



Memorandum

To: BHB Corridor Management Committee
From: Jim Klein, L/KLA
Date: February 13, 2012
Subject: Bayshore Heritage Byway Enhancements (Handout for CMC #3)

The third Corridor Management Committee (CMC) meeting for the Bayshore Heritage Byway is focused on areas in need of physical enhancements such as gateways to communities, trailheads along the byway, potential locations for waysides and pull-offs, and potential corridor-wide or other community-based enhancements. Another important issue for discussion is how the byway should address future development and growth, especially at the edges of existing towns and cities.

The following draft goal was developed for byway enhancement and will be discussed at the meeting:

Goal: Enhance the Experience of Visiting the Byway

Establish the byway as a destination by developing a strong identity through consistent signage; visitor facilities; a unified, context-sensitive aesthetic; and community support of byway management and maintenance.

1. Discussion of Enhancement Opportunities and Priorities

Three types of enhancements for consideration along the byway are summarized below: corridor-wide, community-based and site-specific. An important consideration will be deciding whether initial enhancement efforts should emphasize the travel experience along the byway itself, first, or to focus on site specific locations that provide more things to see and do along the way.

Corridor-wide Enhancement Opportunities

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)

- Route marking and identification
- Wayfinding (for visitor sites and attractions)
- Information kiosks with similar visual and graphic identity

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

- Roadside clean-up programs
- Roadside landscape treatment

Community-based Enhancement Opportunities

Community-based opportunities address the need to provide more of a welcoming appearance 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

- Visitor centers

- Restrooms
- Restaurants/accommodations
- Interpreted pedestrian and bicycle trails
- Village streetscape enhancements

Strategy #4 - Guide future changes in land use as a means of gradually improving community appearance over time focusing primarily upon

- Locating transmission lines, cell towers, large scale solar and wind “farms”
- Siting rural residential and small-scale subdivisions
- Revitalizing aging commercial corridors at the edges of cities and towns
- Revitalizing main streets

Site-Specific enhancement opportunities

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

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

- Preserving, restoring, enhancing, maintaining existing sites on Coastal Heritage Trail
- Upgrading sites and attractions not yet visitor-ready
- Upgrading or providing new sites for bird watching or natural area interpretation
- Providing better access to the Delaware Bay and its beaches

2. Potential enhancement opportunities by county

The following is an initial list of potential enhancement opportunities based on public input and on the physical and visual surveys. (See http://www.lardnerklein.com/bhb_index.html in the “file cabinet”.)

Salem County

- Recently constructed parking area and boat ramp at Hawks Bridge
- Mannington Meadows birding spots
- Mannington commercial/industrial stretch
- Lot at corner of W. Broadway and Front Street

Cumberland County

- Village gateways (e.g. Canton, Cedarville, Greenwich, Dividing Creek, Mauricetown, Maurice River Twp villages)
- Parking/interpretation on Bayside/Caviar Spur
- Transition area leaving Bridgeton, southbound
- Transition area leaving Port Norris, southbound
- Pull-off/scenic view just south of Leesburg
- Parking/interpretation on East Point Lighthouse Spur
- Glade Road wetland pull-off
- Old Stone School House in Greenwich

Cape May County

- Reconstruction the 1876 Life-Saving Station No 40 at Sunset Beach
- Commercial/industrial development screening
- Birding access points
- Bayshore beach access, facilities, and Delaware Bay interpretive waysides (e.g. Norbury’s Landing and Cook’s Beach)

3. Selected potential funding/partners/programs

Salem County Improvement Authority

- Clean Communities Clean-up Grant – groups earn \$300 for picking up litter along two-mile stretch of county road
- Salem County Revolving Loan Fund – financial assistance to Salem County Businesses for expansion and growth.

Cumberland County Improvement Authority

- Environmental Enhancement Grant Program (currently suspended)
 - Range from \$950 (Friends of the Bridgeton Library -- series of adults and family activities focusing on community environmental education and energy conservation) to \$25,000 (Bridgeton High School Foundation, Inc. – new football stadium bleachers)
 - Bayshore Discovery Project was a recipient in multiple years for a variety of projects
- Adopt-a-Road – responsible for a stretch of at least two miles
- Clean Communities – Annual Public Lands Clean up (Trash Hunt, Waterway Cleanup)

ANJEC

- Sustainable Land Use Planning Grants for municipalities and counties with environmental commissions -- matching reimbursement grants of up to \$20,000 to municipalities for local or regional plans, ordinances, studies or document reviews that protect natural resources and establish the land use patterns envisioned in the State Plan.

NJ Department of Transportation

- Sponsor-a-Highway (Adopt-a-Highway was discontinued but may be coming back as joint initiative with the NJ Clean Communities Council)

NJ Clean Communities Council

- Clean Communities funding provided to every municipality in the state
 - City of Vineland has Adopt-A-Spot, -A-Park, A-Block, and A-Neighborhood
- Adopt-A-Beach

NJ Recreational Trails Program

- FHWA grants administered through the NJ DEP Green Acres Program (2012 application deadline is February 15, 2012; 2013 applications will be available in September)

National Fish and Wildlife Foundation

http://www.nfwf.org/AM/Template.cfm?Section=Charter_Programs_List&Template=/TaggedPage/TaggedPageDisplay.cfm&TPLID=61&ContentID=13554

Five Star Restoration Grant Program

- Provides modest financial assistance on a competitive basis to support community-based wetland, riparian, and coastal habitat restoration projects that build diverse partnerships and foster local natural resource stewardship through education, outreach and training activities. Application deadline: February 15, 2012

USFWS: The Sport Fish Restoration Program

- Provides federal grant funding for land acquisition, boating access development, operations and maintenance of public fishing areas, fishing habitat improvements, coordination projects, and aquatic resource education. Application deadline: August 31, 2013 (50 awards, no money identified in this synopsis) <http://wsfrprograms.fws.gov/Subpages/GrantPrograms/SFR/SFR.htm>