



**Memorandum:**

To: Michener’s Chesapeake Country Byway Advisory Committee and Interested Stakeholders  
From: Jim Klein  
Date: 7 July 2010  
Subject: Potential Enhancement Goals and Objectives

**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.

Enhancement Goal (DRAFT for discussion September 23, 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.

Issues Identified at Advisory Committee Meeting #1

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

The following are some potential enhancement objectives to help guide discussion at the September 23<sup>rd</sup>, 2010 Advisory Committee meeting:

- 1) Develop the necessary visitor facilities to establish an identity for the byway route especially at critical gateway locations and at identified destinations (at the ends of branches and sidetracks) helping to improve visitor experience and satisfaction. Potential visitor facilities include (to be added to at advisory committee meeting):
- 2 Kiosk at Park and Ride Wye Mills, MD 662 & MD 404, across from Wye Grist Mill Visitor Facilities/Kiosk
- 4 Kiosk at Park and Ride Easton, US 50, south of Clearview Rd. Visitor Facilities/Kiosk
- 6 Bellevue at the Oxford-Bellevue Ferry Landing Bellevue, End of Bellevue Rd./ Ferry Landing Visitor Facilities, Beautification
- 7 Tilghman Watermen’s Museum Tilghman Island Rd. & Phillips Rd. Visitor Facilities
- 8 End of Tilghman Sidetrack Pull-off on Tilghman Island Rd. Visitor

- Facilities/Kiosk, Beautification
- |    |                               |   |
|----|-------------------------------|---|
| 10 | Park and Ride                 | Trappe, Barber Rd., Howell Point Rd., US 50<br>Visitor Facilities/Kiosk |
| 14 | Richardson Maritime Museum    | Cambridge, High St. Visitor Facilities                                  |
| 16 | End of Hudson Sidetrack       | Hudson, Hudson Rd. Visitor Facilities/Kiosk                             |
| 17 | End of Hoopersville Sidetrack | Hoopersville, Hooper Island Rd. Visitor<br>Facilities/Kiosk             |
| 18 | End of Elliot Sidetrack       | Elliot, End of Wharf Rd. Visitor Facilities/Kiosk                       |
| 21 | Friendship Hall               | East New Market, Railroad Ave. Visitor<br>Facilities/Kiosk              |
| 29 | Dover Bridge Sidetrack        | Easton, MD 331 Visitor Facilities                                       |
- 2) Develop plans for enhancing the roadside quality of areas at the edges of existing towns where the route no longer retains its natural, agricultural or historical integrity
- |    |                                   |   |
|----|-----------------------------------|---|
| 1  | Industrial/Agricultural Facility  | Wye Mills, MD 662, across from Wye Oak Site                   |
| 11 | Commercial Area                   | Cambridge, US 50/ Crusader Rd.                                |
| 12 | Commercial Area                   | Cambridge, US 50/ Maryland Ave.                               |
| 13 | Industrial Facility               | Cambridge, Leonard Ln., Washington St./ MD 343                |
| 15 | Commercial/Residential Area       | Cambridge, Washington St./ MD 343 at Pine St. &<br>Center St. |
| 20 | Commercial Intersection           | Vienna, US 50, Gay St., Rhodesdale-Vienna Rd.                 |
| 23 | Byway Intersection Point          | Eldorado, Intersection of MD 392 & MD 313                     |
| 24 | Industrial Facility-              | Captain Phip's Seafood, Secretary, MD 14                      |
| 26 | Intersection<br>Bloomingdale Ave. | Federalburg, Intersection of MD 315/Denton Rd. &              |
| 27 | Commercial Area                   | Denton, South of Denton                                       |
| 28 | Intersection                      | Denton, MD 404 & MD 328                                       |
- 3) Work with utility and telecommunication companies to screen and/or beautify existing installations and to better plan for future installations to minimize impact to the byway
- |    |                     |   |
|----|---------------------|---|
| 5  | Substation          | MD 33 East approaching St. Michaels                   |
| 9  | Substation          | Alms House Rd.  |
| 13 | Industrial Facility | Cambridge, Leonard Ln., Washington St./ MD 343        |
| 25 | Utility Tower       | Between Denton & Federalburg, photo taken from MD 313 |
- 4) Work with localities, SHA, and private landowners to remove existing billboards and out of scale signage, and enforce the prohibition of constructing new billboards
- |    |                            |   |
|----|----------------------------|---|
| 3  | Large Black Sign in Median | US 50 between Wye Mills and Easton, in the median   |
| 22 | Billboards                 | Mardela Springs, US 50 West heading to Vienna, (connecting route to Blue Crab Scenic Byway) |
- 5) Work with local government, state and federal agencies, Captain John Smith Water Trail, Chesapeake Bay Gateways Network and private businesses to increase water access to the Choptank and Nanticoke Rivers and develop associated interpretation to tell the stories associated with the region's maritime heritage

[see water access map]

- 6) For those areas where guidelines are not already in place, work with local government to develop incentives and easy to follow design guidelines to encourage private property owners considering new development and redevelopment projects to plan for and construct them in a manner that is sensitive to and maintains the character defining features of the byway.

Examples might include:

Urban and Village Sections

- Encourage sidewalks with street tree plantings
- Encourage the use of signs that are in keeping with the adjacent architecture in color, lighting, scale and materials.
- Use tree and landscape plantings to screen certain areas
- Add crosswalks and landscaped medians to encourage walking
- Consider off street parking behind buildings
- In historic villages be sensitive to the specific history period in designing buildings
- In villages site new buildings in keeping with setbacks of existing buildings
- -Include bike lanes whenever feasible

Rural /Suburban Sections

- Encourage compact development patterns that preserve the overall form and character of the natural landscape features
- Retain pastoral character of open scenic areas
- Encourage placement of new homes in places where they are less visible from the road, avoiding where feasible, the ridge lines and the middle of open fields
- Encourage placement of homes and driveways that follow the contours of the land
- Encourage the use of cluster or open space design patterns to retain the character of the open fields and adjacent woodlands while accommodating the same amount of development (or more when considering the use of bonus density)
- Encourage the use of narrow access drives to minimize the amount of tree clearing required for new residential construction
- Work with developers and community associations to ensure that gatehouses, fences, and other security measures are appropriately scaled, screened where necessary, and otherwise made to fit within the scale and context of this historic landscape