



**Memorandum:**

To: Michener's Chesapeake Country Scenic Byway Advisory Committee and Interested Stakeholders  
From: Jim Klein  
Date: July 2, 2010  
Subject: Attachment 1: Vision and Goals for the Byway Plan

At our initial advisory committee meeting, attendees were asked about the byway's assets and challenges, and what it was that would make the byway a success. The following is a list of potential phrases and ideas generated from that meeting that can be utilized to shape our vision and goals statement and an initial draft based upon the statements.

Economic and Heritage Tourism

- Increase in tourism; tourism dollars; local businesses prospering because of tourism
- Tourism products and sites developed; greater visitor access; coordination of services
- Successful marketing campaign; publicity in newspapers and magazines
- Active use of heritage areas

Interpretive/Educational

- A cohesive story that resonates with visitors; history brought to life; national recognition
- Local awareness of and enthusiasm for the byway
- Development of education tools for schools and youth
- Additional information centers or plaques; good signage and pulloffs; maps and brochures

Preservation/Conservation

- Enhanced preservation of landscapes and waterscapes
- Coordination with county and town plans
- Health of the Bay and watersheds
- A sustainable organization/management team

**First Draft of a Vision Statement**

*Michener's Chesapeake Country Scenic Byway* weaves together the multi-faceted layers of maritime heritage – from Native American to the Modern era – reflecting the distinct sense of time and place as captured in James Michener's *Chesapeake*. The byway serves as the main spine for heritage tourism in the heart of Maryland's Eastern Shore – helping the heritage traveler to find and enjoy its distinctive destinations and beautiful places where land and water merge into the Chesapeake Bay.

The byway also links together the people and places of Talbot, Caroline and Dorchester Counties in their efforts to preserve and enhance their truly unique way of life. The byway helps these communities to maintain the character defining features and the settings of their historic towns, farms, landscapes and waterways. The byway encourages people to linger and learn – contributing added vitality to the livability of the Maryland's Eastern Shore.

*Examples of Vision Statements (from related byways in the region):*

### **Vision for the Chesapeake Country Scenic Byway**

The Chesapeake Country Scenic Byway celebrates life on Maryland's Eastern Shore, one of the truly special landscapes in the Mid-Atlantic Region. Curiosity and a sense of discovery bring ample rewards—Byway travelers learn about the region's rich history and culture while gaining an appreciation for the traditions and working life of local watermen, farmers, and merchants.

The Byway links together the Upper Eastern Shore's most unique resources—its working landscapes and waterfronts, historic town centers, and pristine natural areas. Enjoy the beauty, peace and tranquility of Chesapeake Country. Stroll along the Byway's historic main streets, take in the scenery, drop by a local restaurant for crab cakes, pick-up fresh produce at a farm stand, or paddle along an undisturbed stretch of the Bay and its rivers.

Byway management focuses on striking a careful balance between stimulating local economies, celebrating local history and culture, and conserving sensitive natural resources.

### **Vision for the Harriett Tubman Underground Railroad Scenic Byway**

Vision: Ten Years From Now. . .

The Harriet Tubman Underground Railroad Byway reveals the complex, courageous and inspiring stories of those who risked everything to escape slavery themselves or to assist others seeking freedom. Much of the landscape here remains as it was in the 19th century, enabling visitors to imagine the flight of the escaped as well as the lives of the enslaved—tending fields, digging canals, and fearing separation of their families as result of slave sales. These stories of ordinary people who did extraordinary things, including Harriet Tubman, the most well-known Underground Railroad conductor, connect emotionally with residents and visitors through stimulating interpretive programs, exhibits, and tours that immerse them in the landscapes and change their perspectives on slavery, freedom and acts of conscience.

The presence of this powerful narrative draws increasing numbers of visitors to Dorchester and Caroline counties, where they find rewarding experiences, comfortable services, and a place to contemplate the broader meanings of slavery and freedom. These visitors add economic vitality and quality of life to the byway's communities and heighten local appreciation for its resources.

### **Vision for the Blue Crab Byway**

The Real Eastern Shore -

... can be found just off the beaten path. Experience our waterways first hand by stopping at one of the many parks and wildlife areas along the Byway. Take along your fishing gear or your kayak and immerse yourself into the experience of it all. Take a boat ride out to Smith Island to see firsthand how the watermen earn a living from the Chesapeake Bay. Top it all off by stopping in one of our delightful small town museums and dine on some of the eastern shore's finest fresh seafood and produce.

Whether you travel by car, by boat, or by bicycle; whether you come for a weekend or a week; you will find yourself coming back for more of the real Lower Eastern Shore.

**Draft Goals for the Byway**

*(with related challenges that must be addressed by goal in italics)*

Overall Regional Goal and How The Byway Fits Into the Region:

Create a seamless travel experience along one byway for the entire length of Maryland's Eastern Shore of the Bway from Cecil County to Crisfield with coordinated interpretation and wayfinding. Michener's Chesapeake Country Scenic Byway will fit in to this regional context by focusing on the preservation, enhancement and interpretation of the region's rich and multi-layered Maritime Heritage.

- *Signage; GPS coordination; making route clear*
- *Sorting out the overlaps and ambiguities of the byway; spurs and deadends; stretches with no attractions*

Preservation and Conservation Goal (for discussion July 15):

Plan for and implement preservation and conservation measures that will ensure that the Byway's character defining features will be maintained including its related historic sites, landscapes, towns and shorelines.

- *Protection of significant landscapes from suburban sprawl*
- *MAPP project*
- *Perception of property rights infringements*
- *Sea level rise*

Enhancement Goal (for discussion September 2010)

Expand both the number and quality of byway facilities as needed to interpret the region's Maritime Heritage and provide a distinctive and compelling travel experience including expanding public access to natural areas, soft landings for hand carried watercraft, opportunities for supporting non-motorized recreational activities.

- *Visitor readiness; improvement of sites; visitors' centers*
- *Public water access*
- *Pulloffs in rural areas and wetlands*
- *Funding for John Smith/Nanticoke River Exploratory Center*

Heritage, Agricultural and Eco-Tourism Goal (for discussion October 2010)

Establish the byway as tool to extend visitor stays by coordinating the storytelling, interpretation and education associated with the region's Maritime Heritage with its opportunities for outdoor recreation and related "farm to table" tours and tastings.

- *Plight of the agricultural economy*
- *Events*
- *Blending agritourism, ecotourism and heritage tourism*
- *Getting people to Federalsburg*
- *Including Cambridge downtown*
- *Marketing*

Interpretive Goal (for discussion November 2010)

Use the byway as a tool to increase awareness of the region's Maritime Heritage by developing a cohesive story that resonates with visitors around the interplay of Native American, African, and Colonial cultures.

- *Interpretation and communication; getting people out of their cars; creating a unified theme; telling the stories; relating the Michener book to the byway*

Transportation Goal (for discussion January 2011)

Manage the roadway and roadside character in a manner that accommodates the wide range of needs for all roadway users including commuters, agricultural, heritage visitors,

bicyclists, pedestrians, and neighbors while maintaining the character defining features of the byway context.

- *Controlling traffic, speed, and parking*
- *Controlling autos vs. bicycles; narrow shoulders*
- *Dover Bridge crossing of Choptank River*
- *Widening bridges*

Management Goal (Spring 2011)

Formalize the three county cooperative effort as part of a larger Eastern Shore network of heritage areas, byways, water trails, gateways, and natural areas.

- *Community involvement and coordination; cross-county, inter-agency cooperation and engagement; the planning process*
- *Public education; getting local buy-in*
- *Money; funding*