

# Bayshore Heritage Byway

Cape May, Cumberland and Salem Counties, NJ



The 124-mile Bayshore Heritage Byway guides visitors through the rich natural and historical landscape of New Jersey's "western shore." Traversing three counties along the Delaware Bay – Cape May, Cumberland and Salem – the Byway offers views of the bay, marshlands, mudflats, and farm fields, crosses over tidal rivers and streams, and ducks in and out of historic towns. A journey along the Byway pieces together the stories of the bayshore communities and their dependence on the natural resources of the region to create a comprehensive picture of the natural and cultural heritage that defines New Jersey's bayshore.

In 2009, the New Jersey Department of Transportation (NJ DOT) and the byway sponsor, the South Jersey Bayshore Coalition (SJBC), received a 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.

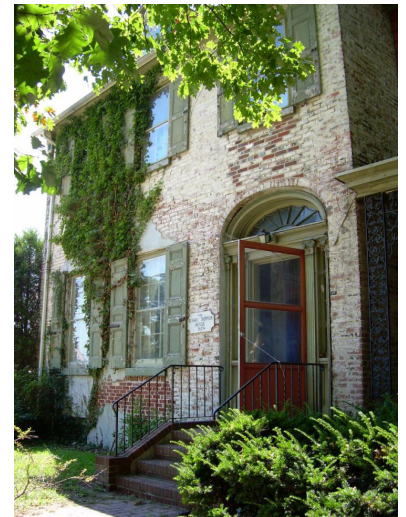


The plan will highlight the region's unique bayshore heritage, providing an inventory of the many natural, historical and cultural resources along the Byway and interpreting the stories that connect them. Based on the resources present,

*Cape May Lighthouse, Cape May, NJ*

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 multi-disciplined 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.



*Historic Richard Thompson House, Salem, NJ*



*Schooner A.J. Meerwald, home port in Bivalve on the Maurice River, Cumberland County, NJ*

### How will the plan be developed?

Part of the initial outreach effort will be the establishment of a Corridor Management Committee (CMC). The CMC will include officials from each county and municipality, representatives from various community organizations along the byway, private citizens, representatives from the sites and attractions that line the corridor and other stakeholders. This group will meet a total of seven times over the next year at different locations throughout the corridor. In addition, there will be two public planning workshops to (1) confirm the direction of the planning process and review the initial vision, goals and issues that need to be addressed; and (2) to review the plan's recommended strategies for preserving and enhancing the travel route as an important vehicle for heritage and nature-based tourism opportunities. If the group recommends pursuing designation as a National Byway and the County Boards of Chosen Freeholders and municipal governments concur, a permanent group will need to be identified that will be responsible for implementing the plan.

### What is the project schedule?

All meetings of the Corridor Management Committee (CMC) are open to the public, and all are welcome to attend and participate. The tentative schedule of meetings and their topics are as follows.

- CMC Meeting #1: Getting Started with Visions and Goals
- Public Planning Workshop #1: Are we headed in the right direction?
- CMC Meeting #2: Preservation and Conservation Strategies
- CMC Meeting #3: Enhancement Strategies
- CMC Meeting #4: Heritage Tourism Development
- CMC Meeting #5: Interpretive Development Strategies
- CMC Meeting #6: Context Sensitive Roadside Safety and Signage Strategies
- Public Planning Workshop #2: Did we get it right?
- CMC Meeting #7: Draft Plan Revisions and Implementation Strategies

- October 24, 2011
- November 16-17, 2011
- January 19, 2012
- February 16, 2012
- March 15, 2012
- April 19, 2012
- May 17, 2012
- June 20-21, 2012
- July 19, 2012

### Where can I get more information about the plan?

Visit [www.lardnerklein.com/bhb\\_index.htm](http://www.lardnerklein.com/bhb_index.htm) or contact

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