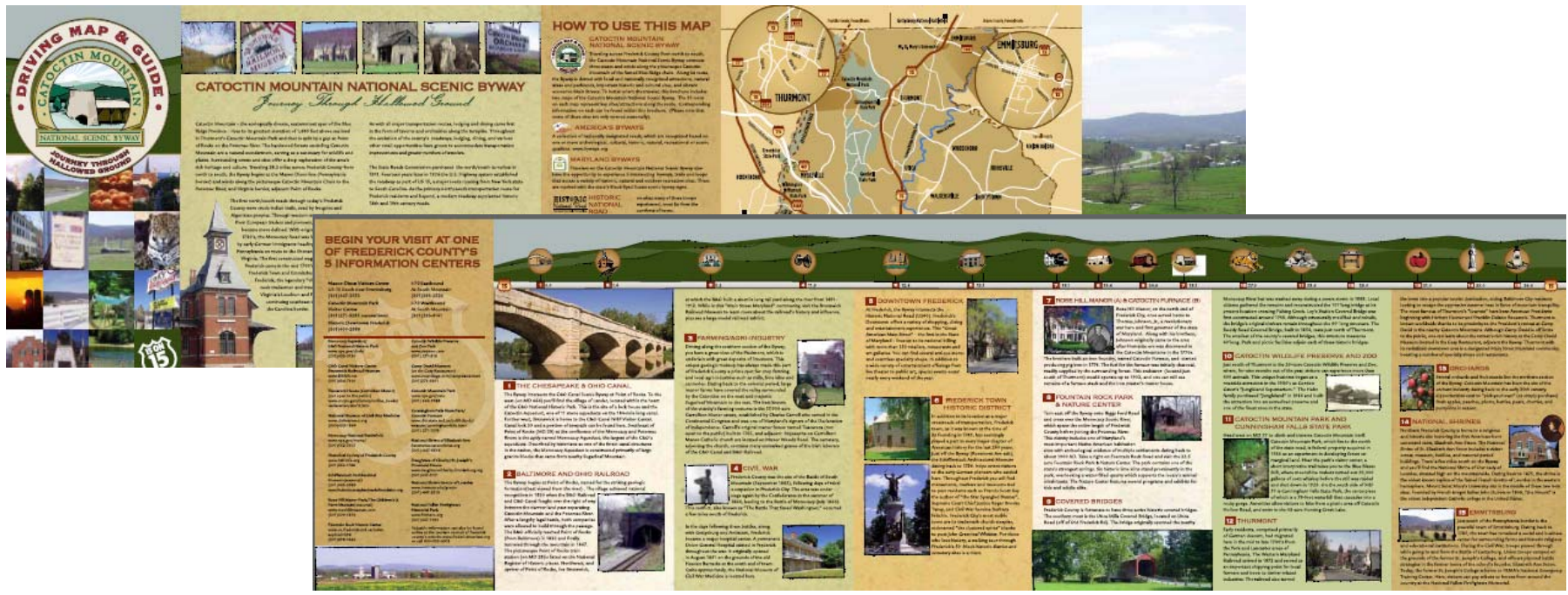
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- Initiate a Byway Web Page
 - ❖ Link to community and organizational sites
 - ❖ Provide advertising opportunities for businesses
 - ❖ Include visitor information, maps, and itineraries



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- Design and produce marketing collateral
 - ❖ Byway map and brochure
 - ❖ Merchandise
 - ❖ Web-based information
 - ❖ Travel itineraries and themed guides



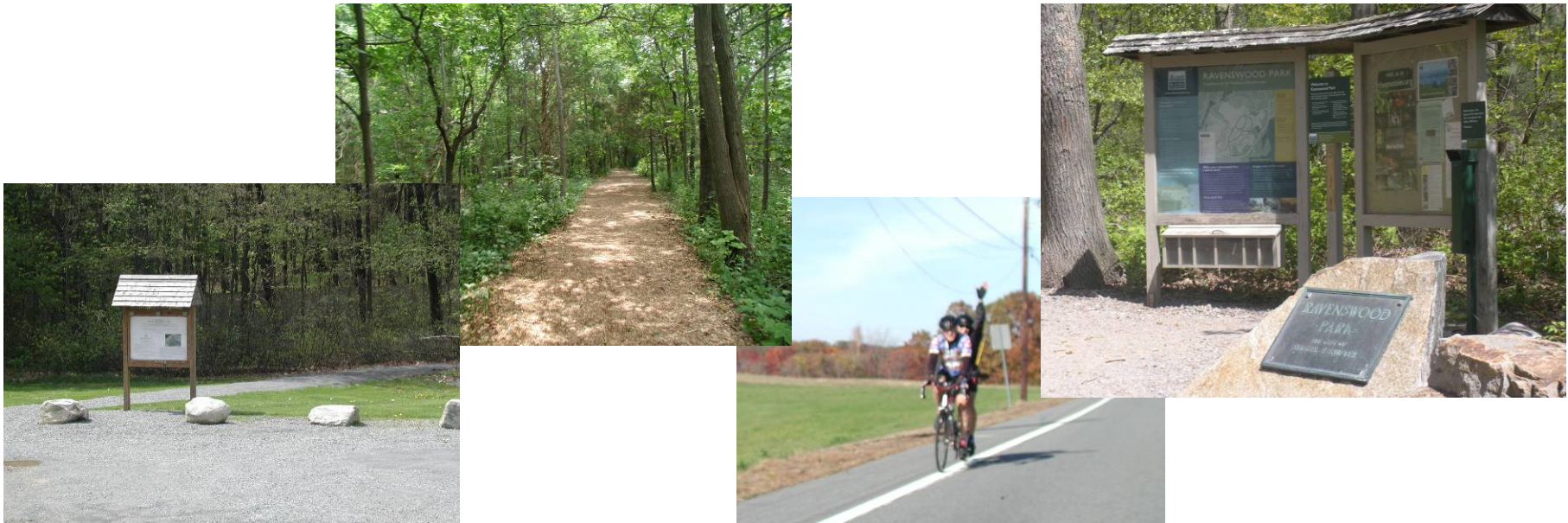
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- Coordinate regular communication about the byway program with residents and visitors
- Create and organize a signature Byway event
 - ❖ Regional “food-capade”
 - ❖ Run-Bike-Paddle Triathlon
 - ❖ Antique car parade
 - ❖ Geo-caching scavenger hunt.
 - ❖ Byway-wide performance series



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- Improve bicycle and walking trails
 - ❖ Focus on connection points to byway
 - ❖ Identify trailheads with signs, kiosks
 - ❖ Improve parking at trail junctions
 - ❖ Improve on-road bike paths along Byway



- Design permanent and/or portable Byway information exhibits for Visitor Centers

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- Seek National Scenic Byway designation



More on the Implementation Plan

- To review the draft Implementation Plan and more detailed actions visit

www.essexheritage.org/scenicbyways

Click on [Corridor Management Plan](#)

- Draft is available for review, send us your comments by end of January