



Lardner/Klein Landscape Architects, P.C.

Memorandum

To: BHB Corridor Management Committee
From: Jim Klein, Lardner/Klein Landscape Architects, P.C.
Date: May 14, 2012
Subject: Bayshore Heritage Byway – CMC/CMP Meeting #6 DRAFT Agenda and Discussion Outline

The emphasis of this important meeting is on devising strategies so that visitors can travel the route safely with a wide range of transportation choices, feel comfortable about traveling the route and getting out of their car and enjoying the communities along the byway, and doing so in a way that will not detract from the overall byway experience by using context sensitive design strategies.

Suggested strategies for discussion are noted below following the agenda.

Draft Agenda

- 1:00 pm Introductions and brief review of CMC #5 (Jim Klein)
- Review of interpretive development strategies
 - Revised interpretive framework
- 1:30 pm Existing transportation conditions and issues (Jim Klein and Joe Bucovetsky)
- Discussion of Potential Strategies
- Process and approach for doing transportation work along a scenic byway
 - Speed reduction measures
 - Bicycle and pedestrian safety measures
 - Bridges
 - Wayfinding and Signage
- 2:30 pm Review of enhancement priorities (transportation related)
- 2:45 pm Next steps (Jim Klein)
- Process for reviewing and revising the draft plan and conducting public meetings
 - Public meetings on June 20-21

Goal #5: Increase the Range and Safety of Travel Choices and Opportunities

Enhance the quality and safety of the byway-related travel experience for all modes of transportation by expanding the range of travel opportunities for pedestrians and bicyclists as well as those who use public transportation and by utilizing context sensitive approaches to address future roadway safety and capacity projects.

List of DRAFT Strategies for consideration

- 5.1 Adopt a process and approach for doing transportation work along the Bayshore Heritage Byway that increases awareness and sensitivity to the intrinsic qualities of the route that makes it eligible for designation as a scenic byway and is consistent with the Smart

Transportation Guidebook and with the NJDOT Complete Streets Policy.

Implementation Steps

- i. Increase the awareness of the Bayshore Heritage Byway among NJ DOT, County, and Municipal transportation planning and engineering staff through the corridor management planning and implementation process and by forming a transportation and enhancement committee for the byway that meets, at a minimum, annually to review upcoming planned and programmed projects along the byway.
- ii. Develop a system at all levels to flag projects that are planned and programmed along the byway at the funding and programming level so that efforts can be made early in the process to incorporate context sensitive approaches and processes.
- iii. Encourage the adoption of complete streets policies at the Municipal and County level building upon the New Jersey complete streets policy.

- 5.2 Encourage the use of appropriately scaled and selected speed reduction measures as a means of increasing safety for all users of the Byway in the transition areas approaching each of the cities, towns and communities

Implementation Steps

- i. Using the CMP as a starting point develop a proactive list of locations where traffic calming and pedestrian safety measures are needed to reinforce the heritage tourism and interpretive goals of the byway program.
- ii. Develop and adopt guidelines for traffic calming and pedestrian safety measures specifically for the rural and historic communities along the byway that are sensitive to the rural and historic context.
- iii. Seek transportation enhancement funding for the design and implementation of priority traffic calming and pedestrian safety measures

- 5.3 Prioritize bicycle improvements (for the widest range of bicycle users) and pedestrian improvements in the gateways and river corridors that link the byway communities of Salem, Bridgeton, Millville, Port Norris, and Mauricetown and Cape May) with the nearest full service interpretive sites associated with that river corridor along the Delaware Bay shoreline.

Implementation Steps

- i. Using the results of the proposed cluster and itinerary detailed planning process as a guide (see Heritage Tourism Strategies, AC #4), as well as County and State level bicycle and pedestrian planning, identify gaps and linkages needed to establish a network of safe and attractive pedestrian and bicycle networks along the primary river corridors.
- ii. Seek recreational trail funding, as well as transportation enhancement funding for the prioritized links.
- iii. Work with bicycle clubs and other user groups to establish maintenance and monitoring programs for the rural routes suitable for bicycle use.

- 5.4 Establish a consistent design treatment for each bridge type along the corridor that preserves as much as practical the views toward the water or wetlands and provides safe pedestrian access where practical as a means of increasing awareness and recognition of the importance of waterways and wetlands, water quality overall, and to the qualities of the Bayshore experience in general.

Implementation Steps

- i. Use the historic bridge sign (detail developed by NJ DOT) as a means of raising awareness of the waterways and wetlands as travelers cross, helping to bring attention to their value and significance.
- ii. Coordinate with the beach and water access plans to identify locations where water access or fishing access is appropriate near bridges and develop and implement design treatments to manage that access.
- iii. Develop and adopt a preferred parapet wall treatment (to replace the Jersey-shaped barrier over time) that meets the necessary test level for the specific roadway while also providing visual access to the river, creeks and wetlands below (see FHWA Bridge Rail Guideline).

- 5.5 Work cooperatively among NJDOT, County and Municipal owners of the designated scenic roads to implement the state signage plan for scenic byways as a means of recognizing the safety benefits of increasing awareness for all drivers that they are traveling on a byway.

Implementation Steps

- i. NJ DOT will install signs along state highways in accordance with the approved signage manual (final draft and approval pending) as funded by the National Scenic Byway Program grant.
- ii. NJ DOT assist County governments in establishing MOUs between the County and Municipal governments to install signs on both County and Municipal roads (signs provided by NJDOT).
- iii. MOUs to include agreements regarding maintenance and replacement of signs (20% of total installed signs anticipated to be produced as replacements for storage).

- 5.6 Use a wide range of tools for helping visitors to find sites and attractions along the byway including directing travelers to visitor centers in gateway communities and facilitating the use of web-based and mobile applications as a means of providing targeted information to help visitors plan their route.

Implementation Steps

- i. Using the site inventory and proposed detailed cluster planning process as a starting point, identify the sites and attractions that are eligible for attraction signing (e.g. full service sites open 300 days per year and offer programming, etc.)
- ii. Consolidate attraction signing along the byway to reduce the overall number of duplicative signs and remove signs that point to locations that no longer exist or are open.
- iii. Develop and implement a byway specific attraction signing and mobile application program to continue to monitor and update attraction area signing and technological changes.

Next Meeting (to be confirmed):

June 20-21 Public Meetings (exact time and locations to be determined)

Cape May County: Wednesday June 20, 2012 – late afternoon or early evening

Cumberland County: Thursday June 21, 2012 – early afternoon

Salem County: Thursday, June 21, 2012 - evening