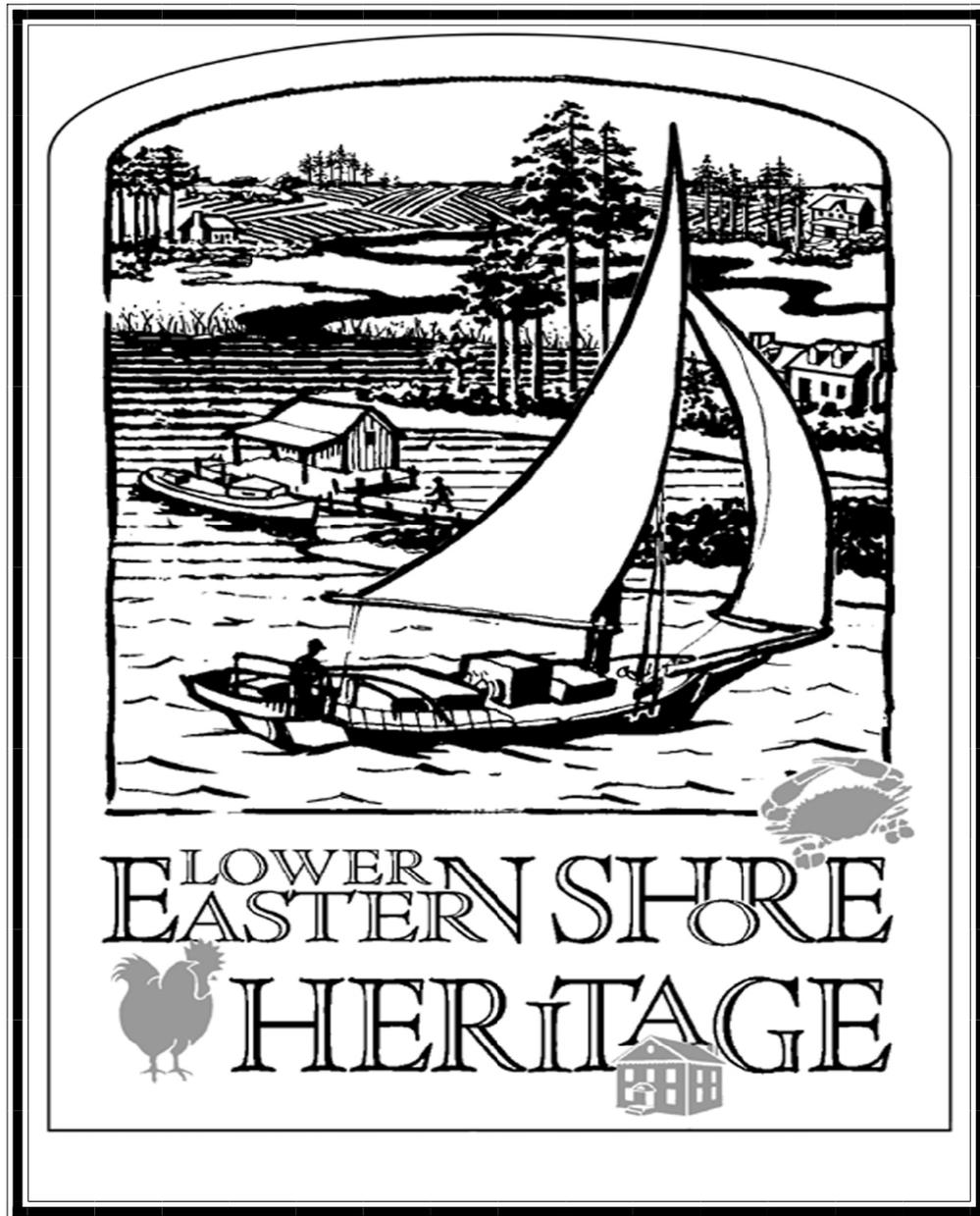


# Blue Crab Scenic Byway

## Corridor Management Plan



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LESHC Scenic Byway Committee

December, 2004

# Blue Crab Scenic Byway

## Corridor Management Plan

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Resource Inventory and GIS

Highway Safety Analysis

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# Chapter 1: Introduction

The Lower Eastern Shore Heritage Committee (LESHC) would like to make it easier to find the many hidden treasures of Maryland's Lower Eastern Shore in Worcester, Wicomico and Somerset Counties. Recognizing the opportunity to encourage visitors and residents alike to get out and see more of the Lower Eastern Shore, the LESHC sponsored the development of this corridor management plan leading to the recommendation that changes be made in the locations of signed touring routes through the Lower Eastern Shore Heritage Area.

The plan recommends that the route be re-named the Blue Crab Scenic Byway. The byway loops through the lower three counties with several side trips leading to Crisfield/Smith Island, Ocean City, Assateague Island National Seashore and other public lands and places. For the most part this new leisure travel route will follow the state road system, utilizing the existing state designated scenic byways— the Old Ocean City Highway, the southernmost portion of the Chesapeake Country Scenic Byway, and coexisting with a portion of the Beach to the Bay Indian Trail.

The results of LESHC's efforts in preparing this corridor management plan has led to the recommendation that National Scenic Byway designation be sought from the Federal Highway Administration. Designation as a National Scenic Byway will:

- ◆ generate revenue through increased visitation
- ◆ increase opportunities for grant funding

- ◆ generate community and civic pride
- ◆ build community participation and leadership opportunities
- ◆ often result in higher quality roads

The development of the touring route started as a recommendation from the Lower Eastern Shore Heritage Area Management Plan, com-



pleted by LESHC in 2003. The goal of both plans is to increase heritage tourism opportunities in the three lower shore counties.

The corridor management plan for the Blue Crab Scenic Byway looks at a multitude of issues to preserve and enhance leisure travel and promote heritage-based economic development. The plan proposes specific techniques for making it easier to find and learn about the various scenic, historic, cultural and natural features found along the route. It recommends the preservation of certain scenic views, suggests "context-sensitive" improvements for scenic roadway sections to address safety considerations, establishes a marketing plan to promote the byway and its communities, and recommends strategies to implement programs consistent with the plan.

## 1.1 The Lower Eastern Shore Heritage Area Management Plan

“The strong natural influences of ocean, bay, wetlands, rivers, and the lands in between have created a distinctive cultural landscape here. The region’s location between the Atlantic Ocean and Chesapeake Bay has meant that it has played an important role in the nation’s development. The interplay between land and water is a distinguishing characteristic of the Lower Eastern Shore, with its complicated pattern of ocean, bays, sounds, rivers, marshes, and swamps. Small towns and numerous unincorporated communities, many bound by close contact with one another across the water, also contribute greatly to the region’s profoundly rural identity. ”

As visitors move throughout the region, they experience a landscape influenced by different eras. Eighteenth-century river and bay communities give way to nineteenth-century railroad towns and twentieth-century neighborhoods.

The landscape is central to the presentation of the Lower Eastern Shore. Within this landscape, roads and waterways are not only characteristic features of the landscape, but are also the means of experiencing the unique offerings of the region. This plan proposes the creation of an integrated network for the orientation of visitors and the linkage of sites, attractions, communities, and resources.

— According to the Lower Eastern Shore Heritage Area Management Plan

The plan places a great emphasis on promoting the great natural resource-based recreational opportunities available in the area, and how to improve them such as bicycling, non-motorized boating, and wildlife dependent activities like bird watching and fishing – complementary activities that help lengthen the stay of many of the region’s current visitors. Other areas of interest highlighted include the development of new interpretive waysides, visitor facilities, directional signage, trailheads, and non-motorized trail facilities along or intersecting with the byway.

## 1.2 Purpose of the Byway Management Plan

The Blue Crab Scenic Byway will serve as the primary touring route for the orientation of visitors and the linkage of sites, attractions, communities, and resources within the Lower Eastern Shore Heritage Area.

The purpose of the corridor management plan is to identify the strategies and actions necessary to preserve, enhance and manage the route as the primary touring route through the heritage area and gain designation as a national scenic byway.

## 1.3 Planning Context and Process

The Lower Eastern Shore Heritage Area (LESHA) was designated as a Maryland Certified Heritage Area in 2002. The Heritage Area Management Plan was prepared by the Lower Eastern Shore Heritage Committee, Inc. and endorsed by each of the three counties and all of the local governments within the three counties.

According to the Maryland Historical Trust, manager of the Heritage Areas Program, “Certified Heritage Area benefits include eligibility for special project grants and loan assistance for acquisition, development, public interpretation, and programming, as well as tax incentives for the rehabilitation of non-designated historic buildings and non-historic buildings in active tourism use. In addition, State government agencies are required to coordinate their actions within Certified Heritage Areas to assure compatibility with the management plan for the area.

LESHA is the only place in Maryland where the ocean and the Chesapeake Bay are only an hour drive away from each other. There is a sparsely populated agricultural and wetland area between small towns and one urban center in Salisbury. Many 17th and 18th century historic sites remain in excellent condition through

private stewardship. Quaint villages abound amid the natural beauty of marshland and tracts of forests. Wildlife is abundant and easily seen along the highways. The heritage area boundaries are the circular scenic byways that move travelers around the region from beach to bay. The target investment zones include Salisbury's historic downtown area, Princess Anne's historic village, Pocomoke and Ocean City's historic down-town areas.

The scenic byway loop is part of an overall Heritage Area Management Plan Linkage Strategy aimed at connecting visitors with the sites, attractions, communities and resources of the Lower Eastern Shore.

Based on the need to manage the scenic byway loop as the primary touring route through the Heritage Area, the LESH appointed a scenic byway subcommittee to develop a corridor management plan for the scenic byway loop and support the planning required to nominate the route as a National Scenic Byway.

The planning process has evolved as a collaborative effort among the byway committee members, byway consultants (Lardner/Klein Landscape Architects, P.C. and Watson Heritage Strategies), Salisbury Universities Geography Department, and the Maryland State Highway Administration.

The development of management strategies has evolved from a series of meetings focusing on the following:

1. Vision and Goals— LESH conducted a bus tour with committee members followed by a meeting to identify an overall vision for the byway and proposed goals that need to be accomplished to successfully implement the vision.
2. Corridor Definition/Intrinsic Qualities— Salisbury University mapped the locations of the intrinsic qualities and the committee met to define the corridor (specific routes that comprise the loop, routes that will be considered spurs, the width of the corridors, and criteria for determining if a specific destination or attraction is part of the corridor).
3. Preservation Strategies—Based on the preservation strategies included in the Heritage Area Management Plan, the consultants and committee identified

specific preservation actions needed to preserve and enhance the intrinsic qualities of the Byway

4. Enhancement Strategies— Recommendations for enhancing the byway were identified using examples from other byway efforts as a way of illustrating recommended strategies. Several byway specific case study examples were developed to illustrate potential opportunities for immediate action.
5. Marketing and Promotion—The committee identified potential targeted audiences and potential themes for attracting visitors to the byway (based on the Heritage Area Plan).
6. Interpretation—The consultants worked with the committee to identify potential opportunities for interpretive development along the byway, and making recommendations for applying themes (from the Heritage Area Plan) to each potential interpretive location.
7. Highway Safety and Roadside Character—Maryland State Highway Administration staff collected data on the safety aspects of the byway routes including high accident areas, traffic counts, planned projects, and known design deficiencies. MSHA staff and Lardner/Klein staff met to discuss general strategies for addressing the potential impact of roadway design issues on the intrinsic qualities of the byway. Several case examples were developed to illustrate techniques.

Based on the results of these meetings, the strategies were assembled and compiled into a draft plan document and reviewed by the committee (August 2004). The committee then identified the responsible parties for implementing the plan and reviewed the plan with local jurisdictions for their endorsement (Winter 2004-05).

The LESH conducted several outreach efforts during the planning process including a presentation to the Tri-County Coordinating Committee and then a series of public workshops in each County.

## Chapter 2: The “Blue Crab” Scenic Byway

The Lower Eastern Shore Heritage Area is the only place in Maryland where the ocean and the Chesapeake Bay are only an hour drive away from each other. The Heritage Area includes a series of small, attractive, and historic towns separated by sparsely populated farmlands and wetlands. The two cities, Salisbury and Ocean City provide a full range of cultural activities and events. Making it easier for visitors to find some of the hidden treasures of the Lower Eastern Shore, the Byway corridor will draw visitors away from the beaches at Ocean City and Assateague — one of the most important goals of the Byway corridor.

### 2.1 Corridor Definition

The Blue Crab Byway combines several existing state scenic byways into one primary touring route of the Lower Eastern Shore Heritage Area. The Blue Crab Scenic Byway includes the existing Old Ocean City Scenic Byway (connecting Salisbury to Berlin); the southernmost portion of the Chesapeake Country Scenic Byway (connecting Salisbury with Crisfield), and coexists with a portion of the Beach to the Bay Indian Trail (forming the southern portion of the loop connecting Assateague with Berlin, Snow Hill, Pocomoke City, and Princess Anne with a connecting link to Crisfield).

The Byway loop is connected to Ocean City, Assateague and Crisfield by “spurs” on existing state designated byways (See Byway Location Map, page 5). The corridor management planning process has recommended four additional spurs to link up with important natural areas and water access points at Public Landing, Deal Island, Bivalve, and Sharptown (through Mardela Springs). Portions of these four connections may require state designation by MSHA for them to be officially added to the Byway route.

Given the relatively flat setting of the Eastern Shore landscape, the byway width is defined primarily by the woodland edges in the rural areas and by buildings in the urban or village sections. For the purpose of inventorying the existing conditions along the corridor, mapping extended out to a mile on each side of the Byway. For practical purposes the focus of the management strategies are framed by the fol-

lowing corridor width definition to include:

- ◆ The road and right-of-way
- ◆ The views from the road (as framed by woodland edges and/or streetscape)
- ◆ Additional points of interest that are directly related to the Byway and where travelers must use the Byway to get to the point of interest.

### 2.2 Getting to the Byway

Maryland's Lower Eastern Shore is on the Delmarva Peninsula (Delaware, Maryland, Virginia), bordered on the west by the Chesapeake Bay and on the east by the Atlantic Ocean. The Byway can be reached from the north, west and south along Federal Primary routes including US 13 from the North, US 50 from the west, and US 113 from the South. The “heart” of the Byway at Snow Hill is 134 miles from Washington D.C., 123 miles from Baltimore, and 110 miles from Norfolk.

Air service is available at Salisbury/Ocean City Regional (15 miles from Snow Hill) Served by U.S. Airways' daily flights with connections to Baltimore/Washington International (BWI), Reagan Washington National, and Philadelphia International Airport via US Airways Express. Ocean City Municipal is three miles from the resort town and it can accommodate small corporate jets (3400' runway).

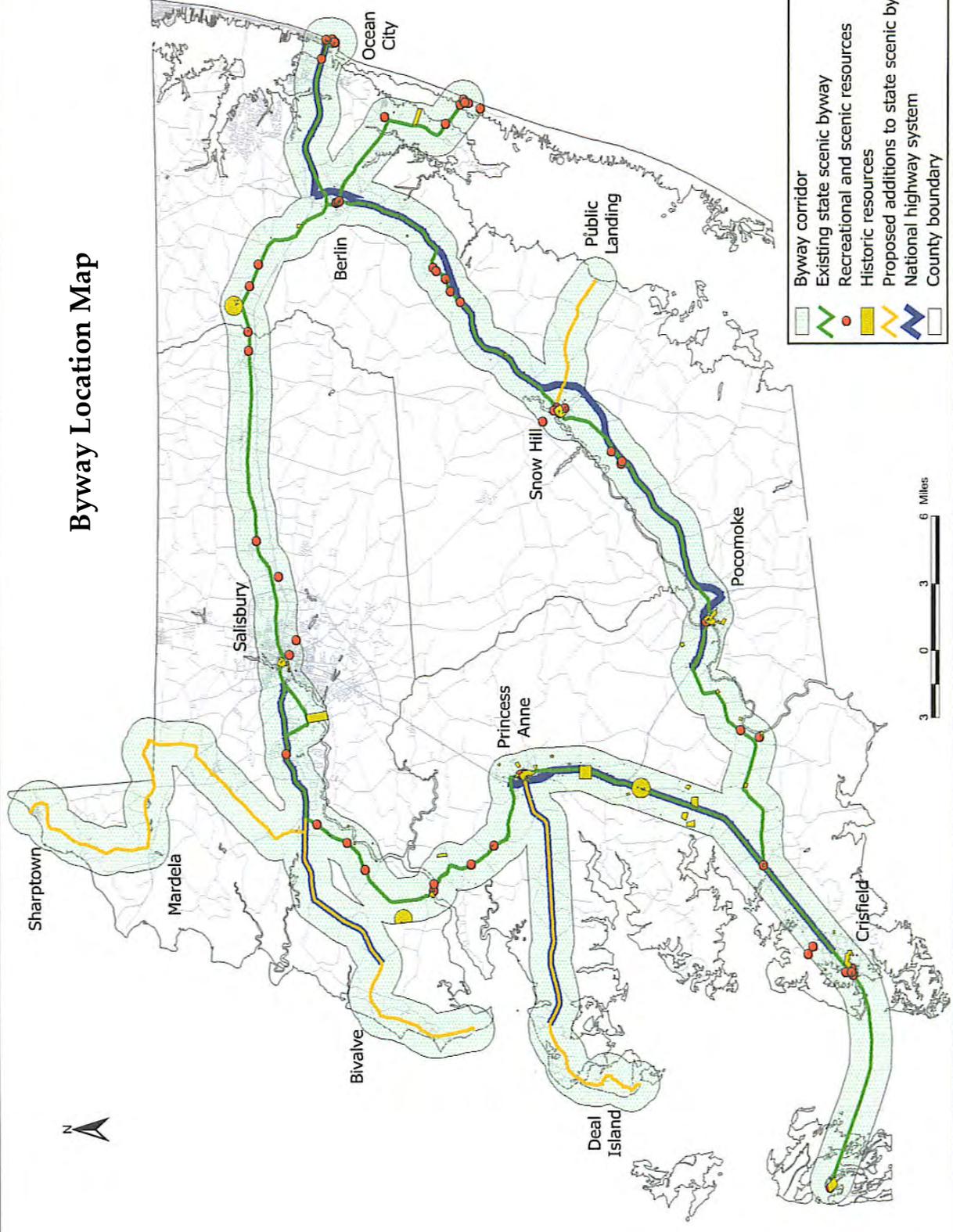
The Byway's communities can also be reached by bus utilizing Shore Transit (see <http://www.shoretransit.org> for schedules and connections).

At the core of the Byway's goals is the need to encourage some of the millions of beachgoers away from the primary attraction, “the beach,” to stay longer and visit some of the inland communities as part of day and overnight trips.

### 2.3 Vision, Goals, and Objectives

The vision, goals and objectives of the Blue Crab Scenic Byway are the same as those of the Lower Eastern Shore Heritage Area as defined in their management plan.

# Byway Location Map



-  Byway corridor
-  Existing state scenic byway
-  Recreational and scenic resources
-  Historic resources
-  Proposed additions to state scenic byway
-  National highway system
-  County boundary

## A Vision for the Lower Eastern Shore

The Lower Eastern Shore is a land between the Atlantic and the Chesapeake, with a wealth of history, small towns, natural areas, and beautiful landscapes threaded by country roads, trails, and waterways. By the year 2012, this region has become a destination where visitors feel especially welcome. We have found a match between our visitors and ourselves and we all enjoy the region's natural and cultural heritage, which gives us much to explore. Across all three counties, we freely share and support events, the arts, and community life with visitors and new residents. In the midst of all this activity, we can still put our feet up and enjoy the peace and quiet. Today, we feel a deep connection to our past, and we continue to recognize our varied cultures and our dependence on one another. All of us –watermen and farmers, merchants and workers, innkeepers and artists, guides and foresters, hunters and anglers, civic leaders and educators– work wholeheartedly to create economic opportunities and regional wealth that sustains our communities, environment, and traditions.

— FROM THE LOWER EASTERN SHORE  
HERITAGE AREA MANAGEMENT PLAN

## A Vision for the Byway

Based on this overall vision for the entire region, the byway committee developed a separate vision statement for the Byway itself:

### 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.

The byway committee recognizes that there are a number of obstacles that will need to be overcome to make the vision a reality. These obstacles were identified early in the planning process and helped to identify the types of management strategies that will be needed to ensure the success of the Byway:

## Key Issues

The byway committee identified a number of critical issues that needed to be addressed in order to achieve the vision:

- ◆ The preservation of historic roadways, structures and landscapes will be a significant challenge to overcome in the face of urban sprawl that is beginning to erode some of the attractiveness of the area, especially on the southeastern outskirts of Salisbury.
- ◆ There is an important need for comprehensive plan recognition in all three counties to protect distinct view sheds and historic landscapes.
- ◆ There is a need to control and/or guide development utilizing site plan review, and a need for stronger incentives to assure preservation of the assets that make the corridor unique including the use of conservation/open space design in subdivisions, and other creative techniques for guiding land use.
- ◆ There is a need for better roadside management including the control billboards, litter/pollution, and the screening or hiding of existing intrusive developments, landscaping and design standards.
- ◆ SHA District staff and state project staff will need to recognize the goals of the Byway and integrate context sensitive design approaches to everyday projects along the Byway.
- ◆ There is a need for better and more prominent public access to beaches, bays and waterways, and better facilities for on-road bicycle use (such as bicycle lanes and signed bicycle routes).

- ◆ There is a need for better interpretation, way finding, etc. to help tell the many fascinating stories of the lower eastern shore, including the development of outdoor interpretive waysides, renovation of existing museums and creation of new attractions to lengthen the stay of visitors.
- ◆ All individuals involved in the preservation/conservation and the interpretation of the sites must be well educated and versed.
- ◆ A permanent source of funding is needed for byway and heritage area management and marketing, including the continued updating, coordination, and production of brochures and other marketing materials.
- ◆ A permanent source of funding is needed to help protect the assets of the corridor including the purchase of land or easements to protect open space and historic landscapes.
- ◆ Byway and heritage area communities must work together to promote a common goal and actively participate in the management of the byway and heritage area.
- ◆ Implementation of the CMP projects take a lot of work and time commitment along the byway.

The Chesapeake Bay is the largest estuary in the United States and one of the world's most productive bodies of water. For centuries, the Bay and its tributaries have sustained human endeavors, driven the region's economy, and defined the natural beauty, traditions, and culture of a vast area.

Congress recognized the regional, national, and international importance of the Chesapeake Bay and its many related resources in 1998 through the Chesapeake Bay Initiative Act. The Act authorizes a broad-based partnership to enhance people's connections with these resources in meaningful ways that foster conservation and restoration of the Bay.

This partnership is creating a dynamic network of Chesapeake Bay Gateways linking a diverse array of special places within the Bay watershed, including parks, wildlife refuges, historic communities, maritime museums, waterways, and more. The Chesapeake Bay Gateways network will provide the physical and program links between these Gateways, allowing people to more easily explore, understand, and help conserve the Bay and its related resources. Gateway Hubs and Regional Information Centers will orient and educate people as they begin their exploration of the Network's Gateway sites and connecting byways and water trails.

Related Efforts:  
Chesapeake Bay Gateways Network

*(from Maryland Historical Trust  
web site on Heritage Tourism)*  
[www.marylandhistoritrust.net](http://www.marylandhistoritrust.net)

## 2.4 Related Programs and Projects

There are already a number of existing organizations, civic groups, local, state, and federal agencies that are working to help make the Lower Eastern Shore Heritage Area's vision for the region and the Byway come true:

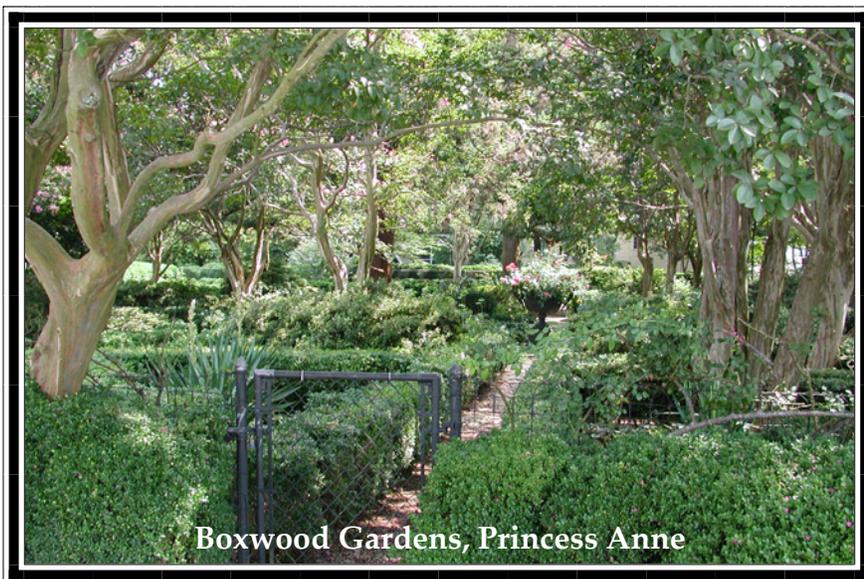
The LESHHC has participated in the creation of a wide range of related programs and activities that directly benefit the byway experience and that has directly led to the LESHHC's current project focus – joining the network of scenic routes into a designated state and national scenic byway as the artery to move visitors around the core of the heritage region. The following are LESHHC's accomplishments as documented in the annual report of the Maryland Historical

Trust Heritage Areas program:

- ◆ Beach to Bay Trail: A National Recreation Trail that links Somerset and Worcester counties and highlights the region's scenic landscapes and cultural resources.
- ◆ Delmarva Birding Weekend: Renowned as an excellent location for birding due to the coastal areas and waterways combined with large tracts of undeveloped forests and fields, this event draws hundreds of watchers from the mid-Atlantic region during spring migration
- ◆ Delmarva Lo-Impact Tourism Experi-

ences: Known as DLITE, this group promotes kayak trails, biking and other eco-friendly activities in the area

- ◆ Passport Program: Initiated by Worcester County to draw tourists to places outside of Ocean City, this program has resulted in a cooperative marketing effort for many sites and attractions in Delmarva
- ◆ Plans for Maryland's Coastal Bays: In 1996, an agreement to create a joint conservation plan to protect Maryland's coastal bays was signed by Worcester County, Berlin, Ocean City, Maryland, and the U.S. Environmental Protection Agency



- ◆ Pocomoke River Projects: Projects include an "Inn to Inn" canoe trail connecting lodging establishments along the river and the Bogiron water trail along the Nassawango Creek
- ◆ Brochures: A series of brochures, including African-American Historic Sites, Home Grown Farms, Cultural Arts Tour, and Adventures in Travel: A Historic Cultural Crossroad
- ◆ Web site: [www.skipjack.net/le\\_shore/heritage](http://www.skipjack.net/le_shore/heritage)
- ◆ Other Projects: Salisbury Urban Greenway, Smith Island Cultural Center, Snow Hill Rail-Trail and Viewtrail 100

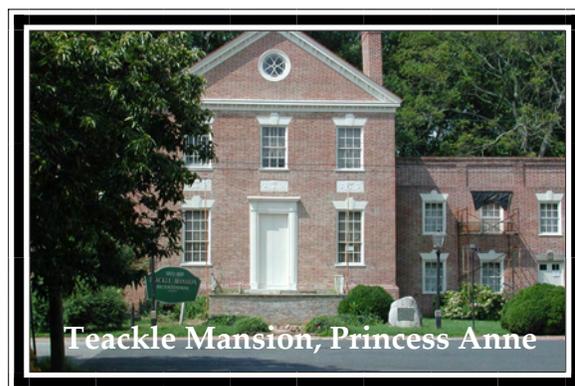
## 2.5 Existing Facilities and Services

The Blue Crab Scenic Byway links together a number of interesting historic sites and byway communities. These features are located on the byway features map and include the following:

## Princess Anne

The Town of Princess Anne contains numerous historic sites, districts and landscapes and the following important byway features:

- ◆ University of Maryland Eastern Shore
- ◆ Teackle Mansion
- ◆ Beckford Mansion
- ◆ Boxwood Gardens



## Crisfield

Crisfield is known worldwide for its seafood industry, particularly the Chesapeake Bay blue



crab. More than just the blue crab, the area provides an ideal setting for hunting, fishing, boating, golfing, bicycling, and camping. Crisfield has retained its charm and small-town atmosphere with its working waterfront sitting side by side with opportunities for dining on exceptionally fresh seafood overlooking the Chesapeake Bay. Crisfield is home to the following important byway attractions:

- ◆ Janes Island State Park
- ◆ J. Millard Tawes Historical Museum and Ward Brothers Workshop
- ◆ Boat access to Smith Island and the Chesapeake Bay — deep water at Somer's Cove

## Pocomoke City

Pocomoke City, nestled on the banks of the Pocomoke River, is known as "the friendliest town on the Eastern Shore". Settled in the 1600s, Pocomoke City has a charming downtown district with distinctive historic architecture, access to the Pocomoke River and the following significant byway attractions:

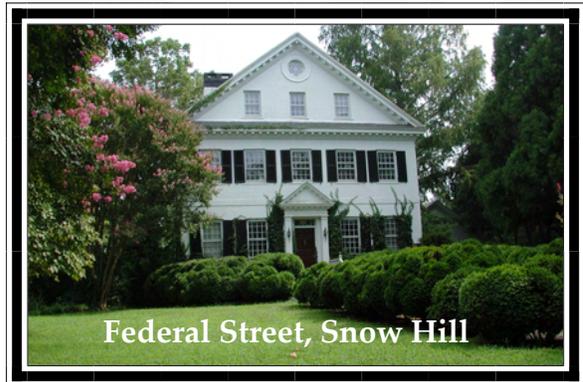


- ◆ Mar-va Theatre
- ◆ Pocomoke River Discovery Center
- ◆ Pocomoke City Bridge
- ◆ Pocomoke River State Forest and Park



## Snow Hill

Snow Hill is referred to by those who have discovered its charm as the undiscovered treasure of the Eastern Shore. Worcester County's seat of government, Snow Hill has a distinctive character created by enormous Sycamores and stately historic homes, churches and public



buildings. Snow Hill, provides a different and hauntingly beautiful view of the Pocomoke River. Significant byway features found in Snow Hill include:

- ◆ Byrd Park
- ◆ Historic Federal St.

- ◆ Chesapeake Bay Gateway Park
- ◆ Purnell Museum
- ◆ River House Inn B & B
- ◆ Sturgis Memorial Gateway Park

## Berlin

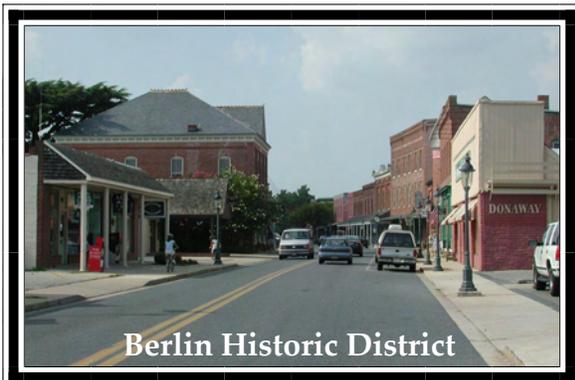
Berlin is a small gem of traditional Eastern Shore life, with its gigantic magnolia trees, notable old homes, and a downtown Victorian Main Street. Its historic downtown district has interesting antique shops, along with great food



Taylor Museum

and lodging. Berlin is home to the following significant byway features:

- ◆ Atlantic Hotel
- ◆ Globe Theatre/Balcony Gallery
- ◆ Calvin B. Taylor Museum
- ◆ Mary Sherwood B & B
- ◆ Stephen Decatur Park



Berlin Historic District

## Ocean City

Best known for its ten miles of dazzling, white-sand beaches, Ocean City offers year-round resort and recreational activities. From early morning cycling to rich night life, Ocean City's Boardwalk has a lively mix of specialty shops, amusement parks, arcades and restaurants. Fishing enthusiasts can fish for blue and white marlin, shark and tuna in the waters off the coast. Sailors, water skiers, parasailors, kayakers and windsurfers can perfect their technique in the bay waters. Those with a more romantic bent can opt for a sunset cruise on a private sailboat. In addition to the Beach and Board-



Ocean City Beach

walk, Ocean City's byway features include:

- ◆ Inlet
- ◆ Ocean City Life-Saving Station Museum
- ◆ City Hall
- ◆ Old Town

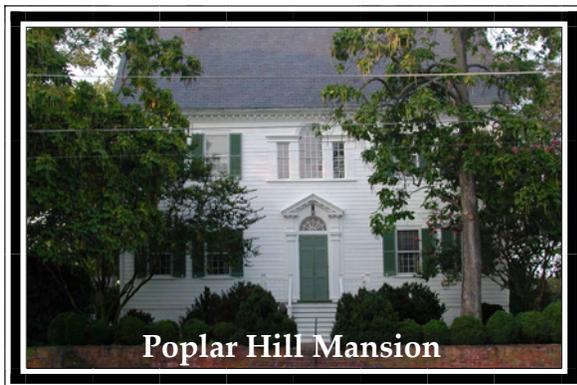


Ocean City Boardwalk

## Salisbury

Salisbury, the county seat, is the cultural center of Wicomico County and the heart of Chesapeake Country. Home to an extensive array of antiques, arts and culture, Salisbury offers a plethora of activities and features associated with a trip along the byway:

- ◆ The Ward Museum of Wildfowl Art
- ◆ Pemberton Historic Park
- ◆ Poplar Hill Mansion
- ◆ Newtown Historic District
- ◆ Chipman Cultural Center
- ◆ The Salisbury Zoo



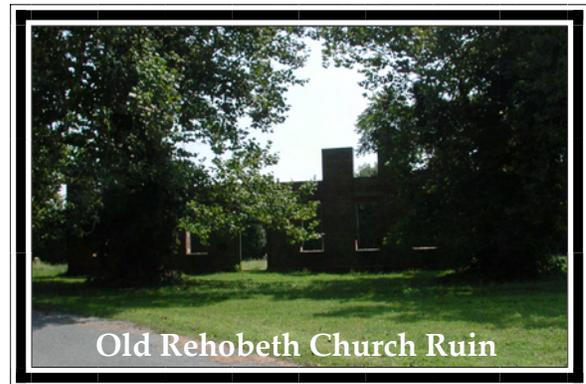
- ◆ Perdue Stadium & Shorebirds
- ◆ Upper Ferry



## The Landscape In Between

In between the towns and cities of the Blue Crab Byway is an agricultural landscape embraced and separated by beautiful rivers, wetlands leading to the Chesapeake Bay and the Atlantic Ocean. In addition to the tremendous opportunities for bicycling and kayaking through the landscape and waterways, the following byway features are found:

- ◆ The Adkins Historical and Museum Complex, Mardela Springs



- ◆ White Haven Ferry
- ◆ Accahannock Indian Museum
- ◆ Public Landing
- ◆ Deal Island
- ◆ Old Presbyterian Church, Rehobeth
- ◆ Agricultural Rt. 667 (Stoltzfus Farm & Vessey's Orchards)
- ◆ Ayres Creek
- ◆ Pocomoke River State Forest and Park
- ◆ Assateague National Seashore
- ◆ Frontier town Campground
- ◆ Eagles Landing Golf Course
- ◆ Newark Village
- ◆ The Lighthouse Club, Ocean City, MD
- ◆ Littleton's Bed and Breakfast, Pocomoke City, MD
- ◆ The Mansion House, Snow Hill, MD
- ◆ Snow Hill Inn & Restaurant, Snow Hill, MD
- ◆ River House Inn, Snow Hill, MD
- ◆ Chanceford Hall, Snow Hill, MD
- ◆ The Garden Cottage, Snow Hill, MD
- ◆ Bea's B & B, Crisfield, MD
- ◆ My Fair Lady, Crisfield, MD
- ◆ Nan n Pop's B&B, Crisfield, MD
- ◆ Alexander House Booklovers B&B, Princess Ann, MD
- ◆ Hayman House, Princess Ann, MD
- ◆ Waterloo Country Inn, Princess Anne, MD
- ◆ Ewell Tide Inn, Ewell, MD (Smith Island)
- ◆ Inn of Silent Music, Tylerton, MD (Smith Island)

## **Existing Visitor Services**

The Lower Eastern Shore has a number of interesting overnight accommodations, restaurants, and other visitor facilities beyond those available at Ocean City.

Salisbury and Ocean City are home to a wide range of motel and hotel accommodations at all price ranges and levels of amenities. In addition there are a number of historic hotels, bed and breakfasts and small inns along the byway including:

- ◆ Whitehaven B & B, Whitehaven, MD
- ◆ Atlantic Hotel, Berlin, MD
- ◆ The Holland House, Berlin, MD
- ◆ Merry Sherwood Plantation, Berlin, MD
- ◆ An Inn on the Ocean, Ocean City, MD
- ◆ Atlantic House, Ocean City, MD
- ◆



## 2.6 Existing Roadway Conditions

### Roadway Characteristics

The section of MD 349, Nanticoke Road, from US 50 Business to Pemberton Drive (0.11 miles) is functionally classified as an urban other principal arterial with shoulders at least eight feet wide and a speed limit of 30 mph. Pemberton Drive from MD 349 to Crooked Oak Lane (2.15 miles) has no shoulders and is municipally owned and maintained by the City of Salisbury and has a speed limit of 30 mph in town, increasing to 50 mph. Crooked Oak Lane from Pemberton to MD 349 (1.25 miles) has no shoulders and is owned and maintained by Wicomico County, and has a speed limit of 40 mph. The next section of MD 349, Nanticoke Road, from Crooked Oak Lane to MD 352 (4.04 miles) is functionally classified as a rural minor arterial with shoulders at least eight feet wide, and has a speed limit of 50 mph. MD 352, Whitehaven Road, from MD 349 to Whitehaven Road (6.59 miles) is classified as a rural minor collector with shoulders ranging in width from 0 to 4 feet wide, and has a speed limit of 50 mph. Whitehaven Road, from MD 352 to the ferry, (1.22 miles) has no shoulders, and is a county owned and maintained roadway with a speed limit of 50 mph, which reduces to 30 mph just outside of Whitehaven.

The Whitehaven Ferry crosses the Wicomico River between Wicomico County and Somerset County. Cars, passengers, and bicycles are permitted. In Somerset County, Whitehaven Ferry Road from the ferry to Fitzbound Road (1.50 miles) without shoulders, is owned and maintained by Somerset County. Fitzbound Road from Whitehaven Ferry Road to MD 362 (0.74 miles) has no shoulders, and is also owned and maintained by Somerset County. MD 362, Mt. Vernon Road, from Fitzbound Road to MD 675 (5.32 miles) is functionally classified as a rural major collector with at least eight foot shoulders and an initial speed limit of 50 mph. A reduced speed limit of 40 mph occurs in the vicinity of E. Ridge Road. Four foot shoulders exist between US 13 and MD 675 within the Town of Princess Anne.

MD 675, Somerset Avenue, from MD 362 to US 13 through the Town of Princess Anne (2.22 miles) is classed as a rural major collector. The speed limit is 30 mph through town until the vicinity of Stewart Neck Road, where the speed limit increases to 50 mph. US 13, Ocean High-

way, from MD 675 to MD 413 (3.41 miles) is classified as a rural other principal arterial. US 13 is a divided highway with two lanes in each direction, 10 foot shoulders, and a 55 mph speed limit. MD 413, Crisfield Highway, from US 13 to the city dock in Crisfield (14.61 miles) is classified for the most part as a rural minor arterial except in the Town of Crisfield, where it is classed as a rural major collector. The speed limit is 55 mph on the highway until the town limits of Crisfield, where it drops to 45 mph, then to 30 mph in town.

MD 667 Hudson Corner Road from MD 413 to US 13 (11.80 miles) is classified as a rural major collector with a speed limit of 30 mph near MD 413, then increasing to 50 mph in the vicinity of Tilghman Road. The section of roadway from Marion to Hudson Corner does not have shoulders, while the section from Hudson Corner to US 13 has small shoulders.

As stated above, US 13 from MD 667 to US 13 Business (1.84 miles) is a divided highway with two lanes in each direction, 10 foot shoulders, and a 55 mph speed limit. US 13 Business from US 13 to 6<sup>th</sup> Avenue (0.94 miles) is a two-lane, two-way rural major collector that runs through Pocomoke City with a 25 mph speed limit. Sixth Avenue is municipally owned and maintained with out shoulders and speed limit of 25 mph. Linden Avenue is also municipally owned and maintained with no shoulders and 25 mph speed limit. MD 756 from US 13 to US 113 (1.17 miles) is classified as a rural minor arterial and has a speed limit of 40 mph without any shoulders. US 113 from MD 756 to US 113 Business near Snow Hill (12.85 miles) is classified as rural other principal arterial. That section is a divided highway with two lanes in each direction with ten foot shoulders and a speed limit of 55 mph. US 113 Business from US 113 and back to US 113 (4.16 miles) is two-lane, two-way roadway which is classified as a rural major collector and rural minor arterial. US 113 Business runs through the Town of Snow Hill and has a speed limit of 50 mph which drops to 25 mph downtown. US 113 from US 113 Business to MD 818 (13.12 miles) is classified as a rural other principal arterial and is a two-lane, two-way roadway with a 55 mph speed limit and 10 foot shoulders. MD 818 from US 113 to MD 346 (1.47 miles) is a two-lane, two-way roadway without shoulders which runs through the center of the Town of Berlin with a speed limit of 30 mph, which drops to 25 mph in the center of town. It is classified as both a rural major collector and rural minor collector.

## **Assateague Island Branch**

MD 376 from MD 818 to MD 611 (4.56 miles) runs through a residential section of Berlin with a speed limit of 30 mph and is classified as a rural major collector. The section of this roadway outside of Berlin is classified as a rural minor arterial and has a speed limit of 50 mph with 10 foot shoulders. MD 611 from MD 376 south to Assateague Island (4.49 miles) is classified as a rural minor arterial with 10' shoulders and a speed limit of 50 mph.

## **Ocean City Branch**

MD 346 from MD 818 to US 50 (0.82 miles) is classified as a rural major collector. It does not have shoulders, and has a speed limit of 40 mph. US 50 from MD 346 to MD 528 (6.46 miles) is classified as a rural other principal arterial from MD 346 to the Herring Creek Bridge, with the section into Ocean City east of Herring Creek being classified as an urban other principal arterial. US 50 is a divided roadway with ten foot shoulders and a speed limit of 55 mph, which drops to 35 mph near the foot of the bridge into Ocean City. MD 528 from US 50 to MD 378 (0.43 miles) is a one-way three lane roadway southbound in downtown Ocean City with a speed limit of 30 mph and is classified as an urban minor arterial. MD 378 from MD 528 to 3<sup>rd</sup> Street (0.61 miles) is classified as an urban minor arterial with three lanes one-way northbound and a speed limit of 25 mph. 3<sup>rd</sup> Street, MD 378A from MD 528 to MD 378 is classified as an urban local with two marked lanes. MD 528 from 3<sup>rd</sup> Street to US 50 (0.25 miles) is an urban other principal arterial with a speed limit of 30 mph.

## **Berlin to Salisbury**

MD 346 from MD 818 to Church Street in Salisbury (14.04 miles) is a two lane, two-way roadway passing through several small towns which have reduced speed limits through each town. MD 346 is classified as an urban minor arterial inside the Salisbury Bypass, and a rural major collector from the Salisbury Bypass easterly into Worcester County. The classification changes to a rural minor collector at the intersection of MD 610. Church Street and Isabella Street are both municipally owned and maintained by the City of Salisbury.

## **Road Classification and Volume**

Traffic volumes vary widely depending upon the function of the road. There are several very heavily traveled road segments that should be noted:

- ◆ Heading east on US 50, Annual Average Daily Traffic (AADT) ranges from 24,225 to 24,825 AADT from MD 346 to MD 528.
- ◆ Heading south on US 13 between MD675 and MD 413, traffic volumes range from 19,475 to 18,475.
- ◆ Heading east on US 13 from MD 667 to US 13 Business Market Street, traffic volumes reach 16,275 AADT.
- ◆ Heading south on MD 413 approaching the City Dock, traffic volumes reach 12,425 AADT Heading north on US 113, between US 113 Business and MD 118, annual average daily traffic is 11,150.

All other locations are under 10,000 AADT within the corridor. Appendix A includes a complete listing of roadway segments and their AADT volumes (for state managed roadways only).

## **Highway Safety Conditions**

The following intersections and sections of highway were flagged on the 2002 High Accident Intersection List and High Accident Section List. The SHA District office has not yet addressed the 2002 High Accident List. These particular sites are located on the scenic Byway route.

One location along the Byway was identified specifically as a problem with bike accidents.

- ◆ US 50 from Elm Street to Shantytown Road in Worcester County

Other intersections and sections of highway are on the list due to a variety of problems as follows:

## Wicomico County

- ◆ US 50 Business at Mill Street

## Worcester County

- ◆ US 50 at Keyser Point Road
- ◆ US 50 Elm Street to N. Division Street
- ◆ US 113 in the vicinity of Blades Road: this section of US 113 near Blades Road has recently been repaved to address friction problems.

The 2001 High Accident Intersections listing and the High Accident sections along the Byway are as follows: These locations have already been addressed by the SHA District office.

## Wicomico County

- ◆ MD 346 at MD 353 installed an oversized stop sign and new pavement markings. Rumble strips are scheduled to be installed on northbound MD 353, during winter 2004.
- ◆ US 50 at N. Division Street: construction of the new bypass took high traffic volumes and associated problems away from this intersection.

## Worcester County

- ◆ US 113 at MD 376: eliminated permissive left turn phase for US 113 traffic in both directions.
- ◆ US 50 at MD 452: installed rumble strips on US 50 prior to signal.
- ◆ US 113 near Blades Road: this was recently repaved due to low skid resistance numbers.

## Somerset County

MD 413 north end: installed shoulder rumble

strips along MD 413 from Crisfield north to US 13.

## **Planned Roadway Projects**

Following are future projects that are either planned or programmed for specific roadway segments on the Byway:

- ◆ US 113 Dualization from Snow Hill to Berlin. This section has been broken down into four separate contracts. Out of four contracts, only one is funded for Preliminary Engineering only. With the current SHA budget situation, it is not known when the funding will be available to dualize this section of roadway. The project is slated to be a design/build project.
- ◆ MD 346 at Northeast Collector – Intersection improvements including turn lanes and signal. Funding is for FY 2005
- ◆ MD 675 at MD 822—The Office of Traffic and Safety is studying the feasibility of constructing a roundabout at this location. This study was only recently initiated, and is in the early stages.
- ◆ US 113 Business—Resurfacing from MD 349 to Whitehaven Road Funding is for FY 2005
- ◆ MD 352—Resurfacing from MD 349 to Whitehaven Road Funding is for FY 2005
- ◆ MD 376—Resurfacing from MD 611 to Kitt's Branch Road Funding is for FY 2005
- ◆ US 50 Business—Resurfacing from Boundary Street to E. Main Street Funding is for FY 2006

## **Beach Traffic**

Getting to the beach is a significant traffic management issue for the Byway. However, the traffic going to the beach is generally in a single

direction, fairly predictable in terms of volume and duration, and benefits from new smart technologies that provide traffic information on a real time basis to allow drivers to make decisions about the timing of their trip.

In addition to various traffic management strategies already in place, Ocean City is making concerted efforts to manage effects of traffic and parking so that it does not detract from the experience of a visit. These same strategies benefit this portion of a Byway as a whole, since one strategy is to encourage longer visits by expanding visitor attractions away from the resort city itself.

In 2000 the Ocean City Development Corporation (OCDC) was founded with the goal of revitalizing the Downtown Area. The OCDC has identified and implemented numerous revitalization programs in cooperation with City Government within the Downtown area including, façade improvements, public art, Architectural Guidelines and Standards, street improvements, and creation of pedestrian malls. The OCDC has identified increased parking downtown as a priority goal.

In 1991 the Ocean City municipal bus service switched to a single all day ride fare system. This resulted in significant increases in bus ridership. The success of the bus service resulted in growing pains including inconsistent headways and schedule delays and busses quickly filling to capacity on ends of the route then forced to bypass passengers on the central portions of the route.

In 2002 the bus service experienced its first decrease in ridership in 5 years. Although traffic congestion in the Downtown area has been occurring at times for many years, the frequency of this congestion appears to have recently increased. This discourages people from visiting the downtown area. The Boardwalk is the most frequently visited destination in Ocean City. It generates substantial pedestrian traffic. The ability to safely and pleasantly convey this traffic between the boardwalk and the other mid-block and bayside destinations is critical.



Ocean City Beach Parking

## Chapter 3: Intrinsic Qualities

The most significant intrinsic qualities found along the Blue Crab Byway are its recreational and historic landscapes and communities. Additional scenic and cultural qualities are also found and are important parts of telling the Byway's story. Natural resource qualities are present too, and contribute to the area's recreational value since many of the places of high natural value are good places for recreating. Archaeological qualities are not readily apparent to the casual observer but certainly are plentiful and significant. The vision for the Byway is clearly focused on encouraging people to travel the Byway to see the "real Eastern Shore"—and the intrinsic qualities found along the Byway make it very easy for visitors to find it.

An extensive resource inventory was prepared by Salisbury University's Geography Department including the inventory of the locations for historic sites and districts, scenic views, recreational, and natural resources (see Appendix A). The inventory includes extensive photographs of various types of resources keyed directly to their locations along with a description of the resource. The inventory can be accessed directly through the Byway's geographic information system database by clicking on inventoried locations resulting in the display of the photographs.

Lardner/Klein utilized the resource inventory to identify and evaluate the significance of the intrinsic qualities found in the resource inventory phase. Two additional maps were prepared to summarize the locations of the most significant of these historic, scenic, recreational, and natural resources found along the Byway.

The significance of the intrinsic qualities were then tied directly to defining the Byway theme around which various management strategies were developed to preserve and enhance the intrinsic qualities directly related to the Byway theme (s).

### Byway Theme

The Blue Crab Scenic Byway is the primary touring route through the Lower Eastern Shore Heritage Area. The Lower Eastern Shore Heritage Area Management Plan, completed in 2003, identifies six themes for telling the story

of the Lower Eastern Shore (see page 4-11 of Management Plan). One of those themes is directly related to the primary intrinsic qualities of the Blue Crab Scenic Byway – Great Escapes: Recreation and Renewal.

Possible stories relating to this theme are described on page 4-12 of the Heritage Area Management Plan and are summarized below:

- ◆ Ocean City arose as a nineteenth-century resort town run by women
- ◆ The rise of sea-kayaking on Chincoteague Bay
- ◆ Sailing on the Chesapeake and Chincoteague Bays
- ◆ Paddling on the Pocomoke
- ◆ From the Assemessex River to Assateague Island: Gunning across the Lower Eastern Shore
- ◆ The art, craft, and industry of the decoy
- ◆ Baseball on the Lower Eastern Shore
- ◆ Early twentieth-century entertainment (such as movie theaters)

The Byway will also interpret a secondary theme:

- ◆ Lifelines and Livelihoods: Commerce, Productivity and Transportation

Possible stories relating to this theme are laid out on page 4-14 in the Heritage Area Management Plan:

- ◆ Colonial Plantations of the Lower Eastern Shore
- ◆ Forestry then and now
- ◆ Bog iron and canal-building
- ◆ The rise of railroads on the Lower Eastern Shore and their relationship to the towns of the region
- ◆ US Route 113's "String of Pearls": Co-

lonial towns on a colonial route (Berlin, Snow Hill, Pocomoke City)

- ◆ Changing times, changing crops: Succession in agriculture, from tobacco, to wheat, to fruits and vegetables, to today's corn, soybeans, and poultry – the economic forces that led to successive specialization, and the dislocations that came with change

The Byway's stories are most easily understood when a traveler experiences the "real thing". Interpretive panels that tell what used to be here are too abstract for people to understand especially when confronted with a view or a structure that has nothing to do with the story you are trying to tell.

For the Blue Crab Scenic Byway, therefore, the best examples of the types of landscapes where the proposed themes can most easily be found have been identified and mapped (see Conservation and Preservation Map, and Recreation Map). The Heritage Area recognition (State of Maryland) provides explicitly evidence that the area is significant from an historical and cultural perspective. Therefore, the focus of the inventory emphasized the natural, scenic, and recreational aspects that are not as well covered in the Heritage Area Management Plan. The following criteria were used in preparing the resource inventory for these three intrinsic qualities.

### 3.1 Recreational Quality

A listing of recreational resources can be found in Appendix 3 of the Management Plan for the Lower Eastern Shore Heritage Area.

For a scenic Byway to have significant recreational qualities, the resources must be both unique to the region and related to the Byway. Recreational resources play a significant role in the region as both an attraction for visitors and as a key component of the high quality of life that residents enjoy. The Byway provides direct access to the following significant recreational qualities including (see Recreational Resources Map, page 19):

- ◆ Nationally significant recreational (and natural) destinations along the Byway (that is a recreational experience that can be found nowhere else in the coun-

try):

- Assateague Island National Seashore—More than two million visitors make their way to one of the few remaining unconstrained natural barrier islands in the mid-Atlantic region. Assateague contains a rare combination of unfettered access to undeveloped seashore with extensive interpretation about the island's constantly changing shape and ecology
- Ocean City, Maryland is hosting over eight million visitors a year to its 10 miles of the best white-sand beaches on the East Coast and three miles of world-famous Boardwalk. More than just beach access, there are also 17 great championship golf courses, boating, bay and deep-sea fishing, nature tours and preserves, water sports, and other recreational amusements for all ages.
- ◆ Regionally significant recreational resources directly related to Lower Eastern Shore Maritime, a regionally significant destination for the following activities:
  - sea kayaking
  - sailing
  - Paddling opportunities (including blue ways and water trails)
- ◆ recreational resources directly related to hunting and fishing serving as destinations for the mid-Atlantic region
- ◆ bicycling destinations for the mid-Atlantic region
- ◆ National Recreation Trail – the Beach To Bay Indian Trail was recognized as such in 1993 (see Cultural Resource Section for description).

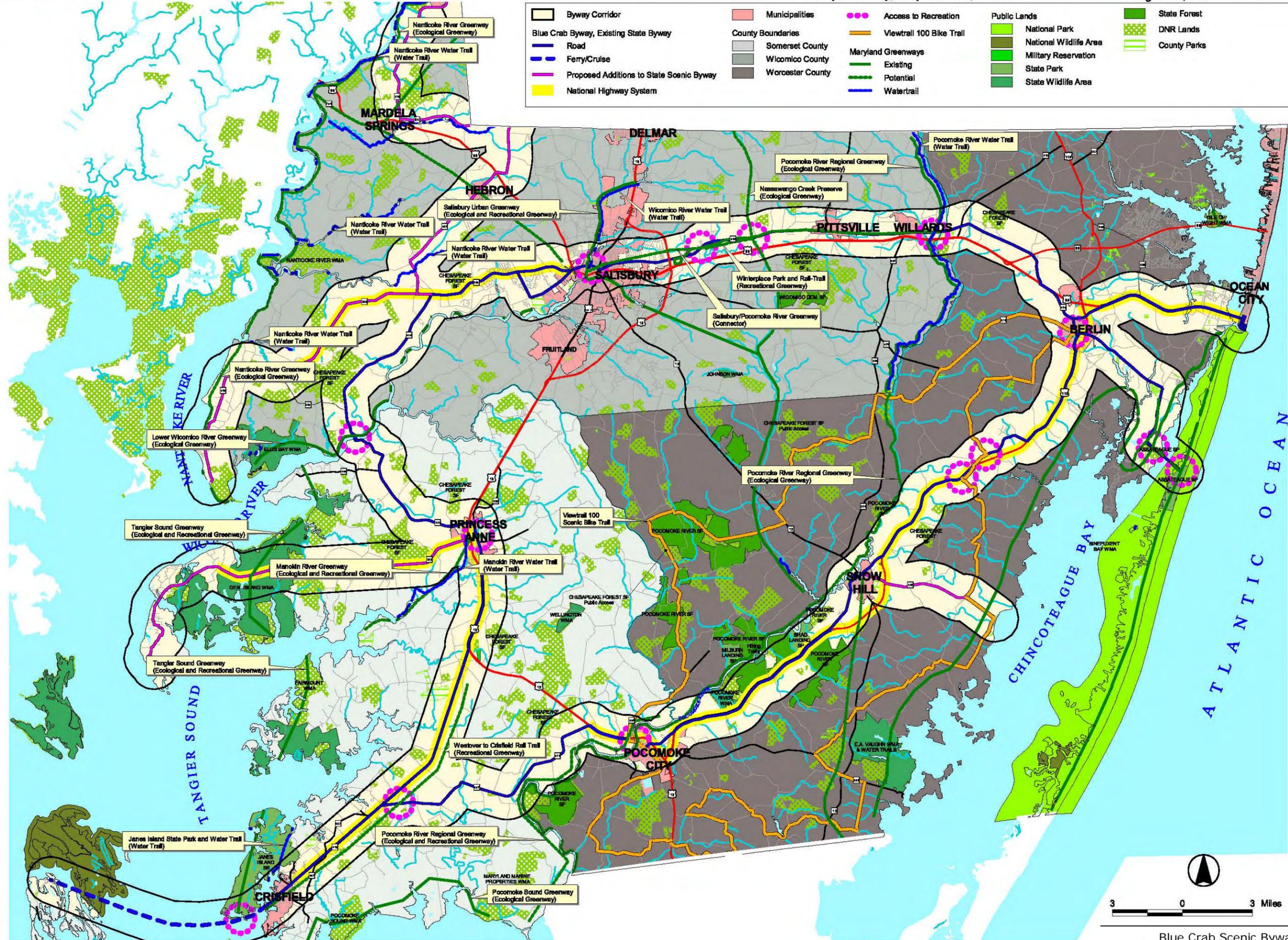
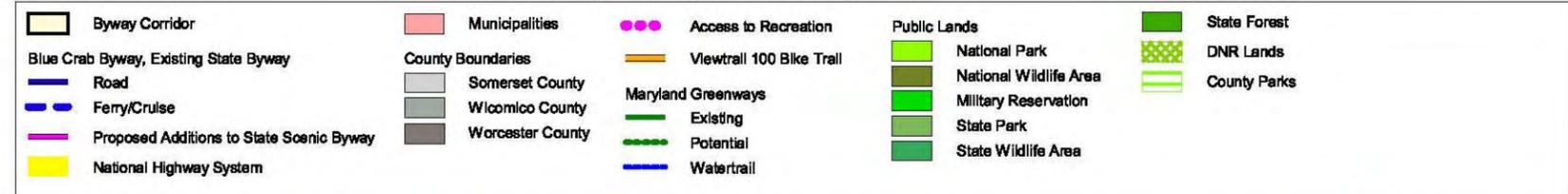
When evaluating the significance of the recreational resources it is important to identify

# Recreation

## Blue Crab Byway

Data Sources:  
Salisbury University, Maryland DNR, TIGER

Prepared by:  
Lardner/Klein Landscape Architects, P.C.  
August 30, 2004



Appendix A - Figure 3-1

whether or not the resources are publicly accessible, are visible from the Byway, and are related to one of the Byway themes. For example the large campground at the edge of Ocean City may be considered by some as a little “less than scenic”, but in fact, it is an integral part of the experience of a visit to Ocean City. Recreational resources do not necessarily need to be attractive.

The following sections describe recreational activities along the Blue Crab Scenic Byway that meet at least one of the criteria for determining regional or national recreational significance.

## **Beach**

### **Ocean City (Worcester)**

Ocean City is home to 10 miles of some of the best white-sand beaches on the East Coast and to the Boardwalk, which is famous for its carnival-like atmosphere. According to a 1997 estimate, more than 8 million people visit Ocean City each year from all over the East Coast. Recreational activities abound in Ocean City, including golfing, boating, bay and deep-sea fishing, bicycling, nature tours, water sports, amusement park rides, and antique and outlet shopping.

### **Assateague Island National Seashore (Worcester)**

Assateague Island is a 37-mile long barrier island, famous for its wild horses. The park is



39,727 acres in size. In 2003, there were more than 2 million recreation visits. Recreational activities include biking, bird watching, boating,

camping, fishing, hiking, horseback riding, hunting, interpretive programs, kayaking, nature walks, stargazing, swimming, and wildlife viewing.



## **Motorized Boating**

Located between the Atlantic Ocean and the Chesapeake Bay, waterways are a key feature of the Blue Crab Scenic Byway and opportunities for boating abound. Numerous boat launches and marinas are available for visitors who bring their powerboats. For those who would prefer not to do the “driving,” visitors may take advantage of some of the area’s charter boats, cruises, and ferries

## **Marinas**

Many marinas throughout the area provide overnight slips and other services for boaters. Marinas are located on the Wicomico River, Little Annemessex River, and Pocomoke River. Somers Cove Marina is a State Marina with options for annual slip holding and daily docking for boating, sailing, and fishing on the Chesapeake Bay and the Tangier and Pocomoke Sounds.

## **Charter**

Numerous charter boats are available for fishing trips in Ocean City and Crisfield. The boats can accommodate from 6 to 49 passengers. Passengers on the charter boats may fish for Speckle Trout, Sea Trout, Croaker, Striped Bass, Red Drum, and Rockfish (some of them trophies) among other fish. Non-fishing charter

boats regularly depart from Deal Island and Crisfield. The Maryland Charter Boat Association, Inc. is a group of professional Charter Boat Captains on the Chesapeake Bay and provides resources for locating charter boats.

There are several cruises in the area. The cruises are good for sightseeing and touring and in some cases they take visitors to places that are only accessible by boat, such as Smith and Tangier Islands. From Crisfield, visitors may go on cruises to Smith and Tangier Islands.



## Ferries

Ferries still serve as a mode of transportation in the Lower Eastern Shore. Two automobile ferries operate on the Wicomico River: the Whitehaven Ferry (directly on the Byway) and the Upper Ferry (about one mile off the Byway). Both are among the oldest continually operating ferries in the nation.

(Note: locals refer to the boats to and from Smith and Tangier Islands as ferries, but they are also referred to as cruises and are described under that category.)

## Non-Motorized

Non-motorized boats such as bugeye, skipjacks, and log canoes are part of the cultural heritage of the area. Today, non-motorized boating still provides food and recreation. Visitors can take a scenic canoe or kayak trip on one of the area's many water trails or try their hands at sports fishing for crabs, oysters, rockfish, croaker, and sea trout. Canoes and kayaks are available for rental in many locations on the Byway, and small boats for fishing, clamming,

and crabbing are available from numerous businesses in Ocean City. Sailing is also a popular activity.

## Water Trails and Access Points

Numerous water trails in the area provide water routes with access points, resting places, and destination spots along marine and inland waterways. Water trails may be established by towns, counties, and state and federal parks. In many cases, designated water trails are some of the best places for paddling. (See Heritage Area Plan, page 3-22)

Local water trails in the Maryland Department of Natural Resources' Greenways and Water Trails Program include:

- ◆ Janes Island Water Trail
- ◆ Sinepuxent Water Trail
- ◆ Corker's Creek Black Water Canoe Trail
- ◆ Bog Iron Water Trail
- ◆ Nassawango Creek Canoe Trail
- ◆ Porter's Crossing to Snow Hill Canoe Trail



## Sea Kayak

Kayaking is a popular activity in the Lower Eastern Shore. Visitors can bring their own boat or rent one from one of the many kayak rental facilities. Kayaking is available for visitors of varying abilities. Novice kayakers can hone their skills in gentle Pocomoke Sound. Experi-



Experienced paddlers enjoy kayaking on Chincoteague Bay at the Maryland end of Assateague Island or across Tangier Sound to Smith Island.

## Bicycling

Flat gentle topography make the area attractive to bicyclists and a number of on and off street bike routes offer recreation to bicyclists of varying abilities. Segments of the Byway are signed for bicycle use and many of the area's back roads are suitable for bicycle use. The View Trail 100 bike route in Worcester County overlaps much of the Byway as it follows over 100 miles of backcountry roads providing access to "Real Eastern Shore" resources such as historic towns, local culture, and wildlife. The Sea Gull Century is an annual event in which 6,000 or more bicyclists ride country roads to Assateague Island National Seashore and back. There are also opportunities for mountain biking. Trails and greenways accessible from the Byway and suitable for bicycling include:

- ◆ Salisbury Urban Greenway

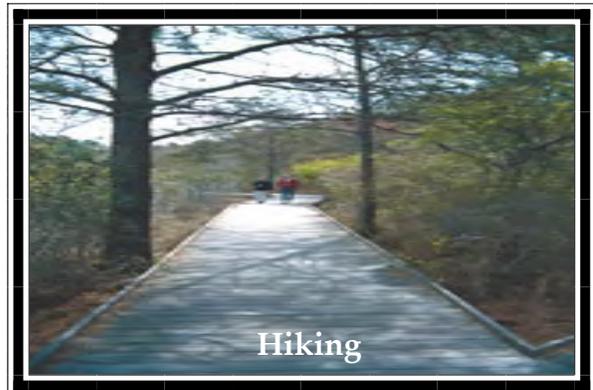


- ◆ Winterplace Park and Rail-Trail
- ◆ Assateague Island National Seashore
- ◆ The back roads of Rt. 361 ins Somerset County to Manokin, Fairmont, and out to Rumbley on the Bay.
- ◆ Wicomico County, starting at Whitehaven and pedaling out to Coxs Corner on Rt. 349 to Bivalve, and down to Waterview

## Hiking

The Blue Crab Byway has plentiful opportunities for hiking. Visitors can hike in a variety of State and National Parks, State Forest Land, Wilderness Management Areas, and other sites such as Furnace Town and Pemberton Historical Park. While the following trails may not be regionally significant destinations, they provide expanded opportunities for visitors that may be visiting for other reasons;

- ◆ Pemberton Historical Park- 4.5 mile walking trail (will be linked with Salisbury Urban Greenway)
- ◆ Pocomoke River State Forest and Park- has a hiking trail system, including the self-guided Pusey Branch Nature Trail:



## State Parks/Forests

### Assateague State Park (Worcester)

Located on a barrier island between the Atlantic Ocean and the Sinepuxent Bay, Assateague

State Park is surrounded by water-related recreational activities. Two miles of ocean beaches provide opportunities for swimming, beachcombing, sunbathing, surfing, and fishing. Visitors may also boat, canoe, bicycle, camp, or observe wildlife (including deer and wild horses) in the park's marsh areas.

## **Janes Island State Park (Somerset)**

Janes Island State Park is located near Crisfield, a short distance off Route 413. The park has two distinct areas, a developed mainland area, and an island accessible only by boat. The island was originally home to Native Americans of the Annemessex Nation. Cabins and camping areas are located on the mainland area. The park has many miles of isolated shoreline and marsh areas and as a result, boating is a popular recreational activity at the park. Visitors can bring their own boat and take advantage of the park boat launch, or they can rent boats from the park. The Janes Island Water Trail is a great place for flat water canoeing and kayaking because it is largely protected from wind and current. Other recreational activities include fishing and crabbing, camping, hunting, picnicking, and swimming. A playground, visitor's center, picnic shelters, and a conference center round out the park.

## **Pocomoke River State Park (Worcester)**

Pocomoke River State Park consists of two separate areas, Shad Landing and Milburn Landing. The park is famous for its stand of loblolly pine and for its cypress swamps bordering the Pocomoke River. The park offers a wide variety of recreational activities within 14,753 wooded acres of park. These activities include biking, boating (and boat rental), camping, fishing, hiking, picnicking, and swimming. There are also playgrounds, picnic shelters, and a visitor's center.

## **Pocomoke River State Forest (Worcester)**

Recreational activities at Pocomoke River State Forest include fishing, flat water canoeing, hiking trail, hunting, and mountain biking trails.

Chandler Tract is open to motorcycles and four-wheel vehicles (permit required).

## **Chesapeake Forest Lands (public access in Worcester County)**

There are about 46,000 acres of Chesapeake Forest Land in Somerset, Wicomico, and Worcester counties. Currently, there are two tracts in Worcester County (the Cordery and Whitesburg tracts) that are open for public use, including hunting, fishing, hiking, birding, and canoeing.

## **Wildlife Management Areas (WMA)**

Within Somerset, Wicomico, and Worcester counties, there are 13 Wildlife Management Areas that offer hunting, trapping, and other wildlife-dependent recreational uses. The following are the Maryland Department of Natural Resources goals of the WMA system:

- ◆ Maintain, enhance or protect sustainable and diverse wildlife populations.
- ◆ Create, enhance or protect appropriate habitats, natural communities and ecologically sensitive areas.
- ◆ Conserve rare, threatened and endangered species by protecting the habitats that support them.
- ◆ With a focused emphasis on hunting, provide wildlife-dependent recreation on areas with minimal capital improvements or other development.
- ◆ Provide a venue to educate citizens on the value and needs of wildlife and plant communities through outreach, demonstration and sound management.
- ◆ The Wildlife and Heritage Service manages the WMAs for diverse wildlife populations and their habitats in a number of ways, such as applying prescribed burns, planting food plots, es-

establishing native grasses, managing wetlands and performing timber stand work. Some habitats, such as forested areas, provide for wildlife without any direct management.

- ◆ Providing for wildlife-dependent recreation involves the installation and maintenance of parking lots, roads, trails, boat access facilities, and user areas for the disabled. Property boundaries, signs, and maps are also up-dated, as needed.

Within Somerset, Wicomico, and Worcester counties there are the following Wildlife Management Areas:

- ◆ Cedar Island (Somerset)
- ◆ Deal Island (Somerset)
- ◆ E.A. Vaughn (Worcester)
- ◆ Ellis Bay (Wicomico)
- ◆ Fairmount (Somerset)
- ◆ Isle of Wight (Worcester)
- ◆ Johnson (Wicomico)
- ◆ Maryland Marine Properties (Somerset)
- ◆ Nanticoke River (Wicomico)
- ◆ Pocomoke River (Worcester)
- ◆ Pocomoke Sound (Somerset)
- ◆ Sinepuxent Bay (Worcester)
- ◆ Wellington (Somerset)

## City, County, Regional Parks

The Lower Eastern Shore is home to numerous city, county, and regional parks. Of particular note in terms of regional significance is the Salisbury Zoo.

## Connecting Greenways and Recreational Paths

There are numerous Maryland greenways (either planned or in various states of implementation) in Somerset, Wicomico, and Worcester counties (shown on Recreation Map). The Maryland Department of Natural Resources' Greenways and Water Trails program preserves corridors such as riverside trails, streams, ridgelines, abandoned rail lines, and unimproved vegetated corridors. Dedicated Greenways must be under some sort of permanent protection, have a management plan, and serve at least one of the following functions:

- ◆ Riparian/water quality protection
- ◆ Wildlife/ecological corridor
- ◆ Linear park (can contain natural areas and developed recreation sites)
- ◆ Trail (as long as it includes a significant vegetated buffer)

## 3.2 Historic Quality

The maps of historical resources contained in the Lower Eastern Shore Heritage Area Management Plan along with the accompanying text are hereby referenced into the Blue Crab Scenic Byway. The regional significance of these resources is clearly identified in the heritage area and portions of the Heritage Area plan are excerpted below to summarize the significance as it relates to the Byway.

The Conservation and Preservation Map (see page 26) identifies the following areas of significance:

- ◆ National Register of Historic Places (sites and districts)
- ◆ Maryland Inventory (sites and districts)

## Historic Significance of the Region

Water has been an important part of the liveli-

hoods of people who lived in the Lower Eastern Shore during every era. The area was originally settled by Native Americans as early as 8500 BC, who often formed settlements near the region's many rivers and bays. During Colonial times, maritime trade was important to the livelihood of the area's growing population. The fact that the area's settlements were accessible by water allowed the area to play a key role in the American Revolution and the War of 1812 and the area was home to important naval battles. Along with other forms of agriculture, crabbing, oystering, and fishing became vital to the region's economy. The United States Life-saving Service operated in Ocean City until the 1920s when it became part of the United States Coast Guard. Today, crabbing, oystering, and fishing are still important to the area's economy, with the addition of water-related tourism, such as the popular Ocean City beach and Assateague National Seashore.

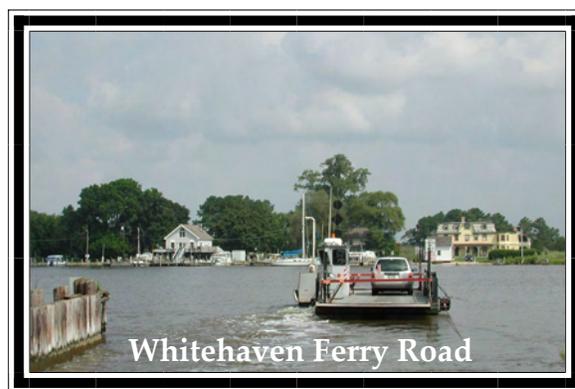
Numerous historic sites currently interpret the history of the area to visitors, and there are many more that would benefit from interpretation. Over 60 sites in Somerset, Wicomico, and Worcester counties have been designated on the National Register of Historic Places. Many more have been recognized on the Maryland Inventory of Historic Properties.

The historic qualities of the Lower Eastern Shore are described in greater detail in Chapter 2 of the "Management Plan for the Lower Eastern Shore Heritage Area."

Of the sixty sites, the following sites and districts are open to the public and directly related to the Byway:

- ◆ Mt Zion One Room School Museum
- ◆ Girdletree Barnes Bank
- ◆ Queponco Railway Station
- ◆ Costen House
- ◆ Calvin B. Taylor House Museum
- ◆ Sturgis One Room School Museum
- ◆ Ocean City Life-Saving Station Museum
- ◆ Julia A. Purnell Museum
- ◆ Charles H. Chipman Cultural Center

- ◆ Poplar Hill Mansion
- ◆ Barren Creek Heritage Center and Presbyterian Church
- ◆ Pemberton Historical Park
- ◆ Pemberton Hall
- ◆ Furnace Town Historic Site
- ◆ Ward Museum of Wildfowl Art
- ◆ Accohannock Tribal Museum



- ◆ J. Millard Tawes Historical Museum
- ◆ Smith Island Visitor's Center, Cultural Museum, and Gift Shop
- ◆ Teackle Mansion & Gift Shop

### 3.3 Scenic Qualities:

Given the relatively flat setting of the eastern shore landscape, the Byway is defined primarily



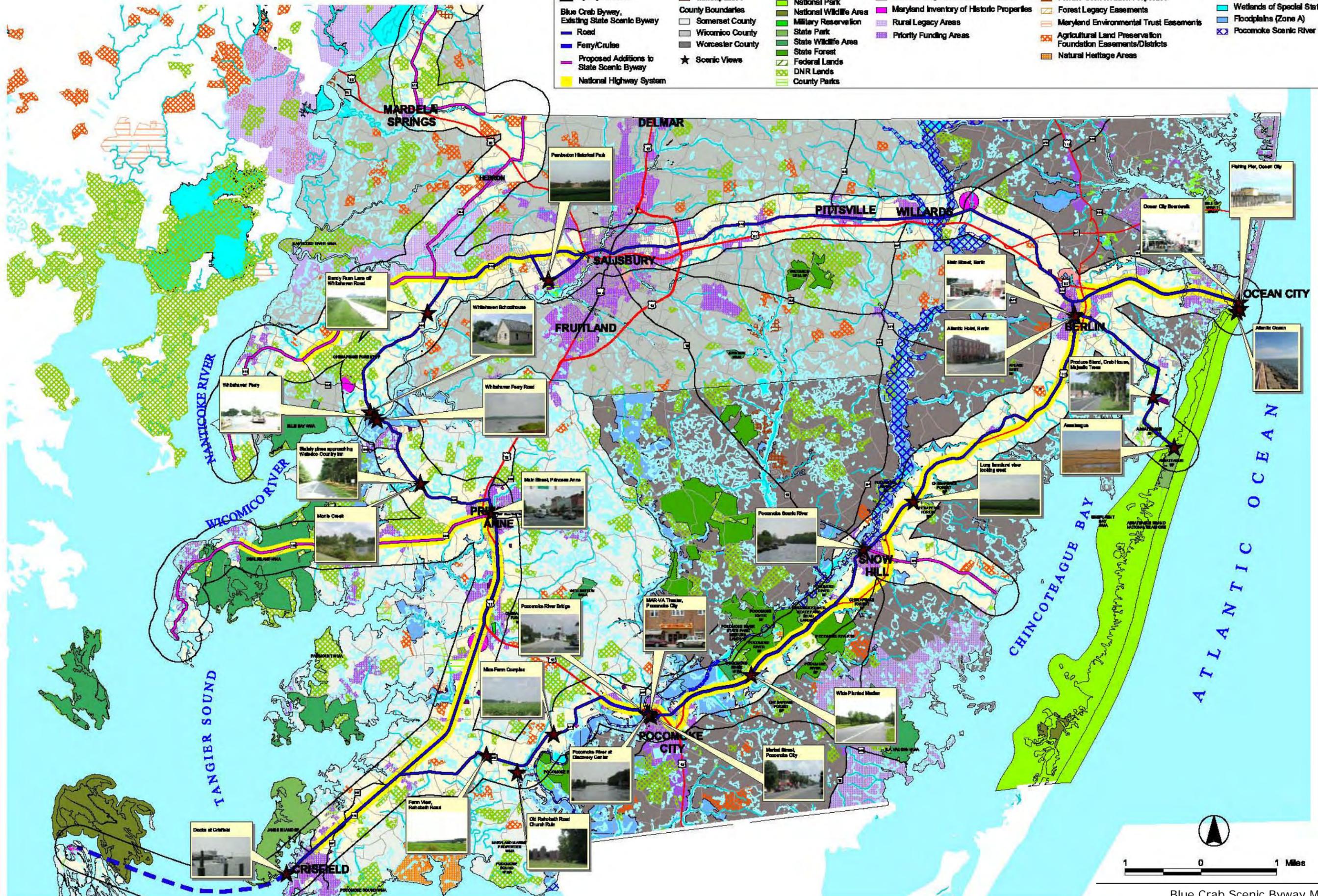
# Conservation and Preservation

## Blue Crab Byway

Data Sources:  
Salisbury University, Maryland DNR, TIGER

Prepared by:  
Lardner/Klein Landscape Architects, P.C.  
August 30, 2004

|  |                   |                        |   |   |                                   |
|--|-------------------|------------------------|---|---|-----------------------------------|
| Byway Corridor                               | Municipalities    | National Park          | National Register of Historic Places      | Private Conservation Properties                               | National Wetlands Inventory       |
| Blue Crab Byway, Existing State Scenic Byway | County Boundaries | National Wildlife Area | Maryland Inventory of Historic Properties | Forest Legacy Easements                                       | Wetlands of Special State Concern |
| Road   | Somerset County   | Military Reservation   | Rural Legacy Areas                        | Maryland Environmental Trust Easements                        | Floodplains (Zone A)              |
| Ferry/Cruise                                 | Wicomico County   | State Park             | Priority Funding Areas                    | Agricultural Land Preservation Foundation Easements/Districts | Pocomoke Scenic River             |
| Proposed Additions to State Scenic Byway     | Worcester County  | State Wildlife Area    |   | Natural Heritage Areas  |                                   |
| National Highway System                      | Scenic Views      | State Forest           |   |   |                                   |
|  |                   | Federal Lands          |   |   |                                   |
|  |                   | DNR Lands              |   |   |                                   |
|  |                   | County Parks           |   |   |                                   |





Sandy Farm Lane

(off of Whitehaven Road)

by the woodland edges in the rural areas and by buildings in the urban or village sections. Travelers experience the Byway as a set of sequential views some of which are striking and memorable. Of particular importance and significance are those views that are distinctly characteristic of the Lower Eastern Shore and that are still intact.

These views are mapped on the Conservation and Preservation Map (marked with a red star) and include the following types of distinctive views that help to define the setting for the historic and cultural resources found within the Lower Eastern Shore Heritage Area:

- ◆ long flat farm views w/ tree lines confining the view
- ◆ long farm lanes
- ◆ Fencerows w/trees
- ◆ Marsh views



Parkway like character along US 113 South of Snow Hill



Isabella Street, Salisbury

- ◆ Historic sites/architecturally significant buildings and landscapes (including bridges and ferries).
- ◆ Feature views (points of interest)

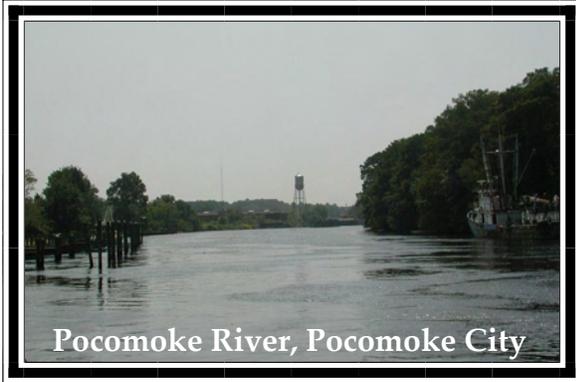
At the same time, additional views have been identified that may not be intact at the moment, but where some modest intervention could make a large difference.

## Regionally Significant Scenic Resources

In addition to the inventoried views, there are a number of recognized scenic views and features that have been designated by other agencies for their scenic qualities. These include:

### Pocomoke Scenic River

According to the State of Maryland's Scenic and Wild Rivers System, a Scenic river is a, "free-flowing river whose shoreline and related land are predominantly forested, agricultural, grassland, marshland, or swampland with a minimum of development for at least 2 miles of the river length." [Natural Resources Article, 8-402 (d)(2)]. The Pocomoke River was Maryland's first designated Scenic River. The Pocomoke originates in the Great Cypress Swamp on the Maryland-Delaware border. It is the tannins from the cypress swamp that give the river its distinctive tea color. The river is 73 miles long.



Pocomoke River, Pocomoke City

## View Trail 100

See the description under recreational resources for this route designed to provide bicyclists with access to scenic views and historic sites in the Lower Eastern Shore.

## Beach to Bay Indian Trail

Part of the significance of this "National Recreation Trail" includes its scenic qualities (see description below under Cultural Qualities).

## 3.4 Cultural Qualities

The Lower Eastern Shore Heritage Area Management Plan identifies a number of regionally significant cultural resources that supported its designation as a Maryland Heritage Area. These include "the dialects, stories, trades, arts and crafts, music, foods, and other aspects of unique lifestyles that evolved in this region. Possible topics include water and waterfowl, Smith Island, minority populations, and early European settlement."

## Waterman

Smith Island is perhaps the most unique of these regionally significant cultural resources. Maryland's only inhabited offshore island in the Chesapeake Bay. Smith Island is located 13 miles west of Crisfield, and is accessible by passenger ferry (no cars). The population of 310 people makes a living primarily from crabbing, and now tourism. For many, the Chesapeake Bay is synonymous with the blue crab. Smith Island is one place where visitors can still ex-

perience the way of life that has evolved from the harvest of the Blue Crab for more than three centuries.



Smith Island, Tylerton



Smith Island Screen Painting

## Native American Heritage

Native American cultural and heritage is very evident in this region. The following excerpt from the Lower Eastern Shore Heritage Area

website describes the activities of the Accohannock Indian Tribe:

*The Accohannock Indian Tribe is one of the oldest historical tribes in Maryland. The Tribal Office is located in Marion, MD, a small town just north of Crisfield. The Accohannocks originally inhabited the territory they called Accomack which, after colonization, became the Eastern Shore of Old Virginia and is presently the Eastern Shore of Maryland and Virginia. The territory included the Chesapeake Bay home villages on the Annemessex River at present day Crisfield, MD, on the Accohannock Creek in Virginia and on the islands in the Chesapeake Bay.*

*The Accohannock Indian Tribe is an Algonquian-speaking sub-tribe of the Powhatan nation. The bands of the Accohannock were part of the Accomac Confederation. They were the first watermen, hunters, farmers, and trappers on the Chesapeake Bay waters and wetlands. They harvested food from the Chesapeake Bay and its many tributaries. They grew squash, maize (corn), and other Native American foods. The Accohannocks also were great hunters of waterfowl, deer, rabbit, squirrels, raccoons, bear and elk.*

*Rapid changes in colonial policy beginning in the sixteen forties, caused much, dispersion and assimilation, which weakened, then dismantled and prohibited the culture. The Chief and the government were forced to cede all authority and lands to the King of England and Colonial powers representing him. With the loss of its land, self-government and other aspects of the tribe were destroyed.*

*Unlike many Native Americans who fought the white settlers, the Accohannock Indian Tribe was a peaceful one. The tribe managed to build a strong relationship with the settlers. The settlers took most of the land from the Indians on the Western Shore rather than the Eastern Shore. This is why the Accohannock had such a good rapport with the settlers. After Powhatan died, his brother, Opechancanough, took over his chieftom. He hated the white man and decided to rid his land of the intruders. He developed a plan to poison their food and wells to kill them. The Accohannock Indian Tribe was encouraged to participate in the plan, but refused. The Accohannock people actually warned the colonists of Opechancanough's plan. The plan failed. As a result, Opechancanough, decided to reject the Accohannock Indian Tribe.*

*In 1659, the Maryland Accohannocks' name was changed to Annemessex, the name of the river where they lived. Some of the Tribe left the land but a remnant remains even today. According to oral tradition, the Clan Mothers prayed for peace and survival and received a vision to follow Pocahontas, to marry their daughters to the white colonists in order to hide in plain sight, survive and preserve the tribal bloodlines until in the fullness of time the tribe could be reborn. Clan names survive today and many of the tribe's people live in the same area as those who originally inhabited Maryland.*

## **Today's Tribe**

*Currently the Accohannock Indian Tribe, Inc. is a non-federally recognized Tribe and an IRS 501(c)(3) organization incorporated in the state of Maryland. The Accohannock Tribal Council, the governing body of the Tribe, meets every month to discuss Tribal business. A Tribal Association also meets monthly to discuss Tribal activities. Most of the Tribal members are fifty years and older, and grew up living off the land and water, and learned traditional skills and technology. Today, only a few descendants of the Accohannock Indian Tribe are able to continue the traditional occupations of their ancestors. Most members work in small family businesses or at local minimum wage jobs.*

## **Cultural Events**

*The Accohannock Indian Tribe hosts the annual Native American Heritage Festival and Powwow the first weekend in May. During the rest of the year, members of the Tribe travel to powwows in Virginia, Delaware, and North Carolina to participate and to vend authentic Native American crafts. Tribal members also make presentations to schools and civic groups throughout the year.*

## **African American Heritage**

The following excerpt from the Lower Eastern Shore Heritage Area website describes the historical role of African American's in the settlement of the region:

African Americans were among the first non-Native American visitors to this area of the Eastern Shore arriving sometime during the mid 17<sup>th</sup> century. Many arrived under the head right system where passage was paid for under the condition that rents would be paid to a landlord. While some African Americans arrived in the area as free people, many others were bound to labor under the system of indentured servitude. Outright slavery came shortly afterwards. Within the area of Wicomico County (18<sup>th</sup> century Somerset County), a number of 18<sup>th</sup> century free African American plantations have been researched. These are "Paris," located in the area of Tyaskin (see Trail 2), "George's Pleasure" also known as "George's Lott," in Nanticoke Hundred located in the general area of Trail 3, "Covington's Choice," located south of Hebron (see Trail 3) near the head of Rockwalkin Creek and "Poor Choice" and "Crooked Chance," located east of Spring Hill Church, south of Hebron (see Trail 3). San Domingo, a community near Sharptown, was a community of 300 free black landowning families in the early 1800's. African Americans have greatly contributed to all aspects of the culture and advancement of Wicomico County from the 17<sup>th</sup> century onwards and will continue to exert a positive force into the future.

### 3.5 Natural Quality

A listing of natural resources is included in Appendix 3 of the Management Plan for the Lower Eastern Shore Heritage Area. An excerpt from the Heritage Area Management Plan provides a summary below of the natural resource qualities of the region.

The following excerpt from the Lower Eastern Shore Heritage Area website describes the natural resources of the Lower Eastern Shore:

*Maryland's Lower Eastern Shore possesses an extensive variety of environments, including barrier islands, coastal bays, tidal wetlands, cypress swamp, upland fields, and old growth forests. Located in the geographic province known as the "Embayed Coastal Plain," Worcester, Somerset and Wicomico counties link the fragile barrier island system on the east with the Chesapeake Bay and islands on the west. The counties lie within the watersheds of the Wicomico, Manokin, Big Annemessex and Pocomoke rivers. Dominated by wetlands, each of*

*these watersheds contains a diversity of natural, physical and social characteristics.*

*The Chesapeake Bay itself is recognized internationally as the largest and, historically, the most productive estuary in North America, with a watershed encompassing 64,000 square miles, portions of six states and the Nation's capital, 150 rivers and over 2 million acres of wetlands. A history of "Maryland's Arcadia" by Truitt and Callette described this region as the first English immigrants found it"*

*The area teemed with fish and furbearers since there were the ocean, the bays and the creeks, bordered by marshes and the deep, gentle Chesapeake tributary, the Pocomoke River, bordered by vast and almost impenetrable swamps in which to grow the ever abundant bald cypress, noted for its durability in building.*

*Much of this richness exists today. The area contains the northernmost extent of bald cypress and is home to the largest nesting population of bald eagles east of the Mississippi. Coastal habitat and a temperate climate interact to create the northernmost breeding range of several southern birds. However, the area is most distinctive because of the close association between the occupations and ways of life and the resources of the land, water and seasonal cycles. Archeological evidence indicates the diverse uses many Native American groups had for the resources of the area. In more recent times, uses have included agriculture, timbering, commercial and sport fishing, recreational and commercial boating, sand and gravel mining, hunting and tourism. Today, strong relationships still exist between communities and the water, reflected in the evolution of shell fishing and processing, boat building and other industries.*

As described above, the natural resource qualities are primarily related to the interface between land and water. Today, as natural resource based industries decline, the natural resource qualities are also integrally related to the more human powered forms of outdoor recreation as people seeking nature and solitude are likely to get there in this region by some form of watercraft. The Blue Crab Byway provides direct access to some of the more remote places to canoe and kayak, for bird watching, hunting, and fishing.

Birding is particularly significant from a regional perspective as described by the website of the Lower Eastern Shore Heritage Committee, Inc.:

*Birding on the Lower Shore is nothing short of fantastic. The region is an important resting and breeding stop along the Atlantic Flyway for countless birds, with more bird sightings recorded here than anywhere else in the state. Canada geese, snow geese, brant, tundra swans, canvasback ducks, pintail, widgeon, mergansers, bufflehead and many others use this area for their winter resting and feeding grounds. Late November is the peak time for waterfowl migration.*

*The best season depends on your birding preference as there is no "bad" time to bird on the Eastern Shore. Spring hosts shorebirds, neotropicals (birds that winter in South America and spend summers in the north) and summer residents; summer sponsors gulls, pelicans, cormorants, ibis and graceful herons; fall has an overlap of incoming waterfowl and outgoing summer birds; and during winter there are loons, hawks, quail and owls to name just a few.*

*You can break down your birding into geographic location. If you've got your sights set on coastal birds look towards the beaches of Ocean City and Assateague Island to begin your search. Offshore you can spot storm petrel, skua or razorbill. Closer inshore, one can find gannets, brown pelicans, terns; shorebirds are abundant on the beaches and bay shores and come in a variety of shapes, colors and names. Good luck.*

*Marshes around Assateague, Public Landing, Taylors Landing and Rumbley will yield wrens, glossy ibis, rails, redwings, bitterns, hawks and lots of herons. Mud flats on the seaside behind Assateague Park or Ocean City are great places to see a variety of waterfowl and shorebirds. Riparian areas such as along the Nanticoke and Annemessex Rivers host neo-tropicals such as red-eyed vireos, along with wood ducks, owls and various hawks.*

*Upland habitat near Snow Hill and Pocomoke will hold woodcock, bluebirds and indigo bunting. Check out stream crossings anywhere during the spring to see bottom lands and forest birds. There are several types of bird lists available from state, county and federal wildlife and tourism-related offices in the region.*

The conservation and preservation map provides the locations for indicators of natural resources including the locations of many of the sites identified above along with the distribution of public lands (national park, national wildlife areas, state park and wildlife areas, state forests, as well as other federal and state lands. The map also identifies the locations of wetlands (including wetlands of special state concern) floodplains, and the Pocomoke Scenic River— all providing an abundance of high quality, regionally significant, natural resource based experiences along the Byway.

The Pocomoke River deserves additional mention under natural resources (see description under scenic qualities, above). The Byway crosses the Pocomoke in two locations and runs parallel to it between Snow Hill and Pocomoke City providing access at Pocomoke River State Park as well as in Snow Hill and Pocomoke City.

According to the Worcester County, Maryland Library web site, [www.worc.lib.md.us/](http://www.worc.lib.md.us/), "More than 27 species of mammals, 29 of reptiles, 14 of amphibians, and 172 of birds have been seen in the wetlands bordering the river. Some ornithologists describe this area as one of the best environments for bird life on the Atlantic coast. There are at least 72 families of plant life that have been identified in the Pocomoke River wetlands, part of the northernmost range of the bald cypress."

According to the Lower Eastern Shore Heritage Area web site, [www.skipjack.net/le\\_shore/heritage](http://www.skipjack.net/le_shore/heritage): "Recognition for the river and its resources is plentiful and increasing. The Pocomoke River and Sound, at the mouth of the river in Virginia and Maryland, and including Tangier Sound, has been recognized by the National Oceanic and Atmospheric Administration (NOAA) and others as one of the largest shellfish producing areas in the Chesapeake Bay. The river was listed by the National Park Service, U.S. Department of the Interior, in the Nationwide Rivers Inventory; featured as a "Great River of America" by the National Park Service State and Local River Conservation Assistance Program; and identified as a potential regional greenway by the Maryland Greenways Commission.

Recently, the Pocomoke was recognized as a bass fishery in *Field and Stream* magazine and as "the last undiscovered river" for recreational boating in *Chesapeake Bay* magazine.

The programs available and in use at local, state and federal levels to conserve these resources are more fully described in Chapter 4.

### 3.6 Archeological Quality

The Native American Heritage that influenced the place names and early settlement of the region represents the greatest opportunity and challenge for both understanding and preserving the archaeological significance of the corridor. The Heritage Area Management Plan discusses many of these themes in greater detail.

The industrial development of the region also presents some unique opportunities to understand and preserve the archaeological significance of the area. According to “A Historic Context for the Archaeology of Industrial Labor in the State of Maryland” by Robert C. Chidester, archaeological resources from two distinct periods are still fairly evident in the Lower Eastern Shore. The earliest period of industrialization, known as the Rural Agrarian Intensification, 1680-1815 saw little industry in the Lower Eastern Shore, mostly small lumbering operations. The last period of industrialization, the modern period after 1930, saw little new development. The periods in between do offer some opportunities for interpretive development and preservation associated with the Byway and heritage area programs.

### Agricultural-Industrial Transition 1815-1870

The next period saw Snow Hill and Pocomoke City become centers of industry in Worcester County related to local agricultural produce and the beginning of food processing operations in Snow Hill. Snow Hill was also known as an important center for the shipbuilding trade.

Snow Hill and Pocomoke City became centers of industry in Worcester County during the period of Agricultural-Industrial Transition. Snow Hill had always been an important center for the shipment of local agricultural produce, and it was during this period that food-processing industries began operation. In the 1860s a fruit drying plant was established, and it wasn't long before canneries and mills dotted the outskirts of the town. A brickyard was also established

in Snow Hill during this period, and the town was an important center of the shipbuilding trade. The Nassawango Iron Furnace, one of the first examples of hot-blast iron technology to be used in the United States, was constructed in 1830 by the Maryland Iron Company to process bog ore. A small community grew up around the furnace during its nineteen years of operation, including a church, post office, company store and a boarding house.

Pocomoke City began its ascent to the position of largest and most industrialized town in Worcester County during the same period. Industrial development included steam sawmills and a shipbuilding industry.

Somerset County was home to a steam-powered sawmill in Princess Anne and seafood processing in the Crisfield area. The Salisbury area hosted flour, lumber and lime mills in the 1840s, with shipbuilding being the largest industry. Whitehaven, Mardela Springs, Sharptown, and Riverton all grew up around shipyards in the early and middle part of the century.

### Industrial/Urban Dominance 1870-1930

Industry in Snow Hill and Pocomoke City in Worcester County intensified during the period of Industrial/Urban Dominance, 1870-1930. Snow Hill had two planning mills, a box factory, grist and weaving mills, a rawhide whip factory and a canning factory. Pocomoke City was home to the Pocomoke Foundry and Machine Works, a grain elevator and the Eagle Mills.

The village of Berlin became a railroad town during this period. Salt panning was concentrated on Assateague Island., but little is known about this industry.

In Somerset County hosted seafood processing industries, especially oyster processing facilities. Canneries were located in Inverness, Westover, Crisfield, and on Fishing Island and Deal Island. Flour, grist and sawmills also opened in many of these towns. Canning locally grown tomatoes and vegetables was also undertaken in many of these communities.

Evidence of the seafood processing industry can

still be found in Crisfield, known as the center of the seafood processing industry, especially the tenements built to house the industrial labor force. There were over 150 different seafood processing plants in the Crisfield area along with a fish fertilizer factory. Fruit, vegetable and seafood packing houses, steam-powered saw and flour mills, a lime kiln, a blacksmith and a shipyard were found in the neighboring area of Upper Fairmont.

In Wicomico County a few more industrial villages developed during this period, including: Capitola, an African-American community near Whitehaven; Nanticoke and Bivalve grew from oyster packing and vegetable canneries; tomato canning plants expanded into Quantico, Riverton, Whitehaven, Mardela Springs, and Powellville; and Mardela Springs developed a limited bottled spring water and soft drink industry and tourist spa.

There are currently few offerings regarding archaeological interpretation. Furnace Town Historical Site, outside Snow Hill, hosts seasonal archaeology excavation that are open to the public. The Accohannock Tribal Museum offers activities with archaeological interest, as well as the Pemberton Historical Site outside Salisbury. All are accessed directly from the Byway.

## Chapter 4: Preserving the Byway

The beauty and charm of the Scenic Byway are characteristics that came into being from the actions of many private property owners and the communities and counties through which the Byway passes. This section addresses how to preserve the specific elements that add up to that beauty and charm. These elements can be divided into two primary categories: historic resources and the landscapes that are their settings. Both historic preservation and land conservation are therefore parts of the preservation strategy here.

### 4.1 Protecting the Cultural Landscape

Fortunately, the task of preserving and enhancing the special resources and features of the Byway is also a focus of the Lower Eastern Shore Heritage Area Management Plan. That plan advocates a “cultural landscape approach to historic preservation” (Chapter 7 recommendations) in which the preservation of individual structures is undertaken within a program that addresses the cultural and historic qualities of the landscape holistically, rather than isolating single projects. The Scenic Byway follows a route linking the scenic byways identified in the heritage area management plan. Thus, the heritage plan anticipates a focus on the preservation of the cultural landscape of the Scenic Byway – it is necessary to start somewhere, and the Scenic Byway now comprises the first priority for action.

The principal means of addressing the protection of the landscape as a whole or in part is through the counties’ comprehensive plans and their land preservation and recreation plans (“LPRP”). Both the comprehensive plan and the LPRP should lay out priorities and justifications for expenditures to protect historic sites and districts, greenways, natural areas, and agricultural lands. The comprehensive plan identifies overall priorities for a community, providing the context for the work of protecting resources, identifying areas of emphasis, and recommending actions that will aid the community in meeting its goals. The LPRP provides the specifics on its land preservation and planning for open space, recreation land, and recreation and park facilities. The LPRP, which must be updated

every five years, and which is being updated this year in each of the three counties, qualifies a county for a share of Maryland’s

Program Open Space funds (POS; funded from a long-standing transfer tax), some of which could be devoted at some point for the protection of the Scenic Byway’s corridor. The counties can qualify for a share of POS funds identified specifically for counties, and also can compete for part of the funding reserved for state discretionary use. A strong LPRP can aid the counties in competing successfully for all POS funding.

As they are updated, both the counties’ comprehensive plans and their LPRPs should contain a section describing proposed policies and actions to protect and enhance the Scenic Byway. (In the interim, each jurisdiction should be asked to endorse the Scenic Byway Management Plan.) This planning should be linked to the specific plans and policies discussed below.

The ten municipalities within the corridor, which have separate comprehensive planning responsibilities and which are signatories to the heritage area management plan, should also investigate ways that their comprehensive planning can support cultural landscape protection. These might include policies for dealing with new development and annexation along the Scenic Byway, policies on maintaining the public domain along the Byway, and recommendations for further historic preservation activities. A number of municipalities in the corridor are in the process of updating their comprehensive plans and should be informed of opportunities to recognize and support the Byway in those documents.

There are two elements of community planning and land development that in particular should be addressed through plan updates, either county or municipal: the protection of significant views and the encouragement of well-designed development.

View shed analysis (a view shed is what can be seen from a particular point, in this case the corridor that can be seen from the Scenic Byway) and planning for the protection of key views identified and delineated in that analysis should be incorporated into comprehensive plans as they are updated. The Stories of the

Chesapeake Heritage Area (the “sister” heritage area on the Upper and Mid Shore) recently completed a model scenic and cultural landscape assessment process with assistance from Scenic Maryland and the National Trust for Historic Preservation. That process includes an assessment procedure for reviewing local policies affecting scenic resources, which can provide the basis for regulatory improvements. Included in the report are reviews of programs for protecting land and dealing with landscape intrusions, including signs, billboards, cell towers, highway corridors, and lighting, and the means of dealing with these through design guidelines. Each county should be encouraged to undertake such a detailed assessment with the Scenic Byway in mind. Municipalities should be alert to key views identified in the Scenic Byway inventory and also undertake a policy assessment, either as part of comprehensive plan updating or as an action to be followed as a recommendation in the comprehensive plan.

Community encouragement for good design in new construction and the enhancement of existing development should be addressed in comprehensive plans and backed up with local policies to encourage good design, both public and private. Such policies can include investment in capital development in the public domain (streetscaping, park development, and the like) as well as outreach and education for property owners to encourage voluntary action, and regulatory review and guidance during permitting of private development. The Heritage Area’s management plan encourages each county “to adopt design guidelines for new commercial development. Stress the need for landscape design standards that use indigenous plants, because these plants can help new development to blend into the wider landscape. Encourage signage design guidelines and subdivision options that preserve significant amounts of open space.” A particularly good set of voluntary design guidelines for such things as siting and designing new buildings and landscaping old and new residences was recently completed in Baltimore County with assistance from the National Trust for Historic Preservation. Only one set of design guidelines exists within the Scenic Byway corridor, for a stretch of U. S. Route 50 outside Ocean City under the jurisdiction of Worcester County; while it is commendable that such a program exists, it has not so far had a visible effect on the visual quality of development in that corridor.

## 4.2 Historic Preservation

A key means of addressing the needs of the cultural landscape through which the Byway passes is to undertake preservation planning. Preservation planning can organize historical information in the form of “historic contexts” (statements about significant aspects of local history), tie local survey information to historical information, set priorities for preservation, and identify specific steps to be undertaken to preserve key sites and features. The Heritage Area’s management plan recommends that both counties and municipalities undertake these plans. This section sets forth the process of preservation planning that would be specific to the Byway, to be used and adapted in each of these jurisdictions as they undertake their own version of preservation planning.

“ A historic context is an organizational format that groups information about related historic properties, based on a theme, geographic limits and chronological period. A single historic context describes one or more aspects of the historic development of an area, considering history, architecture, archeology, engineering and culture, and identifies the significant patterns that individual historic properties represent; for example, Coal Mining in Northeastern Pennsylvania between 1860 and 1930. A set of historic context is a comprehensive summary of all aspects of the history of the area.”

— *Archeology and Historic Preservation: Secretary of the Interior’s Standards and Guidelines* ([http://www.cr.nps.gov/local-law/arch\\_stnds\\_1.htm#dev](http://www.cr.nps.gov/local-law/arch_stnds_1.htm#dev))

Data from existing historic preservation inventories from each county is presented in Tables 000A-C (**located in Appendix B**) ; Somerset has 133 sites listed; Wicomico, 74; and Worcester, 177. However, the Heritage Area’s management plan notes that these inventories are in need of significant updating. Using historic contexts and addressing landscapes and communities related to the Byway would be a useful way of focusing the next round of inventoring. The statement of significance and interpretive themes of the Heritage Area’s management plan offer starting points for identifying the topics of the historic contexts. These starting points include: 18<sup>th</sup>- and 19<sup>th</sup>-century maritime and shipbuilding communities, 19<sup>th</sup>-

The statement of significance and interpretive themes of the Heritage Area's management plan offer starting points for identifying the topics of the preservation planning for cultural landscapes which generally involves the following steps:

1. historical research;
2. inventory and documentation of existing conditions;
3. site analysis and evaluation of integrity and significance;
4. development of a cultural landscape preservation approach and treatment plan;
5. development of a cultural landscape management plan and management philosophy;
6. the development of a strategy for ongoing maintenance; and
7. preparation of a record of treatment and future research recommendations

— Adapted from: *Protecting Cultural Landscapes: Planning, Treatment and Management of Historic Landscapes*, by Charles A. Birnbaum, ASLA (National Park Service Preservation Brief 36).

century railroad towns, 19<sup>th</sup>-century industrial development, religion in the 18<sup>th</sup> and 19<sup>th</sup> centuries, and recreation and tourism 1890-1930, perhaps with a special focus on waterfowl hunting. Other possibilities include agricultural development, the timber industry, the fishing and seafood industry, and waterway development (landings, wharves, waterfront industries, etc.), over the past three centuries.

Once historic contexts are developed and further inventorying is carried out, it will be possible to set priorities for preservation action. In general the following are criteria for setting priorities along the Byway for historic preservation, either for projects or general issues:

1. Structures and sites that support the interpretive themes of the Heritage Area;
2. Highly visible historic structures and features (e.g., Pocomoke River bridge in Pocomoke City), especially in "gateway" entrances to towns;
3. Projects and sites in Target Investment Areas identified in the Heritage Area's

management plan, where the goal is heritage tourism (attracting visitors to interpretive sites, recreational offerings, or visitor services, especially retail offerings, specialty restaurants and lodging); these are Ocean City, Pocomoke City, Princess Anne, and Salisbury; and

4. Threatened structures not already identified through the application of the first three criteria.

Once priorities for historic preservation projects or general issues are identified, a number of key historic preservation approaches should be evaluated for their appropriateness in each situation. The "basics" include establishing local advisory or review bodies, gaining greater recognition (National Register of Historic Places, local historic districts), establishing and using preservation incentives (federal and state tax incentives for rehabilitation, local property tax breaks), and seeking funding. Each of these concepts is discussed in the following text.

**Local advisory bodies:** The Heritage Area's management plan suggests establishing "historic preservation commissions." Although such commissions are generally required in the establishment of historic districts, they may be first created as "ad hoc" advisory committees to assist local elected officials in undertaking or overseeing local preservation planning and to augment local leadership needed to support the next steps recommended through such planning. These committees should undertake public outreach and education campaigns as a part of their work. Princess Anne has such an ad hoc advisory committee. Wicomico County, Salisbury, and Berlin have official historic district commissions operating under a historic preservation ordinance [and possibly Snow Hill and Pocomoke City.] Worcester, and Somerset counties should consider the desirability of county-wide historic district commissions; in addition to Wicomico County, Talbot County on the Eastern Shore has a historic district commission. Municipalities should also consider establishing such commissions to regulate individual "landmark" buildings or groupings of buildings recognized as local historic districts.

**Recognition and local regulation:** Federal recognition through the National Register for Historic Places confers several benefits on listed properties:

.. If they are in commercial use, they are eligible for federal and state tax incentives for rehabilitation; if residential, they are eligible only for state tax incentives (see “preservation incentives” below);

.. All listed properties must be accounted for in federally funded or permitted projects (properties *eligible for but not listed* in the National Register, a determination that can be made by the Maryland State Historic Preservation Officer, are also protected in this way, but they are not always readily apparent as a project gets underway); and

.. They enjoy the “gold standard” of recognition for the purposes of gaining other support.

In the Scenic Byway corridor, Somerset has 32 sites listed in the National Register, which is 24 percent of the sites inventoried in the Maryland Inventory of Historic Places (MIHP); Wicomico has 10 listed sites, 14 percent of the MIHP inventory; and Worcester has 20 listed sites, for 11 percent. Table 000 provides a list of all sites, by county and location. **(located in Appendix B)**

Local recognition generally takes the form of historic districts under local zoning, which allows local review of proposed changes to historic properties to assure that the changes are compatible with the building and district. If the district regulation is written to do so, it can also help to address “demolition by neglect” and slow or prevent an owner’s decision to demolish. (Historic districts listed in the National Register do not have these protections.) Historic buildings that are not listed in the National Register but which are included in a local historic district are eligible for the state tax credit for rehabilitation of 20 percent. Despite the perception that historic districts are applied in the same way everywhere, local requirements can be tailored to meet local sensibilities within the limits established by the state enabling legislation that gives permission to localities to create districts. (For example, neither Chestertown nor Easton, two of the most accomplished historic districts to the north on Maryland’s Eastern Shore, regulates paint colors.)

Listing significant properties in the National Register confers additional value on the Scenic Byway, and the research thus available can be used to support local educational programs seeking to teach local history with local sites.

**Preservation tax incentives:** Federal, state, and local tax incentives for rehabilitation – when done according to the Secretary of the Interior’s Standards for Rehabilitation – can be made available for certain properties. If a property is listed in the National Register and in commercial use, it is eligible for federal and state tax incentives for rehabilitation (a total of 40 percent of the value of the rehabilitation returned to the property owner in the form of a tax credit). If a property is residential and designated historic according to state law (listed in the National Register, or recognized locally as individual or district designations), it is eligible only for the state tax incentive. The state tax incentive is a 20 percent tax credit, payable in the year of the tax filing, and refunded in cash if a taxpayer does not owe sufficient taxes to “absorb” the tax credit; this applies to non-profit organizations as well as individuals and businesses. Consult [www.marylandhistoricaltrust.net](http://www.marylandhistoricaltrust.net) for details about recent changes made to this program by the Maryland General Assembly, but as there is now a requirement that only a portion of the overall benefits can go to Baltimore (where most of the tax benefits have been used), the recent changes should have little effect on owners of property on the Eastern Shore. The greater challenge in this region is to encourage property owners to do the necessary paperwork and comply with the necessary regulations – so that they will have 20 percent of their expenditure returned to their accounts for further local spending to stimulate the local economy. Technical assistance and public outreach and education are all warranted to provide this encouragement.

Local property tax breaks are also possible, if local governments adopt them according to state law. These generally take the form of either a property tax freeze so that the increased value of the property following rehabilitation does not inhibit owners from improving their properties, or a tax credit, done for similar reasons.

All of these tax incentives reduce the “bottom line” costs of historic preservation rehabilitation projects and are justified on the basis that owners being asked to undertake the extra effort of meeting the exacting standards for rehabilitation deserve compensation in the form of reduced taxation.

The state preservation tax incentives described above are available to both private and non-profit owners of historic buildings; federal incentives apply only to private owners. While generous, such incentives may still not make the bottom line work out. The donation of a preservation easement in conjunction with the project may provide still further “compensation” in the form of reduced taxes (because the gift of an easement is considered a charitable contribution for tax purposes).

**Funding:** It may also be necessary for local governments or nonprofit groups to step in with contributions of planning and technical assistance and sometimes cash to influence a preservation project or need. The Maryland Historical Trust provides relatively modest “non-capital” matching grants (dollar for dollar) to enable project planning. For project support, while it does not provide grants to private owners, the Maryland Historical Trust is able to provide capital grants and loans to public and non-profit building owners to enable historic preservation projects to go forward. Loans may be possible for private property owners who can demonstrate that they are unable to obtain conventional financing. For projects in Target Investment Areas as designated by the Lower Eastern Shore Heritage Area (Ocean City, Snow Hill, Princess Anne, and Salisbury), it is possible to apply for additional matching funds through the Lower Eastern Shore Heritage Council and the Maryland Heritage Areas Authority. Other project funding may be available from other state, federal, and private sources.

### 4.3 Land Conservation

The Lower Eastern Shore Heritage Area Management Plan outlines a number of effective methods for protecting the beautiful natural and agricultural landscapes that lie beyond town boundaries, comprising the “open space” portion of the cultural landscape. Greenways, agricultural land preservation, “smart growth” and growth management, private land trust action, and design guidelines are components of the “tool kit” for land conservation.

Land already protected along the scenic byway is shown on Map 000 (located in Appendix B)

In general the following are criteria for setting priorities along the Byway for land conserva-

tion:

1. Especially scenic areas as identified in this plan;
2. “Gateway” entrances to towns;
3. Threatened working and scenic landscapes not already identified through application of the first two criteria; and
4. Segments of greenways or proposed greenways and “green infrastructure” areas mapped locally or by the Department of Natural Resources that intersect with the Scenic Byway corridor.

**Recognition:** There are several forms of recognition for open lands in Maryland, all of which can lead to funding for permanent land conservation. These include agricultural districts, Rural Legacy Areas, Forest Legacy Areas, and greenways. Agricultural districts are the first in a two-step process of obtaining agricultural conservation easements from willing sellers – the state will not allow the expenditure of funds on farms not first signed up in districts.

Significantly, no Rural Legacy or Forest Legacy Areas are delineated in the byway corridor; these designations allow access to state funds set aside for purchase of easements in these areas and is designed to push to aggregate significant protection in limited areas. Pursuit of a Rural Legacy designation for eligible areas of the corridor might be pursued in collaboration with interested counties – for example, in the area south of Snow Hill where significant public lands already exist.

Forest Legacy designations are available only in Worcester County and a limited number of other counties across Maryland, and only one easement of 95 acres has so far been purchased in Worcester County. The program is designed to “identify and protect environmentally important forest lands that are threatened by present or future conversion to non-forest use.” (<http://www.dnr.state.md.us/forests/programapps/legacy2.html>)

Rural Legacy designations already existing in the area are the result of a competitive process early in the establishment of that program; corridor leaders should be alert to the possibility of gaining additional Rural Legacy or Forest

Legacy designations if the programs ever expand(s) or could argue that the overlapping of the Scenic Byway with additional Rural or Forest Legacy designations would provide extra leverage in the funding available through the federal scenic byway program.

Greenway efforts in the region are significant, with the flagship program being the three-county Pocomoke River Regional Greenway, which features the region's inland blackwater river habitats and resources and which is named as a major, long-term focus for the Lower Eastern Shore Heritage Area. It intersects with the Scenic Byway in three places: Pocomoke City, Snow Hill, and just east of Willards.

Another key greenway under the heritage plan, the spine of one Target Investment Area, is the Salisbury Urban Greenway ("Salisbury Crescent"), which is a part of the Scenic Byway. Two rail-trails are proposed among the greenways planned in the area, both in the Scenic Byway's corridor: the Westover-to-Crisfield Rail Trail and the Snow Hill Rail Trail. Wicomico County has a county-wide greenway plan. The Heritage Area's management plan calls for a coordinated regional approach to greenway planning and implementation, which would build on the collaboration that has grown up around the Pocomoke initiative. As with other techniques, the Scenic Byway corridor could become the top priority area for implementation of these initiatives.

**Purchase of land and easements:** The Scenic Byway corridor enjoys the benefit of being essentially a subset of the significant amount of land under state and federal ownership – principally more than 32,000 acres in state ownership of wildlife management areas. Most of this acreage occurs outside the Scenic Byway corridor but is accessed via the Byway. This is equally true of agricultural conservation easements – unless focused by Rural Legacy designation, they occur somewhat randomly throughout the counties and the Byway corridor itself.

The most significant occurrences of agricultural easements are found along the corridor as it runs from Mardela Springs to Salisbury in Wicomico County (the Quantico Rural Legacy Area is found in that region, west of the Byway corridor). Wicomico County has designated some 8,000 acres of agricultural preservation

districts, and preserved approximately 4,300 acres through the purchase of agricultural conservation easements with state funds. The county has recently established a county-funded agricultural easement program, having purchased easements on three properties recently, and recently protected 600 acres in the Quantico Rural Legacy Area.

While Somerset County has purchased some agricultural easements with state funds, its program is limited; agricultural districts designated under the state program are protected locally with agricultural zoning in name only. County wide, all zoning allows subdivision and development at the rate of one unit per acre, regardless of use; the inability to develop federally protected wetlands and the state-mandated critical area zone that buffers the edges the Chesapeake Bay estuary and rivers, however, protects a substantial amount of Somerset County from development. The corridor, which generally follows higher ground, is less protected by virtue of land conditions.

Worcester County has protected more than 3,300 acres of the 6,500-plus acres that are found within its agricultural preservation districts, and has protected a further 6,100 through its Rural Legacy Area just outside the Scenic Byway corridor, east of Snow Hill and south of Public Landing.

Clearly, the use of agricultural conservation easements is a powerful and continuing method of protecting land, and important for the agricultural uplands found within the Byway's corridor. The most effective way to influence this tool in its application to the corridor would be to work with the counties on their Land Preservation and Recreation Plans (discussed above), and work with the Lower Shore Land Trust. Funds available through the federal scenic byway program might prove useful in leveraging local funds to protect selected parcels.

While not generally noticeable on a corridor scale yet, the use of forest conservation easements is expected to grow with the counties having put in place "forest mitigation banks." These are areas set aside by private owners to provide places where developers, who are required under Maryland's forest conservation laws to mitigate the loss of forest lands, can protect mature forests or newly planted forests. This is an alternative to other methods of mitigation – such as the planting of trees on a different part of the developed property, or more

randomly selected noncontiguous areas planted for mitigation – that will result in larger areas of protected forest. This provides greater environmental and wildlife benefits, especially when mature forests are protected. Scenic Byway leaders should encourage the establishment of such mitigation banks in the corridor by working with county and land trust leaders to identify potentially interested private owners. (Note that some areas already under easement may become mitigation banks, since the prohibition of forest cutting would be an “upgrade.”)

Several of the “reserve” programs operated by the Natural Resources Conservation Service (NRCS) may also provide benefits in terms of land conservation. The Conservation Reserve Program (CRP) and Maryland’s Conservation Reserve Enhancement Program (CREP) provide payments to farmers for taking marginal land out of production, placing temporary easements on the land, and improving wildlife habitat in the process; the enhancement program provides enhanced plantings on such lands. The Wetlands Reserve Program (WRP) may be an even more significant source of funds for more significant land protection. WRP is a voluntary program offering landowners the opportunity to restore and enhance wetlands on their property (located on page 41).

**Smart growth and growth management:** Maryland has an advanced system of state support and requirements for guiding growth to “priority funding areas” (PFAs), the comparatively recent “flip side” of the long-standing programs for purchasing open space and farmland. Inside PFAs, the state will allow its funds to be used in support of growth and development; beyond PFA boundaries, the state generally will spend only land protection funding. This is the core of the concept of “smart growth” as practiced by the state. Another long-standing program, the Critical Areas Program, is a significant regulatory element of the land protection picture, especially in the low-lying, wet lands characteristic of some of the landscape in the corridor (especially in Somerset County). Applying only to the Chesapeake Bay watershed (roughly everything west of Route 113), the program sets aside a significant amount of acreage in Wicomico County, with 75,000 acres affected, and Somerset County, 76,000 acres. Somerset’s Critical Areas acreage comprises some 35 percent of the county’s entire territory. Wicomico has recently authorized the use of transfer of development rights (TDR) to help preserve key portions of its Critical Area.

Options for local growth management include agricultural zoning, which the Heritage Area’s management plan identifies as one tool for protecting farmland. That plan calls for exploration of more effective forms of agricultural zoning in accordance with state-supported models, as well as the development of programs capable of state certification in Somerset and Wicomico counties (a step that allows counties to obtain more state funding). No county employs growth boundaries (besides those set through the PFA identification process), and subdivision options that could reserve considerable open space (e.g., clustering with deed restrictions on the remaining open land) are not generally employed.

**Private action:** A number of private nonprofit organizations have protected significant lands in the region: the Maryland Ornithological Society, The Nature Conservancy, the Lower Shore Land Trust, and the Maryland Environmental Trust. The Conservation Fund stepped in to engineer two major acquisitions of timber lands in the region, Chesapeake Forests and Glatfelter. These organizations have encouraged property owners to donate or make “bargain sales” (purchase at a reduced price that allows the owner to take a charitable contribution deduction for the “forgiven” portion of the sales price) of critical natural resource lands, and also can work with property owners on donating conservation easements. On occasion, when the acreage involved is significant, the Maryland Environmental Trust and the Maryland Historical Trust have worked together with the owner of a property to create a “joint” conservation easement for historic properties and their associated lands. The Trust for Public Land is also available to provide assistance in the “pre-acquisition” of properties that public agencies wish to acquire, but for which they must wait for funds to become available. All of these organizations should be informed of the Scenic Byway initiative and the potential for federal funding for protection of lands along the corridor.

## What Is the Wetlands Reserve Program?

The Wetlands Reserve Program (WRP) offers landowners the opportunity to protect, restore, and enhance wetlands on their property. The USDA Natural Resources Conservation Service (NRCS) provides technical and financial support to help landowners. The WRP is a voluntary Program offered nationwide that offers payment, based on the agricultural value of the land, for wetlands that have previously been drained and converted to agricultural uses or timber production prior to 1985. WRP offers three options to protect, restore, and enhance wetlands and associated uplands: permanent easements, 30-year easements, or 10-year restoration cost-sharing agreements.

In all cases, the landowner retains ownership and responsibility for the land, including any property taxes based on its re-assessed value as wetland or non-agricultural land. The landowner controls access to recreational uses; and may sell or lease land enrolled in WRP. The landowner may request uses that are compatible with protecting and restoring the wetland and associated upland habitat. For example, NRCS may approve haying, grazing, or harvesting of timber under certain conditions depending on amount, method, timing, and duration.

To be eligible for WRP, the land must be restorable and be suitable for wildlife benefits. This includes:

- ◆ Wetlands cleared and/or drained for farming, pasture, or timber production.
- ◆ Lands adjacent to restorable wetlands that contribute significantly to wetland functions and values.
- ◆ Previously restored wetlands that need long-term protection.
- ◆ Upland areas needed to provide an adequate ecological buffer or otherwise contribute to defining a manageable boundary.
- ◆ Drained wooded wetlands where hydrology will be fully restored.
- ◆ Existing or restorable riparian habitat corridors that connect protected wetlands.

Lands substantially altered by flooding where there is a likelihood of successful wetland restoration at a reasonable cost.

# Chapter 5: Enhancing the Byway

The Lower Eastern Shore Heritage Area Management Plan (LESHAMP) is based on the premise that increasing visitation will help Lower Eastern Shore towns and their historic sites and attractions to draw more investments for tourism related infrastructure, preservation, and education. According to the LESHAMP Management Plan:

In order for heritage tourism to succeed, regions must vigorously protect their cultural and natural resources, create a critical mass of quality attractions, provide business owners with technical support, and selectively target public investment where it will have the greatest impact. Heritage areas must also provide visitor information in the form of signs, maps, and brochures, link sites in an appealing way, and continue to improve the quality of regional amenities, such as accommodations, restaurants, and stores.

The LESHAMP proposes a heritage effort focused on:

- ◆ Orientation and linkages involving welcome centers, interpretive centers, local visitors centers, a wayfinding system and scenic roads;
- ◆ Keyed to certain natural resources (i.e. Assateague Island, Nassawango Creek Preserve and Tangier Sound), cultural resources (i.e. museums, mansions and historic structures) and the Bay/Ocean heritage; and
- ◆ A coordinated network of interpretive sites and marketing efforts.

The Blue Crab Scenic Byway is seen as an important focus of community investments in tourism related infrastructure. This chapter discusses the types of enhancements that are needed to make the Byway a success at achieving the goals of the Heritage Area Management Plan. Enhancements fall into three primary categories:

**Context sensitive solutions for highway safety and capacity projects**— illustrate more sensitive approaches to road and roadside design by SHA and localities with responsibilities for roadway design and management. Key issues affecting the Byway include:

- ◆ Dualization of US 113 from Snow Hill to Berlin
- ◆ Capacity and Safety of several key intersections (mostly within developed areas)
- ◆ Traffic calming when approaching towns and to discourage cut through traffic
- ◆ Access Management
- ◆ Roadside design issues
- ◆ On-road bicycle facilities

**Highway beautification** for certain areas of the Byway – includes strategies for improving the appearance of open rural sections of highway as well as village and town streetscape areas. Key issues include:

- ◆ Streetscape improvements within towns
- ◆ Roadside signage control and management
- ◆ Landscape

**Recreational access** – includes strategies for the development of additional multi-use pathway facilities and water trails as well as trailheads to existing and planned multi-use pathways and water trails

## 5.1 Context Sensitive Solutions for Highway Safety and Capacity Projects

The function and appearance of a road corridor are the result of many separate actions taken over time to address specific needs. While each of these actions - repair of a drainage culvert, changing the approach to an intersection which has become a high accident location, or adding signage to alert travelers to a nearby historic museum – has a valid purpose, the result of all of them can either support or degrade the experience of traveling a scenic Byway route for both local residents and visitors. The cumula-

tive effect of a series of individual actions if undertaken without reference to protecting and enhancing the special qualities of the Byway, can be far greater than anticipated.

SHA has been a national leader in implementing Context Sensitive Solutions (CSS) for transportation development. CSS result from a collaborative, interdisciplinary approach to developing and implementing transportation projects, involving all stakeholders to ensure that transportation projects are in harmony with communities and preserve and enhance environmental, scenic, aesthetic, and historic resources while enhancing safety and mobility.

In 2002, SHA's Office of Environmental Design initiated an effort to apply CSS Principles to the management of the State's 31 designated scenic Byways. A CSS guideline was developed specifically for the Historic National Road to demonstrate how the CSS Principles might be applied. The lessons and approaches learned from this effort can easily be applied to the projects and activities planned and programmed along the Blue Crab Scenic Byway.

## CSS Design Approach

Chapters 1-3 have described the overall purpose of the Byway management effort and the character defining features that make the Blue Crab Scenic Byway and the landscapes through which it travels unique. The first step in any activity planned or programmed for the Byway's road and right-of-way should be an assessment as to which of these features will be impacted and which features can be preserved.

If it is not possible to preserve all the character-defining features of the road and right-of-way, it will be very important nevertheless to maintain the overall character of the traveler's experience on the Byway. With understanding of the features that make up this experience and creative approaches to meeting project goals such as those suggested in the recently completed document, "Context Sensitive Solutions for Maryland State Highway Administration Work on Scenic Byways", it should be possible to preserve, maintain and enhance the Blue Crab Scenic Byway's special character while also achieving other highway related project goals.

The CSS process is typically a highly interactive process involving all stakeholders along the By-

way with an interest in the project. A cooperative working arrangement whereby all of the interested points of view are included from conception to implementation is a hallmark of CSS. Designers aiming to employ flexible approaches to design on scenic Byways can make use of several tools: FHWA's "Flexibility in Highway Design" published in 1997, AASHTO's "A Guide for Applying AASHTO Policies to Achieve Flexibility in Highway Design" published in 2004, and the Transportation Research Board's Special Report 214, "Designing Safer Roads: Practices for Resurfacing, Restoration and Rehabilitation," and MSHA's guide that addresses a project process designed to meet community goals together with transportation goals. Each of these documents should be consulted prior to initiating new work along the roadway segments that make up the Blue Crab Scenic Byway.

## Application of CSS Principles

The Maryland State Highway Administration prepared a highway safety analysis for the corridor (see Chapter 2) that identified a number of planned and programmed projects and activities along the Byway. These primarily involve the dualization of US Route 113, two planned intersection modifications and four resurfacing projects. In addition, there are several non-State routes that are included within the Byway that are managed by local jurisdictions. A few simple strategies will be needed to ensure that the character of the Byway is maintained.

## Dualization of US Route 113

The most significant change to the scenic Byway will take place on US Route 113 from Snow Hill to Berlin. The work will be conducted over four phases with initial work commencing in the Spring of 2005. According to SHA, "Phase I includes the construction of two additional lanes along the east side of the existing US 113 Snow Hill Bypass, and will result in a total of two lanes in each direction when complete. In addition to widening, other safety improvements include guardrails along wider shoulders, medians ranging from 34 feet to 10 feet wide, and jersey barriers where the median is 10 feet wide.

US 113 is a major gateway for summer vacationers heading to Ocean City and other resorts in the region. An average of 18,100 vehicles a day (14 percent truck traffic) travels the highway. In 20 years, it is anticipated that the average will increase to nearly 30,000 vehicles a day.

The geometry and alignment of the initial phases of this project have already been established. However, where feasible, adjustments should be made in later phases to retain the essential character of the landscape. Some techniques to consider include:

- ◆ Splitting the alignment with a wider median to allow for a more parkway like character, more closely resembling some of the earlier four-lane sections near Pocomoke City.
- ◆ Where cut or fill slopes are required, efforts should be made to achieve a more naturalized appearance to the resulting slope either through soil bio-engineering, or by providing more space to allow for more gracious embankments that fit better with the surrounding landscape (rather than the look of “a knife cut through butter”).
- ◆ Using color galvanized or rusting steel guardrails that minimize the contrast with the surrounding landscape. Use of box beam guardrails also have a narrower profile than the standard ‘W’-beam guardrails and could be considered as a means of reducing the intrusion on agricultural and woodland views.
- ◆ Using soil bioengineering techniques as an alternative to rip-rap in roadside drainage channels and outfalls.
- ◆ Where storm water runoff management is required, design any surface storage facilities to achieve a softer, more naturalistic appearance with larger surfaces and more interesting water surface shapes. Landforms should be covered with more natural appearing plant massing and color. The resulting design should be more carefully integrated with the natural system of surface water flow and a minimum of contrast with its setting.

- ◆ Using architectural finishes on piers, fascias, abutments, wing walls and railing/parapet walls on bridges and small structures.
- ◆ Prepare and install landscape designs that reinforce the character of the existing landscape paying careful attention to the presence of high quality views (see Chapter 3 for a discussion of the types of views that are important) so that landscape frames the positive views rather than blocks the views. In addition landscape designs should use the types of trees and shrubs that are typically found in the area (native, but non-invasive species).

## Intersections

Several intersections along the Byway are slated for modifications to either improve safety or increase capacity. As land uses change from rural to suburban and traffic increases, the function and capacity of the intersection is often diminished. The standard engineering practice of increasing intersection capacity with the addition of signalized turn lanes changes a once rural intersection or crossroads to a highway dominated intersection. For all practical purposes

For those sections of the Blue Crab Scenic Byway that are currently a 2-lane configuration, consideration should be given to roundabouts as an alternative to adding multi-lane turn and signal configurations. Modern roundabouts tend to be safer when it comes to accidents (vehicles are going slower through the intersection) and modern roundabouts provide for more attractive opportunities for landscape with less visual contrast and hard surfaces than the large signalized intersection. SHA has installed many roundabouts throughout the State and is well versed in their costs and benefits (see <http://www.sha.state.md.us/safety/oots/roundabouts/index.asp>). A Roundabout is under consideration for the intersection of MD 675 and MD 822 (UMES Access Road in Princess Anne).

Roundabouts are especially useful on scenic Byways as a traffic calming device when approaching the entrance to a town. Drivers need to slow down to 25 mph or less to navigate through a modern roundabout, thus changing the drivers perception about the purpose of a

road and the safe and comfortable speed to use when approaching a town.

## Traffic Calming

The goal of the LESH is to encourage visitors to stay longer by visiting historic sites and attractions, including the truly unique small villages and towns that are found along the Blue Crab Scenic Byway. Visitors are being encouraged to drive the Old Ocean Highway to get to the beach. Visitors are encouraged to stop in Berlin, Snow Hill, Pocomoke City, Crisfield, Princess Anne, and Salisbury as well as some of the smaller villages and hamlets like Mardela Springs, and Newark.

Walking tours have been developed for most of these places. Streetscapes have been improved to make it more attractive for visitors to walk and enjoy the hometown feel of these historic places.

Yet in most of these places there continues to be an inherent conflict among those drivers that wish to get from one place to another as quickly as possible, versus those that are driving more slowly and trying to find a particular site or point of interest. The result is particularly acute when coming into town from the open rural highway as it transitions into a village street. The towns of Berlin and Princess Anne are particularly problematic in this regard.

The most appropriate solution for a scenic Byway is to use traffic calming concepts to help reinforce the desired driver behavior— that of slowing down when approaching a village, town, or city neighborhood to an operating speed that allows drivers to see more of the street, have better reaction times when braking for pedestrians, and reduce potential conflicts with those that are trying to get on- and off- the Byway from local points of interest (or for those that happen to be lucky enough to live along the Byway, to just get in and out of their driveway).

The primary traffic calming concepts that should be used include:

- ◆ Gateways
- ◆ Transition areas
- ◆ Changes in Horizontal Alignment

A diagram showing how certain types of traffic calming techniques of transition areas and gateways could be applied to the entrance ways to Berlin has been prepared (see page 46).

## Transition Areas

Speed limit reductions approaching towns typically drop from 50 or 55 mph to 35 mph approaching town, and then 25 mph within the town. Driver behavior can be reinforced through the introduction of landscape and roadway design features to gradually narrow the look and feel of the road as it approaches the speed zone transition.

Pre-warnings are an important traffic calming measure when approaching towns and settled areas. Transitions from 50 to 35 can be marked with different edge treatments along the roadway. These may include the introduction of street trees (located outside the clear area of the roadway), and/or changes to the shoulder treatment (using a chip seal or epoxy resin binder with a different tint or color, for example). Street tree plantings can be planted with gradually decreased spacing, thereby increasing the “visual friction” along the roadside. Use of this method has also been applied to striping along paved shoulders in Minnesota whereby “tiger striping” was painted at gradually decreasing intervals resulting in speed reductions of between 7 and 12 miles per hour.

## Gateways

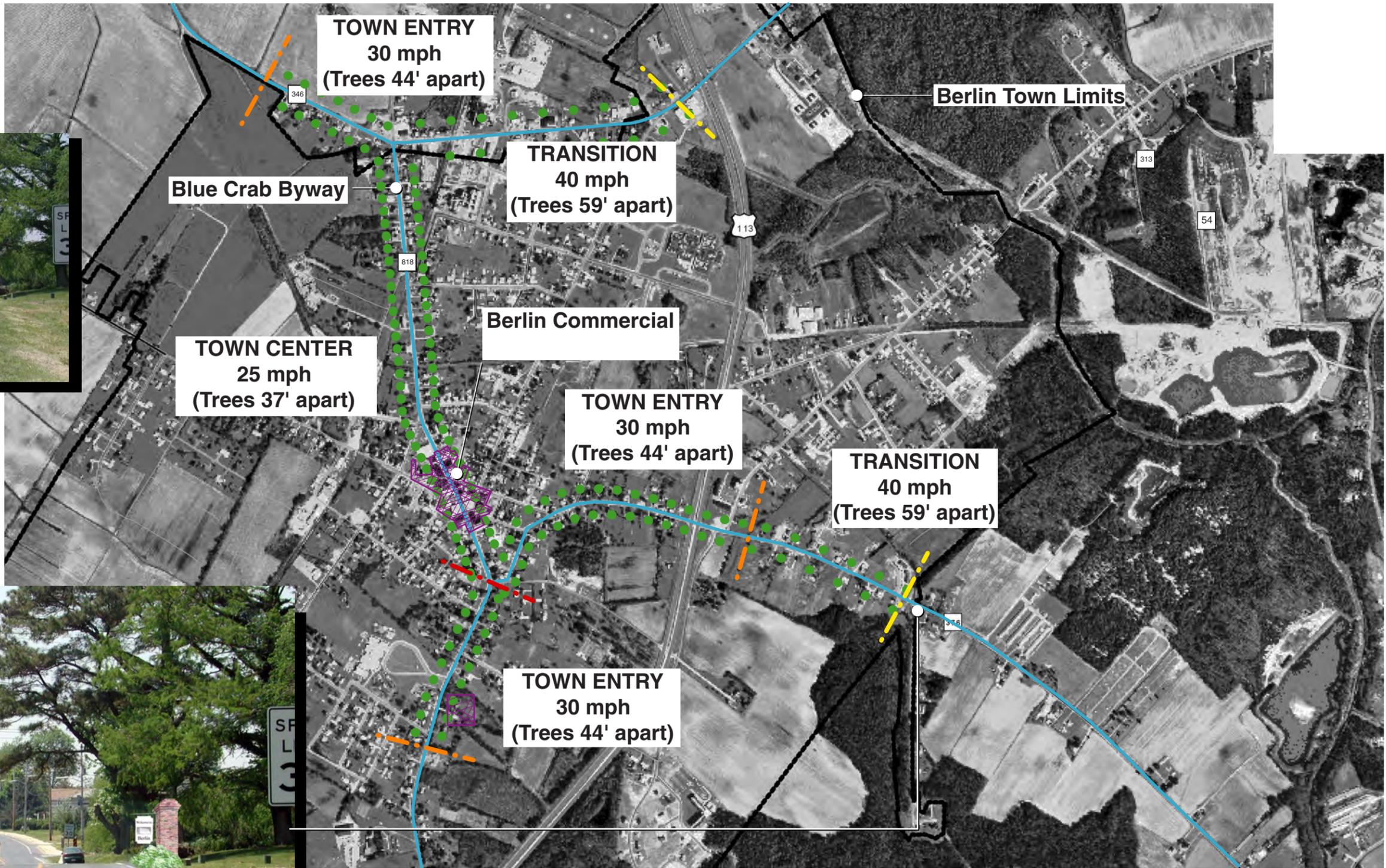
The entrances to the cities, towns, villages and neighborhoods should be clearly identified with gateway treatments. Gateway treatments must be highly visible on major roads, and preferably include some form of horizontal deflection such as is achieved by a roundabout or a splitter median island. Gateway treatments should be scaled to the size of the road so that they are neither too small (and thereby not visible) or too large (and thereby unattractive along a scenic Byway).

0.1 0 0.1 0.2 0.3 0.4 0.5 Miles



Above: Existing entry into Berlin from east

Below: Photo-simulation of east entry into Berlin with new entry sign



**BERLIN: Case Study**  
 Lower Eastern Shore Scenic Byway

Prepared by: Lardner/Klein Landscape Architects, P.C.

## Changes in horizontal alignment

Alignment shifts are one of the most important means of slowing traffic when approaching settled and built up areas as it tends to block the long sight distances that induce high speeds. The effectiveness of any horizontal alignment shift will be dependent upon the design speed utilized for the tapers. The tapers should be designed at the desired maximum operating speed. Most drivers will operate their vehicles at a speed at which they are comfortable. Engineers often select a design speed that is equal to the proposed posted speed limit plus a given value (5 mph or 10 mph, for example) enabling drivers to feel more comfortable driving at this higher speed. Therefore, if the desired operating speed is 25 mph, then the tapers should be designed with a 25 mph design speed and speed advisory plates should be utilized in advance of the traffic calmed area.

Residents of Isabella Street in the City of Salisbury have installed traffic calming measures to slow traffic that is using their neighborhood as a cut through from Business 50 East to Business 13 North. They have also asked to have the scenic Byway directional sign removed to further discourage through traffic in their community.

Unfortunately, the scenic Byway travelers then do not have an opportunity to appreciate some of the very nice historic qualities of the neighborhood and have a difficult time finding the nearby Poplar Hill Mansion house museum. Byway travelers, in fact, can serve as further justification for the installation of traffic calming measures, since they are unfamiliar with the area and tend to drive slowly to find their destination or appreciate the scenic and/or historic qualities of the area they are passing through. This is in contrast to the through traveler that just wants to get from Point A to Point B as quickly as possible. The Byway committee should work with this neighborhood to reinstall the Byway directional signs and to improve the over-

all quality of the installed traffic calming measures, which detract from the historic qualities of the neighborhood.

## Access Management

Another significant highway safety issue in the vicinity of the built up areas of the major cities and towns along the Byway is the issue of access. The addition of turn lanes is often required for the construction of subdivisions as a means of reducing the number of turning movement conflicts either into or out of a subdivision entrance.

The State Highway Administration regulates access to State Highways, including almost all of the Blue Crab Byway as a means of maintaining the safety of the "motoring public". SHA cannot necessarily and legally deny access to abutting properties. SHA uses acceleration and deceleration lanes and increases in the number and width of travel lanes to maintain safety and smooth traffic operations. SHA is authorized to require an entrance permit as a means of limiting the width of entrances and exits and determining the locations of access points in order to assure that access points are at their safest location. SHA is also authorized to review the potential impacts of new development to the roadway drainage system. SHA's Cultural Resource Group has the authority to review all access permits and give information to the applicant about nearby cultural resources. It is then up to the developer to address the cultural resource issue.



Sketch illustrating use of concrete pavers in slip lanes to reduce contrast— from Context Sensitive Solutions for the Historic National Road, Lardner/ Klein Landscape Architects, P.C. and Oldham Historic Properties.

There are several strategies that should be considered when evaluating access and egress to the Blue Crab Scenic Byway:

### **Reduced Length and Width**

It may be desirable to shorten or narrow acceleration and deceleration lanes to maintain character-defining features of the roadway. Field observations may be useful to determine if a reduced acceleration and deceleration lane will suffice to meet project and safety needs. For example, Anne Arundel County denied access to a large planned unit development in South River Colony onto Brick Church Road in order to preserve the character-defining features of this scenic road and to focus circulation and access to Routes 214 and 2. In the County's Martha's Vineyard subdivision off of Mill Swamp Road, acceleration and deceleration lanes were reduced in size to protect the character defining River Colony onto Brick Church Road in order to preserve the character-defining features of this scenic road and to focus circulation and access to Routes 214 and 2. In the County's Martha's Vineyard subdivision off of Mill Swamp Road, acceleration and deceleration lanes were reduced in size to protect the character defining qualities of that scenic road and to reduce the need for grading that would have diminished the scenic qualities of the road. SHA does this on a case by case basis to reduce impacts.

### **Design Speed**

Slowing down the design speed through traffic calming measures is another technique to consider as a means of reducing the length and width of turn lanes (see measures discussed above). SHA's Office of Traffic and the District Offices would need to do a speed study to look at the overall potential of this technique to reduce impacts.

### **Context Sensitive Design for Highway Access**

When increased lane widths, left turn lanes or other intersection changes are required, the visual effects of these changes can be made to be more sensitive to the historic context by applying the following techniques:

### **Use Landscaped Splitter Islands**

Where a single entry point has been identified, consider the use of a landscaped splitter island (rather than painted left turn lanes) to protect left turn movements and to reinforce the visual cues to drivers that they are approaching a heavily used entrance. Trees can be accommodated within splitter islands if design speeds are low enough to allow for the use of barrier curb (usually less than 45mph).

### **Use Pavers for Accel/Decel Lanes and Turn Lanes**

Acceleration, deceleration, and left turn lanes should be marked with textured pavement, such as a heritage concrete paver, rather than asphalt. This helps to maintain a more narrow look and feel to the travel way and gives the entrance a distinct appearance. Different patterns and colors of paver can be selected so that they are visually distinct from each other and the asphalt travel lanes.

### **Establish a Distinctive Entrance/Intersection Design**

The entrance design should extend out into the right-of-way to give a distinctive and recognizable appearance to the intersection. In certain situations, it may be desirable to use pavers through the entire intersection as a technique to slow drivers. Large canopy trees, small trees and shrubs should also be used to establish a distinctive spatial relationship in the intersection such that the driver feels that they are entering an "outdoor room" that is different than the approach areas.

### **Entrance Islands**

Entrance islands are helpful to both channel turning movements and to break up the large expanse of pavement that would otherwise result. Entrance islands should be large enough to accommodate a large canopy tree (including enough space to accommodate required clear zones and sight distances).

## Roadside Design Issues

Repaving projects and other routine maintenance and management procedures along a scenic Byway such as the Blue Crab Scenic Byway can be organized in such a way as to benefit the Byway in the long term. The following should be considered when making day to day decisions along the Byway in response to highway safety or general roadway maintenance practices:

### Grading and Drainage

When repaving projects require work along the highway drainage system, efforts should be made to utilize soil bioengineering practices in lieu of hardened facilities to accommodate increased volumes and speed of runoff. One particular approach that may be useful to consider is the use of articulated concrete block interplanted with whips of shrubby willows, dogwood, and other moisture tolerant species.

## Bridges and Small Structures

All of the bridges owned and maintained by SHA along the Maryland Highways have been inventoried and evaluated for the National Register of Historic Places (NRHP), but not all of the small structures. SHA defines historic significance for bridges and small structures as being eligible for listing in the National Register of Historic Places. SHA is not required by law to preserve bridges that are not eligible for the NRHP. An update of the bridge inventory is currently being completed for bridges constructed between 1948- 1960.

SHA's inventory includes the following historic bridges located along the Scenic Byway:

- ◆ MD 346 over the Pocomoke River in Wicomico County (a concrete beam bridge dating from 1946);
- ◆ US 113 SB over Corkers Creek in Worcester County (a concrete slab bridge dating from 1932);
- ◆ US 50 WB over Herring Creek in Ocean City (a concrete beam bridge dating from 1946);
- ◆ US 50 over Sinepuxent River (the

Ocean City Bridge, a movable bridge dating from 1942).

- ◆ MD 675 over the Pocomoke River in Pocomoke City (the Pocomoke City Bridge, a movable bridge dating from 1920, has also been identified as an important Byway feature contributing to its intrinsic qualities, although not technically located on the Byway.

These structures should be preserved as part of any future road construction activity along the Byway. A case study has been prepared to illustrate how the Ocean City Bridge could benefit by removing the vinyl fencing along the parapet wall (see page 50).

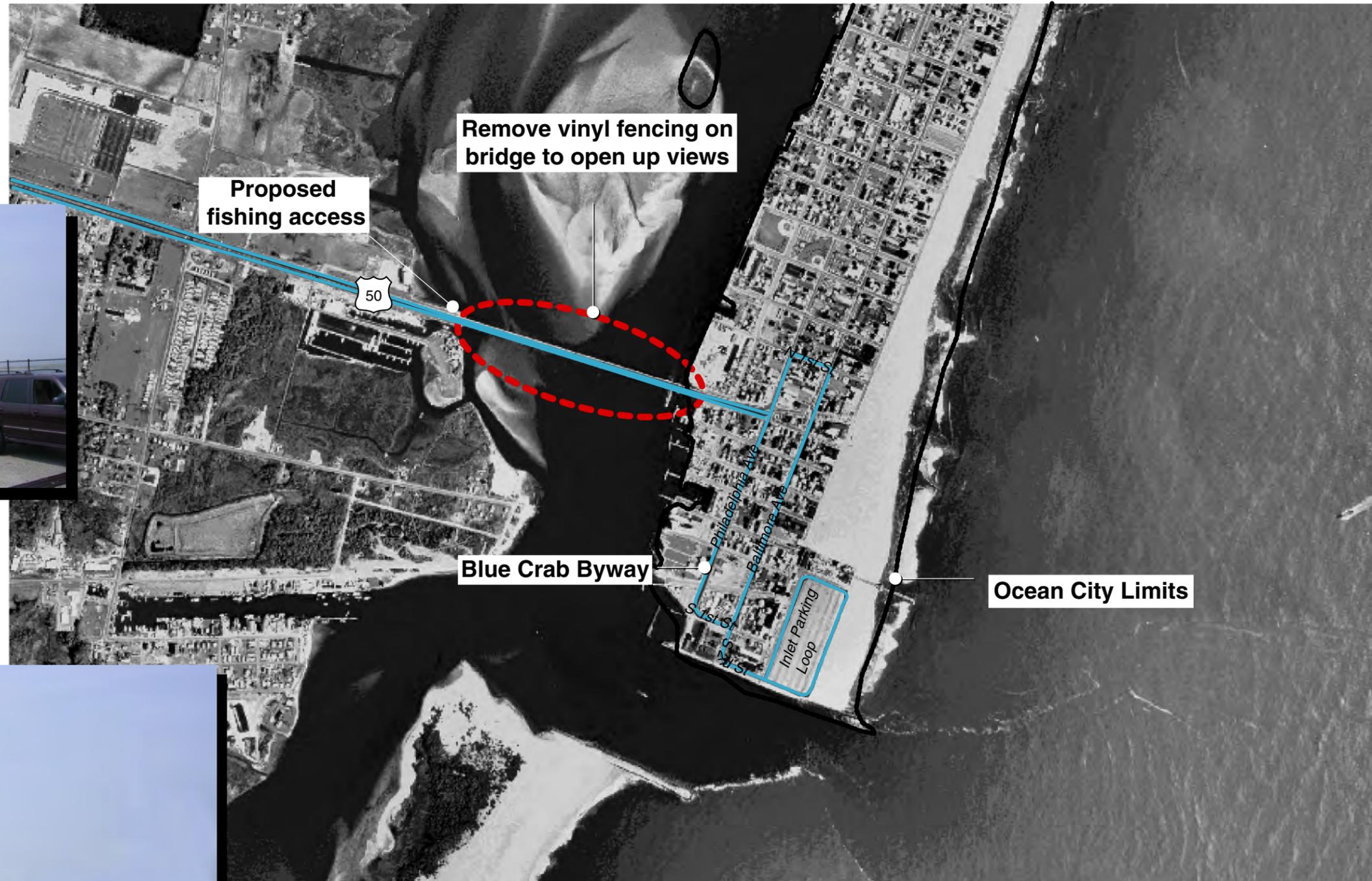
For other bridges and small structures not listed on the State Inventory, efforts should be made to enhance the character of the Byway through the use of context sensitive approaches to bridge design. The following techniques should be considered:

### Bridge Width and Alignment

The geometric design of a bridge is often established early in the design process. Design criteria from the AASHTO Green Book for new or replacement bridges primarily address the width of the bridge deck and its relationship to the approach road. The horizontal and vertical alignment, the number and width of travel lanes and techniques used for accommodating pedestrians and bicycles are particularly influential on the overall form and appearance of the bridge structure. Assistance from road engineers, architects and landscape architects as well as key stakeholders can be beneficial for a bridge designer trying to balance many different factors within a scenic and historic area.

Minor adjustments to the horizontal and vertical profiles, structural design and architectural detailing can help to achieve a design that is in harmony with its scenic and historical setting. The AASHTO Green Book, page 430, generally recommends that the lane widths for bridges on rural roads with high volume traffic (over 2000 ADT) be the same as that used for the approach roads (in bridges less than 100 feet). However, AASHTO recognizes that some existing bridges that "tolerably" meet the roadway width criteria may be retained. In the case of historic bridges being retained, lane widths approaching and on the bridge structure should be consistent.

0.1 0 0.1 0.2 0.3 0.4 0.5 Miles



Above: Existing bridge with vinyl fencing

Below: Photo-simulation of bridge without vinyl fencing



Research has found that wider lane widths encourage higher speeds (according to a Texas Transportation Institute study, a 1-foot lane width increase resulted in a 2.9 mph increase in the 85th percentile speed, when all other factors were equal). When bridges are reconstructed, efforts should be made to retain the lane widths and shoulder widths of the bridge approaches. Research has also shown that increased amounts of pavement width (including paved shoulders) increases the comfort level of the driver and therefore also their speed. On bridges longer than 100 feet, it is often necessary to make provisions for a breakdown lane, snow storage and other elements that increase the width of the shoulder. The increased width often leads to higher operating speeds.

Consideration should be given to using a “chipseal” or other “modified epoxy binder” treatment to make the shoulder look different than the travel way (either color or texture). In addition, this added width can be considered for bicycle /pedestrian accommodations.

When decisions are made about how to best accommodate pedestrians and bicycles, three options are typically available:

- ◆ All accommodations incorporated into bridge deck
- ◆ All accommodations built as separate structure
- ◆ Divide between bridge deck and separate structure

On historic bridges it may be necessary to construct a separated multi-use pathway to accommodate pedestrian and bicycle traffic. This may be one technique that can be used to maintain adequate vehicular lane widths. The design of new structures should seek to establish the same character as the existing bridge, yet not just rebuild the existing style of the bridge only larger. Instead, the scale and proportion of the new bridge should be compatible with the old bridge.

## **Piers, Fascias, Abutments and Wing Walls**

Great care should be taken in the design of the pier structures and abutments, barrier and parapet walls, “keystone” details, pedestrian

scaled details, lighting and approach. The location of key observation points for any bridge project will determine the degree of visual sensitivity that is required of the appearance of the bridge from the non-roadway viewpoint. Along the Blue Crab Scenic Byway, many of the river crossings are associated with existing or planned greenways such as along the Pocomoke River.

Bridge piers, abutments, fascias and wing walls are the primary design elements that can be seen from adjacent, non-roadway viewpoints. The visual contrast of these elements can be greatly reduced by seeking a careful proportioning between the thickness of the bridge deck (fascias and wing walls) to the length and spacing of the support structure (piers and abutments). Where possible, the design of these elements should appear to be integral to the landscape utilizing a consistent family of materials for all of the design elements.

The appearance of the materials used for the piers, abutments, fascias and wing walls should be sympathetic to the forms, line, color and texture of the adjacent landscape and cultural context. For the Blue Crab Scenic Byway this means that in rural areas, judicious use of tinted concrete to match adjacent soil color for abutments, fascias and wing walls will help to blend the bridge with its surroundings.

## **Bridge Railing/Parapet Walls**

Requests for barrier treatments and bridge rails that contribute to the overall aesthetic experience are increasing. Concrete safety-shape (jersey) barriers used as the bridge railing are especially out of character for scenic Byways and historic roads because of their association with high-speed highways, and because one cannot see through them. There are some alternatives to the standard types of concrete barriers (e.g., New Jersey and F-shapes and single slope and vertical face designs) often used on bridge projects:

- ◆ On local and collector roads with favorable conditions and a small number of heavy vehicles, where the aesthetics of the railing/ barrier is a prime concern, the use of the Texas Type C411 concrete barrier is an option.
- ◆ The use of a barrier with an outside face treatment using one of the many

types of form liners should also be considered.

- ◆ Concrete barriers can be colored by staining the cured concrete for an aesthetic effect.
- ◆ Several horizontal tube bridge railing systems are tested and are reasonably transparent and are used on the George Washington Parkway and other Federal Lands highway design projects.
- ◆ New York State uses a two-rail timber railing for use in areas such as the Adirondack and Catskill Parks where a rustic appearance is desired.

## Preserving Historic Bridge Railings

Historic bridge railings have seldom, if ever, been crash-tested. They can be retained, however if properly protected by the installation of an additional rail on the traffic side of the existing rail or between the sidewalk and the traffic. Tested systems, using a curb and horizontal round or boxbeam, have been successfully employed to preserve the visual delight and transparency of an old bridge railing.

The problem still remains of connecting the bridge rail to the approach rail. This may be best accomplished by consciously identifying the ends of the bridge with an end-post, to which the two rail systems are both attached. This design strategy may be the most historically reminiscent as well.

More information: Maryland Department of Transportation. *Aesthetic Bridges: Users Guide*. MDSHA, 1993.

## On-road Bicycle Facilities

Along the Blue Crab Scenic Byway, there are likely to be numerous situations where expanding shoulder and lane widths for bicycle use would likely cause adverse impacts to the character-defining features of the Byway (such as the narrow scale of the 2-lane sections often found on portions of the route. These are also the sections of the Byway that are attractive to bicyclists seeking rural touring routes. A re-

view of the Statewide 20-Year Bicycle and Pedestrian Access Master Plan, however, reveals that the primary conflict areas are likely to occur where “Tier 1 and Tier 2” priority improvements (poor cycling accommodations and an established community priority) have been identified as part of the statewide inventory.

For the Blue Crab Scenic Byway there are only “tier 2” areas (same as ‘tier 1’ but outside of Priority Funding Areas. Only one section of the Byway meets the “tier 2” level– the section of the Old Ocean City Highway between the Salisbury bypass and Pittsville. The Byway committee would like to market this segment as the way to “bike to the beach” and therefore it should be considered a high priority for future pedestrian/bicycle improvements.

Maryland Department of Transportation recently adopted a policy whereby SHA “shall make accommodations for bicycling and walking a routine and integral element of planning, design, construction, operations and maintenance activities as appropriate.” MDOT’s policy also states that a “minimum four (4) foot wide outside shoulder is preferred on all roadways with open sections.” This policy may apply when doing resurfacing work. The policy will only be applied if it is reasonable to do so and pavement would not be widened just for bicycle use. Decisions regarding requirements for bicycle accommodations should be made carefully taking into consideration the importance of maintaining the character-defining features of the Byway, especially the rural roads with a narrow scale, usually with a close proximity of trees and/or other landscape features. For the majority of the 2-lane roads along the Byway, existing conditions are classified as ‘D’ or better, meaning that they are not included within a “tier 1 or tier 2” area. A waiver to the new MDOT policy should be requested on these routes if resurfacing is undertaken as a means of preserving or maintaining the character defining features of the Byway.

The Old Ocean City Highway is a road whose primary quality is the road itself – the old road to the beach. In this case, the bicycle accommodations should be incorporated into any new work on the road in accordance with state policy. In locations where there is only a 2-foot or less shoulder, such as the Old Ocean City Highway segment noted above, adding a total of 4-8 feet of pavement width may also require changes to roadside drainage, additional cut and fill, removal of roadside trees and other

significant changes to the roadside areas. The following techniques should be considered to reduce the potential impact of these changes.

Narrowing of vehicular travel lanes is one possible technique to reduce the amount of additional pavement required to accommodate bicycles. Even a 2-foot reduction in pavement width may reduce the amount of roadside modifications that need to be made. An additional concern with widening shoulders is the potential for increased vehicular operational speeds. In order to clearly differentiate between what is a travel lane and a bicycle lane or wide shoulder suitable for bicycle use, a different tint or color could be used for the shoulder area. Newly developed modified epoxy binders are now being used for bicycle lane and other traffic calming applications. The system comprises a cured epoxy based binder (usually pigmented), which is dressed with natural colored or pigmented aggregate, typically bauxite or granite, providing a durable, skid-resistant surface. Aggregate with a similar color to the adjacent soil color along the route can be selected to reduce the visual contrast between the paved shoulder and the adjacent roadside. Care must also be taken in selecting alternate pavement materials that are both suitable for winter weather and for bicycle use.

## 5.2 High Priority Enhancement Projects and Activities

There are a number of opportunities to pursue and apply for funding for enhancement projects along the Byway. Federal transportation funding opportunities that can be pursued through SHA include:

- ◆ Scenic Byway Program
- ◆ Transportation Enhancement Program
- ◆ Recreational Trails Program
- ◆ State and Community Highway Safety Grants funded by the Section 402 formula grant program.

Other potential funding sources that can be pursued for community development activities within eligible communities include:

- ◆ Community Development Block Grant

Program (April)

- ◆ Community Legacy Awards (October)
- ◆ Chesapeake Gateways Program (NPS)

The following projects have been identified as high priority enhancement projects along the Blue Crab Scenic Byway:

**Traffic Calming and Pedestrian Safety**– primarily for use in the areas approaching the small towns, cities and historic neighborhoods to encourage drivers to slow down making it safer for visitors to get out of their cars and tour historic communities and landscapes:

- ◆ Context sensitive solutions a Isabella Street Traffic Calming – context sensitive approaches to traffic calming within and approaching historic district
- ◆ Old Ocean City Highway Gateway and traffic calming improvements (approaching Pittsville and Willards)
- ◆ Berlin Gateway and traffic calming improvements
- ◆ Snow Hill Gateway and traffic calming
- ◆ Pocomoke City Gateway and Traffic calming
- ◆ Princess Anne gateway and traffic calming

**Beautification and Context Sensitive Solutions** – enhancement activities are needed to improve the appearance of several sections of the Byway where intrusions to the scenic and historic qualities either currently detract from the overall experience of the Byway or could detract if projects are implemented utilizing standard engineering practices (rather than context sensitive solutions).

- ◆ Ocean City Bridges preservation, enhancement and access
- ◆ Context Sensitive Solutions for Route 113 dualization between Berlin and Snow Hill
- ◆ Roadside Enhancements for Route 413 approaching Crisfield (including beauti-

fication, traffic calming, sign management, and farmland preservation (see Crisfield Enhancement Concept, page 56)

- ◆ Intersection enhancement at Route 349 and Isabella Street intersection with Route 50 business

**Recreational access and trail development** –enhancement activities are needed to develop new pedestrian and bicycle facilities and trail-heads for both greenways and blueways.

- ◆ Rail trail along Route 413 to Crisfield
- ◆ Berlin-Snow Hill rail trail
- ◆ Pocomoke River water trail access points along Byway (Snow Hill, Pocomoke City)
- ◆ Nanticoke River water access (Old Ocean City Highway)
- ◆ Bicycle facilities along Old Ocean City Highway between US 13 bypass and MD 353

**Signage Design Guideline/Billboard amortization program** – help to remove billboards over time. Localities need to regulate billboards along the Byway:

- ◆ Ocean City On- and off-premise sign management
- ◆ Technical assistance/revolving fund for billboard management and removal

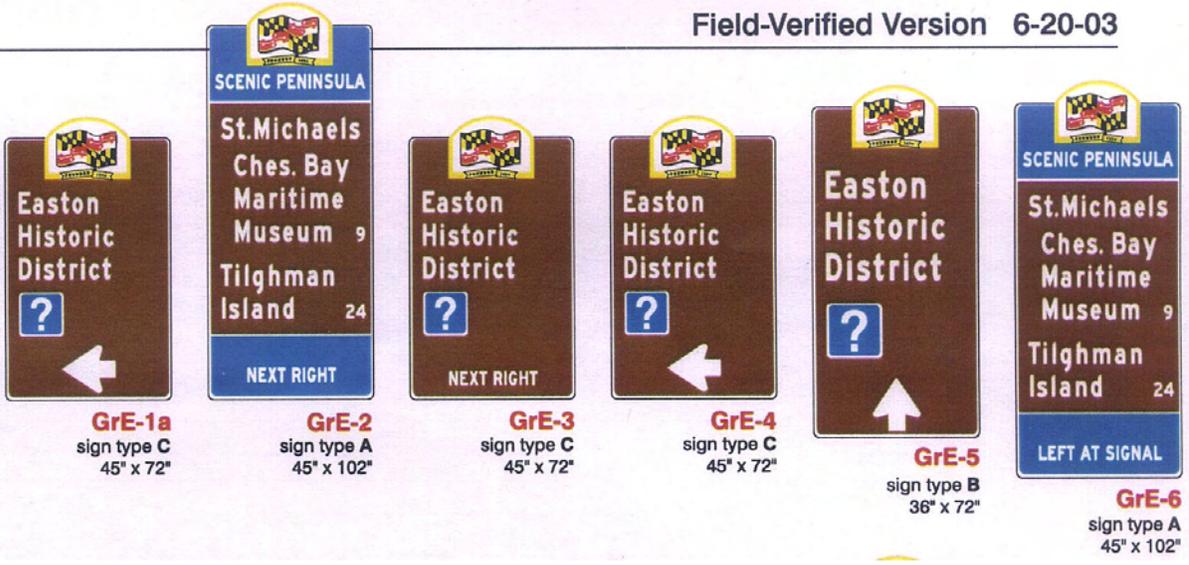
**Wayfinding System** – help is needed to guide travelers to major regional destinations along the Byway and to find their way along the route, especially through towns. Further details are provided in Chapter 7.

- ◆ **Regional Wayfinding System** - Maryland SHA is currently implementing a regional wayfinding system to direct travelers to distinct geographic areas using identifiable place names. These signs have already been installed in Easton. It is vitally important that the Maryland OTD, the DMO's, SHA, Heri-

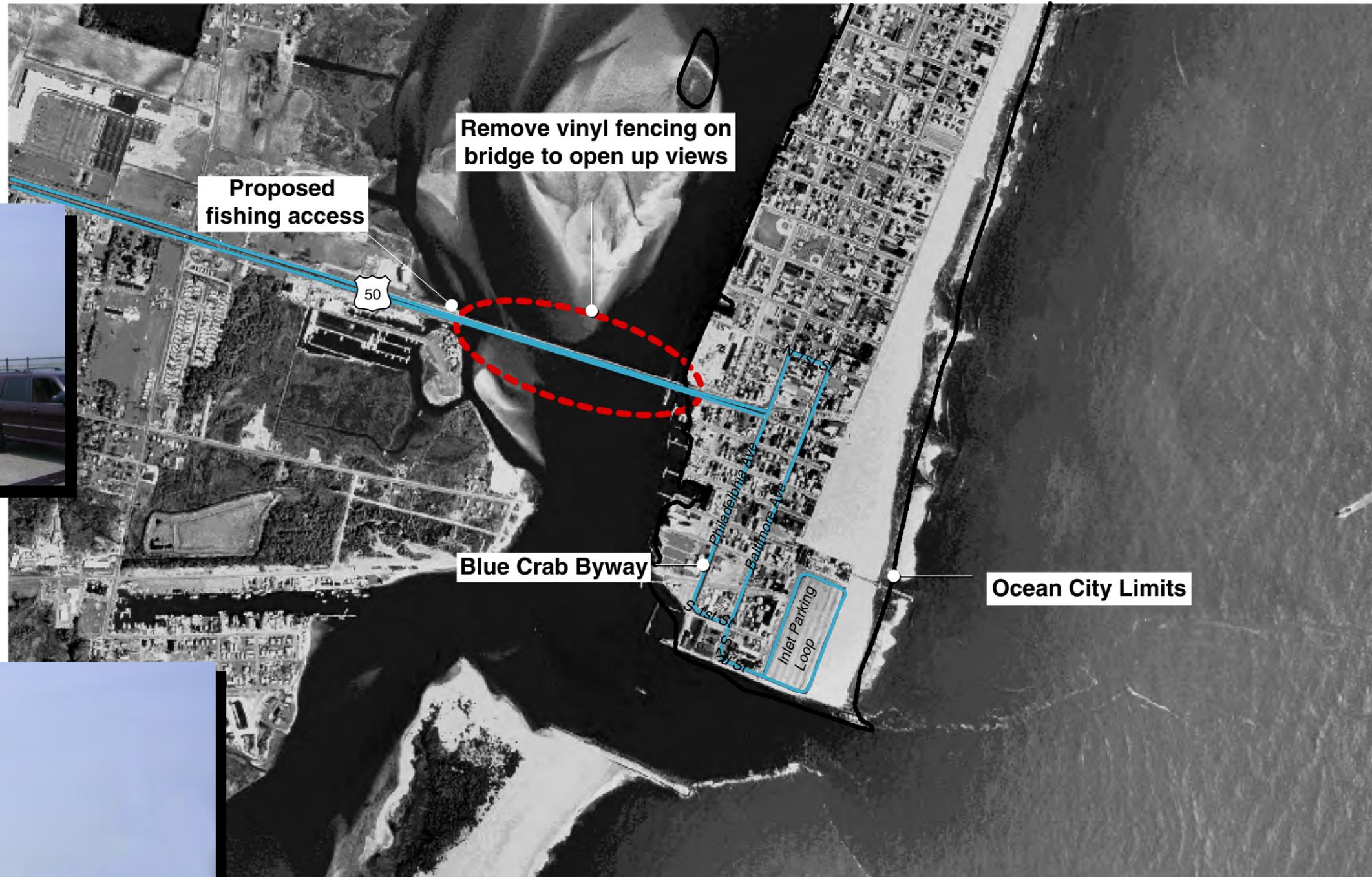
tage Area committees, and local governments get involved in the development of the themes for these signs to avoid potential conflicts and confusions to the traveling public. The major geographic areas need to be defined to direct travelers either to the "Beach" or the "Bay" and the Blue Crab Byway should be the identifying route that they are directed to when traveling to either of these destinations. No new "corridors" should be labeled through this system. (For example, in Easton, a corridor is identified as the "Wildlife Corridor" directing travelers to the Blackwater Wildlife Refuge. However, no reference is made on the regional directional signs that the Chesapeake Country Scenic Byway is the scenic Byway that will take you to that regional destination.



- ◆ **Trailblazing to Byway Features** – designation as a National Scenic Byway will require that some form of trailblazing be established to get to and from a related Byway feature that is off-of the main route (for example the Ward Museum). For those destinations that are part of the major regional wayfinding system that will be developed this should not be a problem. However, for smaller museums and Byway related facilities, the system developed by the West Virginia Division of Highways should be utilized here. This system uses the same trailblazer sign used for the main Byway but incorporates the word "Site" as part of the sign system, as shown below.



0.1 0 0.1 0.2 0.3 0.4 0.5 Miles



Above: Existing bridge with vinyl fencing

Below: Photo-simulation of bridge without vinyl fencing



**OCEAN CITY: Case Study**  
**Lower Eastern Shore Scenic Byway**  
Prepared by: Lardner/Klein Landscape Architects, P.C.

Date

# Chapter 6: Interpretation Along the Byway

The Blue Crab Scenic Byway will be the primary touring route for the Lower Eastern Shore Heritage Area. The Byway will be used as a means of telling the stories of the Lower Eastern Shore. Interpretive themes are clearly spelled out in the Lower Eastern Shore Heritage Area Management Plan (LESHAMP), excerpted below.

## Strategy for Interpretation and Education

Interpretation is the means of bringing the heritage of this region alive for residents and visitors. At its best, interpretation provides learning opportunities that are entertaining as well as educational. Overall, the foundation that exists for a regional interpretive system here is well-developed. Difficulty in maintaining public accessibility to existing sites and creating more interpretive opportunities is a matter of resources, not a lack of community support. The number of events such as fairs, parades, festivals, and celebrations that are offered by communities in this region is also commendably high. Though well recognized, only modestly tapped for interpretation are the rich living traditions here: the dialects, stories, trades, arts and crafts, music, foods, and other aspects of unique lifestyles in this region.

— *From the Lower Eastern Shore Heritage Area Management Plan*

## 6.1 Develop Detailed Interpretive Master Plan

Implementing this strategy along the Byway will be accomplished through the development of a more detailed interpretive master plan that is beyond the scope of this corridor management plan. One of the highest priorities for Byway funds should be used for the development of a detailed interpretive plan that spells out the specific themes and how they will be applied to specific sites along the Byway. The following is a series of general considerations and structure for the development of such a plan as a basic outline of goals, audience profile, themes, and experiences.

## Key Questions

- ◆ Any interpretive master plan needs to answer the following questions:
- ◆ Are there specific goals to be accomplished? (Goals)
- ◆ Who is interpretation for? Who are the audiences? (Audience Profile)
- ◆ What stories are there to be told? (Themes)
- ◆ What will visitors do? What experiences will reinforce the stories? (Desired Audience Experiences)

## Interpretive Goals

Goals for the Byway come directly from the LESHAMP. The overall goal is to extend the stay of visitors by building upon the foundation of exploring the “real Eastern Shore” and providing better access to nature-based recreational activities.

## Audience Profile

In order to be effective, the interpretive programming must be designed to communicate to certain identified audiences at the local, regional, national, and international levels.

- ◆ Local audiences--include Heritage Area partners, residents, school children and educational groups, and state/local officials and community leaders
- ◆ Regional audiences – are primarily those from within a 3 hour drive that may be visiting the area for a day, a weekend or an extended vacation. They primarily come to the area to visit Ocean City or Assateague, and are generally familiar with the geography and major points of interest within the Lower Eastern Shore, but may not be that familiar with areas historical sites or heritage.

- ◆ National and international audiences – are primarily those that come for conventions or extended stays and are completely unfamiliar with the areas geography, points of interest, historical sites or natural and cultural heritage. International audiences are similar but require multi-lingual facilities and materials.

Since different interpretive techniques appeal to different audiences, early identification of target groups must precede interpretive recommendations.

## **Audience Profile: Basic Principles**

Audiences include partners, neighbors, state and local officials, and schools. Audiences include visitors who come to and use existing facilities. Audiences include more than tourists and residents. They also include educational groups--kids, colleges, and adults--and remote visitors (news media and the Internet). Audiences include those who meet visitors--in motels, at restaurants, in stores, police. There is an important need to develop local ambassadors.

## **Themes: Basic Principles**

Themes encourage attention to the character of landscapes and towns. Interpretation should help residents and visitors to see, understand, and appreciate the natural and cultural heritage of the region. Themes include people. Humanize the story. Allow for diversity and multiple points of view. Visitors need to see themselves in the story.

## **Desired Audience Experiences: Basic Principles**

The basic question to answer when developing more detailed interpretive plans and projects is to find out what activities will reinforce learning. Visitors will want to talk about what they did along the route. The interpretive development should help each of the audiences to:

- ◆ Find their way around to specific sites

and points of interest in an organized fashion

- ◆ Discover the hidden assets and beauty by themselves
- ◆ Make the most of differences
- ◆ Have fun
- ◆ Visit again and bring their friends and family along

Desired experiences focus on quality of life and quality of life can be linked to historic preservation and beautification. The experience should not be something that can be done at home, but should reward them for their commitment of time. Therefore, wayfinding and orientation is critical. It begins off-site with information that is available about the region. Orientation then continues with maps, brochures, and signs that help visitors find their way.

Experiences can also be temporal – something that may only be available during a certain weekend or season. Special events help to highlight the opportunity to experience this ephemeral event in an enjoyable and structured way, thereby reducing the apparent risk of “wasted time”. Special events can therefore attract regional visitors with a self-selected interest in the activity (bird-watching weekends, for example). The events can also help focus local support and strengthen local pride in the special attraction.

Experiences include difference. Travel is worth the trip. Travel is worth the time. And interpretive facilities are part of the attraction.

## **Types of Interpretation (Media/methods)**

The types of interpretation emerge from the themes and visitor experiences identified for the Byway. They should appeal to existing and potential audiences.

Possibilities include:

- ◆ "Portable" media-books, brochures, guidebooks, postcards, walking tours, trail guides, traveling exhibits, AV pro-

gram, plus news stories and the Internet.

- ◆ "Wayside" exhibits--kiosks, trailheads and trail markers, overlooks, "low" or "high" profile panels
- ◆ Exhibits--exterior and interior
- ◆ Programs--special events, local celebrations, school materials, conferences, guided tours, self-directed walking tours, hospitality programs for locals and businesses, adopt-the-road program.

## Media/Methods: Basic Principles to Follow

The Lower Eastern Shore is fortunate in that it already has an extensive amount of existing interpretive sites open to the public including walking tours within historic towns and neighborhoods, small museums, natural areas and parks, and existing historic trails (such as the Beach to Bay Indian Trail). New media should support and strengthen what already exists by tying these existing facilities into a coherent interpretive experience tied to the proposed themes.

Gaps around existing themes can sometimes be filled by adding new, low-cost, interpretive media, such as an outdoor interpretive wayside with a view to an historic site, or a new brochure that links together related sites around a theme. Care should be taken to avoid plopping signs in the ground with no relation to the setting around it. Waysides, if carefully sited, use the "borrowed" landscape as the walls to an outdoor "museum-like" experience.

Marketing needs to be carefully focused so that travelers are encouraged to visit those sites that actually have something worth seeing and learning about.

Interpretive development needs to avoid duplication of effort and balkanization. Educational programs, wayfinding, and hospitality training should be developed as joint projects among jurisdictions and facilities. Costs can then be shared.

Interpretive development associated with the Heritage Area and Byway needs to link with

intersecting attractions – especially to those whose primary destination is the beach. Interpretive development needs to enhance that experience, not compete with it, as many visitors are looking for varied experiences not just this or that.

Before finalizing interpretive ideas into concrete projects, there is a need to determine what is feasible and sustainable. Many of the existing small museums are open for limited hours. If there is a way to coordinate these hours so that a visitor can group their experiences into a single day that might be designed to expand the weekend visitor's experience. Arts Districts have successfully used this concept to promote visitation on the "last Thursday" of the month, or some other repeatable pattern that becomes a known quantity to the regional visitor with some knowledge of the area. This same concept can be applied to interpretive sites with few resources. For example, small museums and historic sites can schedule "living history" programs in a coordinated fashion giving some assurance to visitors of a positive experience.

Finally, the detailed interpretive planning needs to answer some explicit questions:

1. What is sustainable? Investing time and energy into a few well-placed facilities is probably wiser than spreading resources to thinly.
2. How to maintain, promote, staff, etc.? Coordination among facilities also creates the potential to share staff and resources, giving greater opportunity for career growth and challenges.
3. What is the importance of outreach? How much communication is needed with visitors not on-site?
4. Experiences are a valuable interpretive tool. Are there others that should be included? For example can interpretive experiences be incorporated into water trails, bicycle routes, walking tours, or ferry travel (to Smith Island, etc.)?

As part of the interpretive development along the Byway, the Plan recommends that representatives from each of the sites offering interpretive activities (or planning to offer) form a working group or "heritage area sites consortium" so that they can meet regularly to coordinate interpretive development around the pro-

posed LESHAMP themes. Their first activity should be the development of a detailed interpretive master plan.

## 6.2 Interpretive Opportunities Along the Byway

The working group first needs to begin applying the themes from the LESHAMP to specific sites and coordinating their implementation. Which site is best to tell which story? Prioritizing site development should retain the priorities established as part of the Plan so that this step does not have to be repeated. The following sites have been identified as high priority sites for interpretive development as part of the Plan:

### High Priority Existing Interpretive Sites for Phase 1

The following sites have existing facilities that are open and available for visitors and whose primary access is from the Blue Crab Byway:

- ◆ Assateague Island visitor facilities (state and federal)
- ◆ Calvin B. Taylor House Museum, Berlin
- ◆ Chipman Center, Salisbury
- ◆ Crisfield Historical Museum, Crisfield
- ◆ Furnace Town and Nassawango Creek Preserve, Snow Hill vicinity
- ◆ Julia A. Purnell Museum, Snow Hill
- ◆ Life Saving Station Museum, Ocean City
- ◆ Mariners' Country Down and Store, Berlin
- ◆ Nabb Research Center, Salisbury
- ◆ Pemberton Historical Park, Salisbury
- ◆ Poplar Hill Mansion, Salisbury
- ◆ Salisbury Zoo, Salisbury
- ◆ Smith Island Cultural Center, Smith Island
- ◆ Teackle Mansion, Princess Anne
- ◆ Ward Brothers Workshop, Crisfield
- ◆ Ward Museum of Wildfowl Art, Salisbury

### New Sites Identified as Priorities for Phase 1

The Plan identifies the following new sites as high priorities for implementation. These sites/programs require additional planning, development and construction:

- ◆ Bending Water Park, near Marion, Somerset County, a large cultural center and museum focusing on the heritage of the Accohannock Tribe.
- ◆ Deal Island Skipjack Museum, Deal Island Harbor and Wenona, Somerset County, celebrating the largest fleet of skipjacks on the Chesapeake Bay.
- ◆ Tangier Sound Natural History Initiative, Crisfield and region, Somerset County, a combined approach to existing and proposed sites and programs: the 4,400-acre Martin National Wildlife Refuge and Mullins Education Center, a Chesapeake Bay Foundation facility, both on Smith Island; the 3,426-acre Monie Bay unit of the Chesapeake Bay National Estuarine Research Reserve (CBNERR) near Deal Island; and the Jenkins Creek Environmental Center proposed for a location near Crisfield.

### Preliminary List of Interpretive Sites and Opportunities

The following list identifies all of the interpretive opportunities found along the Byway. Representatives with management responsibility or interest in each of the sites below should be

invited to participate in the more detailed interpretive planning for the Byway:

## Parks, Rivers, Landings & Other Natural Areas

- ◆ Jane's Island State Park
- ◆ Pocomoke River State Forest & Park & Shad Landing
- ◆ Wicomico River (Whitehaven)
- ◆ Assateague Island (Two Parks - State & National)
- ◆ Manokin River Park (Princess Anne)
- ◆ Monie Creek
- ◆ Green Hill Creek
- ◆ Rockawalkin Creek
- ◆ Salisbury City Park

## Historic Sites & Historical Museums

- ◆ Accohannock Tribal Museum
- ◆ Calvin B. Taylor House Museum
- ◆ Coventry Parish Ruins (Structure)
- ◆ Crisfield Armory
- ◆ Julia A. Purnell Museum
- ◆ Mar-Va Theater
- ◆ Mt. Zion One Room school
- ◆ Ocean City Life Saving Station Museum
- ◆ Pemberton Hall
- ◆ Poplar Hill Mansion
- ◆ Queponco Railway Station

- ◆ Smith Island Visitor Center
- ◆ Sturgis One Room School
- ◆ Tawes Museum
- ◆ Teackle Mansion
- ◆ Ward Brothers' House and Shop

## Historic Districts

- ◆ Berlin Commercial Historic District
- ◆ Crisfield Historic District
- ◆ Princess Anne Historic District
- ◆ Whitehaven Historic District

## Churches Listed in the National Register

- ◆ Grace Episcopal Church (Somerset Co.)
- ◆ Manokin Presbyterian Church (Somerset Co.)
- ◆ Rehobeth Presbyterian Church (Somerset Co.)
- ◆ St. Mark's Episcopal Church (Somerset Co.)
- ◆ St. Paul's Methodist Episcopal Church (Somerset Co.)
- ◆ St. Peter's Methodist Episcopal Church (Somerset Co.)
- ◆ St. Bartholomew's Episcopal Church (Wicomico Co.)
- ◆ All Hallows Episcopal Church (Worcester Co.)

## Performing Arts Spaces, Friendly Businesses

- ◆ Atlantic Hotel (Berlin)
- ◆ Chanceford (B&B)
- ◆ Frontiertown
- ◆ Globe Theatre (Berlin)
- ◆ Merry Sherwood (B&B)
- ◆ (Mar-Va Theatre - repeated from historic sites)
- ◆ Whitehaven Hotel

## Other Attractions

- ◆ Crisfield Dock
- ◆ Ocean City Boardwalk
- ◆ Ocean City Fishing Pier
- ◆ Ocean City Inlet Fishing Center
- ◆ Perdue Stadium
- ◆ Pocomoke River drawbridge
- ◆ Salisbury Zoo
- ◆ Somers Cove Public Marina
- ◆ Whitehaven Ferry

# Chapter 7: Finding Your Way Along the Byway

The Blue Crab Scenic Byway is a loop circuit with spurs to important Byway destinations tied to the themes of the Byway. Byway visitors can enter the loop system at any point and travel in either direction depending upon the desired destinations. Currently the Byway is marked as three separate state-designated Byways: Old Ocean City Highway, Beach to Bay Indian Trail, and Chesapeake Country. The Byway management committee has proposed and the Scenic Byway Coordinator has agreed to change consolidate the three Byways into a single Byway touring route called the Blue Crab Scenic Byway. The Beach to Bay Indian Trail, a National Recreational Trail, will continue to have its own identity and any future wayfinding system must incorporate these existing signs into the overall system.

## 7.1 Wayfinding Concept

Existing roadway related signage along the Blue Crab Byway consists of traffic control and traveler information. Signage regulating vehicular, bicycle and pedestrian travel along the Blue Crab Byway route segments shall follow the regulations set forth in the Manual on Uniform Traffic Control Devices (MUTCD), the supplement to the MUTCD and the State Highway Administration's Office of Traffic and Safety's specific Guidelines and Directives.

Coordinated roadway signage is an important strategy to help create a relatively seamless travel experience along the Byway route. As visitor use increases along the there will be a need to assist travelers that are generally unfamiliar with the route with finding their way along the Byway and to nearby historic sites and features. Drivers unfamiliar with the route who are looking for a particular feature or historic site along a scenic Byway tend to drive slowly and may present a conflict with the traveler that knows the road conditions and is trying to get to their destination as quickly as possible. Some form of wayfinding and directional signage will be needed to minimize these potential conflicts while still giving absolute priority to traffic control.

SHA currently marks its system of scenic Byways with a sign incorporating the scenic By-

way program logo and the name of the route on a plate below. However, additional directional information is sometimes needed to follow the Byway, especially in the more urbanizing sections.

In addition there are a number of visitor destinations that are off the primary route that require "Trailblazer Signs" to direct travelers to their destination. These include nearby historic sites, state and national parks, and visitor information centers, etc.

Maryland has an extensive array of programs that already have or may require similar wayfinding and directional signage (State Parks, Civil War Trails, Heritage Areas, other scenic Byways, etc.). Too many signs would detract from the intrinsic qualities of the Byway routes and create confusion amongst both visitors and through travelers.

The Maryland State Highway Administration's Office of Traffic and Safety and MDOT initiated an effort to coordinate sign requirements in 2001, and is currently implementing a program in Easton (see page 54). The main thrust of the effort is to relate all wayfinding and directional signs to themed travel routes, rather than specific destinations or attractions.

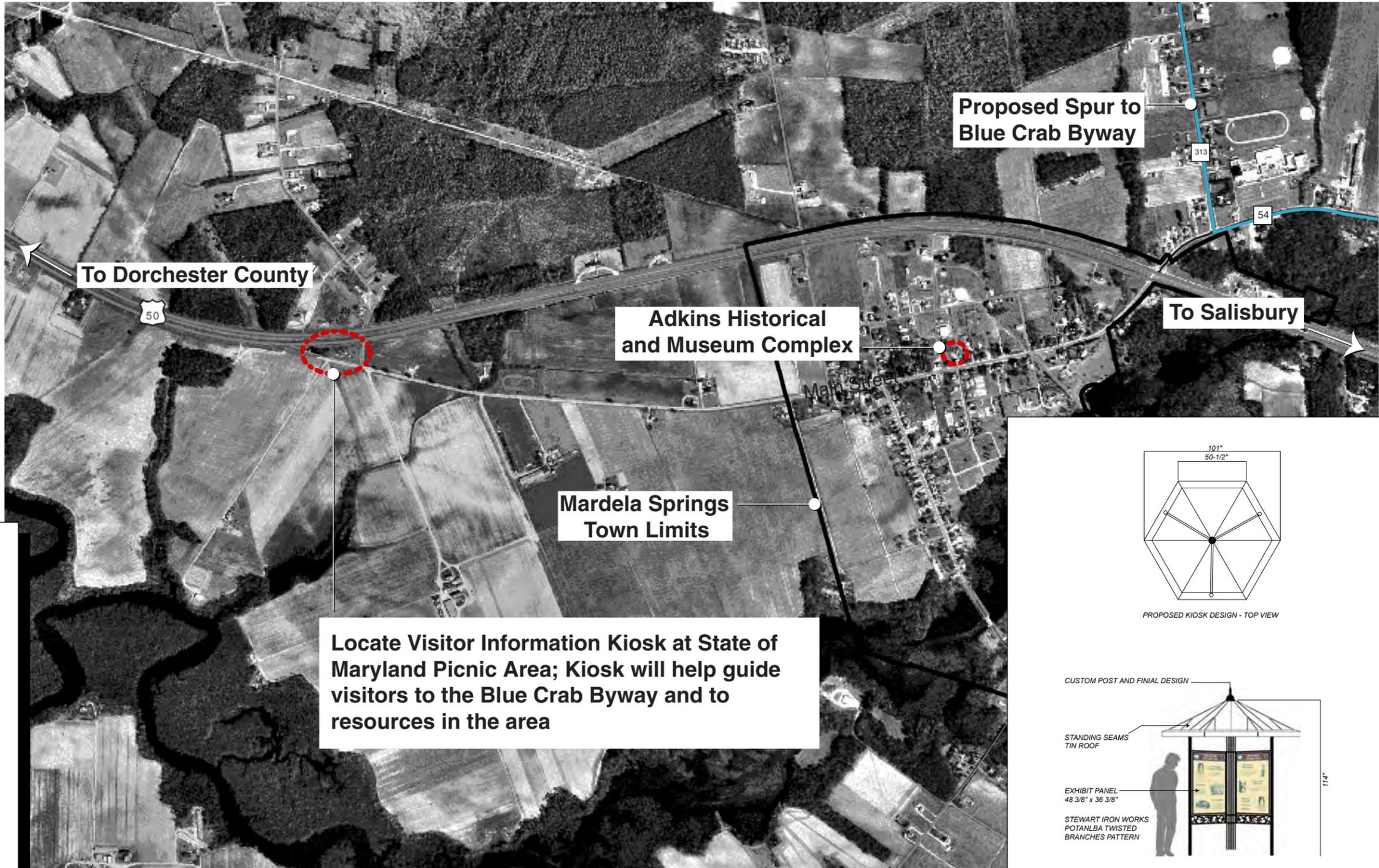
The Blue Crab Scenic Byway should be considered one of the themed travel routes. The LESHC needs to work with MDOT to identify the explicit directional and wayfinding requirements and organizational structure of the sign system. The primary requirements should include:

- ◆ Directional signage to the Byway itself is needed from each of the primary origin of travel points Delaware and points north, Virginia and points south, and Washington/Baltimore and points west. Byway travelers should be directed to the existing visitors centers from the north and south. A new visitor center is needed from Route 50 for travelers from Baltimore/Washington along Route 50 at Mardela Springs/Sharptown. For the near term, they should be directed to a visitor facility in Salisbury until a new facility can be constructed.
- ◆ Directional signage is needed to and

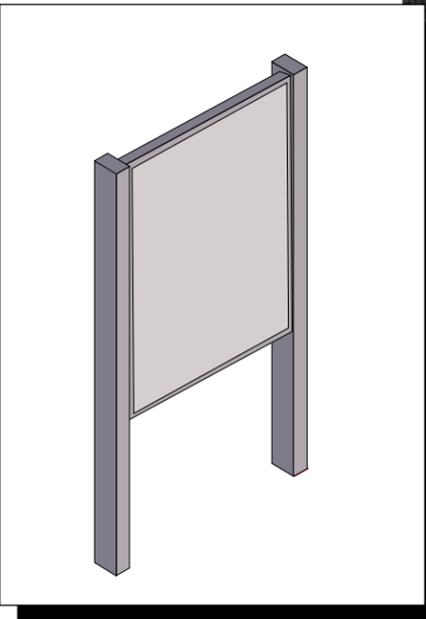
from the major Byway destination spurs (Ocean City, Assateague, and Crisfield) as well as the major water access destinations directly related to the Byway themes (Public Landing, Deal Island, and Bivalve)

- ◆ Directional signage is needed to each of the visitor information kiosks or existing facilities with visitor information within the major cities and towns along the Byway (Berlin, Snow Hill, Pocomoke City, Princess Anne, Salisbury)
- ◆ Feature trailblazer signage is needed to each of the high priority visitor attractions that are not located within one of the major cities and towns along the Byway (State Parks, river access points, historic sites and museums open to the public).
- ◆ Following the Byway through the cities and towns (Salisbury, Ocean City, Berlin, Snow Hill, Pocomoke City, and Princess Anne) needs to be improved through the use of a simplified route marking system using the existing state highway route marker on top of a brown background with a name plate (Blue Crab Scenic Byway) below.

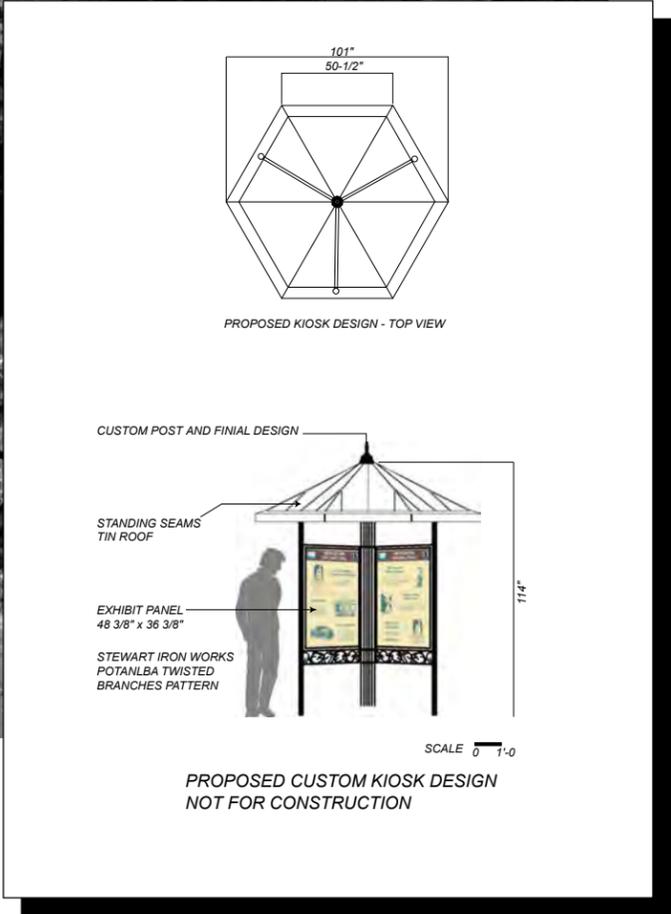
A case study has been prepared to illustrate how a visitor information kiosk can be constructed at Mardela Springs (see page 65).



**Locate Visitor Information Kiosk at State of Maryland Picnic Area; Kiosk will help guide visitors to the Blue Crab Byway and to resources in the area**



Above: National Park Service Standard Upright Kiosk (Also used by Chesapeake Bay Gateways Network)



Above: Alternate kiosk design

**DRAFT**

Date

**MARDELA SPRINGS: Case Study**  
**Lower Eastern Shore Scenic Byway**

Prepared by: Lardner/Klein Landscape Architects, P.C.

# Chapter 8: Marketing the Byway

## 8.1 Recommended Marketing Priorities for the “Blue Crab Scenic Byway”

Marketing strategies will focus on links with other types of potential visitor interest—waterways, heritage tourism, aquaculture, outdoor recreation, crabbing, shopping and Eastern Shore cuisine. Marketing and promotion efforts will focus on attracting visitors wishing to explore the qualities of the Byway in a more leisurely manner- leading to more and more residents and visitors seeing the Byway as a ‘new way’.

Recommended overall marketing priorities for the LESH and the three participating counties and Ocean City should include:

- ◆ Develop a logo and driving tour brochure for the entire Byway. Adapt the driving tour for an eventual cassette tour;
- ◆ Research the Byways history to compile interesting stories;
- ◆ Develop a display presentation that can be circulated among local festivals and events;
- ◆ Prepare group tour itineraries;
- ◆ Develop educational materials for school classes;
- ◆ Work with the MD Office of Tourism and the MD Historical Trust to pursue funding to research and develop African-American Heritage Tours along the “Blue Crab Scenic Byway.” This may include supporting efforts from the NPS to document and interpret the role of the Byway and the region as part of the Underground Railroad, or to develop a specific guide for African American heritage.

### Somerset County

Marketing priorities include the following:

- ◆ Make Byway information and materials available in the Somerset County Visitor Centers in both Princess Anne and Crisfield and other high volume sites such as Janes Island State Park;
- ◆ Incorporate a “Blue Crab Scenic Byway” display in major county events such as
- ◆ Old Princess Anne Days or the Hard Crab Derby, and/or create a new event into existing events;
- ◆ Develop wayside exhibit panels in key locations and attractions along the Byway;
- ◆ Publish a brochure on crabbing “how to and where”; include information on the history of the crabbing industry and other interesting facts and/or recipes;
- ◆ Incorporate information on the Byway into the Beach to Bay Indian Trail.

### Wicomico County

Marketing priorities include the following:

- ◆ Make Byway information and materials available in the Wicomico County Visitor Center and other high traffic sites for visitors such as the Ward Museum and Pemberton Hall
- ◆ Incorporate a “Blue Crab Scenic Byway” display in major county events such as the Pemberton Fair, and/or create a new event into existing events
- ◆ Develop wayside exhibit panels in key locations and attractions along the Byway
- ◆ Publish a brochure on crabbing “how to and where”; include information on the history of the crabbing industry and other interesting facts and/or recipes.

## Worcester County

Marketing priorities include the following:

- ◆ Make Byway information and materials available in the US 13 State Welcome Center, the Ocean City Convention Center Visitor Center and other high traffic sites for visitors such as the Ocean City Downtown Association, Furnace Town, Pocomoke River State Forest and Park and the Assateague Barrier Island Visitor Center
- ◆ Incorporate a “Blue Crab Scenic Byway” display in major county events such as the Worcester County Fair and Maryland Coast Day, and/or create a new event into existing events;
- ◆ Develop wayside exhibit panels in key locations and attractions along the Byway
- ◆ Publish a brochure on crabbing “how to and where”; include information on the history of the crabbing industry and other interesting facts and/or recipes
- ◆ Incorporate information on the Byway into the Beach to Bay Indian Trail.