

FOR IMMEDIATE RELEASE

**BAYSHORE HERITAGE BYWAY
CORRIDOR MANAGEMENT PLAN PUBLIC WORKSHOP/INFORMATION MEETING**

The Bayshore Heritage Byway has entered its corridor management planning phase and invites participation from all interested groups and individuals.

Three public workshops/information meetings will be held to provide information to the public about the planning effort and to gather ideas about how the byway can help the communities through which it travels to attract visitors and enhance the quality of life for those that live along its route. The three meetings will take place on

Wednesday, November 16, 7-9 pm at the Maurice River Township Municipal Building (590 Main Street, Leesburg, NJ 08327)

Thursday, November 17, 1-3 pm at the Rutgers Cooperative Extension Building (355 Courthouse-South Dennis Road, Cape May Court House, NJ 08210)

and

Thursday, November 17, 6-8 pm at the Old Salem County Courthouse (83 Market Street, Salem, NJ 08079)

About the Bayshore Heritage Byway

The 124-mile Bayshore Heritage Byway guides visitors through the rich natural and historical landscape of New Jersey's "western shore." The byway begins on Hawks Bridge Road/CR 540 at milepost 1.53 in Mannington Township and traverses three counties along the Delaware Bay – Salem, Cumberland and Cape May – before reaching its southern terminus at Cape May Point State Park. Along the way, the byway passes through numerous towns and villages, including historic Salem City, Bridgeton, Port Norris, Mauricetown, Dennisville and West Cape May. Five spurs extend from the main route taking visitors to Fort Mott State Park; Caviar and Bayside; Fortescue State Marina and Beaches; the Bayshore Discovery Project; and East Point Lighthouse.

About the Bayshore Heritage Byway Corridor Management Plan

In 2009, the New Jersey Department of Transportation (NJ DOT) and the byway sponsor, the South Jersey Bayshore Coalition (SJBC), received a National Scenic Byways Program grant for the Bayshore Heritage Byway to proceed with the next step following designation as a state scenic byway: the development of a Corridor Management Plan (CMP). The purpose of the CMP is to help SJBC, NJ DOT, and Cape May, Cumberland and Salem Counties protect and promote the rich natural and cultural resources found throughout the byway corridor and provide strategies for sustainable tourism development based on that heritage.

This corridor along the Delaware Bay is significant for its vast wetlands and estuarine ecology that provide habitat for numerous species of shorebirds, serve as spawning grounds for horseshoe crabs, and support a rich culture of oyster fishing and other maritime activity. The plan will highlight the region's unique bayshore heritage, providing an inventory of the many natural, historical and cultural resources along the Byway and interpreting the stories that connect them. Based on the resources present, the plan will offer strategies to ensure their

future protection and preservation. Some examples include strategies for land and resource conservation. Others may involve the development and marketing of theme-based itineraries. Still others may involve wayfinding and roadside enhancements to make it easier to find and follow the byway.

NJ DOT and SJBC have hired a multidisciplined team headed by Lardner/Klein Landscape Architects to assist with this planning effort. Lardner/Klein has prepared corridor management plans for byways throughout the eastern United States and is well known for its collaborative working style. One of the first tasks will be to reach out to members of the bayshore communities for their involvement, ideas and suggestions as to how this byway planning effort can help preserve and enhance the heritage tourism opportunities – as well as agri-tourism and eco-tourism – that are abundant in the region. Input from all of the stakeholders within the byway corridor will be critical to the CMP's success. All are encouraged to provide their input at the public workshops/information meetings listed above.

For more information, visit http://www.lardnerklein.com/bhb_index.html

Or contact the following individuals:

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