



Memorandum:

To: MCSB Advisory Committee, CCNSB Committee, Blue Crab Byway Committee
 From: Jim Klein
 Date: 12/6/2011
 Subject: Regional Byway Management Opportunities

ROLES AND RESPONSIBILITIES/POTENTIAL SUBCOMMITTEES

	Byway Management Activity	Regional or sub-regional responsibilities
Whole	Seek endorsements and recognition for the Byway to establish and maintain its credibility as a quality place to visit; this includes submission of the application to the Federal Highway Administration for National Scenic Byway designation, if desired	Consensus on a Regional entity must be formed, but nomination materials are pulled together by sub-regional group
Transportation and Enhancement	Serve as the "Byway keeper" with the role of encouraging property owners, utility companies, highway departments, and others with management responsibility, to consider the goals of the Byway and work to proactively conserve and enhance the qualities of the Byway as part of their daily management and stewardship activities	Sub-regional with each county and community taking on the responsibilities of his or her section of the Byway
	Seek to coordinate conservation and preservation actions among local and regional organizations and agencies to ensure that the Byway retains its intrinsic qualities over time	Sub-regional with emphasis on each county and community implementing its priority preservation areas
Preservation	Work with municipal and non-profit organizations to promote volunteer opportunities along the Byway, especially for maintenance and upkeep of the right-of-way	Sub-regional with each county and community implementing its priority enhancement projects
	Pursuit of outside funding to implement the plan recommendations focusing on the high priority recommendations –	Regional – grant applications pooled and managed at the nine county regional level
Finance/Implementation	Organize events and activities associated with the Byway and work with other groups to coordinate events and activities taking place along the Byway	Regional – Eastern Shore Tourism Region coordinates and manages events along the Byway on a single calendar
	Promote the Byway as a heritage- or nature-based tourism destination, to those with an interest in visiting historic sites, birding, boating, bicycling, and nature study in coordination with the state and local offices of tourism	Regional – marketing strategies implemented with the Eastern Shore as a single destination so as to expand the audience for all localities
Marketing and Interpretation	Serve as the primary point of contact for information about the Byway	Regional – pooling resources is more efficient than having three contacts

RECOMMENDED COMMITTEES

Implementation and Finance – works with the all committees

Preservation and Conservation - strategies indicated with 1.x

Transportation and Enhancement - strategies indicated with 2.x and 5.x

Marketing and Interpretation Committee - strategies indicated with 3.x and 4.x

ACTIONS BY PHASEALL PHASES/ONGOING

- 1.4 Work with local land trusts and preservation organizations to utilize the Byway to leverage conservation and preservation opportunities, and work with property owners who are willing and interested to participate on a voluntary basis.
- 1.5 Utilize the Byway as leverage for existing tools for protecting character defining resources that are available in each of the counties and at the state level to achieve similar goals, with a particular emphasis on Chesapeake Bay Conservation Programs, Farmland Preservation Programs, sustainable agriculture programs (emphasizing assistance to young farmers and historic preservation opportunities associated with maritime and agricultural heritage). Local overlay zones for the Byway corridor should be considered for areas without significant resources, especially at the edges of towns and unincorporated villages that are vulnerable to poorly planned development, as a means of guiding that development in a manner to help maintain and enhance the character defining features of the Byway.
- 1.6 Develop an appropriate organizational structure that will facilitate advocacy on behalf of the Byway and speak up for the Byway's interests on major regional projects that will potentially impact the character defining features of the Byway (such as utility transmission lines, federally funded transportation investments, amendments to growth and sewer service areas, etc.).
- 5.6 Formalize long-term maintenance agreements for enhancement projects and Byway facilities

ESTABLISHMENT PHASE

- 1.1 Adopt the byway management plan as an amendment to each locality's comprehensive plan, and if appropriate, to existing preservation and open space plans.
- 1.2 Develop a data-sharing system to maintain and continually update the GIS inventory of intrinsic qualities and existing protected lands.
- 1.3 Share and transmit conservation priorities with partner organizations' data sets and work plans for conservation action.
- 3.1 Reposition the current Chesapeake Country National Scenic Byway on the Upper Shore, Michener's Chesapeake, and Blue Crab into a single Chesapeake Country Scenic Byway from Cecil County to Crisfield.
- 3.2 Develop a Marketing Plan
- 3.3 Develop Websites
4. 1. Convene a committee of regional interpreters and marketers to review interpretive, region-wide themes, and develop a single set of themes and related tag lines that are applicable to the Chesapeake Country Scenic Byway in its entirety.
- 4.2 Building on existing formats, decide upon an overall visual and graphic identity for the Chesapeake County Byway as a whole. Establish a basis for individual variation within the design for each portion of the Byway.
- 4.3 Confirm the interpretive themes and storylines appropriate to each individual section and branch of the Michener's Chesapeake portion of the Byway. Develop a phased implementation program section by section and branch by branch.
- 5.1 Establish Context Sensitive Solutions Approach for Transportation Projects
- 5.7 Adapt Byway Signing to updated MUTCD Guidelines

DEVELOPMENT PHASE

- 2.1 Develop the necessary visitor facilities to establish an identity for the Byway route, especially at critical gateway locations and identified destinations at the ends of branches and side tracks to improve visitor experience and satisfaction.
- 3.4 Create Itineraries
Itineraries are an easy way to help visitors get ideas about what to see and do, to identify attractions related to their particular interests and to organize their trips.
- 3.5 Use Social Media
- 3.6 Evaluate the Need for Collateral Materials –
- 4.4 Prepare a specialized presentation of Michener's novel Chesapeake as a unique theme and itinerary that is representative of the Byway
- 4.5 Develop an interpretive plan for each participating community along the Byway that presents the community as a Byway destination. Presentations should be comprehensive, telling the story of the community's development using Byway themes and storylines.
- 4.6 Develop an integrated set of collateral interpretive materials that supports interpretation of the Michener's Chesapeake portion of the Byway.
- 4.7 Develop interpretive programming related to special events for the Byway.
- 5.2 Address speed and safety Issues in a manner that respects the Byway context
- 5.5 Develop guidelines for transition areas to Byway communities

SUSTAINING PHASE

- 1.7 Use the latest available mapping and technology to address preservation and conservation issues related to potential sea level rise to ensure that the Byway is considered in all future deliberations regarding local, state and federal actions associated with potential sea level rise.
- 1.8 Preservation Planning – Certified Local Governments are eligible for grants that can be used to survey architectural and archaeological resources, prepare nominations to the National Register of Historic Places, create preservation planning documents and programs, create public education programs, and rehabilitate publicly owned buildings listed on the National Register. Non CLG's may apply for other MHT grant programs.
- 1.9 Preservation Tax Credits -
Provide technical and financial assistance to those that own historic properties but do not have the resources, nor the knowledge, to rehabilitate those properties.
- 1.10 Establish Historic Preservation Priorities
Develop a list of conservation and preservation priorities based on criteria that are consistent with potential partner organizations.
- 2.2 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.
- 2.3 Work with utility and telecommunication companies to screen and/or beautify existing installations and to improve planning for future installations to minimize impact to the Byway.
- 2.4 Work with localities, SHA and private landowners to remove existing billboards and out-of-scale signage and enforce the prohibition of constructing new billboards.
- 2.5 Design Guidelines for Livability and Sustainability:
Placing the Byway into its community context is an important first step for ensuring that its future management is consistent with the visions and goals of the communities through which it passes.

