

**BAYSHORE HERITAGE BYWAY CORRIDOR MANAGEMENT PLAN  
CORRIDOR MANAGEMENT COMMITTEE MEETING #3**

**MEETING SUMMARY**

(prepared by Sarah Couchman, L/KLA)

**MEETING DATE:** February 16, 2012

**TIME:** 1:00 p.m. to 3:00 p.m.

**LOCATION:** Millville Public Library, Millville, New Jersey

**ATTENDEES:**

<b>First Name</b>	<b>Last Name</b>	<b>Job Title</b>	<b>Company/Agency/Organization</b>
Lillian	Armstrong	Executive Director	CU Maurice River
Shaun	Bailey	Marketing & Communications Coordination	Partnership for the Delaware Estuary
David	Battistini		Downe Township
Michael	Beck	Mayor	Lower Township
Cindy	Bloom-Cronin	Scenic Byway Coordinator	NJDOT
Vince	Bonica	Superintendent	Fort Mott State Park
Brian	Braudis	Manager	Supawna Meadows and Cape May NWRs
Robert	Campbell	Mayor	Downe Township
Jody	Carrara		ANJEC
Norris	Clark		Fishing Creek School
Sarah	Couchman	Landscape Architect	Lardner Klein/Landscape Architects
Kim	Gauntt	Recreation & Tourism	Cumberland County
Larry	Hart		Bayshore Discovery Project Volunteer
Dona	Kemling		Historic Cold Spring Village
Jim	Klein	Principal	Lardner Klein/Landscape Architects
Ron	Magill	Advisor	National Trust for Historic Preservation
Sharon	Mollick	Senior Planner	Cumberland County
Jane	Morton Galetto	President	CU Maurice River/SJBC
Matt	Pisarski	Principal Planner	Cumberland County
Brian	Prohowich	Senior Engineer	City of Millville
Francis	Rapa		NJ Conservation Foundation
Cheryl	Reardon		ANJEC/ SJBC
Jim	Sassi	Preservation Specialist	SJLWT
Brigitte	Sherman	Planner	Cape May County Planning
Elizabeth	Terenik	Planner	Terenik Land Use Consulting
Anita	Van Heeswyk	Deputy Mayor	Borough of Cape May Point

## MEETING SUMMARY

Cheryl Reardon of the South Jersey Bayshore Coalition (SJBC) began the meeting with a brief statement of welcome to the third meeting in the Bayshore Heritage Byway corridor management planning process. She introduced the consultant team leader, Jim Klein, of Lardner/Klein Landscape Architects, P.C. (L/KLA) and thanked the Corridor Management Committee members for coming and offering their continued support to the project.

### Overview of Meeting and Review of Project

Jim Klein gave a brief overview of the meeting agenda, explaining that today's meeting would address land use along the corridor, anticipated change, and potential enhancement strategies and opportunities.

Jim then took a few minutes to review where we are in the corridor management planning process. He stated that the Bayshore Heritage Byway was officially designated as a state scenic byway in 2009 and that, per NJDOT policies, the byway sponsor has five years to prepare a corridor management plan (CMP), which is what the outcome of this project will be.

### Key Issues along the Byway

Jim summarized the key issues that the project team has learned about thus far in the planning process. These include

- following the byway – signage and wayfinding tools will be critical for guiding visitors along the route;
- road condition – ability to accommodate all modes of travel;
- Coastal Heritage Trail – how should Trail sites and signage be addressed given the loss of funding for that program;
- several overlapping touring routes and resources – will require coordination to insure visitors have a seamless experience; and
- ephemeral nature of the byway's sites, attractions, and intrinsic qualities – how do we communicate to visitors the ever-changing nature of the Bayshore Region and still provide a consistently high-quality visitor experience?

### Corridor Definition

Jim then reviewed the definition of the corridor. The corridor includes the route itself, the view from the road, places to visit along the way (that are related to the byway themes) and regional linkages that cross the travel route (including trails, greenways, bicycle routes, and related touring trails).

He reviewed the proposed route amendment in Middle and Lower Townships that would take visitors along a route closer to the Delaware Bay and byway-related sites. This amendment received unanimous support from the byway sponsor, the South Jersey Bayshore Coalition, at their last meeting, and Middle and Lower Townships are now working with Cindy Bloom-Cronin, Scenic Byways Coordinator at NJDOT to receive state approval.

Jim also took a moment to address how sites that are not directly along the byway route but are part of the corridor will be handled. He explained that spurs have been added to the route when

- at the end of the spur, there is a distinctive destination related to the byway theme;
- the destination is reached via multiple turns with navigational choices; or

- the travel route to the destination is a strong travel experience in and of itself.

In situations where there is a distinctive destination related to the byway themes, but it is easily reached with no or few navigational choices, the destination will be promoted as a byway site/attraction. However, it will not require a spur.

### **Byway Management Goals**

Jim concluded his review with a brief summary of the draft management goals organized by CMC meeting topic (see draft list of goals in the meeting #2 handout at: [http://www.lardnerklein.com/BHB/BHB\\_Memo-Vision&GoalsDRAFT011312.pdf](http://www.lardnerklein.com/BHB/BHB_Memo-Vision&GoalsDRAFT011312.pdf))

### **Existing Land Use and Anticipated Land Use Changes**

Joe Bucovetsky with McCormick Taylor, Inc. led a discussion of land use along the byway.

Joe described land use in Salem, Cumberland and Cape May Counties as being more like a “tale of two counties” than three. Salem and Cumberland Counties are primarily composed of agricultural and natural land uses. Significant portions of these counties are preserved, and growth is focused around Salem City in Salem County and around the villages in Cumberland County. Cape May, on the other hand is dominated by shore and beach development.

In conducting his analysis, Joe looked at aerial photography from the 1990s and current photography. He compared the two to track changes that had occurred in the last 15 years. He also met with staff from each county to discuss what future projects can be anticipated. He noted that in New Jersey, the county plays only a small role in planning, and most decisions are made by the municipalities. Consequently, county staff were able to provide him with lists of development plans that had been reviewed at the county-level, but often they were unable to tell him which projects had actually be built or were going to be built in the near future.

Joe noted the following potential future changes. Of the 63 projects in the pipeline, 55 are in Cape May County.

Salem County: potentially several photovoltaic farms will be constructed, each on parcels over 100 acres.

Cumberland County: no significant development planned along the byway, though a few projects are anticipated off the byway in Millville, Vineland, etc. The most significant project for the byway is the race track.

Cape May County: from the mid-1990s through 2007, there was significant development in Cape May County; however, construction slowed dramatically with the beginning of the recession in 2008. Development is somewhat restricted by preservation efforts in the county, but it is expected that development (or re-development) will pick up if the recession ends. Joe observed that development projects have included several self-storage facilities, a Wal-Mart and a few shopping centers.

Jim then explained to the group that we need to think about how the CMP can guide development, and he asked if they know of anticipated changes.

**LAND USE: QUESTIONS/COMMENTS**

- One participant knew there was interest in constructing a photovoltaics farm just south of the Cape May Airport
- Mat Pisarski stated that the focus in Cumberland County is the redevelopment of existing communities. Otherwise, there is not a lot going on.
- Elizabeth Terenik explained that in Middle Township, Cape May County, Route 47 is mostly rural conservation and has gone from 1-acre to 3-acre zoning except for certain areas right along NJ 47 where the county has focused on establishing villages with mixed-use zoning. Along the coast, development is restricted. Marinas and B&Bs can locate on the coast as a conditional use. Otherwise it is single family homes or preserved land. The county is, however, trying to encourage business development.
- Sharon Mollick pointed out that most of the byway corridor in Cumberland County is within the CAFRA zone which limits development. In addition, there are no sewer service areas in the vicinity, so that also limits what can be constructed.
- Mayor Campbell pointed out that Downe Township is 72% preserved. He also mentioned his concern that the byway spurs take people out to bay view points that have no facilities, and CAFRA is only one of the challenges that face those looking to develop visitor facilities.
- Jane Morton Galetto stated that there are a few businesses (e.g. the Charlesworth and a diner in Fortescue), and they appreciate the seasonal business.
- Elizabeth Terenik stressed that as we talk about business development, it will be very important to have DEP support.
- Anita VanHeeswik pointed out that the DEP wants municipalities to develop water access plans. These plans could be an opportunity to get visitor facilities at some of these bayshore locations. Cape May Point is getting ready to submit its plan, though Anita heard from Cindy Rondazzo at DEP that not many municipalities have done so.
- Jim noted that this might be a way to get desired access projects underway. He also stressed that it would be a great selling point for the byway if all of the communities had access plans. The development of these plans will be included in the CMP as a key objective.
- Mayor Beck noted a parcel adjacent to Ponder Lodge that is slated for development – 20 single-family homes. There is interest in adding it to Ponder Lodge, but the land is privately controlled.
- Anita VanHeeswik mentioned potential plans for a roundabout on Broadway near the intersection of Sunset and Broadway. Elizabeth Terenik confirmed that there are plans for a roundabout and that West Cape May's goal is to establish a hub or 'center of town' around the traffic circle. This was included in a vision plan the borough completed.
- Middle Township would really like to bring people to Cook's Beach and create a comfort station there. Elizabeth stated that Reed's Beach is also beautiful and does have a privately-owned, public accessible marina.
- Jody Carrara mentioned Belleplain Forest and Jake's Landing in Dennis Township which have not gotten much attention.
- A participant stated that Pennsville is sponsoring a renewable energy project north of Supawna Meadows on the Delaware River bank that will include wind turbines. There is concern about the impact the turbines might have on bird population. The project will also include the installation of solar panels on a former landfill site.
- Elizabeth Terenik explained that Middle Township had several subdivision plans go through that will not actually be built. Because of the zoning changes, developers rushed to get plans approved that now will not be constructed.

**Byway Enhancements – Opportunities and Strategies**

Sarah Couchman of Lardner/Klein gave a presentation on potential byway enhancements. The presentation was organized according to three scales of byway enhancements and for each scale Sarah presented one or two suggested strategies.

Corridor-Wide

*Corridor-wide opportunities are geared towards developing a unified and consistent physical presence along the byway. Corridor-wide enhancement opportunities address the continuity of the driving experience while traveling along the byway route.*

Strategy #1: Help visitors to find and follow the byway (to be further discussed at Meeting #6)

Strategy #2: Make the roadside appearance more attractive and welcoming throughout the corridor

Community-Based

*Community-based opportunities address the need to provide more of a welcoming appearance and visitor friendly facilities/services as a means of encouraging visitors to stop and spend more time in a community.*

Strategy #3: Assist communities in their efforts to develop new and enhance existing visitor facilities and link those facilities to the byway through interpretation and visual identity

Strategy #4: Guide future changes in land use as a means of gradually improving community appearance over time focusing primarily upon utility structures, siting subdivisions, revitalizing aging commercial corridors and revitalizing Main Streets.

Site-Specific

*Site specific opportunities focus on enhancing existing destinations or creating new destinations*

Strategy #5: Assist organizations in their efforts to develop new or enhance existing visitor attractions and link them to the byway themes through interpretation and visitor services

Sarah then identified several locations along the byway that could be potential candidates for enhancements. These are noted in the enhancements handout and map of potential enhancements. She then encouraged meeting participants to suggest additional potential or planned projects that they know of.

Finally, Sarah noted some potential funding sources and partnerships that groups could tap into for assistance in getting their projects implemented. These are also listed on the enhancements handout distributed at the meeting and posted on the project website.

**ENHANCEMENTS: QUESTIONS/COMMENTS**

- Jody Carrara pointed out that several towns in Cumberland County are working on bike trails.
- Anita VanHeeswik asked who will be responsible for the future management of the byway. *Jim explained that a management entity will have to be determined through the CMP process. Right now the SJBC is poised to take on some of that responsibility but some responsibilities will need to be shared by other partners. .*

Anita stated that while she was in California she used an app that allowed her to easily navigate the byway network, and she thought coordination like that among byways is a great idea. She would like to see as few wayfinding signs as possible cluttering the roadside and would much prefer an easy to use app that would allow her to navigate the BHB and others.

- Anita also suggested that we talk to Sue Sheppard who is currently working on a signage plan for Cape May County. We should coordinate signage efforts.
- Jody Carrara stressed the need to encourage people along the byway to plant trees, perhaps certain types of trees appropriate to the area
- Brain Braudis stated there may be additions to US Fish and Wildlife Service holdings and wondered when the map will be finalized. *Jim indicated that one set of changes to the maps will be made before the next set of public meetings in late summer/early fall.*
- Elizabeth Terenik stressed that individual property maintenance is a real issue. Violation notices are a lengthy, tedious process and not always effective. Municipalities need resources to help them clean up private properties.

*Sarah suggested that this was a situation in which towns should approach their improvement authorities, because they might be willing to help with some sort of clean up program. She also noted that each municipality receives funding from the state Clean Communities Council. Perhaps that funding could be tapped into.*

- Ron Magill pointed out in rural communities, currently without curb and gutter for example, certain kinds of enhancements may not be appropriate. Care needs to be taken in rural communities to maintain rural character.

#### **Index Card Exercise**

In order to get feedback from the CMC regarding potential enhancements, Sarah and Jim asked that they note their responses to the following questions on color-code index cards. The following table summarizes the responses.

<p>Pink Cards -- Note the general <u>location</u> along the byway you feel is in the most need of care and attention.</p>	
<ul style="list-style-type: none"> <li>▪ Salem City</li> <li>▪ Mannington-Salem City stretch – needs clean up and beautification</li> <li>▪ The Main Corridor</li> <li>▪ Port Norris</li> <li>▪ Bridgeton</li> <li>▪ Bridgeton</li> <li>▪ Center of Bridgeton</li> <li>▪ Bookends – near Delaware Memorial Bridge and near Cape May-Lewes Ferry</li> <li>▪ Sunset Blvd is in desperate need of paving and designated bike paths. This is a stretch along the famous South Cape May Meadows – from Broadway in W. Cape May to and along Lighthouse Ave needs to be made safer <u>ASAP</u></li> <li>▪ Cape May County, Cooks Beach and Reeds Beach – restrooms</li> <li>▪ Beaches by East Point Lighthouse</li> <li>▪ Area just north and south of Salem City – need for more screening</li> <li>▪ Some areas in CML were too cluttered with signage</li> </ul>	<ul style="list-style-type: none"> <li>▪ Segments 3, 4, and 5 – Salem City and Pennsville</li> <li>▪ Segments 21, 22 and 23 – Bridgeton to Fairton</li> <li>▪ Lower Township – “sprucing up”</li> <li>▪ Spur between Seashore Rd/Beach Dr, along Lincoln Blvd – signage, litter</li> <li>▪ Enhancement of area around Maurice River Bridge – plenty of room for interpretation of the watershed, parking, public access</li> <li>▪ Unfortunately, Lower Township seems to need the most TLC</li> <li>▪ Former industrial sites on the Maurice and Cohansey Rivers</li> <li>▪ Salem County Mannington Twp – Rt. 45 and Quinton Twp – Rt. 49</li> <li>▪ Villas downtown</li> <li>▪ Salem County – southeast tip of Supawna meadows NWR</li> </ul>
<p>Green Cards – Note which <u>type</u> of corridor-wide project is most important to you (i.e. trash clean-up, interpretation, gateways, etc.).</p>	
<ul style="list-style-type: none"> <li>▪ Coordinated signage/clear directional signs</li> <li>▪ Trash clean-up/property maintenance (a lot of areas are depressed)</li> <li>▪ Trash clean-up and beautification II</li> <li>▪ Shore protection!</li> <li>▪ Solar panels on existing structures or landfills without sacrificing farm fields</li> <li>▪ Roadside trash cleanup IIIII</li> <li>▪ Signage III</li> <li>▪ Directional signage ← an app for that</li> <li>▪ Gateways</li> <li>▪ Natural resource protections</li> <li>▪ Removal of non-native invasives</li> <li>▪ Comfort stations where possible – even portable</li> </ul>	<ul style="list-style-type: none"> <li>▪ Convenience centers</li> <li>▪ Restrooms!</li> <li>▪ Interpretation II</li> <li>▪ Interpretation – Why am I here?</li> <li>▪ Lower Township – interpretation to create a sense of identity within the township</li> <li>▪ Website or smart phone app for date-specific events happening along the byway</li> <li>▪ Site enhancements including stream banks and wetland sites being washed away by erosion</li> <li>▪ Interpretation/education</li> <li>▪ Designated bike lanes</li> <li>▪ Tree planting</li> <li>▪ A tour/s of different themes using a technology that allows interpretation – CD or call number or podcasts</li> </ul>

**Yellow Cards – List up to three community-based or site-specific projects that you would like to see happen within the next five years.**

<ul style="list-style-type: none"> <li>▪ Cook’s Beach Recreation Area</li> <li>▪ Norbury’s Landing Recreation Area</li> <li>▪ Increased Adopt-a-highway to heighten trash pick-up</li> <li>▪ Reduction of billboards and signage</li> <li>▪ Minimize curbs and sidewalks in small communities</li> <li>▪ Signage</li> <li>▪ Services</li> <li>▪ Infrastructure</li> <li>▪ Visitor center in Greenwich</li> <li>▪ Roadside enhancements, bike paths along 553</li> <li>▪ Bike trail from Port Norris to East Point L.H.</li> <li>▪ Service organization (Scouts, Rotary, VFW) projects for clean-ups</li> <li>▪ High school community service clubs</li> <li>▪ Bike-a-thon fundraiser along byway or Komen 3 day walk-a-thon</li> <li>▪ Shoreline enhancements similar to the Delaware Estuary Living Shoreline Initiative demonstration project at Anchor Marina on the Maurice River near Heislerville</li> <li>▪ Community gateways featuring stormwater retrofits like rain gardens</li> <li>▪ Enhanced access and facilities for paddle sports (canoe/kayak)</li> <li>▪ Coordinated directional signage</li> <li>▪ MRT bike trail finished</li> <li>▪ Permanent facilities at East Point Light House, etc.</li> <li>▪ Effort to make the Mauricetown Park or Maurice River waterfront nicer</li> </ul>	<ul style="list-style-type: none"> <li>▪ Visitor Center in Cumberland Co.</li> <li>▪ Restrooms III</li> <li>▪ Enhancement to roadside</li> <li>▪ Upgrading bird-watching sites</li> <li>▪ Signage for bike <u>lanes</u></li> <li>▪ Restrooms at beach (birding) areas</li> <li>▪ Road clean-up</li> <li>▪ Bike/walking paths (interconnecting)</li> <li>▪ Parking improvements</li> <li>▪ Comfort Stations – not necessarily @ every pullover along the bay</li> <li>▪ “Screen” commercial sites – i.e. trees</li> <li>▪ Lower Township             <ol style="list-style-type: none"> <li>1. Sunset viewing pier (fishing pier) Beach Dr. and Lincoln Blvd at the end of Townbank/Ferry Spur</li> <li>2. Life Saving Station (Sunset Beach)</li> </ol> </li> <li>▪ Cumberland County – Millville Bike paths and trail projects from Union Lake along the Maurice River to be completed</li> <li>▪ Comfort stations/stations in Cumberland and Salem</li> <li>▪ Promotion of scenic/natural resources essentially unknown, hidden treasures in So. Jersey</li> <li>▪ Storefront improvements</li> <li>▪ Supawna Meadows and Cape May NWRs are open to and encourage <u>signage</u> and <u>pull offs</u> where reasonable potential exists.</li> <li>▪ East side of Mauricetown Bridge – northeast corner – “<u>beautification</u>” effort – clean up and viewing platform</li> </ul>
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**ADDITIONAL NOTES**

The next meeting of the Bayshore Heritage Byway Corridor Management Committee will be held at Congress Hall in Cape May on March 15, 2012, from 3 to 5 pm.

Jim noted that this meeting overlaps with the New Jersey Tourism Conference, posing a scheduling conflict for the tourism industry representatives involved with the byway. Therefore, Jim will be conducting a conference call with tourism representatives prior to the March 15 meeting so that he can get their feedback on the heritage and nature-based tourism issues that will be discussed at the meeting.