



Lardner/Klein Landscape Architects, P.C.

Memorandum:

To: BHB Corridor Management Committee
 From: Jim Klein
 Date: 16 July 2012
 Subject: Comments on Initial Draft Plan and Implementation Table

The following documents the comments received and the proposed responses for the initial draft of the Corridor Management Plan (Chapters 1-3, the implementation table, and the list of enhancement projects).

#	Page	Comment	Response
		CHAPTERS 1-3	
1	P8	NJ DOT – should be NJDOT (throughout)	Global search and replace
2	P10	Meeting #2 – “heled” and redundant wording	Correct typo and reword
3	P10	Last bullet – reformat similar to others	Insert “Meeting #6 – “
4	P12	Reword first sentence, first paragraph	Delete “help its communities to”
5	P23	1 st paragraph, 3 rd sentence – Haleyville, on the map, is north of Port Norris	Reworded to remove reference to direction and include both approaches to Port Norris
6	P26	2 nd bullet – last sentence	Insert paragraph and do not bullet the last sentence
7	P43	Make bulleted format consistent	5 th bullet: Insert “ – “ after Award
8	P53	Missing line space after “(Mournier).”	Insert paragraph and space
9	P53	Last full paragraph at bottom of page – Cumberland County Prehistorical Museum	Correct museum name as noted
10	P53	Widow line text	Will do global formatting to eliminate widow text
11	P53	Last line – format of heading	Correct format and eliminate
12	P59	Missing paragraph spacing under “English Colonies	Insert paragraph at end of 7 th line (after “dominance” and at end of 22 nd line (after “United States”
13	P66	3 rd bullet should be part of 2 nd bullet	Will correct
14	P71	Under Amended Route – duplicate text for Historic Cold Spring Village	Will delete and adjust so sites that are no longer on the byway will be removed or identified as being nearby
15	P72	Need bullet for Judge Nathaniel Foster House	
16	P73	Figure 61 move to previous page	
17	P75	First paragraph 2 nd sentence to the end is redundant with Page 53	Delete redundant text and refer back to page 53
18	P76-77	Layout of Figures 63 and 64 – put photos on previous page?	Will adjust in final layout
19	P79	Riverview Park bullet – reference to “World’s Second Longest” – is this true	According to DRBA web site – this is the World’s Second Longest <u>Twin Suspension Bridge</u> – referenced historic significance (noted as eligible for National Register) instead from FHWA bridge study
20	P80	2 nd paragraph, first sentence – reword?	Delete first sentence
21	P81	Bulleted list - formatting	Delete Coastal Heritage Trail bicycle route – check to see if it is no longer supported by web site and reference *(may want to add this to plan as a task to find a new home for this route)
22	P88	Wayfinding and Signage (forthcoming)	Added the following text due to timing of approvals for NJDOT signage plan: “3.1.3 Wayfinding and Signage Currently the byway is not marked. A separate wayfinding and signage plan was developed by NJDOT

			for all of the byways across the state (See Appendix 3, Wayfinding and Signage Study)”
23	P89	Several airports serve South Jersey. Philadelphia International Airport ...	Change to read, “Several airports serve the byway.”
24	P99	Missing paragraph mark – starting with “Overall, Cape May County ...”	Will correct
25	P103	Missing paragraph mark, 1 st paragraph - starting with “The incidence of crashes mimics, ...	Will correct
26	P105	Missing paragraph mark, 1 st paragraph starting with “Low-intensity residential use follows certain”	Will correct
27	P106	3 rd paragraph, “found villages”	Delete “found”
28	P108	Missing paragraph marks before “The historic settlements of...” and “Cape May County Airport ...”	Will correct
		COMMENTS ON REVISED ENHANCEMENT PROJECT LIST	
29		A typo: The Hawks Bridge location is on Route 540, not 549	Will correct
30		It is Hancocks Bridge, not Hancock Bridge.	Will correct
31		Cumberland County You have a potential location designated for Newport, but did you also consider something in Fortescue since it is at the Bay?	Added Fortescue Beach and/or Marina for site interpretation, etc.
		GENERAL COMMENTS	
32		The route of the Byway seems to cut off most of the unique waterfront access areas in [Maurice River Township]. The route travels down Main Street onto River Road. It offers a spur to East Point Lighthouse but that is the only stop in the Township. Suggestion to add spurs to Matt’s Landing, Thompson’s Beach, Moore’s Beach	Refer to discussion regarding the addition of spurs at AC Meeting #2 and #3. At Meeting #3 the following definitions for spurs was agreed upon: Spurs A spur is needed when there is a group of places to visit or a full service destination that is related to the primary byway themes, and, <ul style="list-style-type: none"> ▪ The destination (s) are open and accessible to the public including parking ▪ Access to those sites requires multiple turns ▪ The access route (the spur) is a high quality visitor experience in and of itself ▪ The access route meets the requirements for designation as a New Jersey Scenic Byway A spur is not needed when <ul style="list-style-type: none"> ▪ Access to a visitor site is by a route that does not require multiple turns, or ▪ There is only a single destination and that destination can be easily signed from the main travel route (the destination is included as part of the scenic byway corridor) Each of the sites noted in the comment are identified as destinations in the plan and based on the criteria above, a spur is not needed
33		Suggest adding future sites from public access plans. [Maurice River Township has identified the following as future sites]: a. Dorchester Ship Yard along Church Street	These sites will be added as future sites (along with Moore’s Beach noted above_ and a section added under Goal 2.

		b. High Street in Leesburg c. Olive Street – and the area owned by the Natural Lands Trust	
34		Mauricetown Causeway: The plan references the aspects of the Causeway for public viewing and access in Commercial Township. Maurice River has public access points and areas that can be improved to accommodate travelers. The plan should include recommendations for improvements to the Maurice River side of the causeway including a small visitor information center and map area. The plan should also include signage reflecting that travelers have entered Maurice River.	These will be added to the enhancements list –
35		East Point Lighthouse: The East Point Lighthouse is located in Maurice River. This should be reflected throughout the plan. Maurice River is interested in actively promoting the community and its many resources and the Lighthouse is a vital part of the Township. The plan should also make recommendations for parking and restrooms to accommodate the travelers.	Discussion of heritage tourism destination clusters includes Maurice River corridor as a primary destination emphasizing both sides of the Maurice River, and the East Point Lighthouse is a destination (parking and restrooms added to enhancement list for the site)
36		Leesburg and Dorchester: These areas offer opportunities for travelers to visit local businesses (existing and new). Identification signs that travelers are entering the towns or villages should be recommended as part of the plan.	These will be added to and noted in the plan for enhancements. There is also a general discussion of existing villages and small-scale visitor information kiosks are recommended for these and other villages
37		This effort requires a long term sustained and sustainable planning group to carry it out.	To be discussed at CMC Meeting #7
38		Advise investing in as little concrete interpretative materials as possible to allow for actual and perceptual change and to keep information updated. Otherwise we will end up with faded and/or outdated signage, especially in light of what the sun and salt air do to signage.	Interpretive strategy recommends updating and refreshing existing Coastal Heritage Trail panels, and some additional visitor information kiosks in byway communities, but otherwise recommends web-based and mobile applications or interpretive development.
39		Corridor Wide Enhancement Program Increase cyber presence by 1. Centralized computer update location for all community based and site specific locations to send updates through 2. All kiosks should be updatable from central location through which information can flow.	Included as a high priority
40		Concern about audience of birding, bicycling, boating beachcombing – comment that visiting historic/cultural sites is an existing audience	The text was changed to reflect birding, bicycling, boating, beachcombing, and heritage travelers and the range of visitation (both current and projected) at existing heritage tourism sites was noted in the write up of goal #3.
		CHAPTER 4 SUMMARY TABLE	
41		What is umbrella, sustaining organization for phases and four committees?	To be discussed at CMC #7 – also see handout for meeting discussion options
42	Goal 1	Seems way too ambitious and vague for effective	More specific actions have been incorporated into text

		implementation. I would suggest breaking it down into much smaller steps (such as targeting one of the named Byway corridors where a majority of the municipalities have shown interest and/or have the capability to cooperate and concentrate the “conserve and preserve” efforts there	and table
43		Who is behind the individual municipalities referencing the byway corridor management plan in their plans? (1.1 ii)	Toolkit will be provided for making presentations to municipalities – this needs to be discussed at CMC Meeting #7
44		Who will “meet annually” with county and municipal boards etc.? (1.5 i)	This needs to be discussed at CMC Meeting #7
45	Goal 2	This goal’s implementation and effectiveness will spur interest in Goal #1. These concrete actions may be necessary before the more abstract values of conservation and preservation will become important enough across the communities to be supported.	Priorities need to be discussed at CMC Meeting #7
46	Goal 3	I would suggest another item, which is a concerted education effort to publicize/educate/train/convince local populations of the possibilities that the Byway has to improve their economies. Without local buy in, 3.1, 3.5, and 3.6 will fail.	To be discussed at CMC Meeting #7
47		FUNDING for all Goals: With a little bit of success, perhaps a business association could be formed which would contribute to Byway wide maintenance and administration?	Will add this as an option in Management Alternatives memo for discussion at CMC Meeting #7
		PUBLIC MEETING COMMENTS	
		Cape May	
	Goal #1	<ul style="list-style-type: none"> • Overlay zoning – could we do one specifically for the byway? • The Bayshore Area, based on a study done in 2001, is eligible for nomination as a National Heritage Area, but will need more support at the county and congressional level to move this forward 	<ul style="list-style-type: none"> ▪ Discussion added to plan text ▪ Heritage area designation is recommended for pursuit
	Goal #2	<ul style="list-style-type: none"> • Signage – how do we make it consistent? Who would manage signage? • 	<ul style="list-style-type: none"> ▪ NJDOT Scenic byway signage plan; Mix of NJDOT, County, Township according to plan ▪
	Goal #3	<ul style="list-style-type: none"> • Use cell phone for information rather than paper brochures • Seems like a good stretch between the Cohansey and Maurice Rivers – seems like there is a lot of activities that could be grouped together • The Byway will be oriented towards visitors and clusters – give them a sample of an activity or interest point and then tell them how to get there • Can we intersect with other similar activities and sites? 	<ul style="list-style-type: none"> ▪ Mobile-based technologies discussed in Chapter 4 text ▪ Emphasizing river corridors with gateway community and destination at mouth of river/bay is for orientation – in between areas help to extend visitor stays if lots to do ▪ ▪ yes, but make sure that the BHB is always present in signage/interpretation

		<ul style="list-style-type: none"> • The 4 B's include audiences we have now. We will need to add military/maritime in the future. • Use QR codes (e.g., Tag What app) • We need a web-based site where data is housed and maintained • Byway data needs to be pushed out to others • Need to be ready for visitors • Other groups that we could partner with include: <ul style="list-style-type: none"> ○ Mid-Atlantic Center for the Arts ○ Apple Farm ○ Millville Center for the Arts ○ Wheaton Arts • Maybe we could have related series of events – concerts and art festivals on the same weekend but at different locations • Need to get community colleges involved to host events • First Fridays, etc. • Wineries/tours 	<ul style="list-style-type: none"> ▪ See comment #40 above ▪ Noted in Chapter 4 text ▪ Noted in Chapter 4 text ▪ Noted in Chapter 4 text ▪ To be discussed at CMC #7 ▪ Will add to partner list to be discussed at CMC #7 ▪ Noted in Chapter 4 text ▪ Will add to partner list to be discussed at CMC #7 ▪ Noted in Chapter 4 text ▪ Noted in Chapter 4 text
	Goal #4	<ul style="list-style-type: none"> • Need to refresh Coastal Heritage Trail signs • West Jersey Time Traveler Project – podcasts about historic sites. Could do the same for the byway. 	<ul style="list-style-type: none"> ▪ Noted in Chapter 4 text ▪ Noted in Chapter 4 text
	Goal #5	<ul style="list-style-type: none"> • Low-hanging trees could become a problem for tour buses and other large vehicles • Spurs are really narrow – no room for turnaround • “You are entering” and “Thank you for visiting” signs • Removal of old Coastal Heritage signs? • Complete Streets – are communities along the byway engaging or thinking about complete streets? • 	<ul style="list-style-type: none"> • Noted in Chapter 4 text
	General	<ul style="list-style-type: none"> • Corridor management planning – what happens next? Who will keep moving the byway forward? <ul style="list-style-type: none"> ○ Designate a point person or sponsorship within each byway community ○ May want to form committees to determine future funding and resources within each community 	<ul style="list-style-type: none"> • For discussion at CMC #7
CUMBERLAND COUNTY MEETING			
	Goal #1	<ul style="list-style-type: none"> • Marine group – travel and preservation at access points • 	<ul style="list-style-type: none"> ▪ All noted in Chapter 4 text
	Goal #2	<ul style="list-style-type: none"> • Site specific - Matts Landing Road– make into 3-lane road with 1-sided parking to provide more parking for local crabbing activity (currently, there is limited parking) 	<ul style="list-style-type: none"> ▪ Was this referring to Maple Avenue Impoundments? ▪ Otherwise - all noted in Chapter 4 text ▪

		<ul style="list-style-type: none"> • Improved recreational access • Site specific - Maple Ave expand at either end for parking/bathrooms 	
	Goal #3	<ul style="list-style-type: none"> • At gateways - tourist Information center – manned by senior citizens – storytellers • Funding for local greeters as a welcoming committee/office • Business upgrade septic with grants if used by public – funding sources? • Cumberland City submitted green Waste Management Plan • Website – “Current Events” calendar • Open-air markets “Campbell’s Flea Market” • Antiquing • People want to know where to put kayaks in – access points 	<ul style="list-style-type: none"> ▪ All noted in Chapter 4 text
	Goal #4	<ul style="list-style-type: none"> • Story of different fishery evolving on different sides of Maurice River • Example: Interpretation at lighthouse and into communities • Where in the community could the stories be told? <ul style="list-style-type: none"> ○ Post offices ○ Bridges ○ Landings ○ Fishing/crabbing/birding sites • Maurice River – fin fish “traditional” methods • Are community stories being lost? 	<ul style="list-style-type: none"> ▪ All noted in Chapter 4 text
	Goal #5	<ul style="list-style-type: none"> • Bus tour to raise town funds • Boat tour to raise town funds for heritage tourism • Boating licenses? • Parking fees from inception for revenue for townships 	<ul style="list-style-type: none"> ▪ All noted in Chapter 4 text
	General	<p>Master Plan will include:</p> <ul style="list-style-type: none"> • Public access • Bicyclist and pedestrian facilities • Put what is being worked on in expected timeline to be included in Plan – include funding sources or needs • Education funding • Humanities based programs • School trips – return visits and resulting in revenue 	<ul style="list-style-type: none"> ▪ All noted in Chapter 4 text
		SALEM COUNTY MEETING	
	Goal #1	<ul style="list-style-type: none"> • Preservation of view sheds 	All noted and incorporated into Chapter 4 text
	Goal #2	<ul style="list-style-type: none"> • Caviar Point going away with high tides • Look into Fish and Wildlife facility next to lighthouse 	Not sure where this is referring to, but we have added the vacant structure south of Walmart on USFWS

		○	property
	Goal #3	<ul style="list-style-type: none"> • Coastal Heritage website down - confirm • 	NPS website is down now and references to it have been taken out of the plan
	Goal #4	<ul style="list-style-type: none"> • Seasonal changes in stories • Dependency on land and resources • Ferry to Port Delaware • New boat launch at Hawks Bridge • Hancock Harbor – restored floating cabin for fishing and trapping • Lower Alloways Creek Museum • Pennsville Historical Society • African American Cemetery just outside Greenwich • Bridgton remarkable • Salem – Peterson Park, Swedish Cabin • Purple marten migration • Map check: <ul style="list-style-type: none"> ○ Elsinboro Point not Neck ○ Money Island ○ Correct map at slide 52/82 (still original) • Oral histories – “Seven Steps to Freedom”, African American series of sites with oral histories 	All noted and incorporated into Chapter 4 text
	Goal #5	<ul style="list-style-type: none"> • Update of county bicycling plan • South Jersey Wheelmen – 137 cyclists – 62 miles; • SJTPO Complete Streets – Bill Schiavi contact • NJ Transit Saturday tours should be considered as an option • Get Salem Bicycle/Pedestrian Plan • Choose bridges to update; use new NJDOT guidelines • Add signage for bicyclists/motorcyclists re: metal deck bridges • Tie sea level gauges to warning signs 	All noted and incorporated into Chapter 4 text
		<p>General Discussion – mostly about potential partners Confirm the following groups on the list of stakeholders:</p> <ul style="list-style-type: none"> • Delaware River & Bay Authority • NJ State Parks – there are staff to help such as Andy Gratt at Fort Mott • Fish and Wildlife/Forest Service • Pull partners from history brochure • Delaware River Keeper <p>Resend invitation to:</p> <ul style="list-style-type: none"> • County Cultural Heritage Commission Culture and Arts • Pennsville Historic Society • Lower Alloways Creek Cabin Museum • Salem County Historical Society • Cumberland County Historical Society • NJ Coastal Heritage Trail Welcome Center 	To be added to partner list

		<p>Fort Mott</p> <ul style="list-style-type: none"> • Make sure routes are clearly marked as many are not on GPS systems • Tom Keck Regional Supervisor with NJDEP at 609-965-5220 (Admin: Jeanne) should be able to help with signs; South Region Office, 1168 Rte 542, Egg Harbor City, NJ 08215 • Salem Visitors Center recently moved to the Johnson House • Get cell phone partners to join the effort (Sprint, AT&T, Verizon) • Coast Defense Study Group at Fort Mott – Ask Andy Grant • Talk with Preservation Salem County <ul style="list-style-type: none"> ○ Jim Schulte, President, Salem County – Preservation Salem ○ C: 856-217-0420 ○ jschultesr@verizon.net • Other resources/experiences: <ul style="list-style-type: none"> ○ Cumberland History Brochure ○ Genealogical Society Salem County ○ Bradwin’s Cape May Farm Market ○ DVRPC – “Farm to Fork” ○ Vineyards • Include Delaware State Parks <ul style="list-style-type: none"> ○ Fort Delaware – Becky Webb ○ Fort Du Pont • Reach out to Geo-cachers – volunteer network • Ellen Pompper, Mayor, Lower Alloways Creek • Freeholder representative from the County – provides political representation in implementation 	
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