Essex Coastal Scenic Byway
Corridor Management Plan

March 2011

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prepared for

Essex National Heritage Commission

by

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Introduction

What is a Scenic Byway?
A scenic byway is a road recognized for having special qualities that its local communities wish to preserve and promote. Scenic byways are designated (at both the state and national level) for the defining qualities that make them distinctive and provide a unique (and appealing) travel experience.

Byways offer driving experiences “off the beaten path” where visitors can explore and experience the scenery, culture, history and special features of an area, that provide opportunities we might otherwise miss. You might think of byways as roads that tell a story—gateways to unique adventures and paths to better understand America’s history and cultures.

Byway Statement of Significance
The Essex Coastal Scenic Byway is a byway of regional (multi-state) and national significance. This is demonstrated by the collection of natural and historic resources that have received national or regional designations or protections, most notably the federal designation of the Essex National Heritage Area. The Byway connects these resources in a cohesive route that traces historic settlement patterns that began with the First Contact Period and provides access to the naturally defining features of the area. The Byway’s resources attract visitors from outside the region creating an opportunity to use the byway program to reinforce and grow the heritage tourism and recreation-based businesses.

This layered, authentic, and working landscape offers byway travelers a compelling experience of American home life, work, and recreation within the context of our country’s early history. From a wealth of First Period architecture, to salt marsh farms and stone walls and jetties, the byway landscape is rich in visual interest and has a diversity that reflects the character of the people of New England.

National and International Recognition
The Byway passes through and along resource areas that have been recognized for their regional and national significance. The entire Byway is located in the Essex National Heritage Area, which was designated by the U.S. Congress in 1996 to recognize the quantity and quality of the region’s nationally significant historical, cultural, and natural resources. These resources are categorized according to three nationally significant historical themes – Early Settlement (17th century), the Maritime Era (18th century), and the Industrial Revolution (19th century). These themes were established by the National Park Service, described in the Essex National Heritage Area’s Heritage Plan, and approved by the Secretary of the Interior.

Each byway community contains historic resources listed on the National Register of Historic Places, the official list of the nation’s historic places worthy of preservation. Included are individual properties, entire neighborhoods, and several National Historic Landmarks. There are 25 National Register Historic Districts and 11 local historic districts located along the byway.

Estuaries along the Byway are part of the National Estuary Program, established by U.S. Congress in 1987 to recognize and protect estuaries of national importance. The Parker River National Wildlife Refuge lies adjacent to the Byway in Ipswich, Rowley, Newbury, and Newburyport, was designated as part of the national system in 1942, primarily to provide feeding, resting, and nesting habitat for migratory birds. Portions of four Massachusetts Important Birding Areas (IBAs) abut the Essex Coastal Scenic Byway: the Great Marsh, Rockport Headlands and Inshore Waters, Eastern Point/Gloucester Harbor, and Nahant Bay. IBAs are part of an international network of sites that have been recognized as providing critical habitat for endangered species and attracting large numbers of breeding, wintering or migratory species.

Byway Designation
A scenic byway is a road recognized for having special qualities which its local communities wish to preserve and promote. Scenic byway programs (which exist at both the state and national level) are about recognition, not necessarily regulation. Scenic byways are designated based on the defining qualities of the roadway corridor that make them distinctive and provide a unique (and appealing) travel experience. The Essex Coastal Scenic Byway links and interprets important natural, scenic, historic and recreational resources through the coastal communities of the Essex National Heritage Area, demonstrating the pattern of human settlement in this region, as it has been shaped by the natural environment.
The Essex Coastal Scenic Byway (the Byway) was designated as a state scenic byway as part of two separate processes. The first designation from Gloucester to Newburyport was enacted in November 2003 as part of Chapter 117 of the Massachusetts Acts of 2003. The second designation between Lynn and Gloucester was part of line item 6010-0001 of the FY 2006 state budget. In accordance with national trends and state guidance the two state designated byways have effectively been joined in order to better promote and coordinate byway planning and promotion.

Byway Vision Statement
The Essex Coastal Scenic Byway will present the coastal part of the Essex National Heritage Area story and resources in a coherent manner, so that people visiting one part of the Byway will quickly gain an appreciation for the full range of resources offered by the region. People from around the nation and world will be able to learn about and appreciate what makes this place special. The Byway will attract visitors who share an appreciation of the natural environment and will be interested in the region’s history, culture and nature-based recreational opportunities.

Plan Purpose
This Corridor Management Plan describes and inventories the Byway and the resources along the route and develops goals and management strategies to protect and promote the byway corridor’s significant qualities. Developed with substantial community input, this plan provides a connection between regional planning and local plans and initiatives. In addition to being a useful tool for the communities, this Plan is a prerequisite for attaining designation as a National Scenic Byway, which can bring added recognition and possibly additional federal funding to the route and the region.

National Scenic Byway Programs 14-Points
The Federal Highway Administration (FHWA) lists 14 components that must be in any Corridor Management Plan (CMP) and would also be included in a byway's application for national recognition.

The FHWA requirements for a CMP are:
1. A map identifying the corridor boundaries, locations of intrinsic qualities, and land uses in the corridor (see Chapter 2);
2. An assessment of the byway’s intrinsic qualities and their context (the area surrounding them). The end product is typically a catalogue of the byway’s scenic, historic, natural, archeological, cultural, and recreational qualities (see Chapter 2);
3. A strategy for maintaining and enhancing each of the byway’s intrinsic qualities (see Chapter 9);
4. A list of the agencies, groups, and individuals who are part of the team that will carry out the plan (see Chapter 10);
5. A strategy for how existing development along the corridor might be enhanced and how to accommodate new development while preserving the byway’s intrinsic qualities (see Chapter 9).
6. A plan for ongoing public participation (see Chapter 10);
7. A general review of the road’s safety record to locate hazards and poor design and identify possible corrections. Identify ways to balance safety with context-sensitive highway design practices that accommodate safety needs while preserving the road’s character (see Chapters 3 and 9);
8. A plan to accommodate commercial traffic while ensuring the safety of sightseers in smaller vehicles as well as bicyclists and pedestrians (see Chapters 8 and 9);
9. A listing and discussion of efforts to minimize anomalous intrusions on the visitor’s experience of the byway (Chapter 4);
10. Documentation of compliance with all existing local, state, and federal laws about the control of outdoor advertising. Federal regulations prohibit all new billboards along designated scenic byways that are classified as federal-aid primary, national highway system, or interstate roads. States are free to impose stricter controls on billboards along scenic byways (see Chapter 6);
11. A plan to make sure that the number and placement of highway signs will not get in the way of scenery, but still be sufficient to help tourists find their way (see Chapter 6);
12. Plans for how to market and publicize the byway (see Chapter 5);
13. Any proposals for modifying the roadway, including an evaluation of design standards and how proposed changes may affect the byway’s intrinsic qualities (see Chapter 9);
14. A description of what you plan to do to explain and interpret your byway's significant resources to visitors (see Chapter 7).²

Plan Organization
This Corridor Management Plan is actually a series of individual reports -- a compilation of research, inventories, plans and recommendations for each of the elements that will be a part of a successful and sustainable scenic byway program. This Plan provides a vision for the Byway’s future and outlines strategies for achieving that vision. Each chapter of the CMP contains detailed information about specific aspects of the Byway and the Implementation Plan in Chapter 11 pulls all the recommendations together.

The Plan is intended to be used as a planning tool and policy guide by the byway organization and regional partners. The Plan also includes a more concise Report Summary companion document that presents the highlights of the different components. It is anticipated that communities and regional partners will use the full CMP as a reference document which provides more detail on specific components referenced in the Report Summary. The information contained in this comprehensive planning document should be useful for grant applications, identifying project resources, and formulating work plans.

Chapter 1
The Byway Story, Vision, and Goals

The Byway Story

Traveling along the Byway - whether by auto, train, or bike - is a journey that offers a window on the evolution of people's relationship to the land and sea in this coastal region. This is the byway story -- how people have interacted with the natural environment and made a living off the resources of the land and sea and later through innovation and industry. Today, remnants of the early history in maritime trade, shipbuilding, and industry merge with activities that have continued through the centuries – farming, fishing, and the arts. Traces of human interaction with the natural world are evident in today’s natural landscapes – drainage channels through the salt marshes, stonewalls and abandoned quarries in the uplands, and waterways and harbors that are still populated with fishing and pleasure boats. The built environment offers different clues -- the farms and first period architecture hearken back to the Early Settlement period, the fine homes and vibrant downtowns represent the booming maritime heritage, mill buildings give evidence of the Industrial Revolution in the urban cores, and the grand estates and art galleries reflect the region's transformation to a summer retreat and artist enclave.

The byway story continues today in the collection of diverse and distinctive communities that stretch along the Byway. These communities continue to draw their livelihood and inspiration from the timeless natural resources of the land and sea.

A Vision for the Byway

The Essex Coastal Scenic Byway links and interprets important natural, scenic, historic and recreational resources through the coastal communities of the Essex National Heritage Area, demonstrating the pattern of human settlement in this region, as it has been shaped by the natural environment.

The Essex Coastal Scenic Byway will present the coastal part of the Essex National Heritage Area story and resources in a coherent manner, so that people visiting one part of the Byway will quickly gain an appreciation for the full range of resources offered by the region. People from around the nation and world will be able to learn about and appreciate what makes this place special. The Byway will attract visitors who share an appreciation of the natural environment and will be interested in the region’s history, culture and nature-based recreational opportunities.

The development and management of the Byway will complement the region’s historic and natural qualities and reinforce the sense of being in a special place. More than simply providing access to natural and recreational resources, the byway route will become a distinctive feature within the landscape, and traveling along the byway will be an integral part of the visitor experience.

The Byway will thus become central to the region’s community development, economic development and natural heritage conservation efforts. In so doing, the Byway will be a model for groups and individuals to work together to create a healthy economy based on heritage tourism and nature-based recreation.

Scenic Byway Goals

In order to achieve our vision, it is our hope that the Essex Coastal Scenic Byway program (as outlined in this Corridor Management Plan) will:

Help promote the region’s resources, by...
- Building local awareness, appreciation and pride in byway resources
- Bringing an influx of visitors to local businesses and visitor sites
- Marketing and increasing awareness of the byway communities and regional tourism opportunities
- Defining a regional identity
- Improving the overall visitor experience
Coordinating wayfinding signage and directionals

Reinforce local and regional efforts to *preserve and enhance* these resources by...
- Supporting community stewardship of byway resources
- Protecting community character
- Encouraging adoption of local policies and regulations to preserve byway resources
- Maintaining the authenticity and character of the route
- Striking a balance between encouraging and accommodating access to historic and natural sites and places and preservation objectives
- Coordinating wayfinding and signage

Provide a framework within which to coordinate *planning* efforts and coordinate *management* of the byway corridor by...
- Striking a balance between encouraging and accommodating access to historic and natural sites and places and preservation objectives
- Improving the roadway corridor through locally-appropriate management of streetscapes, increased safety, and accommodation of multi-modal transportation
- Actively encourage travelers to explore the area by walking, biking, boating, or train travel
- Leveraging existing funding and expanding funding for byway initiatives
- Engaging community involvement and local actions to support the Byway
- Encouraging regional collaboration and inter-community communication
- Encouraging adoption of local policies and regulations to preserve and enhance byway resources
- Promoting context sensitive planning and design
- Forging a connection between byway management and local community goals
Chapter 2
Byway Description and Resources

Byway Overview and Designation

BYWAY ROUTE

The state-designated Essex Coastal Scenic Byway is a coastal route linking Lynn in the south to Newburyport in the north. From Lynn, the Byway loops between the Lynnway and Lynn Shore Drive and Route 1A (Broad Street) then proceeds north on Route 129 in Swampscott. It then continues on 129 to Route 114 in Marblehead; follows 114 to Route 1A in Salem; and then follows 1A to Route 127 through Beverly and Manchester-by-the-Sea and into downtown Gloucester.

The Byway travels on two branches in East Gloucester and Rockport, Route 127A along the coast and Route 127 inland, joining in downtown Rockport on the north and downtown Gloucester on the south. A southern loop extends toward Eastern Point in Gloucester. North of Rockport, the Byway continues around the perimeter of Cape Ann along Route 127 and follows branches of the Annisquam River to Grant Circle in Gloucester.

From the intersection of Routes 127 and 133 in Gloucester, the Byway proceeds northerly along Route 133 through Essex and into Ipswich, where it merges with Route 1A. It then follows Route 1A through Ipswich, Rowley, and Newbury, and into downtown Newburyport, continuing along Route 113 to Atkinson Common on High Street. An extension of the Byway continues from downtown Newburyport along Water Street to the northern tip of Plum Island and the Parker River National Wildlife Refuge in Newbury. A detailed description of the byway route in each community is provided in the Appendix.

REGIONAL CONTEXT

The Essex Coastal Scenic Byway passes through the communities of Lynn, Swampscott, Marblehead, Salem, Beverly, Manchester-by-the-Sea, Gloucester, Rockport, Essex, Ipswich, Rowley, Newbury, Newburyport.

Collectively, these thirteen communities hold a population of 291,300\(^3\) and range in size from three (Swampscott) to thirty-three and a half (Ipswich) square miles.

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Essex National Heritage Area

The entire Byway is located within the Essex National Heritage Area (Essex Heritage), designated by the U.S. Congress in 1996 to recognize the quantity and quality of the region’s historical, cultural and natural resources. These resources are categorized according to three nationally significant historical themes – Early Settlement (17th century), the Maritime Era (18th century), and the Industrial Revolution (19th century).

Occupying the northeast corner of the state, Essex Heritage abuts New Hampshire to the north and the Atlantic Ocean to the east. Incorporating all of Essex County, the region contains 34 cities and towns and a resident population of 750,000.

Merrimack Valley

The northern communities of Rowley, Newbury, and Newburyport are located in the lower Merrimack Valley region, defined by the watershed of the Merrimack River, which forms the northern borders of the City of Newburyport and the Town of Newbury. The three communities lie within the service area of the Merrimack Valley Planning Commission (MVPC). The Merrimack Valley sometimes is referred to as the “Crossroads of New England” due to the proximity to Interstates 93, 95, and 495 connecting to major population centers in New Hampshire and Maine, as well as Rhode Island and Massachusetts. Downtown Boston is just 30 to 40 minutes by car from any point in the Merrimack Valley.4

The lower Merrimack Valley region is predominantly coastal lowland and substantial portions are tidal marsh, estuary and barrier beach. Some of the more rural areas in the region, including Rowley and Newbury and portions of Newburyport, have significant remaining agricultural properties, and much of the region’s undeveloped land area remains forested. ⁵

**North Shore**

![Atlantic coastline, view from Preston Beach, Swampscott](image)

All the byway communities are part of the North Shore, loosely defined as the region along the Atlantic coast between the New Hampshire border and the City of Boston. The Metropolitan Area Planning Council, a public regional planning agency, groups nine of the byway communities (with the exception of Lynn) in a North Shore sub-region. Sharing a rich history, significant natural and scenic areas, and located close to Boston, the region is marketed as a tourism destination.

Intrinsic Qualities

This chapter has three clear objectives, consistent with the requirements of the National Scenic Byways Program. It identifies the intrinsic qualities along the Byway, describes the resources that contribute to these qualities, and evaluates the regional or national significance of these qualities.

While all of the byway communities have an extensive collection of remarkable historic and natural resources, the sites and properties highlighted in this section focus on those that directly abut or are visible from the byway route. Furthermore, the emphasis is placed on properties that are accessible to the general public. For the most part private properties were not noted unless they are an iconic landmark or have received recognition of significance (such as an individual listing on the Massachusetts or National Historic Register.)

**Defining Intrinsic Qualities**

*Intrinsic quality of a byway is determined by features that are considered representative, unique, irrereplaceable, or distinctly characteristic of an area.*

Byway Beginnings, 1999

Scenic byways are designated for one or more intrinsic qualities that have regional or national significance. The National Scenic Byways program has defined six categories of intrinsic qualities – archeological, cultural, historic, natural, recreational, and scenic. A byway’s intrinsic qualities are defined by the collection of resources – special places, landscapes, buildings and other features – that are located along the byway corridor and are immediately accessible or visible to travelers along the byway. These qualities establish the character of the byway, distinguish the byway from other roadways in the region and across the nation, and provide the context for the byway traveler’s experience.

A byway’s intrinsic qualities are the basis for creating a byway’s story – “the intentional, coordinated message that the byway conveys to visitors.” Once the resources are inventoried and the byway’s intrinsic qualities are identified, the separate elements will be pulled together into an engaging story that will serve as a unifying, coherent, and compelling message.

**Historical**

*Historic quality encompasses legacies of the past that are distinctly associated with physical elements of the landscape, whether natural or manmade, that are of such historic significance that they educate the viewer and stir an appreciation for the past.*

National Scenic Byways Program – Interim Policy, 1995

One key defining intrinsic quality of the Essex Coastal Scenic Byway is its historic quality. Byways that represent historic quality contain physical elements of the landscape, both natural and manmade, that are connected to specific historic events as well as broader movements that relate to the evolution of the American nation and society. Historic quality can be evident in buildings, settlement patterns, or other examples of human activity. A number of factors support historic quality as a defining intrinsic quality of the Essex Coastal Scenic Byway:

- The entire Byway is located in an area that has been designated as a National Heritage Area, acknowledging the quantity and quality of the region’s nationally-recognized historic resources.
- The historic resources create coherent stories (or themes) that connect all of the communities along the Byway.
- These historic resources possess integrity of location, design, setting, material, workmanship, feeling, and association.

The historic quality not only characterizes the region, but also ties together other intrinsic qualities that are represented within the byway corridor.

**Historical Theme**

The history of the Essex Coastal Scenic Byway region is defined by water. All of the communities along the Byway are coastal communities, bordering the Atlantic Ocean, and most have access to a major river and contain numerous lakes and

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ponds. These water bodies shaped the geography of the area and have steered the pattern of human settlement and economic development. Native Americans used the waterways for transportation as well as for fishing, and often settled in areas with access to water resources. Beginning in the First Contact Period, European settlers established themselves in the coves and harbors along the coast, creating some of the first permanent settlements in the nation. The founding and early settlement of New England in the 17th and 18th centuries is one of the historic themes identified by the National Park Service in studies of the region’s significance.7

The region’s relationship to its waterways was also a key part of the development of two defining periods in the nation’s history – maritime trade and the Industrial Revolution. International maritime trade as well as the related fishing and boat building industries thrived along the coast throughout the 18th century. As the maritime trade waned, the Industrial Revolution spurred the rise of manufacturing in the 19th century, replacing cottage-based industries.

The scenic coastline of the region attracted vacationers and stimulated a thriving summer community through the 19th century and into the 20th century. Summer residents built large summer estates along the rocky coast. This drove the need for additional train depots and created a new demand for services and housing for summer staff all of which further shaped the character of some of the byway villages.

_The story of the region illustrates how successive layers of history and developments shaped the region, exemplifying the ability and ingenuity of the settlers and early Americans in creating wealth and a distinctive way of life._

Essex National Heritage Area Plan, 1999

**Sub-Themes**

Within the Byway’s historical theme there are a number of sub-themes that relate to specific historical periods. These are discussed in more detail below:

- Founding and Early Settlement
- International Maritime Trade
- Manufacturing and Industry
- Summer and Art Communities

**Historical Sub-Theme: Founding and Early Settlement**

_It was Essex County where the Bay Colony began and a hardy people made history, even as they made a place for themselves in the New World._

Essex National Heritage Commission

Early European settlers arriving in the New World established settlements up and down the North Shore of Massachusetts. Along the coast, Gloucester (1623) and Salem (1626) were the first settlements. As new arrivals spread out along the coast, Manchester-by-the-Sea (1629), Lynn (1630), Ipswich (1633), Newbury (1635) and Rowley (1638) came into being.8 Other towns along the Byway were established when they split off from existing settlements, including Beverly and Marblehead (originally part of Salem), Essex (part of Ipswich), Newburyport (part of Newbury), Swampscott (part of Lynn), and Rockport (part of Gloucester). Many of these villages were connected to each other by ancient Indian trails, which, in time, became the roads along which much of the byway route travels today. Settlers in these communities were initially farmers and fishermen, making a living from the land and sea.

Over the next century, the economy of the coastal communities evolved to include ship building. Fishing continued to be an important mainstay, and Salem, Marblehead, Newbury, Beverly, and Gloucester began to develop into thriving trading ports.

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8 Dates refer to arrival of first settlers, not necessarily dates of incorporation.
First Period Architecture

This style is easily recognized by such features as a second floor "overhang," a steeply-pitched roofline and lean-to additions, a prominent central chimney, and asymmetrical casement windows.

Essex National Heritage Commission

The houses and other buildings constructed by the early settlers of Essex County have come to be known as First Period American architecture – constructed between 1626 and 1725. The continual pattern of human settlement in Essex County throughout this period and ongoing efforts to preserve these structures have resulted in the largest concentration of surviving First Period architecture in the country. In addition to individual sites located along the byway route, the following historic areas and districts hold concentrations of First Period architecture:

- Marblehead Historic District
  15 pre-1700 homes, 250 pre-Revolution structures.
- Pioneer Village, Salem
  Living history museum in Forest River Park (about a quarter of a mile off the Byway), Colonial Revival replications of 1630 style Massachusetts settlement.
- Ipswich
  Largest concentration of First Period houses in the country - 38 houses and an intact First Period streetscape are located within one mile of the Whipple House Museum (on the Byway at the South Village Green).
- Rigg's Corridor, Gloucester
  Located on the east and west side of Washington Street, the Rigg's corridor area consists of the Rigg's Pasture, which is roughly 33 acres, and two First Period houses, the Thomas Rigg's, Sr. house (circa 1640s) and the Thomas Rigg's, Jr. house (circa 1690s).

Common Areas and Public Open Spaces

The Early Settlement period was a tumultuous time. Armed conflicts involving Indians and English settlers persisted. By necessity and design, these original settlements were tightly knit and largely self-governing. The prominence of religion in the daily life of early settlers is reflected in the layout of many of the town and village centers along the Byway, producing a landscape that is considered quintessentially New England today. This pattern often included a church and/or meeting house located on a town common or village green surrounded by early houses. The common areas also have strong associations with military history, serving as training grounds for early militias.

Burial grounds and cemeteries are important elements of the region’s cultural heritage. They are often the oldest surviving remnants from the early years of a community and provide a historical record of the community through time.

Some areas along the Byway where these land uses are still evident include:

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9 Essex National Heritage Commission, Early Settlement Trail brochure.
In 1679, Elizabeth Morse was accused and tried for witchcraft in Newbury, MA. Despite the establishment of an Anglican Church in Boston in 1686, Puritanism continued to define the government structure and religious life of the early towns. The now famous witch trials of Salem in 1692 were not an isolated event in the region (or in the world). Newbury had a trial for witchcraft thirteen years before the trials in Salem. For the nation, the Salem trials (which actually occurred in Ipswich and Andover as well as Salem) represented a watershed event, marking the last major outbreak of persecutions of this kind in the western world. The witch trials are not only significant for what they reflect of the social and religious context of the early settlement of the nation, but also for the enduring fascination in popular culture with the paranoia and injustice that the events represent. Sites and museums along the Byway help to tell the history of the witch trials and their enduring legacy.

Old Graveyard in Essex and Oak Grove Cemetery in Gloucester

Religion and Politics

Despite the establishment of an Anglican Church in Boston in 1686, Puritanism continued to define the government structure and religious life of the early towns. The now famous witch trials of Salem in 1692 were not an isolated event in the region (or in the world). Newbury had a trial for witchcraft thirteen years before the trials in Salem. For the nation, the Salem trials (which actually occurred in Ipswich and Andover as well as Salem) represented a watershed event, marking the last major outbreak of persecutions of this kind in the western world. The witch trials are not only significant for what they reflect of the social and religious context of the early settlement of the nation, but also for the enduring fascination in popular culture with the paranoia and injustice that the events represent. Sites and museums along the Byway help to tell the history of the witch trials and their enduring legacy.

- **Salem Common (Washington Square)**
  A monument in the park commemorates this as the site where the National Guard began in 1637. It was set aside in perpetuity as a training ground for militia in 1714.

- **Lynch Memorial Park, Beverly**
  Originally known as Woodbury’s Point, during the Revolutionary War a fort was located here to protect Beverly Harbor.

- **Ipswich Town Greens**
  North Green, site of first meeting house (1634), and South Village Green, used as a training field for local militia. For many years the South Village Green also had a meeting house or church at its northern end.

- **Rowley Main Street**
  17th century houses, Town Common and training field, First Congregational Church.

- **Newbury High Road**
  Two commons – Upper and Lower Greens. Lower Green was the original center of the town and may have been the site of the first meeting house. Upper Green, opposite the Town Hall and near the First Parish Church and Burying Ground, was used for military training.

- **Bartlett Mall, Newburyport**
  Once used as a “Trayning Field” and assembly area for Revolutionary War militias, current location of the Superior Court House (1800) and “Frog Pond”.

- **Burial grounds and cemeteries**
  Located along the Byway in almost every byway community.

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In 1679, Elizabeth Morse was accused and tried for witchcraft in Newbury, MA.
Salem Witch Museum
Stage sets with life-size figures and a narration provide an overview of the Witch Trials of 1692.

Beverly
Several persons accused of witchcraft came from Beverly; Reverend John Hale (a prominent opponent of the witch trials) was minister here, and his house on Hale Street is now a museum.

Ipswich Meeting House Green
People accused of witchcraft were imprisoned here.

Newburyport Market Square
Displays a plaque marking the home of Elizabeth Morse (accused of witchcraft in 1679.)

Living Off the Land and Sea
Farming was difficult in the rocky soils of the coast. Those communities that were located further inland supplied the agricultural needs of the seaport towns. Land that is still in agricultural use abuts the Byway in the communities of Essex, Ipswich, Rowley, and Newbury.

Visible from portions of the Byway in Essex, Rowley and Newbury, the Great Marsh has been harvested since early settlement for wild hay and shellfish. Salt marsh hay provided fodder for cattle and was also used as insulation for houses, barns, and for roofing (as thatch). Ditches cut through the marsh to provide easier access for haying remain today.

You've seen pictures with the haystacks all over the marsh. Each one of those haystacks has 2 or 3 tons of hay on it ... Every spear of that grass was used. And people needed it. They banked their houses with it. They used it with bedding for their cattle.

Ruth Alexander, Rowley\textsuperscript{11}

Clamming has been an important part of the local economy since early settlement. Clams were bait for fishing and incorporated into food for livestock. After the clams were eaten or sold, the shells were often burned and the left over lime was used to make bricks. Some of the clam shacks that once dotted the coast can still be found today. Today a number of local restaurants along the Byway specialize in fried clams, and clamming in the mud flats of the Essex, Ipswich, and Annisquam rivers continues to support a local industry.

\textsuperscript{11} Voices of the Great Marsh, Eight Towns and the Bay.
Fishermen were the first Europeans to arrive on the New England coast, and fishing was the primary source of food and livelihood for most of the early settlements. Over the next century, fishing ports thrived in Marblehead, Beverly, Gloucester, Essex, and Newburyport. Today, the fishing industry is still a mainstay of the economy in Gloucester. Recreational fishing vessels have taken the place of commercial fishing operations in many of the other port communities along the Byway.

Some areas along the Byway where these land uses are still evident include:
- **Goose Cove, Gloucester**
  Clam flats visible on the east side of the Washington St causeway are actively clammed in season.
- **John Wise Avenue, Essex**
  The scenic farmland along the long flat stretch of Rte 133 in Essex has been farmed for centuries and are reminiscent of First Period and Second Period farmsteads.
- **Spencer Peirce Little Farm, Newbury**
  Extensive open fields surround the historic farmhouse and barn and a variety of events and activities are designed to demonstrate specific aspects of life on the farm.
- **Great Marsh, Plum Island Turnpike (Newbury) and Route 1A (Rowley)**
  Hay stacks and ditches cut through the marsh for haying are still visible today.

**Historical Sub-Theme: International Maritime Trade**
Throughout the 18th century, the coastal seaports developed a thriving international maritime trade in addition to the expanding shipbuilding and fishing industries. Evidence of the marine-based industries is found in many of the byway communities, including custom houses, warehouses, wharves and piers, schooners, boat yards, lighthouses, and historic homes built by sea captains and merchants.

**Trade with the Far East and the Atlantic Rim**
Until the 1850s, merchants and sea captains sailed from Salem, Marblehead, Beverly, Ipswich, and Newburyport along rich trade routes. They imported exotic goods that included spices, tea, coffee, cotton, and porcelain. Traces of this rich past are evident in these communities today in the Georgian and Federal architecture, custom houses, seaside forts, historic wharves and boatyards, tightly packed portside neighborhoods on narrow streets, and in museums exhibiting trade artifacts.
Some of the areas that exemplify the era of international trade include:

- **Marblehead Historic District**
  Merchant and ship builder mansions, dense and narrow portside streets, active sailing harbor.

- **National Park Service Visitor Center, Salem**
  Start of the Heritage Trail that passes many historic Salem sites, interpretive exhibits about the nearby Salem Maritime National Historic Site (along Derby Street) which includes buildings, relics, and wharves from the shipping trade.

- **Peabody Essex Museum, Salem**
  Founded in 1799 as the Salem East India Society, has a collection of "natural and artificial curiosities" collected by society members from their trading routes.

- **Manchester Village Historic District**
  Includes historic properties once owned by some of the 45 merchant sea captains who lived in Manchester and commanded ships that traded with Europe and the Far East.

- **Cushing House, Newburyport**
  Contains exhibits on the history of international trade, including documents, furniture and art work.

### Fishing and Shipbuilding

Starting as a fishing station in 1623, Gloucester became the nation’s largest fishing port in the 19th century and is still an active, working harbor. Fishing schooners from Gloucester that fished for cod, haddock, halibut, and mackerel were built in nearby Essex. Shipbuilding has occurred in Essex since the 1650s and the tradition continues today. Shipping vessels were also built on the Ipswich River in Ipswich and along the Merrimack River in Newburyport.

Some of the representative sites along the Byway include:

- **Fish House, Swampscoot**
  Oldest active municipally-owned fish house, used by fisherman to store gear and land their catch.

- **Fish Flake Hill Historic District, Beverly**
  This small waterfront neighborhood has historic connections to marine and fishing industries. The name is a reference to the fish flaking tables that were used to dry fish.

- **Harbor Loop off Rogers St, Gloucester**
  Gloucester Adventure Schooner, Gloucester Maritime Heritage Center, views of working waterfront.

- **Cape Ann Museum**
  Just north of the Byway in Gloucester downtown, the Museum’s fisheries and maritime galleries reflect Cape Ann’s preeminence in seafaring pursuits.

- **East Gloucester Square Historic District**
  Exemplifies the growth of local fisheries during the 19th and early 20th centuries, notable for its Greek Revival and Italianate style residential architecture and for its collection of intact maritime-related buildings along the waterfront.

- **Essex Shipbuilding Museum**
  Exhibits and the *Evelina Goulart* schooner.

- **Newburyport Waterfront Park**
  Views of the Merrimack River along which shipping vessels were built. Custom House Maritime Museum provides history of shipping industry. This is the birthplace of U.S. Coast Guard – monument (behind the museum) and active station (visible from the park).

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12 The first Revenue Cutter ship was launched in Newburyport in 1791, commissioned by President George Washington. This was the first of 10 vessels to serve in the country’s Revenue Cutter Service (precursor to the U.S. Coast Guard.)
Historical Sub-Theme: Manufacturing and Industry

The story of the Industrial Revolution in America – the conversion from cottage based industries to industrial manufacturing – played out along the byway corridor in the rise and prosperity of the textile and leather industries along with other industries. Harnessing the power of the region’s local rivers, mills, factories, and tanneries developed in Salem, Lynn, Beverly and Newburyport. The granite quarrying industry became well established in the Cape Ann economy in the 19th century. Immigrants flooded to these areas, and factory worker housing is still a defining architectural feature of many of the downtowns along the Byway.

- **Lynn Heritage Visitor Center and Lynn Museum**
  The Visitor Center provides information about Lynn’s prominence as a shoe manufacturing center and electronics pioneer. Exhibits show furniture, artwork and everyday objects through the 1800’s.

- **Manchester Village Historic District**
  The district includes a few commercial buildings associated with the days of cabinet making and furniture manufacturing, at one time mainstays of the Town’s economy.

- **Halibut Point State Park, Rockport**
  Once an active quarry pit, now filled in with water, traces of granite blocks scattered around the landscape, historical exhibits at visitor center. Dramatic views of the treacherous waters off Cape Ann and north to New Hampshire and Maine.

- **Flat Ledge Quarry / Granite Pier, Rockport**
  Collection of historic resources associated with the Flat Ledge Quarry and the larger Rockport granite industry.

- **Newburyport National Historic Register District**
  It contains former mill buildings and worker’s housing. Mills now are all converted to non-industrial uses.

Historical Sub-Theme: Summer and Art Communities

During the 19th century, the popularity of the area grew as a destination for vacationers. Some of the byway communities developed into the heart of the fashionable North Shore, where wealthy families spent the summer months. Initially summer visitors stayed in boarding houses or small cottages, but these were soon replaced with large hotels and lavish estates built by renowned architects with grounds designed by famous landscape architects. By the late 19th century, Marblehead became the second most important yachting and racing capital of the East Coast after New York. Railroad spur to Marblehead and then to Gloucester, completed in 1847, initially served seasonal visitors. Rail depots were added in Beverly Farms and Pride’s Crossing to be more convenient to the summer residents.

Another important historical influence that shaped the byway communities during the 19th century, was the rise of the land conservation movement and the development of the Metropolitan Park System. The Trustees of Reservations was formed in 1891 under the leadership of renowned conservationist and landscape architect, Charles Eliot. The organization was established “for the purposes of acquiring, holding, maintaining and opening to the public...beautiful and historic places...within the Commonwealth.”

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14 This photo is for exclusive use in the Corridor Management Plan and may not be copied without permission from Historic New England.
In 1893, Charles Eliot was also involved in the formation of the Metropolitan Park System that was designed to protect as public property large tracts of open space located on the edges of developed areas; the shores of rivers and beaches, marshes and hills. Today, the system (now under the jurisdiction of the Division of Urban Parks and Recreation) extends from King’s Beach in Swampscott on the north to the Blue Hills Reservation in the south; from the Boston Harbor Islands in the east to the Elm Bank Reservation in Dover to the west. The park system was widely recognized as a model for other urban parks around the nation during the 20th century.

As the era of the grand estates came to a close, the expense of maintaining the large properties became unmanageable. Although many of the estates were subdivided and developed, a few properties were converted to public parkland and remain today as municipally-owned parks.

Some of the places that illustrate this era of the North Shore’s history include:

- Lynn Shore Reservation, Lynn and Swampscott
  The state acquired private properties along the coast in the early 1900’s in order to create the Lynn Shore Reservation. Many buildings were removed in order to assure public access, protect important natural features and provide open space.

- Diamond District, Lynn
  It emerged at the turn of the 20th century as an upper class neighborhood of suburban houses on large lots along the shore.

- Humphrey Street, Swampscott
  From the mid to late 19th century into the early 20th century, boarding houses and hotels built to accommodate summer residents lined this street. Henry Wadsworth Longfellow reportedly wrote his poem “The Cliff” from the Cliff House which at one time stood along Humphrey Street overlooking the water.

- Marblehead Neck
  Visible from Marblehead downtown and accessed by a causeway, the Neck has many large estates (old and new) as well as a number of yacht clubs.

- Lynch Memorial Park, Beverly
  Formerly part of the gardens of the Evan’s estate (once a summer destination of President Taft).

- Beverly Farms and Pride’s Crossing, Beverly
  These small villages along the rail line historically provided services and housing for staff to serve the large estates of
summer residents. Two campuses located along the byway route, Endicott College and the Landmark School, have converted some of the former grand estate properties to academic buildings and residences.

- **Manchester Village Historic District and Manchester Harbor**
  Manchester’s attraction as a summer destination for the wealthy is reflected in some of the fine homes constructed during this period in the downtown area as well as the commercial buildings containing stores and specialty shops to service the summer visitors. Manchester Harbor is still a popular destination for yachters.

- **Beauport, Sleeper-McCann House, Gloucester**
  Built in 1907, the summer home of one of America’s first professional interior designers, Henry Davis Sleeper.

During this period artists discovered Rockport and Gloucester and other coastal communities, establishing their own residential neighborhoods and creating images that further popularized the area.

- **Fitz Henry (Hugh) Lane House, Gloucester**
  Located on the Harbor Loop is the former home and studio of renowned 19th Century luminist painter Fitz Henry (Hugh) Lane.

- **Rocky Neck Art Colony, East Gloucester**
  Regarded by many to be “America’s Oldest Working Art Colony,” the artists’ enclave at Rocky Neck (1850 to 1950) attracted a number of important Realist painters.

- **Motif #1, Rockport**
  Considered America’s most painted building, dark red shack on Bearskin Neck wharf.

- **Cox Reservation, Essex**
  Built in 1785, it is the former home and studio of renowned muralist Allyn Cox and now serves as the headquarters for the Essex County Greenbelt Association. The property’s inspiring scenery is often a subject for landscape painters.

- **Salt marshes in Essex, Rowley, Newbury**
  Popular subject of landscape painters (both amateurs and world renowned), including Martin Johnson Heade.

![Sunlight and Shadow, The Newbury Marshes (c. 1871-1875) by Martin Johnson Heade](image)

### Nationally and Locally Recognized Historic Places and Sites

#### National Register

The National Register of Historic Places (National Register) is the official list of the Nation’s historic places worthy of preservation. Administered by the Secretary of the Interior and maintained by the National Park Service through the Massachusetts Historical Commission, the list includes individual buildings, sites, structures, objects, and districts that have been determined either to be locally, regionally, or nationally significant as they relate to American history, architecture, archaeology, engineering and culture. Being listed does not guarantee protection, which is the prerogative of the local community or property owner.
There are over 7,200 properties included on the National Register that are located along the Byway. Properties may be listed individually, as a contributing resource to a multi-property or thematic listing (NR), or as a district (NRD). Many of the byway communities have properties associated with a thematic National Register listing -- First Period Buildings of Eastern Massachusetts, Lighthouses of Massachusetts, Diners of Massachusetts, and Metropolitan Parks System.

In certain cases the Secretary of the Interior designates nationally significant historic places as National Historic Landmarks (NHL) because they possess exceptional value or quality in illustrating or interpreting the heritage of the United States. Of the fewer than 2,500 historic places across the U.S. that bear this national distinction, 11 are located along the Byway.

**Local Historic Districts and Sites**

In accordance with the policies and criteria established by the federal National Scenic Byway Program, designation of a route as a National Scenic Byway requires the presence of intrinsic qualities that are significant at the national or regional (i.e. multi-state) level. Although many local historic resources do not meet this threshold of significance, they are nonetheless important for establishing a context for the Byway and contribute to the byway traveler’s overall experience. Therefore, in addition to recognizing those resources that help qualify a route for national designation, it is important that planning and management of the Byway also consider how locally significant resources play an important and supporting role.

Collectively, the individual sites -- historic houses, commercial buildings, mill and factory complexes, farms, churches, cemeteries -- of the Essex National Heritage Area provide the context within which the historical development of the region may be understood. So, while travelers may not travel to Essex County to visit an individual historic resource, their presence (and preservation) reinforce the nationally significant historic themes represented in the region.

**Local Historic Districts**

The General Laws of Massachusetts (M.G.L. Chapter 40C - Historic Districts) provide for the local adoption of bylaws establishing local historic districts. Established by a two-thirds majority city council or town meeting vote and administered by a local historic district commission, local historic districts are special areas within a community where the distinctive characteristics of buildings and places are preserved and protected. The Appendix contains a list of National Register properties and Local Historic Districts along the Essex Coastal Scenic Byway.

There are also ongoing efforts in many of the byway communities to add more of the local historic sites and buildings to the Massachusetts and National Registers of Historic Places.
Cultural

*Cultural quality is evidence and expressions of the customs or traditions of a distinct group of people.*

National Scenic Byways Program – Interim Policy, 1995

Although the byway region offers a number of cultural attractions and events, these do not collectively represent “customs or traditions of a distinct group of people.” Therefore, although cultural activities including music, theatre, and art contribute to the visitor experience and have the potential to attract visitors to the byway region, culture plays more of a supporting role to the other defining intrinsic qualities of the Byway. The sub-themes described below consider two traditions that are part of the region’s history that are still carried on today.

**Cultural Quality: Local Trades**

Fishing, boatbuilding, and farming though no longer major industries in the region, are still practiced in the byway communities. These trades, whose tools and traditions are passed along from one generation to the next, have been a part of life in the region since the first settlements were established along the coast. These trades still contribute to the character and sense of place shared by residents and experienced by byway travelers. Farmers markets and farm stands are prevalent in many of the byway communities. Fishing boats can be found in many of the thriving port communities, and the fishing industry is still a primary part of Gloucester’s local economy. Two centuries of shipbuilding tradition is represented in the H.A. Burnham Shipyard in Essex.

**Cultural Quality: Visual Arts**

The area’s landscapes have inspired many artists over the years, and local artists are well-represented in galleries and studios all along the byway route. There are also a number of locations with outdoor art and sculpture. The community of visual artists that exists today traces its roots to the rise in popularity of the region for artists in the 19th and 20th century – corresponding with the appeal of the region as a summer destination. The visual arts in the byway region have been influenced by the plein d’air movement that began in the 1870s and took inspiration from the dramatic natural scenery. Plein d’air painting (along with a variety of other media) is still common along the Byway, and the Rocky Neck Art Colony provides a connection between the local artists of today and the enduring legacy of the visual arts beginning in the mid-1800s.
Natural

Natural quality applies to those features in the visual environment that are in a relatively undisturbed state. These features predate the arrival of human populations and may include geological formations, fossils, landform, water bodies, vegetation and wildlife. There may be evidence of human activity, but the natural features reveal minimal disturbances.

National Scenic Byways Program – Interim Policy, 1995

The fascinating interface of land and sea characterizes the north shore communities of Massachusetts and provides an abundance of natural resources and distinctive landscapes that are the context for the Essex Coastal Scenic Byway.

The geological development of these landscapes has been documented from over 120,000 years ago when ice began to accumulate in northern Canada to form the Laurentide ice sheet. At its largest size, around 21,000 years ago, the ice sheet stretched to cover most of Canada and the northern United States. The advancing and retreating glacier dug lakes and river beds and left glacial till deposited across the landscape of New England. This glacial till, formed beneath and within glaciers as rocks are carried and ground up by the flowing ice, has grain sizes that range from boulders to clay and, in New England, is usually found resting directly upon bedrock. Along the Byway’s many low-lying areas, glacial-marine sediments composed of silt and clay were deposited as the ice sheet melted. Subsequent tidal flooding in these marine inlets continued bringing in sediment and sea detritus helping to build the foundation for today’s abundant salt marshes.

The variety of flora that established along the New England coast after the glaciers retreated was in response to the low land deposits enhanced with nutrients from the sea and the predominant thin and rocky deposits left on the uplands. Enriched by thousands of years of accumulated organic matter and a moderated temperate climate, today’s marshes and forests create a blanket of green in the summer and a changing pallet of yellows, oranges, reds and browns in the fall. The winters grace the landscape with a starkness that reveals changes in vegetative cover and landscape form and highlight the prevalence and beauty of the region’s waters.
**Natural Quality: Water Resources**

*Estuaries*

Estuaries are found along the entire length of the Byway and represent some of the area’s most distinctive landscapes. An estuary is a partially enclosed body of water where freshwater from rivers and streams meet and mix with saltwater before emptying into the ocean. These sheltered waters are host to unique communities of plants and animals particularly adapted to its specific characteristics and are among the most productive ecosystems on earth.

Estuaries support and interface with a variety of habitats including shallow open waters, freshwater and salt marshes, swamps, sandy beaches, mud flats, and tidal pools providing homes to a rich and diverse population of specialized plants and wildlife. Inhabitants include small mammals, reptiles, shore and sea birds, fish, shellfish including crabs, lobsters, clams, and shrimp, worms and other marine organisms.

In addition to supporting critical habitat for wildlife, estuaries provide opportunities for recreation including boating, fishing, swimming, and wildlife viewing, education, and industry such as shellfishing and tourism.

Byway estuaries are found alongside and within marshes, bays, and rivers including Forest River in Marblehead and Salem, the Annisquam in Gloucester, Essex River along the causeway in Essex, and throughout the expansive marshes of the Parker and Ipswich rivers within Ipswich, Rowley, Newbury and Newburyport.

*Salt Marshes*

While salt marshes do not in themselves provide land for recreation, they are a critical component of the estuary ecosystem that supports educational programs and wildlife viewing opportunities and contribute to the tourism industry. Marshes are also peaceful and beautiful landscapes that people like to experience and live near, creating pressure for residential development at their edges.

Byway travelers can enjoy expansive salt marsh views in Gloucester as they travel along the Annisquam River on Route 127, in Essex as they cross the causeway, in Rowley along Route 1A, in Newbury as they cross the Parker River, and along the Plum Island Turnpike in Newbury and Newburyport.
The Great Marsh

The salt marshes along the Byway are part of the Great Marsh, the largest salt marsh in New England, with over 25,000 acres of marsh, barrier beach, tidal river, estuary, mudflat and upland islands that reach from Salisbury, just north of the Byway, to Gloucester. The significance of the Great Marsh was recognized in 1979 when a portion was designated by the state as the Parker River/Essex Bay Area of Critical Environmental Concern (now the Great Marsh ACEC.) Areas of Critical Environmental Concern (ACECs) are places in Massachusetts that receive special recognition because of the quality, uniqueness and significance of their natural and cultural resources. The purpose of the program is to create a framework for citizens, communities, and agencies to work together to ensure the long-term preservation and management of the area. Projects within an ACEC that are subject to state jurisdiction or regulation, require a state permit or are funded by a state agency and are reviewed with close scrutiny to avoid or minimize adverse environmental impacts.

The Massachusetts Audubon Society also designated the Great Marsh as an Important Bird Area. To qualify as an IBA an area must regularly hold significant numbers of an endangered species; attract large numbers of breeding, wintering, or migratory species; contain assemblages of species characteristic of a unique habitat, or habitats containing species with a high conservation priority in the state; or be important for its long-term research or educational value.

Mud Flats

Mudflats are frequently found along the estuaries and salt marshes of the Byway and, while connected to each, they possess several unique characteristics that separate them from these other marine communities. Mudflats occur in well-protected estuaries where fine particles settle out of the water column, forming a soft, silt base. Mudflats are almost continually under water, and even at low tide remain moist. These areas are home to many organisms including algae, worms, snails, clams and crabs. Other wildlife use the mudflats as feeding grounds. A number of mudflats along the Essex Coastal Scenic Byway are open to recreational and commercial clamming. Mud flats are particularly visible from the byway route along the Annisquam River in Gloucester.

Sandy Beaches

Sandy beaches are scattered along the northern coastline of Massachusetts with many on or within easy access from the Essex Coastal Scenic Byway.
Beaches are more than just a place for sunbathers and swimmers. In fact, hundreds of living species (practically invisible to the casual observer) live buried in the sand. Beach inhabitants come from all major groups in the food web: decomposers such as bacteria and fungi; plants, primarily algae; filter-feeding organisms including clams; scavengers such as crabs and seagulls; and predators. The surf zones of sandy beaches are important nurseries and feeding grounds for fish that rely on the smaller invertebrates for nourishment. Beaches also provide essential habitats for sea and shore birds, as well as turtles.16

While beaches may seem static to those who visit occasionally, in fact they are dynamic, changing with the waves and wind. Waves move sand each time they break along the shore; changes in the size and the direction of the waves increases or decreases the intensity of this movement. A great deal of planning, energy and resources are expended on understanding and protecting these rigorous, yet fragile ecosystems that are such an important resource to the region.

![Fisherman’s Beach in Swampscott](image)

Beaches immediately visible along the Byway include Lynn Shore Reservation in Lynn, Kings Beach in Swampscott, and Back and Front Beaches in Rockport. A listing of public beaches can be found in the Appendix.

**Rivers and Creeks**

An extensive network of rivers and creeks can be viewed and accessed along the Essex Coastal Scenic Byway. These water bodies have been transportation corridors, industrial sites and water and food sources throughout history. Today they are still home to numerous fish, bird and other wildlife. They provide a variety of recreational and educational opportunities and continue to support local economies through fishing, shellfishing, and tourism. Below are descriptions of some of the major rivers visible and/or accessible from the Byway.

**Danvers River**

The Danvers River is one of two rivers along the Byway that is tidal for its entire length, qualifying it as an estuary as well as a river. It receives flows from the Bass, Porter, Crane, Waters, and North rivers and discharges into Beverly Harbor near the Route 1A Bridge between Salem and Beverly. This river system drains highly urbanized sections of Salem, Peabody, Danvers and Beverly and is home to multiple marinas. The Danvers River Estuary is rated a Class SB water and is relatively shallow with a large intertidal area and a high flushing rate; approximately 70 percent of the total water volume is exchanged with each tide cycle. Class SB waters support fish, aquatic life and other wildlife, are considered suitable for primary (swimming) and secondary (boating) contact, and should support conditional shellfish harvesting.

**Annisquam River**

Like Danvers River, but unlike the other rivers along the Byway, the Annisquam River is tidal, connecting the Ipswich Bay on the north shore of Gloucester to Gloucester Harbor on the south. This four and a half mile navigable waterway is bracketed by extensive salt marshes offering exceptional views to byway travelers. The Annisquam is a unique river, open to the

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ocean at either end and is an outstanding ecological resource that also offers opportunities for recreation, education, and navigation.

**Essex River**
The Essex River is located solely within the Town of Essex. Fed from Chebacco Lake via Alewife Brook, it widens at the town’s causeway and ultimately empties into Ipswich Bay. The river’s estuaries are connected to the Great Marsh and provide a rich combination of vital habitat for fish and wildlife and recreational opportunities. The tidal waters of the Essex River are designated as Class SA, in recognition of their excellent habitat for fish, other aquatic life and wildlife, and for primary and secondary contact recreation. Recent changes in the Town’s sewer system that allowed homes with private systems to connect to a public system have made dramatic improvements to the water quality of the Essex River, permitting the state to declare Essex Bay clam flats open to shellfishing.

**Ipswich River**
The Ipswich River winds over forty miles from its headwaters in Wilmington and Burlington, MA to Plum Island Sound and the Atlantic Ocean, and is fed by a 155 square mile watershed. The dam at Ipswich town center marks the change from fresh to tidal waters. The Ipswich River has served as an important transportation corridor and has provided fishing and shell fishing grounds since pre-colonial times. With colonization, the Ipswich River powered shipbuilding, sawmills, tanneries and textile mills. Today it is an important ecological, recreational and educational resource with its estuary part of the Great Marsh. The river’s watershed provides drinking water to over 330,000 residents and businesses in northeastern Massachusetts. Extensive pumping of water from the Ipswich River and its surrounding ground waters, combined with increasing amounts of impervious surfaces within the watershed, have seriously degraded the Ipswich, resulting in a designation of “highly stressed” by the Massachusetts Water Resources Commission. It has been designated by American Rivers as the third most endangered river in the nation. While the river’s headwaters are the most impacted, the entire river system is at risk.  

**Parker River**
The Parker River originates in West Boxford and meanders about twenty-one miles through a rolling landscape before emptying into Plum Island Sound at the Parker River National Wildlife Refuge. It has a total drainage area of approximately eighty-two square miles and feeds approximately nine major tributaries. The freshwaters of the Parker River have been designated as Class B: habitat for fish, other aquatic life and wildlife, and for primary and secondary contact recreation. Marine waters of the river are Class SA: excellent habitat for fish, other aquatic life and wildlife, and for primary and secondary contact recreation. In addition, the MA Department of Environmental Protection has further classified the tidal portion of the Parker River and tributaries as open shellfishing waters. This additional classification imparts more stringent regulation and protection to the waters.  

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17 Ipswich River Watershed, Restoration of the Ipswich River Watershed – An Approach to Enhance the Use of Low-Impact Development Techniques and Conservation within Market-Based Trading Programs, Massachusetts Department of Conservation and Recreation, 2004
18 Parker River Watershed, Year 3 Watershed Assessment Report, Massachusetts Watershed Initiative, Massachusetts Executive Office of Environmental Affairs, 2002
Merrimack River

The Merrimack River originates in northern New Hampshire and flows one hundred ten miles before emptying into the Atlantic at Newburyport, the northern anchor community of the Essex Coastal Scenic Byway. The Merrimack River watershed extends over 5,000 square miles and the river itself is the second largest surface drinking water source in New England, serving more than 300,000 people. The Merrimack River in Massachusetts is designated as a Class B warm water fishery from the New Hampshire state border to Haverhill. Within its tidal waters (Haverhill to Newburyport), the Merrimack is classified as a Class SB river. Class B waters are expected to support fish, aquatic life and other wildlife, as well as be suitable for primary (swimming) and secondary (boating) contact. Class SB waters should also support conditional shellfish harvesting.\(^\text{19}\)

Natural Quality: Forested Uplands

Portions of the Byway that travel away from the coast pass through upland forests, many of which are part of conservation areas and other protected open spaces. Although undeveloped, most of these lands show traces of human activity in what has been left behind. Much of the byway region was once forested and managed by American Indians then de-forested by European settlers who cleared the land to farm then, beginning in the industrial era, gradually farmland and pasture was abandoned and the forest came back. Stone walls and old apple trees can be found in many forested areas that were once fields and pastures.

Natural Quality: Wildlife

The rich diversity of landscapes along the Essex Coastal Scenic Byway creates a mosaic of habitats for hundreds of species of birds, and a large variety of mammals, fish, shellfish, amphibians and reptiles. From the cold waters of the Atlantic Ocean to the tranquil estuaries and marshlands to the upland farmland and forests, wildlife find nourishment and shelter to sustain them.

Hundreds of species of birds are native to or migrate through the area of the Byway; over three hundred have been identified within the Parker River National Wildlife Refuge alone. Species of note include the bald eagle, the federally listed piping plover (threatened) and peregrine falcon (endangered) and the state listed species common tern (species of concern), northern harrier (threatened) and least tern (species of concern).\(^\text{20}\)

During the spring and fall migrations thousands of birds move through the area along the Byway. The migrant land birds seek sanctuary and food on coastal thickets. In mid-May, it is not unusual to see fifteen to twenty species of warblers. During spring and summer, large numbers of waterfowl, herons, egrets and land birds nest and feed in the region’s extensive salt marshes. During fall, huge numbers of shorebirds pass through the area en route from their Arctic nesting grounds to Central and South America. These birds stop to rest and feed on the mud flats and salt meadows of the marine estuaries. The shorebirds are joined by vast numbers of land birds that are likewise in transit to their southern wintering grounds. During the winter, large flocks of loons, grebes, and ducks seek the ice-free waters of the rivers for shelter and food. Snowy owls and rough-legged hawks, species closely associated with northern latitudes, are annual visitors to the area. The diversity and numbers of birds found throughout the seasons make the byway region a nationally recognized bird watching destination.

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\(^{20}\) Federally-listed refers to species included on the National Endangered Species List, state-listed refers to species listed on the Massachusetts list. "Endangered" (E) species are native species in danger of extinction throughout all or part of their range, or which are in danger of extirpation. "Threatened" (T) species are native species which are likely to become endangered in the foreseeable future. "Special concern" (SC) species are native species which have suffered a decline that could threaten the species if allowed to continue unchecked, or which occur in such small numbers or with such restricted distribution or specialized habitat requirements that they could easily become threatened.
Important Bird Species found along the Byway (USGS Bird Checklist)

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<tr>
<td>American Black Duck</td>
<td>Brown Thrasher</td>
<td>Nelson’s Sharp-tailed</td>
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<tr>
<td>American Kestrel</td>
<td>Eastern Kingbird</td>
<td>Sparrow</td>
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<tr>
<td>American Redstart</td>
<td>Green-winged Teal</td>
<td>Purple Martin</td>
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<tr>
<td>Bald Eagle</td>
<td>Hudsonian Godwit</td>
<td>Saltmarsh Sharp-tailed</td>
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<tr>
<td>Black-bellied Plover</td>
<td>Lesser Yellowlegs</td>
<td>Sparrw</td>
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<tr>
<td>Black-throated Green Warbler</td>
<td>Long-billed Dowitcher</td>
<td>Sanderling</td>
</tr>
<tr>
<td>Bonaparte’s Gull</td>
<td>Magnolia Warbler</td>
<td>Semipalmated Sandpiper</td>
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</table>

The designation of Important Bird Areas (IBA) by Mass Audubon is an indication of the number and importance of birds using these sites. An IBA is a site that provides essential habitat to one or more species of breeding, wintering, and/or migrating birds. Three IBAs exist along the Byway: The Great Marsh, The Rockport Headlands and Inshore Waters, and Eastern Point in Gloucester.

Fish represent another classification of wildlife prevalent along the Byway. Fish living in the rivers, streams, estuaries and bays accessible from the Byway are primarily anadromous and salt-water species. Anadromous, or migratory fish, hatch in fresh water, migrate to the sea to grow and then return as adults to fresh water to spawn. Anadromous species typical to Massachusetts include smelt, sea lamprey, American shad, sturgeon, river herring and striped bass. Sturgeon and Atlantic salmon are state listed species. Atlantic salmon, once native to Massachusetts, were driven to extinction around 1800. A restoration effort by Mass Wildlife and the US Fish and Wildlife Service is attempting to restore the Atlantic salmon to the Merrimack River. Restoration efforts include habitat protection, fish passage, research, hatchery production and stocking.

Commonly caught salt-water species found in estuaries and bays include juvenile bluefish, mackerel, pollock, striped bass, tautog, and winter flounder. Shellfish prevalent along the Byway include soft-shelled clams, blue mussels, razor clams, surf clams, and ocean quahogs. Oysters and scallops are also found, though in lesser amounts.

Protected and Accessible Natural Sites

The Essex Coastal Scenic Byway offers both visual and/or physical access to all of the natural resources discussed above. A great many of the sites protecting these resources are publicly owned lands managed for conservation and recreation. Others are owned by agencies dedicated to the preservation of the site’s habitat or wildlife species. The following inventory of the Byway’s protected and accessible sites helps to show the depth and significance of the area’s natural resources. These are included on the Byway Resource Maps and more details about these properties are included in the Appendix.

Federal Lands

- Parker River National Wildlife Refuge (Ipswich, Rowley, Newbury, Newburyport)

State Lands

- Lynn Heritage State Park (Lynn)
- Lynn Shore Reservation (Lynn, Swampscott)
- Halibut Point State Park and Reservation (Rockport)
- Sandy Point State Reservation

Municipal Holdings

- Forest River Conservation Area and Environs (Marblehead and Salem)
- Powder House Hill Reservation (Manchester-by-the-Sea)
- Cape Pond Reservoir (Rockport)
- Gloucester Watershed Lands (Gloucester and Rockport)
- Delamater Sanctuary and Waring Field (Rockport)
- Dow Brook Conservation Area (Ipswich)
- Ipswich Watershed Lands (Ipswich)
- Beaches

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21 Glenn Casey, Massachusetts, Division of Marine Fisheries, Annisquam River Marine Fisheries Station.
Landings

*Holdings of Nonprofit Conservation Organizations*

- Coolidge Reservation (Manchester-by-the-Sea)
- Normans Woe Wildlife Sanctuary (Gloucester)
- Ravenswood Park (Gloucester)
- Eastern Point Wildlife Sanctuary (Gloucester)
- Seine Field (Gloucester)
- Goose Cove Reservation (Gloucester)
- Thompson Street Reservation (Gloucester)
- Cox Reservation (Essex)
- Stavros Reservation (Essex)
- Rowley River Salt Marsh (Rowley)
- Old Town Hill (Newbury)
- Joppa Flats Education Center and Wildlife Sanctuary (Newburyport)
Recreational

Recreational quality involves outdoor recreational activities directly associated with and dependent upon the natural and cultural elements of the corridor’s landscape. The recreational activities provide opportunities for active and passive recreational experiences. Driving the road itself may qualify. The recreational activities may be seasonal, but the quality and importance of the recreational activities as seasonal operations must be well recognized. 

National Scenic Byways Program – Interim Policy, 1995

The Essex Coastal Scenic Byway corridor’s natural resources support a host of outdoor recreational activities. The beautiful and fascinating landscapes of the corridor invite byway travelers to experience it actively and intimately through hiking, swimming, bicycling, paddling and boating. The wildlife of the region also supports birding, fishing and hunting.

The recreational capacities of the region are reinforced by the growing number of services, clubs, and facilities catering to the outdoor recreation enthusiast. Kayak and canoe rentals and paddling outfitters are abundant from Lynn to Newburyport. Fishing tours and whale watch expeditions offer opportunities in multiple byway communities. There are bicycle trails and clubs catering to both on and off road cyclists. Birdwatchers can find locations to engage in their passion along the entire corridor and find guidance and services at the many refuges, sanctuaries and commercial businesses that support the industry. While accessible but only minimally visible from the Byway, beaches are perhaps the most dramatic setting for recreation along the Essex Coastal Scenic Byway’s corridor and offer opportunities for swimming, sun bathing, picnicking, and strolling. Over twenty public beaches exist along or in very close proximity to the Byway.

The byway corridor provides settings for both active and informal (sometimes referred to as passive) recreational pursuits. The following list is not intended to be a comprehensive accounting of all the recreational activities that occur along the Byway, but rather highlights those that are most visible and contribute the most to the character and economic vitality of the corridor’s communities.

Recreational Quality: Bird and Wildlife Viewing

With over four hundred species of birds living or passing through Essex County, the area in and around the Byway is a premier, year-round, bird-watching haven enthralling local enthusiasts and drawing birders from across the country and beyond. The rivers, estuaries, marshes, dunes and sandy beaches create habitats for a large diversity of shorebirds, while the rocky coast along Cape Ann provides both habitat and observatories for birds of the sea. Completing the matrix are the forested landscapes and upland meadows sustaining songbirds and raptors. A few destinations close to the byway corridor are well-known birding spots, more information about these locations is included in Chapter 4. The popularity of birding along the North Shore is highlighted by events as well as by preserved and protected environments. These are discussed in Chapter 4.

Recreational Quality: Paddling and Boating

Canoeing and kayaking, together known as paddling, as well as other types of recreational boating, are popular three season activities for outdoor enthusiasts that can be enjoyed along the entirety of the Byway and within every byway community. These activities provide unlimited opportunities for byway travelers to experience the natural beauty and resources of the area up close.

Paddlers enjoy a diversity of waterways -- including freshwater rivers and creeks, estuaries, protected bays, and the open sea. The hundreds of miles of waterways accessible to the paddler from the Byway vary with the tides. Motorized recreational boating and sailing are enjoyed on the larger rivers and the open coastal waters from Newburyport to Lynn and provide a major economic benefit to the region. Water access sites are included on the Byway Resources Maps and a list of included in the Appendix.

Kayaks at Bearskin Neck in Rockport
Recreational Quality: Walking and Hiking
Exploring the landscape on foot is a popular recreational activity that can be enjoyed by nearly all ages and skill levels. The landscapes along the Byway -- from beaches to forests to fields -- offer opportunities for travelers to take in the scenic beauty of the Byway’s natural and historic resources and to experience these resources up close. Hiking, walking, and strolling are welcome activities at public parks as well as many of the conservation areas, reserves, refuges, and beaches as well as within village, town and city centers where cultural resources and traveler services are prevalent. Exploring the Byway and its many resources by foot offers a memorable and unique experience. Each community along the Byway offers multiple hiking, walking, or strolling options, more detail on these opportunities is provided in Chapter 4.

Recreational Quality: Bicycling
Both on- and off-road bicycling are alternative ways to experience the diverse qualities of the Byway. On-road bicycling is enjoyed (by varying skill levels) along the entire byway corridor. There are dedicated or striped bike lanes within a limited number of communities and paved road shoulders providing acceptable ways in others. Ten existing or proposed multipurpose trails and bike paths cross or parallel the Byway. Location of bikeways and recreational trails is provided on the Bikes and Trails Map and more information about the trails is provided in Chapter 4.

Recreational Quality: Fishing and Hunting
Fishing and hunting attract enthusiasts along the corridor, within its waterways, marshes and woodlands. Saltwater recreational fishing is the most extensive of these wildlife harvesting pursuits along the Byway, with large numbers of anglers plying the waters of the coastal rivers, inlets, bays and open ocean. Shore fishing is a popular pastime along the entire coast and along the Byway on numerous public beaches. Off-shore fishing takes place in the full range of water craft from canoes and dories to tournament and commercial scale fishing boats. Non-commercial shellfishing is a popular activity along the Annisquam and Upper Little rivers in Gloucester, the Essex River in Essex and the Ipswich River in Ipswich. Hunting for waterfowl is allowed within the Parker River NWR with certain restrictions. A primary waterfowl hunting site lies within the Parker River Wildlife Refuge with road access from the Byway on Route 1A and water access from the Parker River in Rowley.

Recreational Quality: Swimming
Swimming and sunbathing are synonymous with beaches, which abound along the Byway. While the season is limited primarily to the months of June through August, thousands of visitors seek the beaches of the North Shore each season, filling beach homes, hotels, inns and campgrounds. Lynn, Swampscott, Salem, Beverly, Manchester-by-the-Sea, Gloucester, Rockport, Newbury, and Newburyport all boast beautiful beaches directly accessible from the Byway. Beaches are included on the Byway Resources Maps and details about access and use policies are included in the Appendix.
SCENIC

Scenic quality is the heightened visual experience derived from the view of natural and manmade elements of the visual environment of the scenic byway corridor. The characteristics of the landscape are strikingly distinct and offer a pleasing and most memorable visual experience. All elements of the landscape—landform, water, vegetation, and manmade development—contribute to the quality of the corridor’s visual environment. Everything present is in harmony and shares in the intrinsic qualities.

National Scenic Byways Program – Interim Policy, 1995

The Essex Coastal Scenic Byway passes through landscapes of great variety and complexity. The eighty-five mile corridor has a common backdrop of visual harmony in terms of integrity, scale, and order. These characteristics can be attributed in part to traditional building practices that worked with the land. The foundation of this diversity lies in the early colonization of the coast and the corresponding land use patterns that unfolded as Americans sought to make a living from where the land and water meet.

The byway corridor winds through landscapes with distinct and strikingly different characteristics expressed in water bodies, landforms, and architecture. Some roadway sections (such as in Newburyport and Marblehead) are tightly framed by mature street trees behind which stand buildings of granite, brick, or clapboard, set behind intricate fences, fronting on brick or cobblestone sidewalks. The buildings are oriented closely to the street and laid out around or near the once active working waterfords of these historic maritime communities. The urban downtowns in Salem and Lynn contain the multi-storied mills and factory buildings that are evidence of the region’s industrial past. The small village centers that are found all along the byway corridor are less structured, with houses, barns, corner stores and shops intermixed, often at odd angles to each other.

The Byway also contains rural segments in Newbury, Rowley, Ipswich and Essex. The agrarian past of these communities is represented in the rolling cropland, pastures and fields, defined by woodlots, or stacked stone walls.

Perhaps equally as important as the architecture and working landscapes that define the corridor is the most consistent scenic element: water. The roadway follows the varied terrain of the coast, from wide flat expanses to hills and lowlands, from broad and straight to narrow and winding. The road’s historic path connected one village to another and town centers to the sea. How the water and the roadway meet holds great visual interest – glimpses of brooks and wetlands as the road travels over culverts, grand views from bridges over tidal and freshwater rivers, expansive views of the salt marshes, and the coastal and harbor vistas of the open ocean.

Scenic Quality: The Byway Experience

From north to south, a traveler on the Byway leaves historic Newburyport with its tree lined streets and cobblestone squares framed by three story brick market buildings to find small colonial era working farms and open pastoral landscapes framed with stone walls with large tracts of undeveloped woodlands and wide open expanses of marshland. These visual sequences shift as one travels south, where one encounters more small villages and towns, each almost imperceptibly larger than the last. Each collection of buildings becomes more permanent in appearance as single floor wood frame structures give way to two and three story brick buildings, signaling a visual pattern that is continued as the Byway approaches the communities closer to Boston. A traveler on the Byway will begin to notice a rhythm or pattern to the development of the 13 communities encountered along the way, one that echoes the development and industrialization of this country. The byway communities as they are situated along the byway route depict a confluence of the natural and built environment and represent a physical manifestation of our country’s shift from agrarian and ocean based commerce to industry and business. The scenic qualities of this Byway reinforce the story of the nation.
South of Newburyport, the byway communities of Newbury and Rowley are largely rural, with working farms and small village centers. Along portions of the roadway in these two communities, the byway corridor is flanked with open vistas of fields and pastures set against the backdrop of woodland to the west or often open sky over the ocean to the east. Fields are modulated by dense stands of oaks, pines and maples, with pockets of low land with marshes and streams. The Byway crosses salt marshes, and the traveler is able to see tidal rivers and marshland and can sense the close proximity of the ocean.

The scenic attributes of the Byway through Ipswich change from dense woodland in the north, to commercial strip development, and then the historic 17th century streetscape of the downtown (after the turn at Lords Square on Route 1A).

Continuing on Route 133, the Byway returns to an agrarian character, passing expanses of open fields and wooded hillsides into downtown Essex. The downtowns of Ipswich and Essex are located along the Ipswich and Essex rivers with houses and storefronts built close to the roadway, imparting an intimate scale.

The open marsh and agrarian landscape is replaced by larger tracts of woodland forests and more buildings as the traveler continues south from Essex into Gloucester.

Traveling south along Route 133 after the Route 128 overpass in Gloucester the Byway emerges from the forest, runs parallel to the Annisquam River and its tributaries, and then suddenly joins the harbor; presenting the traveler with one of the most dynamic and expansive vistas found on the route.
This confluence represents the transition away from the land and toward the sea. The coastal route around Cape Ann along Route 127A and the loop around East Gloucester Point presents the byway travelers with striking views of the sea, often framed by rocky peninsulas with houses perched above. Here too, the built environment creates a diverse and contrasting edge to the sea, with downtowns and village centers that are rich in architectural interest. The built environment is characterized by diversity in building use, type, scale, color and size, but linked by the common threads of history and purpose.

Many of the municipalities along the Byway have largely intact and unique historic street patterns. In the more densely built areas of the byway corridor, portions of the roadway wind alongside brick or cement sidewalks lined with fences, hedges, or walls and under mature street trees with well developed overhanging canopies.

In Rockport, Gloucester, Manchester-by-the-Sea, and Beverly, the traveler enjoys framed glimpses of tidal rivers, marshes or the ocean, and working waterfronts. Working waterfronts are characterized not only by wharves, piers and boats and an array of masts and rigging, but also views of the land based support industry with boatyards, dry-docked boats, ships chandleries, warehouses and seafood processing facilities. The traveler’s experience through these byway communities is rich in scale, detail, color and visual contrast, often brought about by diversity of active commercial centers and historic residential areas.

Stretches of the road corridor in southern Gloucester, Manchester-by-the-Sea and Beverly are forested with mature tree canopies. The forests are interrupted occasionally by glimpses of wetlands and, in the distance, views of the sea.
Leaving Beverly and crossing the Salem–Beverly bridge, the traveler will note that the road again shifts character, in both scale and appearance with greater building density along the waterfront and expansive harbors, reflecting more urban development and a greater mix of uses. Building construction types change to more frequency of brick, multi-story buildings. Through Salem the proximity of buildings to the road and taller building height creates a sense of enclosure with harder edges. In some areas, mature street trees, often at the curb line, soften the streetscape and frame urban parks, commons, and green spaces.

The loop through historic downtown Marblehead is also characterized by a narrow street pattern, brick sidewalks, buildings closely packed along the street and glimpses of the harbor. Travelers will be enticed to park and walk along the historic winding streets.

In contrast, the character of the route along Route 114 in Marblehead from the Salem border and Route 129 in Swampscott is primarily suburban residential with sidewalks, yards that front the street, and mature street trees.

The traveler encounters open ocean views starting at the Humphrey Street business district in Swampscott. These views continue into Lynn along Lynn Shore Drive. With the roadway tightly following the shoreline, the Byway is bordered by large residential homes and townhouses on the landward side. The water side has a wide esplanade with overlooks and stairway access to the beaches below and an unlimited view of the open ocean. In the distance, houses on Nahant are visible facing Lynn shore and beyond, Boston harbor, Logan Airport and the skyline of Boston.

The inland route that parallels Lynn Shore Drive along Broad Street introduces the traveler to the urban core of Lynn. The tall brick buildings provide visual evidence of the mill industries that built the city.
**Scenic Quality: Scenic Locations**

Scenic view points along the Byway are noted on the Byway Resources Maps. In some cases the scenic view is a narrow vista, a glimpse from a bridge without opportunities for stopping. In other cases scenic locations are broader and cannot be captured from a single viewing site, and in fact are best experienced by walking on side walks or in some of the linear parks or commons. The Appendix identifies and describes in greater detail the scenic views, features and elements of interest and provides a scenic value rating for these locations.

**CRITERIA FOR EVALUATION OF REGIONAL AND/OR NATIONAL SIGNIFICANCE**

The Essex Coastal Scenic Byway is a byway of regional (multi-state) and national significance. This is demonstrated by the collection of natural and historic resources that have received national or regional designations or protections, most notably the federal designation of the Essex National Heritage Area. The Byway connects these resources in a cohesive route that traces historic settlement patterns that began with the First Contact Period and provides access to the naturally defining features of the area. The Byway’s resources attract visitors from outside the region with the capacity to reinforce and grow the heritage tourism and recreation-based businesses.

The extensive collection of extant vernacular architecture and the associated cultural resources located along this coastline are set within remarkable natural diversity and beauty. Agrarian and maritime commerce was, and to a great degree remains, the economic foundation for this region. It established land use patterns over the past three centuries that have shaped the scenic character of the Byway in a manner that has regional and national significance. The Byway chronicles the living history and the experience of settlement and commerce in coastal New England. This Byway passes through towns and villages where the present and future are evolving in recognition of the past.

This layered, authentic and working landscape offers byway travelers a compelling experience of American home life, work, and recreation within the context of our country’s early history. From a wealth of First Period architecture, to salt marsh farms and stone walls and jetties, the byway landscape is rich in visual interest and has a diversity that reflects the character of the people of New England.

**Essex National Heritage Area**

The Essex National Heritage Area (Essex Heritage) was designated by the U.S. Congress in 1996.

> A National Heritage Area is an area in which natural, cultural, historic, and scenic resources combine to form a cohesive, nationally distinctive landscape arising from patterns of human activity shaped by geography. These patterns make National Heritage Areas representative of the national experience through the physical features that remain and the traditions that have evolved in them.

Essex National Heritage Area Plan, 1999

As the designated management entity of Essex Heritage, the nonprofit Essex National Heritage Commission, which works closely with the National Park Service, pursues a mission to “foster partnerships and educational opportunities that enhance, preserve, and promote the heritage of the Area.”

**State and National Register of Historic Places**

Each byway community contains historic resources listed on the National Register of Historic Places, the official list of the nation’s historic places worthy of preservation. Included are individual properties, entire neighborhoods, and several National Historic Landmarks. A National Register listing formally recognizes a property’s historical, architectural, or archeological significance based on established, well-defined criteria. While being listed on the National Register does not provide absolute protection, it may enable some properties to qualify for certain federal tax credits and other preservation-related assistance. In Massachusetts, the National Register Program is administered by the professional staff of the Massachusetts Historical Commission on behalf of the National Park Service.

The large number of state and nationally recognized historic sites and districts along the Essex Coastal Scenic Byway constitute a strong endorsement of the Byway’s regional and national historical significance.
National Estuary Program

Estuaries along the Byway are part of Massachusetts Bays Program\(^{22}\), which is part of the National Estuary Program. Recognizing the critical roles estuaries play, in 1987 Congress established the National Estuary Program under the jurisdiction of the Environmental Protection Agency (EPA) to protect and improve the quality of estuaries of national importance. National Estuary Programs are required to develop a Comprehensive Conservation and Management Plan to meet the goals of the Clean Water Act Section 320 which, among other goals, include attaining or maintaining water quality in an estuary, protecting and propagating a balanced indigenous population of shellfish, fish and wildlife, and allowing appropriate recreational activities in and on the water. \(^{23}\) Currently twenty-eight National Estuaries exist in the United States, six along the New England coast.

National Wildlife Refuges

Containing 550 national wildlife refuges and more than 150 million acres, the National Wildlife Refuge System comprises public lands and waters set aside to conserve America’s fish, wildlife, and plants. The U.S. Fish and Wildlife Service manages the national network of lands and waters for the conservation and, where appropriate, restoration of fish, wildlife and plant resources and their habitat.

The Parker River National Wildlife Refuge, which lies adjacent to the Byway in Ipswich, Rowley, Newbury, and Newburyport, was designated as part of the national system in 1942, primarily to provide feeding, resting, and nesting habitat for migratory birds.

Important Bird Areas (IBAs)

The Massachusetts Audubon Society, partnering with Birdlife International, identifies and protects internationally recognized bird habitats in Massachusetts.

To be designated as an Important Bird Area (IBAs) a site must:

- regularly hold significant numbers of an endangered species;
- attract large numbers of breeding, wintering, or migratory species;
- contain assemblages of species characteristic of a unique habitat;
- contain species with a high conservation priority in the state;
- be important for its long-term research or educational value.

Portions of four IBAs abut the Essex Coastal Scenic Byway: the Great Marsh, Rockport Headlands and Inshore Waters, Eastern Point/Gloucester Harbor, and Nahant Bay.

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\(^{22}\) Massachusetts Bays Program is the name used to describe the collection of estuaries in the 50 communities that make up this region of the National Estuary Program.

\(^{23}\) U.S. Environmental Protection Agency: http://www.epa.gov/nep/ccmp/index.html
Chapter 3
Transportation Access and Roadway Assessment

Transportation Access

The Essex Coastal Scenic Byway can be experienced using a combination of modes — automobile, public transit, bicycle, walking, and boat.

By Car
The roads that comprise the byway route connect with, and support, the principal roadway systems for the region; they serve primarily moderate-length trips. In the more urban areas of the Byway, these roads serve major population centers and carry some of the higher volume traffic for the region. Motorists use the byway route regularly to travel to and from work, to access local shops and services, and to connect to regional transportation networks. Travelers from outside the region can approach the Byway from two major highways – Interstate 95 and Route 128.

For travelers already in byway communities, they can start their byway journey by connecting from primary and secondary travel points along the byway route.

By Train
The Massachusetts Bay Transportation Authority (MBTA) commuter rail system, with branches to Newburyport and Rockport, has stops in all of the byway communities with the exception of Newbury and Marblehead. This train service allows users throughout the greater Boston area to access the Byway and its communities with regularly scheduled train service. Bikes are allowed on commuter rail trains all day on weekends, midday in both directions on weekdays, and in the reverse direction of peak-hour commuting. Each of the commuter rail stations provides parking for cars and bicycles. Visitors coming into the area also have the option of hiring cabs, which are frequently waiting at the stations during scheduled arrival times. A list of commuter rail stations and their proximity and accessibility to the Byway is included in the Appendix.

During the summer months (generally Memorial Day weekend through Columbus Day weekend) the MBTA runs a weekend "Bike Coach" service to both Rockport and Newburyport. The bike coach runs twice daily and is specially equipped to handle bicycles and riders.

By Bike and Foot
Most of the byway route has been a destination for cyclists for years and was classified as “roads useful for experienced cyclists” on the Commonwealth’s first statewide bicycle map in 1987 and more recently in part of the 2008 Massachusetts Bicycle Transportation Plan. Most of the roads of the Byway are also included on the popular maps commercially produced and updated regularly by Rubel Bike Maps.

A significant portion of the Byway is an ideal cycling route for a number of key reasons: most of the byway segments include some sort of on-street bicycle accommodation (see Map 7); the route is straightforward and easy to follow; route speed limits are generally low; traffic volumes are moderate; and services, including bicycle shops, are relatively plentiful. A number of shared-use paths (paths used by bicyclists and pedestrians) cross or parallel the Byway these are discussed further in Chapter 4.

Clipper City Rail Trail in Newburyport (photo by Geordie Vining, Essex Heritage)
Bike racks are provided in a few locations along the Byway. Ipswich downtown and Lynn on the Lynn Shore Drive have a handful of bike racks in addition to bike racks found at MBTA commuter rail stations. The Metropolitan Area Planning Council (MAPC) operates a Regional Bike Parking Program which provides funds for full reimbursement to MAPC communities of the purchase cost of bike racks. To date, nine byway communities have subscribed to the program: Lynn, Swampscott, Marblehead, Salem, Beverly, Gloucester, Rockport, Essex, and Ipswich.

Sidewalks are common in many locations along the Byway, particularly in downtowns and urban centers where people may gather, park, shop, eat, and sightsee. However, the quality and maintenance of these sidewalks vary considerably. For example, some brick sidewalks are in poor condition due to tree-root damage, and concrete sidewalks in various communities lack regular maintenance.

**By Bus**

Another transit option available along the Byway is bus service. MBTA buses serve the southern part of the Byway (Lynn, Swampscott, Marblehead, Salem, and Beverly). The frequency and availability of service along the MBTA routes vary by time of day and day of week; some routes have service only during peak weekday rush hours and others have service at regular intervals everyday. All MBTA bus routes serving the Byway are equipped with racks for two bikes each on the front.

Cape Ann Transportation Authority (CATA) operates bus lines around Cape Ann with many of its routes following the Byway. Frequency of service varies by route, but many of the routes provide regular service throughout the day and on the weekend. CATA also provides shuttles to Danvers and Peabody Malls and in Ipswich, Essex and Beverly. CATA buses have no provisions for bicycles.

CATA also operates the Ipswich Essex Explorer, a shuttle bus service that operates between June 21st and Labor Day on weekends and holidays during the summer tourist season. The bus starts at Ipswich MBTA train station and stops at beaches, parks, and historic sites in Essex and Ipswich. The service is operated by CATA and funded by the Town of Ipswich.

Merrimack Valley Regional Transit Authority’s Route 51 (Haverhill–Newburyport) provides periodic service from the Newburyport MBTA station to State Street in Newburyport (one trip in the morning peak hours and two trips in the afternoon peak hours). MVRTA buses accommodate bicycles inside the bus, but prioritize wheelchair access.

Two private bus companies -- C&J Trailways and The Coach Company -- also provide service to the Byway. C&J Trailways offers several daily trips travelling from Durham, Dover and Portsmouth NH to Boston and stops in Newburyport at the bus terminal just off Interstate 95. The Coach Company provides a similar service traveling to and from Boston directly from Newburyport. All of these companies allow bicycles in the luggage area under the coach.

**By Boat**

Private recreational boaters are also able to access the byway route. All byway communities have mooring and/or dock facilities in proximity to the Byway with the exception of Newbury and Rowley. Some are limited to moorings and temporary tie-ups, but most provide a range of services oriented to boaters.

During the spring, summer, and autumn months ferry service is provided by The Salem Ferry. The high-speed catamaran with a capacity of 149 passengers ferry travels to and from Boston and Salem five to nine times daily depending on the season and day, arriving at each terminus approximately every two hours. Bikes may be taken aboard.

**By Plane**

The Byway passes near a public-use airport, the Plum Island Airport in Newbury/Newburyport. Limited service is available to private pilots who can park and fly out of the airport. The airport also hosts the Burgess Aviation Museum which promotes the long history of aviation at Plum Island and the region.
Map 5: Transportation Options and Access Points to the Byway
Roadway Assessment

The Essex Coastal Scenic Byway is more than a transportation route winding its way through thirteen cities and towns. The Byway is a series of roadways that serve a larger transportation function in northern Massachusetts. This assessment of the roadway addresses the general characteristics of the Byway and its individual roads, the ability of all users to travel along the Byway, and the overall suitability of the selected roadways to serve as byway segments.

Overview of the roadway

For large portions of the Byway, the roadway conforms to the landscape and adapts to rugged coastal topography and human development patterns. The engineering of the roads reflects some of the country’s earliest transportation history in which early road construction methods were modest and based on natural land features. The byway traveler will not find large raw blasted rock cuts, or expansive areas of fill, but rather a series of roads with varying widths and sharp turns, winding through towns developed for water-based commerce. The road follows Native American trails and oxcart paths, which then became the earliest streets. Part of the Byway follows part of one of the oldest roadways in the country, Bay Road (1640) through Salem, Ipswich, Rowley, Newbury and Newburyport. Detailed descriptions of the byway route in each of the communities is included in the Appendix.

General Roadway Conditions

The Essex Coastal Scenic Byway is 85 miles in length. Thirty-six percent of the roadway falls under the jurisdiction of Massachusetts Department of Transportation, sixty-one percent is a City or Town accepted road, and the remaining three percent is under the jurisdiction of the Massachusetts Department of Conservation and Recreation (along Lynn Shore Drive). Compared to the other two Massachusetts currently designated scenic byways (Jacob’s Ladder and Old King’s Highway) which are almost entirely under the jurisdiction of MassDOT (only three-fourths of a mile of the thirty four-mile Old King’s Highway Scenic Byway in Barnstable is locally controlled), the majority of the Essex Coastal Scenic Byway is under local jurisdiction. This factor could allow greater flexibility in planning and design of improvements and access.

Figure 2: Length (in miles) of the Scenic Byway in each Community and Roadway Jurisdiction

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Map 6: Roadway Jurisdiction

Legend:
- Interstate
- U.S. Highway
- State Route
- Municipal
- MassDOT
- MA DCR

Map created by Brown Walker Planners, Inc.
Source: MassGIS
The Byway is fairly uniform in width and function—the roadways are primarily collectors and arterials. It is primarily a two-lane roadway that provides the main, and in some cases the only, continuous road connecting byway communities. Generally, most of the byway segments are easy to understand and follow as a motorist or cyclist. However, about ten miles of the Byway present navigational challenges. Congested urban areas, such as downtown Gloucester and Salem, present challenges to travelers following the Byway due to one-way streets and turns. Although alternative roadways are available in some parts of the Byway, they are typically circuitous, residential, and generally not suitable for Byway designation. For the most part, byway roads accommodate large vehicles (buses, recreational vehicles, and trucks). Although lane widths along the Byway vary, none would be considered substandard for large vehicle use. Lynn Shore Drive, currently under the jurisdiction of the Massachusetts Department of Conservation and Recreation, is restricted to “pleasure vehicles,” prohibiting buses and vehicles with commercial license plates. The Appendix includes a summary of byway roadway characteristics.

Although substantial portions of the Byway are under MassDOT jurisdiction, all but two communities (Rowley and Newbury) retain local care and control for at least a portion of the roadway. The longest stretch of locally controlled roadway is found in the Cape Ann loop (Route 127A and Route 127 in Gloucester and Rockport). This loop is entirely under city and town jurisdiction with the exception of MassDOT-owned bridges in Gloucester. The Byway provides direct access to town centers in most of the byway communities, and all byway roads but those to Rowley and Newbury village centers are under local jurisdiction. One of Beverly’s main streets, Cabot Street, is not directly served by the Byway, but it is less than one-half mile away.

The characteristics of byway travel routes are relatively uniform. That is, most of the Byway is two lanes with lane widths generally between eleven and twelve feet. No severe grades (grades exceeding 5.5%) occur anywhere on the Byway. In general, posted speed limits along the Byway are between twenty-five mph and forty mph. Most of the Byway is posted as thirty mph and a few locations are posted as forty mph and forty-five mph. Despite the urban nature of byway segments in Gloucester, Beverly, Salem, Marblehead, Swampscott, and Lynn, only three short segments of the Byway have the look and feel of a “highway” as opposed to a byway: the rotary at Grant Circle in Gloucester near Route 128; Veterans Memorial Bridge connecting Salem and Beverly; and the Lynnway (Route 1A) in Lynn. In all three cases the roadway is considerably wider—three lanes, not two—and traffic travels at higher speeds than along the rest of the Byway.

The Byway is comprised of primarily arterial roadways with few urban collectors or local streets. Four segments of the Byway are classified by MassDOT as principal arterials (Bridge Street in Salem, Route 114 in Salem, Lynn Shore Drive, and the Lynnway in Lynn) because their function is to serve statewide traffic and traffic movements in the urban areas and from surrounding suburban areas. Parts of the Byway in Swampscott, Marblehead, Gloucester, and Ipswich are classified as urban principal arterials. They serve major centers, represent the highest traffic volume corridors, and carry a high proportion of the total urban-area traffic. The majority of the byway roads are urban minor arterials. These are streets that interconnect with and support the urban principal arterial system and serve moderate-length trips. The Byway does not follow any residential streets and only one street—Stone Street in Beverly—is an urban collector providing local access and circulation in a residential neighborhood and commercial area.

The general condition of the byway roadways is average to good. Motorists and cyclists enjoy relatively smooth pavement and minimal deterioration of the roadway surface. Pavement markings (critical for safety for all users) are generally well maintained throughout the Byway. Exceptions include a faded centerline on the Lynnway (Route 1A), Western Avenue in Gloucester (Route 127), and Central Street in Ipswich (Route 133).

Shoulders on the byway roads serve several functions. They provide safety benefits by providing space to accommodate driver error; a recovery area to regain control of a vehicle; space for disabled vehicles and mail trucks to stop or drive slowly; a separate place on the road for cyclists; and they reduce passing conflicts between motorists and cyclists and pedestrians. Shoulders are present on much of the Byway; however, on-street parking occupies some usable shoulders in Lynn, Swampscott, parts of Marblehead and Salem, and Newburyport. Further, the condition of the byway shoulders varies, creating hazards for cyclists and motorists alike. Examples of shoulder conditions include:

- On-street parking creating car door/cyclist conflicts
- Disappearing shoulders when left-turn bays are present
- Narrow shoulders (1- to 3-feet wide)
- Rough surface
• Potholes and drop-offs
• Glass and other litter
• Brush and overhanging tree limbs

Stopping opportunities along the Byway, to take in a vista or pause for a brief rest from driving, are limited. In some locations, the public boat landings (shown on the Byway Resources Maps and listed in the Appendix) can accommodate some parking. In addition to shoulders and on-street parking spaces, public places to pull off include:

• In Newburyport, the seasonal Chamber of Commerce information booth on the waterfront has off-street parking for a fee.
• The boat launch on Route 1A in Newbury at the bridge over the Parker River offers a place to pull off the road, but a permit is required to park.
• In Gloucester, parking for a fee is available at Stage Fort Park and along Gloucester Harbor at Stacey Boulevard Park.
• Beverly’s Lynch Park adjacent to the Byway has a beach and picnic areas; parking fees are collected. Independence Park (beach) on Route 127 south of Lynch Park has off-street parking.
• A small pullout sized for two cars is available at the Salem/Marblehead line.
• On-street parking exists along Lynn Shore Drive and adjacent to the Ward Memorial Bathhouse at Nahant Road at the southern end of Lynn Shore Drive.
• The proposed Salem Causeway Park at the southern end of the Veterans Memorial Bridge will have a small parking lot and viewing area.
• Parking lots at several commercial establishments along the Essex Causeway provide opportunities for views of the Great Marsh off the Byway.

**On-road bicycle accommodations**

The predominant bicycle accommodation along the Byway is shoulders, which are between two feet and six feet in width. Although shoulders are not universal and the width and quality of shoulders varies throughout the corridor, a good portion of the Byway has sufficient shoulders for experienced cyclists. The urbanized downtown areas (Lynn, Salem, Manchester-by-the-Sea, Gloucester, Ipswich, and Newburyport) generally lack usable shoulders. Parts of coastal Route 127 in Beverly, Manchester-by-the-Sea, Rockport, and Gloucester are very narrow with no shoulders. Lack of shoulder maintenance, including pavement maintenance, sweeping, and clearing brush, is an issue throughout the Byway.

Few on-road bike lanes exist along the Byway. Salem’s new bike lanes on Route 114 near the Swampscott line (southbound only, 1.5 miles long) and Newburyport’s High Street bike lanes (Route 1A, about 1.5 miles) are the only designated bike lanes in the corridor, and there are no signed bike routes.
Programmed Byway Roadway and Area Transit Improvements

The two Metropolitan Planning Organizations (MPOs) in the Essex Coastal Scenic Byway study area—the Merrimack Valley MPO and the Boston MPO—prepare the Transportation Improvement Plan (TIP) that lists regional transportation projects to be completed in the next four years. Federal regulations require that the TIP be financially constrained; that is, the MPO can only include projects for which funds are expected to be available. The TIP guides expenditure of state and federal-aid funds for roadway projects and federal-aid funds for transit projects. Both MPOs adopted the 2010–2013 TIP in October 2009, and a summary of programmed projects on scenic byway roadways is shown below:

- **Merrimack Valley MPO 2010–2013 TIP Projects in byway communities (includes Newburyport and Newbury):** No listed projects.
  - Ipswich: Reconstruction of North Main Street, from Central Street to High Street & Meetinghouse Green.
  - Salem and Beverly: MBTA parking garages for approximately 1,000 total spaces.

Other projects listed on the MassDOT Project Database in various stages of design include:

- **Newburyport (and other communities outside the Byway):** Multi-use Border to Boston Trail; the Clipper City Rail Trail (completed) in Newburyport is a leg of the Border to Boston Trail. Intermodal center in downtown Newburyport for local and intercity bus, bicycle, taxi, and three hundred fifty parking spaces (under design).
- **Beverly:** Reconstruction of Cabot Street (Route 1A) from limits of Veterans Memorial Bridge to Roosevelt Avenue and walkway on Beverly Harborfront.
- **Gloucester:** Resurfacing and related work on Route 127 (Washington Street); reconstruction of Washington Street and Railroad Avenue; and bridge replacement Route 127A (Thatcher Road) over Marsh Creek.
- **Ipswich:** Bridge rehabilitation, County Road over the Ipswich River and bridge replacement, Route 1A (High Street) over the MBTA & B&M railroad.
- **Marblehead:** Intersection and signal improvements at Pleasant Street (Route 114) at Lafayette Street (Route 114) at Humphrey Street.
- **Salem:** Reconstruction of Route 1A (Bridge Street) from Flint Street to Washington Street; reconstruction of Route 1A from the Veterans Memorial Bridge to Washington Street (advertised for construction); and Salem Causeway Park at Bridge Street.
- **Essex:** Reconstruction of 133 about one mile from Water Street to John Wise Avenue start, involves new concrete sidewalks, curbing, and pavement markings. Shoulders for parking will be provided in part of the project and narrow shoulders (3 feet) elsewhere in the project. The project is 53% complete and is expected to be completed in fall 2011.

Local projects in various stages of design include:

- **Ipswich:** Route 133/1A reconstruction: new sidewalks, stormwater management, and roadway reconstruction including narrower travel lanes to provide bicycle accommodation. Possible American Recovery and Reinvestment Act-funded project.

**Safety Conditions**

A review of MassDOT crash data does not show significantly high numbers of crashes at byway intersections, yet design issues exist that should be investigated further in consultation with local public works and engineering officials.

Crash data for byway roadways were taken from the Massachusetts Registry of Motor Vehicles and the State Police Department, as compiled by MassDOT, for 2006 and 2007.\(^{25}\) Details of this analysis are provided in the Appendix. For scenic byway planning purposes, this safety analysis focused on collisions such as angle, head-on, sideswipe, and bike/pedestrian collisions. No fatalities occurred within the study area during the two-year period. Motor vehicle collisions are most frequently the result of geometric design or intersection operation problems at intersections and consequently are more likely to be addressed through engineering, signage, or maintenance solutions. Follows is a summary of the roadway design issues for the byway route in each community.

\(^{25}\) 2008 data was not available at the time of this analysis.
Lynn
Lynn is the most urban community along the Byway. The intersections and streets studied in Lynn have on-street parking, high pedestrian volumes, and stores with driveways and curb cuts. Lynn’s motor vehicle collisions along the byway route are due primarily to sight line issues.
- On Lynn Shore Drive, the absence of turning bays exacerbates turning conflicts with through movements.
- Broad Street is one lane in each direction, but it is wide enough that it can be used as a two-lane roadway which may cause sideswipe crashes.
- The lack of protected turns at the Broad/Washington signalized intersection may contribute to the angle collisions there.

Swampscott
The Byway in Swampscott (Route 129) is a residential arterial comprised of wide travel lanes with on-street parking and sidewalks. Swampscott is considerably less dense than Lynn and other city segments along the Byway and is primarily residential, likely a contributing factor to fewer crashes.
- Higher frequency of collisions at the intersections of Humphrey Street at Shelton Road and Humphrey Street at Reddington Street may result from inadequate intersection capacity or sight distances.

Marblehead
Marblehead is served by Routes 114 and 129. Route 129 has wide travel lanes with turning bays, five-foot-wide shoulders, and sidewalks. Route 114 leads to Marblehead’s downtown and is more commercial than Route 129. Overall, few crashes were reported in Marblehead.
- There are potential inadequate sight line distances along Atlantic Avenue.
- On-street parking and relatively narrow travel lanes make the downtown loop a compact experience, which helps reduce traffic speeds but also decreases sight lines and distances.
- Sidewalks are found on both sides of the streets and vary in quality and condition.
- This intersection at Pleasant / School Street is controlled by a flashing signal and has limited sight distance due to the proximity of the buildings.
- High-turnover on-street parking serving the commercial node contributes to sideswipe crashes.

Salem
Salem’s section of the Byway travels through the populated and tourist-friendly downtown. The total number of crashes in Salem is representative of the higher traffic volumes as well as higher concentration of pedestrians and bicyclists.
- The intersections of Lafayette Street at Harbor Street and Bridge Street at North Street recorded the most crashes over the two year period.
- The byway route follows a winding and congested path through downtown Salem.
- Drivers unfamiliar with traffic patterns, traffic and parking restrictions, and high pedestrian activity could be contributing to the moderate level of crashes.
- Traffic directional sign locations and instructions are inadequate or confusing at most intersections along the Byway in Salem.

Beverly
The Byway traveling through Beverly (Route 127) has two twelve-foot lanes with a periodic five-foot shoulder.
- There is no shoulder on southern parts of Route 127 as it winds its way past institutions, beaches, estates, and through commercial centers.
- There is limited visibility caused by overgrown trees and poor signage placement on Route 127 at Oak Street.

Manchester-by-the-Sea
Route 127 in Manchester-by-the-Sea is a five-mile section of the Byway with two twelve-foot lanes with a varying shoulder of zero to two feet.
- Many driveways and a small number of cross streets present limited sight line issues.
- Due to the rolling, winding, and narrow section of Route 127 in Manchester-by-the-Sea, speeds are moderate on this section of the Byway and may help reduce the number of crashes.
Gloucester

Route 127 along Gloucester’s waterfront has two twelve-foot lanes with a varying shoulder width from one foot to five feet. The East Gloucester loop uses residential streets with ocean views for a scenic spur. Loop streets are two-lane roadways with intermittent sidewalks. Rubel Bike Maps identifies this loop as the preferred bike route in this area.

- It could be inferred that limited on-street parking, low speeds in the downtown area, wide shoulders, and several pullout areas for tourists or distracted drivers contribute to low accident rates along most byway roads in Gloucester.
- It could be inferred that this section of the Byway has relatively few crashes reported due to the absence of on-street parking, low speeds through the residential areas, and the low traffic volume.

Rockport

Route 127 and Route 127A both lead to Rockport’s downtown and harbor. Route 127 has two twelve-foot lanes with a 1-foot shoulder, and sidewalks on the east side. Conditions are similar along the northern reach of Route 127 north of Rockport Harbor. Route 127A, the coastal route, has a similar cross-section (twelve-foot lanes, a 1-foot shoulder, sidewalk on one side) to Route 127. Rubel Bike Maps identifies Route 127A as the preferred bike route in this area.

- Cyclists along the byway route are squeezed somewhat, but the lower travel speeds mitigate the narrow lanes to some degree.
- Frequent turns and narrow roadways may limit visibility.

Essex

Route 133 traveling through Essex is a rural two-way road with wide shoulders and a posted speed of forty-five mph, the highest along the Byway. Surrounded by salt marshes, there are relatively few intersections and a limited number of places for vehicles to slow down or stop. It is not surprising that there were only four reported crashes in the past two years.

- Angle collisions at the intersections of Main Street at Town Landing and Main Street at Eastern Avenue could indicate turning conflicts with through movements.

Ipswich

Route 133/1A entering downtown Ipswich is a rural two-way road with wide lanes and wide shoulders. The nature of the roadway changes significantly as it enters downtown Ipswich where it becomes town-owned for 5 miles. On-street parking is available in many locations.

- Closely spaced buildings with very little setback combined with steady pedestrian and vehicular traffic create a sense of congestion and poorly defined spaces along the corridor for all users.
- In particular, the intersection of Central Street (Route 133) at Market Street was observed to have limited/faded pavement markings for turn lane separation and poor geometric design.

Rowley

Route 1A serving the Byway in Rowley is a six-mile stretch of road with two twelve-foot lanes with a varying shoulder width of two feet to six feet.

- Intersections indicating poor operating conditions in Rowley are Route 133 W at Route 1A S.

Newbury

No crashes were reported for this section of the Byway.

Newburyport

The Byway in Newburyport consists of Route 1A and a downtown loop that travels Green, Water and State Streets. Route 1A consists of two 18-foot travel lanes with on-street parking, a designated bike lane for part of the route, brick sidewalks, and continuous driveways and curb cuts. Green Street is a two-lane, one-way local street with parking and sidewalks on both sides. Water Street is a busy two-way street that provides access to the waterfront, several parking lots and the downtown. State Street, Newburyport’s primary downtown street is a two-lane, one way street with parking and sidewalks on both sides and access or input from a number of one way streets. Water and State Street see high pedestrian use.

- Intersections demonstrating turning conflicts with through movements or failure to yield include High Street at Carter Street; High Street at State Street; and Merrimack Street at Green Street.
- Crashes caused by poor operating conditions could be the result of limited sight lines at driveways, on-street parking, and confusing and/or poorly placed signs.
Chapter 4
Experiencing the Byway

The region through which the Byway travels already has strong appeal for visitors – day-trippers, vacationers, and residents alike – for the diversity of attractions and variety of activities available and the accessibility of transportation options. The route itself provides direct access to over 55 visitor sites that are open to the public – museums, historic houses, parks, conservation areas, visitor centers, and beaches – and is a link to many more regional attractions. The Byway travels along a variety of natural areas, parks and other open spaces -- 4,600 acres of federal land, 2,000 acres of state land, 7,000 acres of municipal land, and thousands of acres of land owned by conservation organizations, land trusts, or private institutions. Travelers along the Byway encounter a variety of landscapes -- historic downtowns, residential neighborhoods, waterfronts, farmland, forested uplands, town greens, urban centers.

This chapter begins with an overview of the existing visitor experience – who visits and why, what “visitor ready” attractions already exist, and what types of visitor services are available. Next, the chapter considers guidelines for enhancing the visitor experience in the future and how the byway program can support the region’s appeal to different types of visitors. Finally, the chapter identifies potential intrusions on the quality visitor experience and introduces possible improvements to strengthen the overall visitor experience.

Overview of Existing Visitor Experience

Who

Events and activities in the byway region appeal to families, couples, and individuals of a variety of ages and interests. In the 2004 visitor survey at Essex Heritage Visitor Sites, most visitors to heritage tourism locations were between the ages of 46 to 65, and about one quarter of the sample population were families with children at home. While this data does not necessarily reflect the trends of the broader region, it will be necessary to have a sense of the target audience for byway programs and activities. A number of events around the area target families with young children. There is a nation-wide interest in targeting the “Baby Boomer” generation, which will be retiring over the next few years.

Although there is a lack of specific date about visitors to the region (Essex County), statewide statistics for Massachusetts indicate that domestic visitors (people from the United States) accounted for approximately 90% of all visitors to the state in 2009. Visitors from New England and the mid-Atlantic states (NY, NJ, and PA) accounted for 73.4% of all visitors to the state and the largest source of visitors was Massachusetts residents themselves (28.3% of all domestic visitors). Of international visitors to Massachusetts, 67% were from overseas, 33% were from Canada.26

How People Get Here

A unique aspect of this Byway is the multi-modal opportunities it offers. The Essex Coastal Scenic Byway can be experienced using a combination of modes — automobile, public transit, bicycle, walking, and boat. The ability to combine various modes to experience the Byway in different ways, for different lengths, and at different speeds expands opportunities and broadens the byway experience. More on transportation is included in Chapter 3.

What People Visit

Visitors are drawn to the region for the variety of activities and experiences available, for the convenience of access, and because of the scenic and natural beauty of the area. State and regional tourism organizations and local Chambers of Commerce promote history, seafood, shopping, water-based activities, hiking, biking, and arts and culture. The convenience of getting to the Byway from Boston, as well as from points further north, also makes this region an appealing destination for travelers.

The 2004 Essex National Heritage Area Visitor Survey and Economic Impact Study reported that shopping, visiting beaches, and attending festivals or special events are the three most popular activities among visitors. The North of Boston

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Convention & Visitor Bureau notes that the most frequently reported activities are visiting historical sites and museums, shopping, outdoor recreation, and attending cultural events and festivals. These activities are also listed in the Top 10 of visitor activities for travelers in the United States (see Table 1.) The collection of sites, attractions, and activities means that people might take in multiple sites in their visit rather than just heading to one location. The Byway provides the connection linking multiple destinations.

Table 1: Top 10 Activities of Domestic Visitors in U.S. (FY 2009)

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attend Family/Social Event</td>
<td>26.5%</td>
</tr>
<tr>
<td>Shopping</td>
<td>18.0%</td>
</tr>
<tr>
<td>Fine Dining</td>
<td>15.4%</td>
</tr>
<tr>
<td>Beaches</td>
<td>10.7%</td>
</tr>
<tr>
<td>Rural Sightseeing</td>
<td>14.4%</td>
</tr>
<tr>
<td>Historical Places/Churches</td>
<td>11.7%</td>
</tr>
<tr>
<td>Museums</td>
<td>10.0%</td>
</tr>
<tr>
<td>Urban Sightseeing</td>
<td>13.2%</td>
</tr>
<tr>
<td>State/National Parks</td>
<td>6.7%</td>
</tr>
<tr>
<td>Art Galleries</td>
<td>3.5%</td>
</tr>
</tbody>
</table>

Types of Historical Attractions and Sites Represented along the Byway

As introduced in Chapter 1, the history of the Essex Coastal Scenic Byway region is characterized by how water resources (marsh, rivers, and sea) have shaped human settlement patterns and influenced the economy in the region. Following is a snapshot of the primary historic sites and attractions accessible to visitors along the Byway.

**Lynn**

**Lynn Museum** and Historical Society promotes the cultural heritage of Lynn through exhibits at the museum as well as through outreach and programs. Also known as the **Lynn Heritage Visitor Center**, the Museum is a designated Essex National Heritage Area Visitor Center, providing information to visitors about Lynn and surrounding communities as well as the entire National Heritage Area.

Located on Broad Street is the first home owned by **Mary Baker Eddy**—local author, publisher, speaker, and healer and one of the founders of the Christian Science Church. The house is open to the public by arrangement until renovations are completed.

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http://www.northofbostoncvb.org/

Swampscott

The **Olmsted Historic District** is a suburban neighborhood designed in 1888 by renowned landscape architect, Frederick Law Olmsted. This well-preserved residential area abuts the Byway to the north.

The **Elihu Thomson House**, currently Swampscott’s Town Hall, is a Georgian Revival building that was part of the estate of Professor Thomson -- scientist, inventor and co-founder of the General Electric Company. Designed by architect James Kelly, the building was originally flanked by an observatory.

Marblehead

**Jeremiah Lee Mansion** and the **Marblehead Museum Galleries** are located across from each other on Washington Street in the **Marblehead Historic District**. Both are part of the Marblehead Museum and Historical Society properties. The collections and exhibits focus on many aspects of Marblehead's history.

**Abbot Hall** is the Town Hall and contains the original of the widely-reproduced *Spirit of '76* painting by Archibald MacNeal Willard, another painting by Primitivist J.O.J. Frost and other historical artifacts.
Salem

**Old Burying Point** or the Charter Street Cemetery is the oldest cemetery in Salem, and the second oldest known cemetery in the country, started in 1637. It is located on Charter St. next to the Witch Trials Memorial and contains many famous individuals such as Jonathan Corwin and John Hawthorne, who were Judges in the Salem Witch Trials, Samuel Bradstreet who was a Governor of Massachusetts and many more interesting historical figures.

**Salem Maritime National Historic Site**, the first such designated site in the National Park System (1938), was established to preserve and interpret the maritime history of New England and the United States. The site encompasses about 9.5 acres at the center of what was once the main waterfront section of the city. It is located just off the byway route.

**Peabody Essex Museum**, the nation’s oldest continually operated museum, and the former **Salem Armory**, now a National Park Service Visitor Center, are located just off the Byway on East India Square at the eastern end of Essex Street.

The **Salem Witch Museum** is located along Washington Square across from Salem Common and interprets the Salem Witch Trials of 1692.

**Salem Common** is known as the site of the first “muster.” The country's first militia assembled on Salem Common in 1637, which began the foundation for what would become the National Guard. This early designed public landscape is also known for the fine homes and historic buildings that surround the Common including the **Hawthorne Hotel**, which was built by the City of Salem in the 1920s.
Beverly

**Fish Flake Hill Historic District** surrounds the Byway north and east of the Route 1A bridge and is the oldest neighborhood in Beverly.

Along Route 127/Hale Street some of the late 19th century “Grand Estates” designed by well-known architects are now part of the institutional campuses of **Endicott College** and the **Landmark School**.

The Byway also passes through the villages of **Pride’s Crossing** and **Beverly Farms**, along the MBTA commuter rail, which developed during the 19th century as the popularity of the fashionable North Shore grew and wealthy families built lavish estates.

**Manchester-by-the-Sea**

The **Manchester Village Historic District** features buildings that represent virtually every type of vernacular architecture from the 17th to 20th Centuries.

The **Trask House Museum** on Union Street (home to the Manchester Historical Society) was built in 1823 by local businesswoman Abigail Hooper. The museum’s collection includes examples of the furniture built in Manchester during the mid-19th century, as well as artifacts and art reflecting the town’s important maritime history, and its later prominence as a summer vacation destination for the wealthy.

Guide books providing information on three walking tours on the Town’s oldest and most historic sites are available from the Manchester Historical Society. Portions of two of the walks follow the Byway (Route 127) and the other streets are all immediately adjacent to the byway route.
Gloucester

The historic Stage Fort Park was the site of the city’s first settlement in 1623. The Welcoming Center is a designated Essex National Heritage Area Visitor Center, providing information to visitors about Gloucester as well as the entire area.

The Blynman Canal drawbridge (1907) brings travelers across the “Cut”, originally excavated in 1643 to connect the Annisquam River to the Harbor. Stacey Boulevard Park runs along Route 127 overlooking historic Gloucester Harbor and is home to the historic Gloucester Fishermen’s Memorial – featuring its well-known Man at the Wheel statue commemorating the numerous Cape Ann fishermen lost at sea.

On August 5, 2001, the Gloucester Fishermen’s Wives Association (GFWA) dedicated a monument to honor the women who have been - and are - the soul of fishing communities. It is located along the waterfront on Stacey Boulevard.

Just north of the Byway in the heart of Gloucester downtown is the Cape Ann Museum, which maintains and exhibits material relating to the major themes of the Byway.
Built in 1926, the National Historic Landmark the **Schooner Adventure** is currently berthed off Rogers Street just a few blocks north of the Harbor Loop. The wooden fishing vessel was built in nearby Essex and is one of the last of the region’s famous Grand Banks fishing schooners.

Located on the Harbor Loop, the **Gloucester Maritime Heritage Center** includes a marine railway (originally constructed in 1849), a 19th century mill building, and a former ice house (which is now a boat building workshop), exhibits and a small aquarium. The Center’s three wharves are the home of several fishing vessels representing different periods in the fishery industry. Also situated on Harbor Loop is the former home and studio of renowned 19th Century luminist painter **Fitz Henry (Hugh) Lane**.

**Rocky Neck Art Colony** is in the East Gloucester Arts District, where artists display their work in various galleries and studios. The Colony has been a destination for artists from the turn of the 19th century. Artists worked, demonstrated innovations, and debated on art theory. **East Gloucester Square Historic District** is located along Gloucester’s Inner Harbor and exemplifies an intact fishing village with both residential and maritime-related buildings.

On Eastern Point in Gloucester - just off the Byway and visible from Gloucester Harbor - is **Beauport**, the historic summer home of the collector and interior designer Henry Davis Sleeper. Crowned by towers, the structure’s many rooms are decorated to evoke different historical and literary themes.
**Rockport**

Along Route 127 in the south of Rockport, the Byway passes **Babson Field and Babson Museum**, a stone cooperage shop built by James Babson about 1658.

Rockport center has three local historic districts; a walk along the streets provides a strong sense of the history of this small seaside community. Many of the historic buildings that once housed fish houses, taverns, or residences, are now used as retail shops or artist galleries. The **T-Wharf** provides a view of Rockport Harbor and **“Motif #1”** (located on nearby Bradley Wharf) -- a fishing shack built in 1884 that is known as the most painted / photographed building in the country. The **Old Stone Fort** at the end of Bearskin Neck is the site of a small stockade that was used for protection against the British.

The **Rockport Art Association** is located in the Old Tavern Building, built before 1787 and once the terminus for the Rockport/Salem stagecoach. The **Sandy Bay Historical Society**, located on Granite Street, was built in the mid-1800s by a granite quarry owner and now houses local historic artifacts.

**Twin Lights Historic District** (or Cape Ann Light Station) is located on Thacher Island and is visible from points along the Byway in Rockport. The Twin Towers, which distinguish this station, are not accessible to the public, but the island can be accessed by boat or kayak.
Halibut Point State Park, the site of a former granite quarry, is now a state park with a visitor center, interpretive signs, and trails.

Essex

The Cox Reservation along Route 133 includes the Cox House. Built in 1785, it is the former home and studio of renowned muralist Allyn Cox and now serves as the headquarters for the Essex County Greenbelt Association. The property’s inspiring scenery is often a subject for landscape painters. Another popular painting subject, known as Motif #2, is visible from Cox Reservation as well as from Route 133. This house was the site of Ebenezer Burnham's ship building workshop, converted to a house in the early 1800’s.

The Essex Shipbuilding Museum is owned and managed by Essex Historical Society. It is a complex of historic buildings, shipyard, and boats that includes exhibits and artifacts related to the shipbuilding industry, as well as a gift shop. The Evelina M. Goulart is one of seven historic Essex-built schooners that still survive. Built in 1927, the boat is now part of the Museum. The Lewis H. Story was commissioned by the Museum in 1998 and is a recreation of the Chebacco, a precursor to the grand fishing schooners that sailed from Cape Ann. Located behind the Museum is the Old Burying Ground, which was originally laid out in 1680.

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29 Mr. Cox’s murals adorn many locations in Washington D.C., including the Capitol Rotunda and corridors in the Senate and House wings of the Capitol building.

30 Essex Reconnaissance Report, Essex County Landscape Inventory, Massachusetts Heritage Landscape Inventory Program.
**H.A. Burnham Boat Building and Design** abuts the Museum complex. This private shipyard specializes in constructing traditional wooden sailing vessels and has been family-owned and operated since 1819. Services include master boat design, building, repair, and sail-making as well as sailing charters aboard the Pinky Schooner *Maine*.

**Ipswich**

Surrounded by the South Green Historic District and including the historic County Road cemetery, the **South Village Green** is an open grassy common that runs along the Byway in the southern part of downtown Ipswich. Ipswich is recognized for its intact 17th century streetscapes, many of which are close to the Green.

Owned by the Town of Ipswich, the **Mary Hall-Haskell House** is located in the center of town, and is a designated Essex National Heritage Area Visitor Center, providing information to visitors about Ipswich as well the entire region.

Two other historical house museums owned by the Ipswich Historical Society are also located along the Byway: the **Heard House** and the **John Whipple House**, a National Historic Landmark. The Heard House displays artifacts and furniture from the height of the West Indies and China trade; the Whipple House, built between the mid-1600s to early 1700s, provides an example of the houses and furnishings that were familiar to wealthier New England colonists.

The **Choate Bridge** (1764) is the oldest operational stone-arch bridge in North America and is a Massachusetts Historic Landmark. It brings byway travelers across the Ipswich River just south of the **North Green** overlooking the downtown.
Rowley

The Rowley town common and surrounding homes are part of a local historic district containing 55 properties. The Platts-Bradstreet House (1677) is owned by the Rowley Historical Society. Tours are available and events are held at this location.

Newbury

Two of Newbury’s historic town greens are located along the Byway. The Lower Green was the original center of the town and may have been the site of the first meeting house. Upper Green, opposite the Town Hall and near the First Parish Church and Burying Ground, was used for military training.

Historic New England owns a collection of historic properties representative of First Period architecture that are open to the public either by arrangement or during regular visitor hours. The Dole-Little House is located just north of the Parker River bridge, the Tristram Coffin House and the Swett-Isley House are within the Newbury Historic District. The Spencer-Peirce Little Farm, a National Historic Landmark on Little’s Lane just off the Byway, features a stone manor house dating from 1690 that once served as the country seat of wealthy Newburyport merchants and today features family-oriented activities and programs.

Newburyport

Owned by the Historical Society of Old Newbury, the Cushing House Museum and Garden is a National Historic Landmark whose house and grounds showcase the riches of the prosperous shipbuilding era. The Society hosts special events, lectures, and children’s programs that are open to the public.
The Custom House Maritime Museum (1835) is located just off Market Square and is an Essex National Heritage Area Visitor Center. The Museum provides information to visitors about Newburyport as well as the entire region. The Custom House was designed by Robert Mills, architect of the Washington Monument and U.S. Treasury Building. Originally used as a custom house in which the federal government collected taxes on imported goods, the Museum maintains original artifacts from the prosperous trade era, and exhibits highlight Newburyport’s connection to the sea and rich maritime heritage.

Virtually all of Newburyport’s historic buildings, including the commercial properties in its restored downtown are located within the Newburyport Historic Register District. The district, featuring over 2,500 properties, is the second largest National Register district in Massachusetts.

Types of Recreational Activities and Attractions along the Byway

The byway region’s varied and accessible natural landscapes invite travelers to actively explore and participate in outdoors activities such as swimming, bicycling, birdwatching, paddling/boating, and hiking.

Paddling and Boating

Sea kayaking and canoeing as well as other types of motorized recreational boating are popular activities enjoyed within every byway community. Boaters can access waterways directly from the Byway in many cases -- including freshwater rivers and creeks, estuaries, protected bays, and the open sea. A list of boat access locations is included in the Appendix and water access sites are noted on the Byway Resource Maps.

Hiking and Walking

Each community along the Byway offers multiple hiking, walking, or strolling options. Day-hiking is a popular activity at public parks as well as many of the conservation areas, reserves, and refuges (within designated areas). Many trailheads are located right off the Byway and others accessed by a short drive from the route. A sampling of these is highlighted below to demonstrate the range of possibilities.

Three self-guided walking tours of Manchester-by-the-Sea’s Historic District highlight some of the Town’s oldest and most historically significant buildings. The West Walk, which starts at the Town Common follows Central Street, Bridge Street, Ashland Avenue, and Bennett Street and includes several of the buildings that comprise Manchester’s original commercial
center. The **East Walk** follows North Street, Washington Street, and Union Street and provides glimpses of a variety of architectural styles and periods as well as views of the waterfront, the **Abigail Hooper Trask House**, the 1661 Cemetery and the handsome HH Richardson Romanesque style public library (1887). The North Walk, which follows School Street to Rosedale Avenue begins with commercial buildings and moves along to some of the Town’s historic and architectural gems, the Union Cemetery (1845), and the granite Crowell Chapel (1902).\(^{31}\)

Swampscott’s **Olmsted Historic District** invites strollers to enjoy its peaceful residential streets that wind gently along rolling hills, mature street trees and beautiful plantings. The North Shore’s first planned subdivision (1888) provides a contrast to the organic development of other early residential clusters and insight into relationships between landscape and people.

**Downtown Rockport** offers an exceptional venue for strolling through a distinctive seaside community. Its human scale, tight development pattern, and maritime setting combine with unique shopping and dining experiences to make it popular throughout the changing New England seasons.

In contrast to neighborhood strolls, there are numerous chances for hikes through peaceful wooded uplands, many of which also provide an opportunity to learn about local histories. The former **Dogtown** settlement within a collection of preserved public lands in Rockport and Gloucester is both a great hiking location with miles of varied trails and a mysterious landscape that tells the story of an abandoned village. Likewise **Coolidge Reservation** in Manchester-by-the-Sea provides wooded trails and rocky overlooks giving majestic views of the Atlantic. Once home to a wealthy family, its landscape provides traces of this past. Rockport’s **Halibut Point** features an old granite quarry, majestic views of the Atlantic and a myriad of gentle trails.

To catch views of the ocean and still vibrant harbors, a stroll along Gloucester Harbor at **Stacey Boulevard Park**, **Lynn Shore Drive**, and Newburyport’s **Waterfront Park** provides a good chance to enjoy the scenery and glimpses of the area’s maritime past, while taking a walk along well-maintained pedestrian ways.

**Swimming**

Swimming and enjoying the beaches of the area are hallmark activities of summer in the region for residents and visitors alike. Beaches are abundant and yet often crowded and limited in capacity by parking. A list of beaches along the Byway is included in the Appendix.

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\(^{31}\) Booklets describing each of the three tours are available for a small fee at The Manchester Historical Society.
Bicycling

Both on- and off-road bicycling are activities enjoyed by visitors to the region. Off-road bicycling is a popular activity for day excursions (with varying skill levels). Off-road bicycling is available at multiple parks and open spaces and among an increasing number of improved bikeways. Information about parks that allow off-road biking is provided in the Appendix and the location of existing and proposed bicycle trails is included on the Transportation Options and Accessways Map.

- The Lynn-Nahant Beach Reservation Trail — (a little over one mile of which is on the Byway) is a multi-use path along Lynn Shore Drive that offers an alternative to busy Lynn Shore Drive.
- The Marblehead Trail is an unimproved trail that starts at the Byway at the Salem line and loops into Marblehead for about four miles.
- The existing one-mile Salem multipurpose trail connects with the Marblehead Trail and provides an alternate route to Route 114 near Salem State College. A proposed two-mile extension would extend west of the Byway.
- The one-mile Salem Bypass Road path is one-quarter mile from busy Bridge Street and provides access to Winter Street and the downtown.
- The 1.1-mile Clipper City Rail Trail in Newburyport runs between the MBTA rail station and the Merrimack River, connecting directly to the Byway on High Street.
- The Clipper City Rail Trail is part of the 28-mile, eight community Border to Boston trail, which begins at the New Hampshire border in Salisbury, passes through Newbury, and terminates at the Peabody line in Danvers.
- A part of the Bay Circuit Trail, a two hundred-mile corridor from Kingston in the south to Plum Island in Newburyport, crosses Route 1A in Newburyport.

A number of paths have also been proposed, including:

- The Swampscott Rail Trail would be 1.3-miles starting at Walker Road, paralleling part of Route 129, and continuing to the Swampscott/ Marblehead line where it would intersect the Marblehead recreational trail.
- A 1.8-mile extension to the Clipper City Rail Trail in Newburyport would run along the waterfront and loop through the South End neighborhood east of downtown.
- There is active discussion in Ipswich concerning a proposed trail on Argilla Road that would start at the Byway and end at Crane Beach.

EcoTourism

With over 400 species of birds living or passing through Essex County, the area in and around the Byway is ideal for year-round birding, attracting both local enthusiasts and professional and amateur birders from all over the world. There are a few popular destinations, but birding and wildlife viewing spots are located throughout the byway region, including rivers and estuaries, marshes, dunes and sandy beaches, rocky coastlines, forests and upland meadows.

Parker River National Wildlife Refuge (Ipswich, Rowley, Newbury, Newburyport)

Accessed via the northern byway community of Newbury, the Parker River National Wildlife Refuge on Plum Island is noted as one of the finest birding areas in the nation. The refuge’s wide range of habitats includes salt pannes where birders can see a large variety of shore birds during fall migration, as well as egrets and herons from spring through fall. Freshwater impoundments and an extensive swamp support numerous waterfowl, waders and shorebirds, as well as woodlands that offer views of migrating songbirds. Migratory waves of warblers, vireos, thrushes and flycatchers are primary attractions. Peregrine Falcons can be seen regularly through the fall. When the season turns cold, the waters attract a diversity of ducks and other divers including wintering loons, grebes and sea ducks. The uplands in the refuge give rest to such intriguing species as the bald eagle, rough-legged hawk, northern shrike and snowy owl.

Joppa Flats Education Center and Wildlife Sanctuary (Newburyport)

A Mass Audubon facility is within minutes of the refuge and provides over fifty acres of habitat, plus programs that take visitors throughout the sanctuary as well as the nearby Parker River National Wildlife Refuge and the greater North Shore
region. Overlooking the Merrimack River, the solar-powered center includes interpretive displays, a conference area, a guest service area, and second story observation areas.

**Marblehead Neck Wildlife Sanctuary (Marblehead)**

Owned by Mass Audubon and located on scenic Marblehead Neck just a short ride from the Byway, a 16-acre sanctuary features swamps, thicket and woodlands that draw birding enthusiasts from afar to witness both common and rare migratory birds.

**Eastern Point Wildlife Sanctuary (Gloucester)**

Another Mass Audubon property is located on the dramatic shore of East Gloucester. The fifty-three acre Eastern Point Wildlife Sanctuary hosts migrating monarch butterflies and offers opportunities to view countless shorebirds, loons, sea ducks, and other coastal birds.

**Events and Activities**

The popularity of birding along the North Shore is highlighted by events as well as by preserved and protected environments. For example each winter, bald eagles return to the Merrimack Valley and are celebrated during the Merrimack River Eagle Festival, an event sponsored by Mass Audubon’s Joppa Flats Education Center and the Parker River National Wildlife Refuge. The celebration welcomes about two thousand visitors and entertains them with on-site interpreters at eagle spotting locations, guided bus tours, live eagle demonstrations, and children’s nature activities and stage performances.

At the southern end of the Byway the love of birds is celebrated with the Cape Ann Winter Birding Weekend, offering birders from around the world an opportunity to view impressive concentrations of the area’s seabirds including loons, grebes, gannets, sea ducks, alcids and gulls. The weekend festival caters to all ages and skill levels with expert guides and tours of the Cape’s birding hot spots, including a sea trip on the Seven Seas Whale Watch boat.

While abundant wildlife other than birds exists in and around the corridor, perhaps the most popular with visitors is whale watching. Charters can be found in the byway communities of Salem, Gloucester and Newburyport.

**Types of Cultural Attractions Available along the Byway**

The cultural attractions along the Byway area represent traditions and local practices that have evolved from historical activities in the region.

**Locally Harvested and Prepared Food**

Though no longer major industries in the region, farming, fishing, and shellfish harvesting are still practiced in the byway communities. These trades, whose tools and traditions are passed along from one generation to the next, have been a part of life in the region since the first settlements were established along the coast. Appreciation of locally grown food attracts visitors to the region’s many farmers markets and farm stands. Local restaurants, as well as a number of communities, actively promote the region’s renowned seafood. The increasing interest in local fare has also sparked an interest in “farm to table” events -- meals held by local chefs and farmers in farm fields complete with tents, music and candlelight.
Artists and Artisans

Inspired by the natural landscapes of the North Shore, local artists display their work in studios and art galleries around the region. Other artisans also make a living by specializing in trades of years gone by, such as boat-building.

Music and Theatre

Most byway communities feature venues that host live musical, theatrical and dance performances. Small, independently owned movie houses are located in several communities. Additionally, student art, theatre, and music programs and performances are offered at Salem State University, Endicott College, and Montserrat College of Art.

Festivals and Shopping

Local and regional Chambers of Commerce and merchant groups support a variety of special events and festivals that attract visitors to the unique and attractive retail town and village centers along the Byway. Many of these events focus on a theme related to the historic or natural qualities of the region.

Visitor Services

Many variables can influence how travelers discover and remember a byway and its story. One key element of a successful and appealing visitor experience is the availability and quality of visitor (or traveler) services. Visitor services are directed at the needs and desired comforts of visitors and include retail and food services, information, and comfort stations and accommodations.

At present, most of individual visitor destinations categories referenced above provide visitor services at their location. However the types of services and facilities available typically vary by site, and the visitor information provided could be more consistent both in design and content.

A coordinated byway traveler services program can augment and enhance existing regional efforts by creating a coordinated traveler services package that will provide visitor information and facilities for byway travelers at regular intervals along the route. The byway visitor information should include driving directions, list of activities along the way, information on accommodations, location of comfort stations, places to shop, and suggested itineraries.

More on visitor services related to interpretation is provided in Chapter 7 and wayfinding is discussed in Chapter 6.

Retail and Food Services

Shopping and dining are listed as the top two activities for visitors to Massachusetts, and a number of the byway communities are appealing for these visitors because they provide a scenic and attractive ambience with a concentration of local retailers and variety of dining options. According to the business directories maintained by the region’s Chamber of Commerces, approximately 260 businesses classified as retailers and specialty shops are located in the byway communities. Many of these are along the Byway or a short drive off the byway route.
Travelers along the Byway will have no trouble finding places to dine and snack at a variety of restaurants and cafes located both along the Byway as well as a short drive, walk, or bike elsewhere in the byway communities. There are over 650 food service locations in the byway communities. These range from cafes, to mom and pop sandwich shops, to fast food, to fine dining. Map 8 shows the distribution of food service establishments within the byway communities and a list is included in the Appendix. Table 3 lists the number of restaurants recommended by two travel guides – AAA and Forbes. Restaurants in the byway region received ratings of between 1 and 3 marks by both of the travel organizations, reflecting the overall quality and affordability of the region’s dining options.

Table 2: Retail Establishments in Chamber Membership

<table>
<thead>
<tr>
<th>Chamber of Commerce</th>
<th>Approximate number of retail or specialty shops listed in member directory</th>
</tr>
</thead>
<tbody>
<tr>
<td>Greater Newburyport Chamber of Commerce and Industry</td>
<td>77</td>
</tr>
<tr>
<td>Cape Ann Chamber of Commerce</td>
<td>75</td>
</tr>
<tr>
<td>Beverly Chamber of Commerce</td>
<td>20</td>
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<tr>
<td>Salem Chamber of Commerce</td>
<td>34</td>
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<tr>
<td>Marblehead Chamber of Commerce</td>
<td>43</td>
</tr>
<tr>
<td>Lynn Area Chamber of Commerce</td>
<td>15</td>
</tr>
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</table>

Sources: Chamber of Commerce membership directories, queried by type of business

Table 3: Restaurant Ratings

<table>
<thead>
<tr>
<th>Community</th>
<th>AAA</th>
<th>Forbes (Mobil rating)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marblehead</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Salem</td>
<td>7</td>
<td>3</td>
</tr>
<tr>
<td>Beverly</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Gloucester</td>
<td>5</td>
<td>1</td>
</tr>
<tr>
<td>Rockport</td>
<td>5</td>
<td>1</td>
</tr>
<tr>
<td>Essex</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Ipswich</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Rowley</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Newburyport</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

*AAA and Forbes do not necessarily rate the same restaurants in each community.

**AAA – restaurants rated in the byway region ranged from 1 to 3 diamonds, 2 diamond = relaxed family fare, noticeable enhancements to food and service, 3 diamond = entry level fine dining, highly trained staff.

***Forbes (Mobil ratings) – restaurants in the byway region ranged from 1 to 3 stars, 2 stars = provides freshly-prepared food and a cordial and efficient waitstaff in a clean and well-maintained setting, 3 stars = offers skillfully-prepared food with a focus on a specific style or cuisine, warm and professional service, décor is well-coordinated and in keeping with the atmosphere.

Accommodations

A list compiled by Essex Heritage identified approximately 120 inns, hotels, bed and breakfasts within the byway communities. This inventory does not include the number of establishments located a short drive or train ride from the Byway in other communities bordering the byway region. Map 8 shows the distribution of food service establishments within the byway communities and the list is included in the Appendix. North of Boston Convention and Visitors Bureau advertises that Essex County has “3,500 rooms priced to fit every budget and a selection to fit every vacation need.”

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33 From survey of business yellow page listings.
Map 8: Restaurants and Accommodations in the Byway Communities

Map created by Brown Walker Planners, Inc.  
Source: MassGIS, Google Maps, Chambers of Commerce, Essex Heritage
Visitor Information

Essex National Heritage Area Visitor Centers
In partnership with local and regional entities, Essex Heritage maintains 10 satellite visitor centers throughout the Essex National Heritage Area. Each of these is housed within an existing heritage site or visitor center and provides an assortment of information on unique places and activities in the region.

Five of the Essex Heritage affiliated visitor centers are located along the Byway:

- Lynn – Lynn Museum & Historical Society
- Salem – National Park Service Regional Visitor Center
- Gloucester – Stage Fort Park Welcoming Center
- Ipswich – Hall-Haskell House
- Newburyport – Custom House Maritime Museum

North of Boston Convention & Visitor’s Bureau
The North of Boston Convention & Visitors Bureau (NBCVB) is a private, nonprofit, membership-based organization whose mission is to promote Essex County as a travel destination.35 To accomplish its mission, the NBCVB works cooperatively with state, regional, and local partners, including the Massachusetts Office of Travel and Tourism, Essex Heritage, and local chambers to promote visitation throughout the region.

The NBCVB operates the Maria Miles Visitor Center located at Exit 60 on Route 95 Southbound in Salisbury, MA - about four miles from the northern end of the Essex Coastal Scenic Byway in Newburyport. According to the NBCVB, about 500,000 visitors pass through the visitor center annually.36 The staffed facility is equipped with restrooms and provides visitor information.

Visitor information available from NBCVB includes:
- Visitor guide (on-line and print)
- Topical list of activities and sites (on-line)
- Calendar of events (on-line)
- Regional map and driving directions (on-line and print)
- Travelogues (on-line)
- Weather (on-line)
- Special promotions (on-line)
- Hotel reservations (on-line)
- Escapes North guide to cultural events (on-line and print)

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35 NBCVB is one of 13 regional tourism councils that are part of the Massachusetts Office of Travel and Tourism (MOTT).
Cape Ann Chamber of Commerce

This organization serves the communities of Essex, Gloucester, Manchester-by-the-Sea, and Rockport. The Chamber runs a seasonal information booth located on the Byway in Rockport and a visitor center on Commercial Street in Gloucester.

Visitor information provided by the Cape Ann Chamber of Commerce includes:
- Cape Ann Visitor Guide (on-line and print)
- Trip planner – capeannvacations.com
- Driving Directions
- Themed list of activities and attractions (on-line)
- Calendar of events (on-line)
- Dining and shopping guide (on-line)
- Community visitor information websites for Gloucester, Essex, Manchester-by-the-Sea, and Rockport (on-line)

Greater Newburyport Chamber of Commerce

Located in downtown Newburyport, the Chamber represents businesses and organizations from Newburyport and surrounding communities as well as from around the North Shore and Southern New Hampshire. In addition to the information provided during office hours year-round, the Chamber runs a seasonal information booth near Newburyport’s Waterfront Park located on the Essex Coastal Scenic Byway.

Visitor information provided by the Greater Newburyport Chamber of Commerce:
- Visitor Guide (on-line and print)
- Stay in the Loop monthly e-mail newsletter
- Dining, lodging, shopping guide (on-line)
- Themed list of activities (on-line)
- Calendar of events (on-line)

Visitor Services for Non-Auto Travelers

Due to the multi-modal nature of the Byway, visitor services for those travelers not using cars are also an important consideration.

Bicyclists

Unlike some byways that are very remote—a deterrent to some cyclists—the Byway’s services found at nodes along its length enable cyclists to travel light and stop as needed. Nine bicycle shops providing a variety of services (sales, repairs, rentals) are found along the Byway.

Several organized bicycling clubs, in addition to many local ad hoc bicycling groups, exist along the corridor. North Shore Cyclists is a recreational bike club that offers programs and activities for the entire range of bicycle enthusiasts with or without membership status. Essex County Velo (ECV), a nonprofit, volunteer organization, is dedicated to spreading the joy of cycling and actively supports advocacy and volunteerism. The ECV yearly hosts races known as the Gran Prix in Gloucester, Salem, and Beverly attracting competitors from all over the US, Canada, and Europe.

Information and guides for cyclists are relatively sparse. Rubel Bike Map’s Eastern Massachusetts Bicycle Map is a widely available bike map for cyclists traveling through the byway communities. Salem has a municipal map showing bike facilities; Newburyport and Marblehead have free commercial ad maps that include bike trails, but not bike lanes or recommended...
on-street routes. Salem is also in the process of preparing a bicycle plan that will identify on- and off-street paths and lanes, bike routes, and shared roadways.

**Rail Travelers**

Traveler information available at the thirteen commuter rail stations along the route is limited to train schedules and emergency services. Visitor services that might connect rail travelers to byway destinations is provided in some locations, but not consistently in all communities.

**Recreational Boaters**

Several paddling clubs extensively use the Byway’s water resources for training, tours, day trips and expeditions. North Shore Paddlers is a nonprofit organization dedicated to helping paddlers safely enjoy the sport of sea kayaking. Its members range from novice to seasoned adventurer, and its offerings include frequent and varied outings, community outreach, and environmental stewardship opportunities. North Shore Outrigger Canoe Club based in Salem Sound promotes the sport of Hawaiian outrigger canoe racing by providing recreational and competitive paddling opportunities.

The depth of the Byway’s paddling resources within the Great Marsh from Rockport to Newburyport (and beyond) are well illustrated in *The Kayakers Guide to the Great Marsh.* This web-guide is map based and delineates car-top boat put-in/take-out locations, suggested water trails, and a selection of historic, cultural and recreational prospects with map icons. It also offers other information including photographs of access sites and scenic vistas, general information on boating hazards that may be encountered, parking availability, site access conditions, web links and more.37

**Hikers**

Although a number of the communities provide self-guided walking tour maps and brochures, hiking guides are primarily provided for individual properties owned by The Trustees of Reservations, Essex County Greenbelt, and those managed by the Massachusetts Division of Conservation and Recreation (DCR). Local advisory group members and participants in the byway corridor management plan public meetings indicated interest in creating trail maps and guides (both print and online) for open space properties within their municipalities.

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**Recommendations for Enhancing the Visitor Experience**

A primary goal of the Essex Coastal Scenic Byway should be to help visitors enjoy and appreciate the corridor’s resources. At the core of the visitor’s experience is the ability to easily find sites and services along the Byway that are welcoming and informative or contemplative. Regardless of the intensity or interest of the scenery, the route should be a pleasant part of the travel experience, with minimal intrusions and inconveniences. Sites themselves should be high quality and engaging, whether the visitor is looking for information, relaxation, or recreation.

The following chapters focus on different elements of the Visitor Experience and address a variety of ways to help improve and enhance the Byway’s appeal for visitors. Highlighted here are some of the key ideas that are addressed in more detail in other chapters. Many of these ideas were raised in discussions with Local Advisory Group members as well as in interviews with byway stakeholders.

**Provide Gateway Entry Points**

Gateway entry points are the primary access points to the Byway and provide an opportunity to announce and introduce a traveler to the Byway. These may also be located near a significant byway traveler site or have particular scenic attributes. When a scenic byway route is linear and does not intersect with other major routes, its two endpoints provide logical locations for gateway areas. However, the Essex Coastal Scenic Byway is more complex; instead of two clearly defined starting points, there are multiple access points to the Byway. Nevertheless, there are a few principal points of entry to the Byway based on prevailing travel patterns and can be classified as the primary gateways.

**Lynn Heritage State Park, Lynn**

From the south, Route 1A in Lynn intersects the Byway at the intersection of Market Street and the Carroll Parkway. The Lynn Heritage State Park, just north of this point, represents a logical and attractive southern beginning point for the corridor. Services at this site include parking and a waterfront park area with harbor views and boat access. To create a

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A compelling beginning for the Byway, amenities need to be expanded to include restrooms and orientation. Orientation should include a map of the Byway showing key landmarks, natural features, and visitor sites. Information should also be available to help visitors take advantage of local resources and services including historic sites and the cafés along Broad Street. In the immediate area of the Lynn Heritage State Park, opportunities exist to improve the physical environment with beautification, lighting, and wayfinding from the train station and parking area.

**Grant Circle, Gloucester**

At its mid-point in Gloucester, the Byway intersects Route 128 at Grant Circle (Route 127 and Washington Street). A gateway welcome sign at Grant Circle would provide a highly visible invitation to the Byway. Following Washington Street one mile south from Grant Circle brings travelers to Stacy Boulevard Park on Gloucester Harbor and the famous Man and at the Wheel statue. This scenic and symbolic setting could be a location for a gateway information kiosk or booth for the Byway. Parking is available along the road.

**Atkinson Common, Newburyport**

From the north, travelers from I-95 can join the Byway via Storey Avenue in Newburyport at Atkinson Common, a historic park. Parking is available along the road, and the park offers a pleasant area for relaxing and strolling. Gateway features could include both a welcome sign as well as orientation information about the Byway. An historic lookout tower, currently inaccessible due to construction needs, would be a compelling location for the orientation, though other signage may also be needed as the Tower is interior to the site and not immediately visible.

**ADD WAYSIDE CONTACT STATIONS**

Most communities along the Byway cater to visitors with varying intensities of local attractions and services. Contact stations should be dispersed along the corridor to provide visitors easy to identify stopping and orienting points. At a minimum, these contact stations could be a kiosk in an existing park, plaza or visitor site, or at a business location with an accommodating outdoor space. This effort should be coordinated with related initiatives to serve a variety of visitor needs and to enhance marketing opportunities for the host community.

**Maintain Livability of City, Town and Village Centers**

City, town and village centers are an integral part of the byway travel experience. They are some of the most likely stopping points because they offer basic traveler services: food, fuel, and lodging. They can also offer a counterpoint to the resources or experience the traveler is seeking. They may provide a neighborhood playground, to or store or movie theatre, a quality music venue, or a unique shopping experience.

It is important to maintain a high quality visitor experience within these centers. To maximize community benefits as well, municipalities should focus on physical characteristics including walkability, local character, cleanliness and safety. The look and feel of city, town and village centers can be addressed through zoning and regulations, local clean up, beautification, or safety initiatives, as well as capital improvements. Many centers are home to historic sites and districts that should be highlighted. Walking or bicycling tours are an excellent tool for inviting visitors to these important resources. More on management of the Byway is included in Chapter 9.

**Improve and Maintain Quality of Resources**

 Visitors will judge the Byway by the quality of the sites they visit as well as by the journey along the roadway itself. The experiences should be complementary; with the journey providing context to the sites and resources, and the sites offering opportunities for immersion, whether for education, relaxation, or recreation. The quality of visitor facilities and resources is of critical importance.

**Key Visitor Sites**

Key visitor sites listed in previous sections should act as cornerstones of the byway experience and should provide a distinct and rewarding encounter. To ensure a quality and consistent visitor experience, these visitor sites should:

- Be easy to find and accessible to visitors of varying abilities.
- Provide basic visitor information and services: restrooms and orientation materials.
- Provide interpretation that connects to all or a piece of the byway story (though other information and stories may be featured as well).
- Engage a variety of skill and interest levels to satisfy a broad visitor base.
Provide byway representatives (staff or volunteers) who act as the face of a destination, can share knowledge about available resources, and tell how the site fits into the byway story.

**Trails and Launches**

Recreational sites including trails and boat launching areas may be the primary destinations for byway travelers interested in hiking, bicycling, paddling and boating. Signage, parking, and accessibility are needed. Key components include:

- Trailheads, trails, ramps, piers, parking areas and other facilities that are well maintained, attractive, and safe
- Entry points should have basic information about the site, including trail lengths and conditions, rules for use, applicable warnings, and other helpful information
- When appropriate, interpretative signs and displays should be integrated into these sites to add another dimension to the visitor’s experience.

Stewardship and maintenance, for trails in particular, is often heavily dependent on volunteers. Bike clubs, scout troops, environmental organizations, and others are excellent partners for one time projects or on-going maintenance. All volunteers should be given appropriate training and oversight as well as recognition and credit.

Trail maintenance was mentioned as a priority need among site managers during byway stakeholder interviews. Community members identified the need to more comprehensively map trails and launches to improve local use and enhance regional marketing.

**Byway Bicycle Route**

The on-road bicycling experience of the Byway could be enhanced through the establishment of a companion bikeway. This could become a more formalized route through a combination of online mapping and on-the-ground signs. There are a number of options for “establishing” the Essex Coastal Scenic Bikeway, from state legislation creating the route as one of the Commonwealth’s numbered bike routes (like the Boston–Provincetown Claire Saltonstall Bikeway), to posting and promoting it through state, regional, and local tourism agencies and organizations and including the route on MassDOT’s online interactive Bicycle Facilities Map.\(^{38}\)

**View Corridors**

The Byway’s scenic views range from passing glimpses of historic homes or marshland to expansive ocean views. These are important resources, which should be managed to highlight and preserve community resources and enhance tourism. Efforts should be made to increase opportunities for visitors to enjoy these glimpses by developing pull offs where appropriate and trimming excess vegetation that may limit views. Efforts should also focus on maximizing the impact of views by protecting the supporting landscape, such as by controlling incompatible development nearby. Another opportunity for improving scenic views is to add meaning through interpretation. For example an interesting idea - from a local advisory group meeting - is to create interpretation tools that tell the story of former grand hotels and summer mansions that once graced the oceanfront in Swampscott (and blocked ocean views during that era).

**Commercial Services**

The Essex Coastal Scenic Byway is blessed with a multitude of services oriented to the traveling public including service stations, motels, bed & breakfasts, restaurants, outfitters, and various entertainment venues. The key to enhancing visitors’ experiences is to ensure desired services are visible through appropriate signage and marketing. Byway marketing should include commercial services along the Byway that meet specific needs of travelers. Local marketing should also help visitors find services off the Byway. Marketing is discussed more thoroughly in Chapter 5 and more information on signage for the Byway is provided in Chapter 6.

**Universal Accessibility**

For the Byway to be welcoming to all travelers, accessibility for people with different levels of physical ability and mobility must be established consistently throughout the corridor. Access applies to both buildings including shops, restaurants, comfort stations, and visitor destinations as well as outside resources and activities including walking trails, beaches and waterways. Appropriate parking, wide doorways, level entrances, handrails, paved trails, smooth sidewalks, motorized or

\(^{38}\) http://services.massdot.state.ma.us/MapTemplate/BikeNetwork
specialized transport and proper height of amenities including fountains, sinks, tables and signs are some elements of universally accessible sites.

In addition to addressing access for mobility limitations, the byway program must consider how to make interpretation and other information easy to access and enjoy for people with limited hearing, sight, motor skills and knowledge of English. Access should be considered when developing marketing tools and visitor information as well as on-site interpretation. Some ways to increase access to a universal audience are with guided audio tours, easy to read print, Braille and tactile signage, multi-language interpretation.

While many visitor sites today meet building and access codes, byway stakeholders identified needs for accessible boardwalks and trails, ramps for historic homes, and interpretation that is more considerate of various limitations.
Chapter 5  
Marketing the Byway

A primary goal of the Byway program will be to help promote the region’s resources so that residents and visitors understand and appreciate their value. One of the key components for promoting the Byway will be the development of a marketing program to increase awareness of the byway communities and support regional tourism. The program would prioritize marketing strategies based on the strength of the potential market it seeks to reach. While the byway marketing program should consider the entire byway corridor, strategies for marketing the Byway should take into account the specific needs of the individual communities.

The Essex Coastal Scenic Byway benefits from being in a well established tourism region that welcomes over two million visitors a year. Beginning just 12 miles from Boston, and accessible by water, train, bus, auto and bicycle, the Byway has the capacity to draw from a large and diverse audience. The area is promoted by the following organizations: Essex National Heritage Commission, the North of Boston Convention & Visitors Bureau, regional chambers of commerce and local tourism initiatives, as well as the Massachusetts Office of Travel and Tourism. In addition, owners, partners, sponsors and other interested parties promote individual sites and events. By all indications, there is not a lack of marketing opportunities for the Byway’s resources and events; the challenge that the Byway faces is how to harness the full potential of the varied marketing efforts in the most efficient and effective way, while being respectful of the individual organizations involved.

First impressions are powerful; all marketing should focus on high quality resources and experiences in order to create an image and expectations of excellence.

Visitor Appeal

Visitors are drawn to the region for the variety of activities and experiences available, for the convenience of access, and because of the scenic and natural beauty of the area. State and regional tourism organizations and local Chambers of Commerce promote history, local food, shopping, water-based activities, hiking, biking, and arts and culture. The millions of tourists drawn to the region for heritage tourism, ecotourism, shopping, arts and culture, and recreation hold great potential to be encouraged to travel to other destinations along the Byway.

The collection of sites, attractions, and activities means that people might take in multiple sites in their visit rather than just heading to one location. Visitors to the region are encouraged to get out of the car, train, or boat to experience in an intimate way the intrinsic qualities of the Byway. The following themes describe the types of experiences that entice visitors to the region already and should for the basis for the byway marketing program.

Heritage Tourism

As estimated by the North of Boston Convention and Visitors Bureau, the region already attracts approximately two million heritage tourists annually. Attracted primarily to the principle tourist cities of Salem, Gloucester, and Newburyport, they are drawn by the historic resources that tell the stories of our country’s founding and early settlement that are found in each of the Byway’s communities; houses, farms, cemeteries, town halls and town greens.

The stories of international maritime trade, shipbuilding and fishing industries are evidenced by the marine-based resources found along the Byway: custom houses, warehouses, wharves and piers, schooners, boat yards, lighthouses, and historic homes built by sea captains and merchants.

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39 Essex National Heritage Area Annual Report, 2009
The Industrial Revolution in America played out in the byway corridor in the rise and prosperity of industries such as textile, leather, and granite quarrying that left behind mills, factories, tanneries, and quarry pits.

Historic resources are recognized as the primary intrinsic qualities quality along the Byway and should take center stage in byway marketing. However; there are many supporting themes that link to the visitor experience and should also be explored.

**EcoTourism**

With over 400 species of birds living or passing through Essex County, the area in and around the Byway is ideal for year-round birding, attracting both local enthusiasts and professional and amateur birders from all over the world. The Parker River Wildlife Refuge, Joppa Flats Education Center, Ravenswood Park, and Cox Reservation are some of the locations that provide interpretive facilities to serve as a home base for eco-tourists. In addition, birding excursions led by Mass Audubon and whale watching tours run out of Gloucester and Newburyport introduce visitors to the area’s wildlife. These make the market ripe for future development of ecotourism throughout the region.

**Shopping and Culture**

Clearly, unique and distinctive shopping opportunities and cultural events, including festivals and artistic and musical performances, are effective for drawing visitors into the character of a place. Local art, crafts, books and other wares are strongly linked to the visitor experience and can be encouraged as an expansion of existing services and as new services. Both the process of browsing and selecting and the product charged with meaning as a result of a pleasant experience deepen the visitor’s immersion into the Byway’s stories. Festivals and performances, already well established in many byway communities, are an excellent marketing opportunity to bring additional attention to the Byway and its intrinsic qualities. Linking existing festivals or creating new ones that engage multiple (or all) byway communities should be considered as part of the byway marketing strategy.

**Food**

Nothing immerses one in a place quite like “local” food. Already, the North Shore is famous for its seafood, in particular the Essex and Ipswich clams. A coordinated and mapped “cuisine capade” (like escapade ie: adventure, jaunt) could draw byway visitor’s attention to the incredible variety of eateries along the Byway. Food with a local story could be highlighted: from the obvious seafood (Ipswich and Essex clams), to bakeries, farm products, chocolates (Fannie’s), and brews (Cape Ann Brewing Company and Salem Beer Works). Marketing tools could range from low cost placemat maps to digital applications, complete with menus, directions, and the “food story”. Coverage of local eateries and breweries is a staple of the growing number of regional and local magazines, marketing to an engaged and interested audience.

**Recreation and Beaches**

Active adventure sports such as kayaking and bicycling, and more leisure pursuits such as birding and hiking, are activities that can be greatly enhanced with personalized guiding services. While a growing number of these service providers exist along the corridor, a concerted focus on promoting them as an integral part of the byway visitor experience could strengthen the marketing program and result in increased opportunities for local entrepreneurs. For example, a multiple-day vacation option could focus on a mix of adventures such as kayaking, bicycling and hiking or walking. Developing guide
programs through local colleges and institutions could also add to the economic development potential of adventure tourism. Integrating bicycling or kayaking with history is another idea worth exploring. American Heritage Bicycle Tours is a potential model; guides lead bicycle tours along or between historic sites, immersing riders in the stories (and sometimes food) of the past and often presenting living history vignettes.

Beaches are a principal attraction along the North Shore and can be found in many of the byway communities. Some represent regional destinations welcoming thousands of seasonal tourists a year in addition to neighborhood residents. Others serve a nearly exclusive local population due to size, amenities or municipal policy.

**Recommendations for Marketing the Byway**

The Essex Coastal Scenic Byway is uniquely positioned among the National Scenic Byway system, because it is one of many potential draws for tourism in the region. This attribute has both its benefits as well as its challenges when it comes to promoting the Byway. The Byway can be both a travel experience in and of itself as well as a means to get from one visitor site to another. Byway promotion efforts should consider both how to market to visitors drawn by other regional attractions as well as how to draw new visitors for whom the Byway may have its own appeal. The region’s congressional designation (National Heritage Area) should be a focus of its marketing. Additionally, marketing should highlight the different seasonal experiences to appeal to visitors who take advantage of different resources depending on the time of year.

**Branding**

Branding may be defined as the process involved in creating a unique name or image for a product that differentiates it from other products. The brand, the recognized name and image, (also discussed more fully in the Chapter 6) establishes an expectation from the viewer that is based on past experiences. It is extremely important for the Byway to have an effective brand that is associated with high quality, and authentic experiences. Local Advisory Group members supported creation of a brand and tag line as well as development of a coordinated graphic system that would be incorporated into marketing collateral for the Byway and partner organizations. Creation of this brand should incorporate the Essex National Heritage Area and National Scenic Byways Program logos. More about branding is included in the Chapter 6.

**Motivating Travelers**

Marketing the Byway to new visitors should consider what types of experiences appeal to typical byway travelers. For example, recent research conducted for the America’s Byways Research Studies program surveyed potential byway travelers to understand what appeals to them for a byway travel experience. The top attributes cited by travelers to the Northeast region of the U.S. are listed below. Marketing efforts for the Byway should match the Byway’s strongest assets to these activities and highlight them in the electronic and print materials for both international and domestic markets.

**Top Attributes that Motivate Travelers in the Northeast**

<table>
<thead>
<tr>
<th>1. A fun experience</th>
<th>11. Best collection of outdoor, scenic, cultural, historic experiences</th>
</tr>
</thead>
<tbody>
<tr>
<td>2. Great experience for adults</td>
<td>12. Makes trip planning easier</td>
</tr>
<tr>
<td>3. Everyone should experience in their lifetime</td>
<td>13. Good photo opportunities</td>
</tr>
<tr>
<td>4. Opportunities to learn and discover</td>
<td>14. Interesting small towns and villages</td>
</tr>
<tr>
<td>5. Good family experience</td>
<td>15. Truly beautiful scenery</td>
</tr>
<tr>
<td>6. A real adventure</td>
<td>16. Easy-to-follow routes</td>
</tr>
<tr>
<td>7. Confidence that we’re going to have a great experience</td>
<td>17. Uniquely American experience</td>
</tr>
<tr>
<td>8. Lots to see and do</td>
<td>18. Interesting historic attractions</td>
</tr>
<tr>
<td>9. Unique vacation experience</td>
<td>19. Safe experience</td>
</tr>
<tr>
<td>10. Great for viewing wildlife</td>
<td></td>
</tr>
</tbody>
</table>

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40 According to the U.S. based Adventure Travel Trade Association, **adventure travel** may be any tourist activity, including two of the following three components: a physical activity, a cultural exchange or interaction and engagement with nature.

41 http://www.americanheritagebicycletours.com

42 Longwoods International® 2007 research on Byway Personal Vehicle Trip Experiences. The America’s Byways Resource Center funded a study to help define an overall approach and messaging for a Public Awareness Strategy for byways. The focus of this report and key findings can be found at http://bywaysresourcecenter.org/resources/specialprojects/partnershipmarketing.
Regionally, the 2004 Essex National Heritage Area Visitor Survey and Economic Impact Study reported that shopping, visiting beaches, and attending festivals or special events are the top three most participated in activities among visitors surveyed at various Essex Heritage Area visitor centers. The North of Boston Convention & Visitor Bureau’s website notes that the “most frequently reported trip activities are visiting historical places and museums (18%), shopping (16%), taking part in outdoor activities (10%) and attending cultural events and festivals (8%).”

**Using and Enhancing Established Resources**

A variety of resources are available to help with marketing and promotion to potential byway travelers. Affiliation with the National Scenic Byways Program (NSBP) can provide access to marketing opportunities. Designation as a state or national scenic byway automatically enrolls the byway in the NSBP. The NSBP presents itself to the traveler in a number of ways:

- Through state and regional travel guides, which often contain feature articles showcasing travel experiences along one or more byways.
- Through the use of the National Scenic Byways and America’s Byways® brand, which is being adopted by many state travel and tourism offices.
- Through NSBP website and publications, such as "Come Closer" map booklets and descriptions.
- Through references to byways in travel articles included in newspapers, general circulation magazines and specialty travel periodicals, introducing casual readers to the individual experiences they might expect to encounter along specific byways.

The byway program should also evaluate the potential for partnering with other travel based marketing organizations.

**Heritage Travel, Inc.** a for-profit subsidiary of the National Trust for Historic Preservation focuses on authentic experiences and is the company behind Gozaic, a dynamic online travel community where people find and share heritage- and culture-rich experiences. Heritage Travel, Inc. partners with a variety of destinations, attractions, events and others to offer Gozaic members online travel resources targeted at a global audience of heritage and cultural travelers.

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The **U.S. Travel Association** offers a variety of marketing programs that can be leveraged toward byway promotion efforts, including Discover America, a consumer brand designed to encourage international and domestic travelers to plan trips to and within the United States. The companion website, DiscoverAmerica.com, includes scenic byways as one of the options under its Activity Finder. For the National Travel and Tourism Week in May, U.S Travel supports special events nationwide to “collectively champion the power of travel.”

**AAA Travel**, a branch of AAA Insurance, provides travel planning assistance to members with tools that include tour books, maps, featured trips and driving destinations. The Essex Coastal Scenic Byway area is serviced by AAA Southern New England and Merrimack Valley AAA.

The following programs and initiatives highlight just a few of the existing marketing efforts, regional and local, focused on the Essex Coastal Scenic Byway area resources and communities.

The **Essex National Heritage Commission** (Essex Heritage) produces a series of thematic guides promoting the sites (First Period buildings, farms), and activities (bird watching, recreation) throughout the region. The guides are produced as a collaborative effort with partner organizations and local sponsorships. The recently completed *Maritime Guide* highlights visitor attractions along the coast of Essex County and includes the byway route.

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44 Activity Finder is available from: http://www.discoveramerica.com/ca/activities.html
45 http://www.ustravel.org/marketing
**Trails and Sails** is an annual program of Essex Heritage that promotes free events at over one hundred historic, cultural, and natural sites within the Essex National Heritage Area during the last two weekends of September. The initiative invites residents and visitors to create an itinerary based on their area of interest. It features an on-line and smart phone compatible catalog of events searchable by date, time, community, and event title. Printed guides are available at the ten Essex Heritage Area visitor centers.

**Escapes North** is a cultural tourism program led by the North of Boston Convention & Visitors Bureau and the Peabody Essex Museum, with support from the Massachusetts Cultural Council. It highlights the area’s art, festivals, literature, and architecture with a website that includes historic information, related press releases, lists of events, sample itineraries, and lodging and transportation options. Web users can book packages on line. Printed guides are also available.

The **Cape Ann Chamber of Commerce**, serving the communities of Gloucester, Rockport, Essex and Manchester-by-the-Sea, maintains an impressive website offering information on the myriad of events, sites, and activities, as well as links to other useful websites. It also publishes a magazine, **Cape Ann Guide** that is accessible for viewing on the web, downloadable, and available for a nominal fee by contacting the Chamber or visiting Cape Ann Chamber sites in Gloucester or Rockport.

In addition to regional efforts, a number of byway communities actively market their community’s resources through printed materials and community websites including the following.

As the destination marketing organization for the City of Salem, the Salem Office of Tourism & Cultural Affairs, otherwise known as **Destination Salem** cooperatively markets Salem through a variety of mediums and activities. Its web-based visitors guide features Facebook and Twitter applications, a calendar of events, updated weekly; lists of sites, events and
activities; answers to frequently asked question; ten free things to do; and information on Salem’s history, transportation, lodging and other services. *Destination Salem* also produces a guide, downloadable or available free upon request.

The Essex Merchants Group website promotes *Escape to Essex* with information on antiques, specialty shops, restaurants, museums, recreation, services, and accommodations. The site is easy to navigate and provides useful information and attractive photographs that give a brief, but substantial snapshot of what can be found in the town. The website is also linked to the Cape Ann Chamber website.

**WORKING WITH MEDIA PARTNERS**

Local media – newspapers, e-mail newsletters, social media networks – have been an important part of spreading the word about the Corridor Management Planning process. Local Advisory Group members recommended continuing these relationships and establishing permanent liaisons at local media outlets to promote byway projects and events. Periodic feature articles or interviews could also be arranged with local radio, community access TV, and organizational newsletters.

**COORDINATING EFFORTS**

Given the tremendous amount of marketing that focuses on the area and on individual resources around the Essex Coastal Scenic Byway, coordinating existing efforts could be the most cost-effective and productive strategy available. The cornerstone for this effort will be communication and openness to considering a regional approach. Building partnerships to maximize the effectiveness of coordination will increase resources, reduce demands on individual agencies or initiatives, allow sharing of expertise, and increase the variety of services and activities offered.

Coordination can also help link events, destinations and services between communities and organizations. For example, a combination of events along the Byway could be developed to create multiple day (or week-long) vacation options. This would reduce planning time and complexities for travelers and allow sponsors to share marketing costs. Another recommendation is to develop itineraries that span the length of the corridor. These could be based on historic resources, beaches or other natural areas, outdoor adventures, shopping, or any combination thereof to broaden the appeal to
travelers with varied interests. Local Advisory Group members suggested a coordinated approach whereby each community is encouraged to develop a similar kind of product – tour, walk, or event – something that can be marketed across the Byway. Other event ideas for coordinated activities shared by Local Advisory Groups included:

- Scavenger hunts
- Sponsoring public outdoor art along the byway route
- Creating a progressive ice cream day – traveling between different ice cream vendors in different communities along the Byway
- Bike race or excursion along the byway route or a triathlon (bike, run, paddle) to integrate different modes of transit
- Coordinate with the annual Essex Heritage Trails & Sails event to promote byway locations
- Annual heritage tours that span multiple communities
- “Gates open” event to allow public access to historic landscapes of the large estates – highlighting landscape architecture
- Ribbon cuttings with elected officials / leaders in each community at scheduled times all along the Byway as a means of kicking off the byway program
- Historical enactments along the length of the Byway

Another idea offered by Local Advisory Group members is to develop 1-3 hour “must-sees” by community along the Byway as a multi-day itinerary. A related recommendation by Local Advisory Group members was to develop a “passport” program for the Byway where visitors would get a byway stamp at each location within a recommended itinerary. The National Park Service Passport to Your National Parks program already in use at the Essex Heritage regional visitor centers could serve as a model. Following is an example of a simple and colorful itinerary for six days along the West Elk Scenic & Historic Byway linking the Colorado mountain towns of Gunnison and Crested Butte. Consistent with the intent of the Essex Coastal Scenic Byway, this itinerary focuses on drawing visitors out of their automobile for a variety of activities.

Stay and Play
Following is a sample Itinerary from West Elk Scenic & Historic Byway titled 2 Million Acres of Awesome Possibilities, Pure and Simple (www.gunnisoncrestedbutte.com/itineraries).

Day 1: Suggest mid day arrival
- Denver to Gunnison
- Arrive Gunnison and stay two nights

Day 2: Take a float trip on either the Gunnison or Taylor Rivers
- Visit its many shops and restaurants, and the Pioneer and Train Museum
- Music in the Park
- Dine along the River

Day 3: Travel to Crested Butte and stay three nights
- Horse back riding or Nature hike in the High Country along the Lower loop trail
- Shop Downtown Crested Butte, Colorado’s largest National Historic District
- Visit the Crested Butte Mountain Heritage Museum to learn all about the colorful mining culture
- Choose from many fabulous restaurants and shops on Elk Ave

Day 4: Ride the lift at Crested Butte Mountain
- Suggest an early morning chair lift ride
- Picnic in the wildflowers or at one of the sunny decks located at the Base Area
- Afternoon drive to Gothic, a Historical Mining town, and home of Rocky Mountain Biological Lab, a summer biology school.
- Participate in a seminar or just enjoy the history, or a short hike to Jud Falls
- Eat somewhere new, options are plentiful, menus diverse

Day 5: Fly Fishing or Flight Seeing
- Get some instruction from a local Outfitter
- Explore the many lakes and streams right outside of Crested Butte for your afternoon activity
- Or take a scenic flight of the area by Hot Air Balloon, or Plane
- Enjoy Music in the Park for free and see a play presented by local talent.

Day 6: Return to Denver
- For a little adventure travel over Cottonwood Pass to Buena Vista, and Denver
- Or take the tried and true (Paved) HWY 50 over Monarch Pass, Buena Vista

The byway program should also help to coordinate the printed collateral that is distributed about the Byway and the various byway partner organizations. Local Advisory Groups suggested that one of the first pieces of collateral developed for the Byway should be a brochure with an orientation map identifying the primary visitor information centers along the
Byway; make it available on the web as well. Simple promotional materials such as postcards, bumper stickers, posters were also suggested in Local Advisory Group discussions. Coordinating distribution and display of these materials would be a function of the byway organization.

**Integrating Technology**

Many travelers are researching destinations using new media including websites, blogs, podcasts, and blogs, smart phone applications and websites. These electronic venues attract a particular and growing market segment to the Byway indicating that technology should be a major focus of coordinated marketing. Local Advisory Group members supported making use of popular communication technology to promote the Byway and relate its stories and also for making information accessible to the “armchair” tourist or those who are limited in their ability to get out and about.

An interactive website should be developed that allows byway communities and organizations to share information and seek opportunities for partnering on promotion activities. Social media, such as Facebook and Twitter, should also be considered key marketing tools as they are increasingly assisting travelers in all aspects of their leisure pursuits. Travelers could also be invited to take part in marketing the Byway by sharing personal experiences through blogs and other interactive websites, such as TripAdvisor.com. Coordinating and sharing information and costs could enable many communities to take advantage of these highly effective marketing tools.

**Highlighting Transportation Options**

The Essex Coastal Scenic Byway has a tremendous opportunity to expand the typical Byway user base due to the variety of transportation choices available to visitors. Transportation options not only move visitors along the byway corridor or through the byway communities, they also provide visitors with different ways to experience the intrinsic qualities within the byway communities.

Marketing for the Byway should include a focus on water-based transportation, including ferries, charter boats and private vessels. This should include itineraries that move maritime travelers along the coast to the various byway communities or resources; or along rivers from the coast to village centers. At first glance, a scenic byway with its emphasis on the roadway corridor may seem to be ill-suited for maritime travelers. However, the focus of the Essex Coastal Scenic Byway is the story of the role water played in the area’s history and its impact on development. The Byway includes resources that are best experienced outside of one’s car: in village centers, vast open spaces, along waterways and coastal waters. Targeting maritime travelers connects a strong local resident and visitor market with resources and services of the Byway. Local Advisory Group members suggested bringing special tours to the byway region to link some of the water areas to the Byway such as a “Duck Tour” and harbor taxis.

Land managers of a number of natural resource areas along the Byway have expressed an interest in promoting alternative transportation modes for visitors. Alternative transportation allows byway visitors to leave a lighter carbon footprint, benefitting both the traveler and the visited resource. Promoting biking and walking also appeals to the “Get Up and Get Out” movement that encourages people to live healthy and get regular exercise; and the “Healthy Transportation” movement that supports people in incorporating self-propelled transportation options into their daily lives. Marketing should highlight these benefits and promote visits as ecologically responsible and healthy travel adventures.

The Massachusetts Bay Transportation Authority (MBTA) commuter train serves the byway corridor with stops in eleven of the thirteen byway communities, all but two within less than a mile of the Byway. The train provides opportunities to bring
visitors from Boston and to shuttle them between communities, where they can walk, bike, or take a taxi to various destinations. It also provides riders with views of expansive marshlands, active harbors and town centers. For rail travelers who bring their bikes, a number of towns have bicycle trails to supplement on-road bicycling adventures. Byway managers should investigate the feasibility of developing a seasonal bike-sharing program at each of the MBTA stations along the Byway.

Local Advisory Group members suggested increasing access to a variety of transportation modes within communities including bike routes through downtowns and natural areas, pedi-cabs that offer narrated tours, and guided (or self-guided) walking tours such as through the abandoned settlements of the old Dogtown property in Gloucester and Rockport.

**DEVELOPING LOCAL MARKETING CAMPAIGNS**

Scenic byways, while designated because of the quality of resources immediately along the roadway and visible to the travelers moving along it, can also be defined and remembered for the unique character of the communities they travel through. This is particularly true when the scenic byway’s primary intrinsic qualities are historic or cultural rather than scenic and when the stories of the byway are varied and complex. Some communities along the Byway are well established tourist destinations with natural and cultural resources as well as an abundance of visitor services and amenities. Other communities are blessed with natural and or cultural resources but have not yet developed, or choose not to develop, accommodations for visitors. This diversity should be seen as a positive element of the byway corridor. According to the National Trust for Historic Preservation, one of the reasons cultural heritage tourism is on the rise in the United States is that travelers are seeking out experiences that are distinctive, not homogenized. Travelers want to get the feel of a very particular place or time.

The diversity of communities along the byway corridor can offer a great variety of experiences to the traveler by honoring those aspects of a community that set it apart. While a unifying degree of quality should prevail along the corridor, each community should seek to create a marketing program that meets recognized local needs; is based on specific attractions, accommodations, and sources of support; and is appropriate and sustainable for that community.

With byway organization guidance, each community should go through a planning process to create a marketing plan tailored to their specific needs and ambitions. The process should engage the community’s visitor site managers, farmers, retailers, and service providers as well as residents and others who may be impacted to determine what should be marketed and how. Printed materials, such as brochures, maps, and placemats; centralized kiosks with take-away or in-place information; technical applications; or a sign system, are some marketing tools that could be considered. The purpose of the marketing is not to advertise every business or site in the community, but rather to create an image that allows visitors to understand the community, share information, and direct visitors in ways that are unobtrusive and effective.
Chapter 6
Signage for the Byway

Introduction

From gateway entry points to byway directions and interpretative panels, signs will be one of the principal methods to welcome, advise, direct and educate travelers along the Essex Coastal Scenic Byway (Byway). Signage is important not only for conveying information, but also for representing the organization of the Byway and the professionalism of its management. More practically a well organized sign system helps create a more pleasurable traveling experience.

Designing and implementing a sign system specifically for the Essex Coastal Scenic Byway and effecting changes to signs that are already in place is an extensive and complex project. Its complexity however, is matched by its importance to the success of the Byway, as was repeatedly identified and stressed by Corridor and Local Advisory Group members throughout the corridor management planning process.

This chapter reviews the types of signs appropriate for the byway sign system. It also provides guidelines for the Byway sign system as well as recommendations for coordination with existing municipal and state sign programs along the route.

Existing Signage

All signs and interpretive panels should work with, build upon and where possible conform to existing signage standards and protocols currently in use in the byway corridor. Existing corridor-wide signage includes DOT/MUTCD standard route and directional markers, and tourist oriented destination signs, historic markers, brown historic areas of interest signs, and Essex National Heritage Area site markers. There are a number of site identification signs that are recognizable in a number of locations along the Byway, as well -- The Trustees of Reservations, the Massachusetts Department of Conservation and Recreation (DCR), Historic New England, and Essex County Greenbelt. A few of the local communities along the route have developed a local sign program, including Gloucester, Beverly, and Salem.

General Observations and Issues

- The byway route is not currently identified with signage.
- Information about distance to communities or destinations is not provided along the entire route.
- The byway route makes numerous turns and follows a combination of numbered highway routes and local roads. Every turn is a potential point for a traveler to get lost or misdirected.
- Some visitor facilities and attractions have independent signage programs and systems. Some of the byway communities have local visitor information sign programs and systems, as well.
- Where the Byway follows state highways, route number are posted on signs with white backgrounds and black numerals.
- At junctions or intersections, state signs are mounted on green backgrounds with white letters. These signs may include directional arrows as well as distance to state highways or other landmarks or locales.
- Some intersections lack street/road name signs—there is a noticeable difference among municipalities.
- There is a significant amount of sign clutter along the route, the majority occurring at decision making points, or intersections, and often at municipal lines.
- There is an inconsistent application of regulatory, safety and general directional/informational signage along the byway route.
Examples of Existing Highway Directional Signs

Examples of Existing Tourist Oriented Directional Signage (TODS) or Official Business Directional Signs (OBDS)

Examples of Existing Interpretive Signage
Historical Markers

Historical markers identify the places that are significant to a particular historical event or person. They can provide a daily reminder of the past. Individually, the local details can seem insignificant beyond their local relevance: the home of an individual who made a difference; a natural feature, building, byway; or something interesting that happened nearby. However, collectively they can contribute to the byway traveler’s exploration of the region and should be part of a coordinated program to tell the byway story.

Historical markers explain key concepts with limited detail and explanation, however there are different types of historical markers. Some simply state facts while others provide a story or highlight the connection to a significant event or historical period. Most are located along a travel way – roadway or bike path.46 Most historical marker programs began in the early twentieth century and are often administered by local or state historical societies.

Massachusetts Bay Colony Tercentenary Markers

In 1930, in honor of the Massachusetts Bay Colony Tercentenary, Massachusetts established a program to install signs and markers along state highways “with suitable inscriptions thereon, indicating the ancient ways of the Puritan times and the structures or places relating to or associated with the early settlements within the commonwealth.”47 The resolve assigned responsibility for installation and maintenance to the Department of Public Works (now MassDOT) from appropriations made for maintenance of the state highway system. The 1930s markers are of cast iron. The tablet measures thirty-six inches in width and thirty-five to forty-five inches high. Originally, the tablets had letters and trim in black on a painted white background and the coat of arms in blue and gold (colors have faded over time). The inscription is the same on both sides.48

47 Resolve of 1930, Chapter 10, approved March 26, 1930.
48 The original markers were constructed by Carlisle Foundry Company, Carlisle, PA.
Outdoor Advertising

Outdoor advertising -- part of the built environment that is visible within the travel corridor -- has the potential to highly impact the character of the roadway and the traveler’s experience of the intrinsic qualities along it. For these reasons, as well as to promote safety, outdoor advertising is controlled at federal, state and local levels throughout the country.

In 1958 federal legislation (known as Title 23 of the United States Code) declared that the erection and maintenance of outdoor advertising signs, displays, and devices in areas adjacent to the Interstate System and the primary system should be controlled in order to protect the public investment in such highways, to promote the safety and recreational value of public travel, and to preserve natural beauty. Title 23 specifically intends to provide protections for designated scenic

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49 The term “Interstate System” means the Dwight D. Eisenhower National System of Interstate and Defense Highways described in section 103 (c) of United States Code Title 23. The term “Federal-aid highway” means a highway eligible for assistance under this chapter other than a highway classified as a local road or rural minor collector.
byways by prohibiting outdoor advertising along any highway on the Interstate System or Federal-aid primary system that has been designated a scenic byway. Subsequent federal acts have clarified and modified elements of the code.  

Prohibited forms of outdoor advertising include sign structures or combinations of sign structures or messages visible from the designated route that advertise a business, service or event located in another location (off site). On premise commercial signs, official traffic control or directional signs, and signs installed under the recommended Tourist Oriented Destinations (TODs) program are exempt from the prohibition.  

While these restrictions apply to rural areas, commercial and industrial areas remain vulnerable as the law permits outdoor advertising in urban, commercial and industrial areas provided size, lighting and spacing, is consistent with customary use.

The following roads of the Essex Coastal Scenic Byway are subject to Title 23:

<table>
<thead>
<tr>
<th>Route</th>
<th>City/Town</th>
<th>Federal-Aid Primary/Secondary</th>
</tr>
</thead>
<tbody>
<tr>
<td>1A</td>
<td>Ipswich</td>
<td>Primary</td>
</tr>
<tr>
<td>133</td>
<td>Essex to Rte 128 in Gloucester</td>
<td>Primary</td>
</tr>
<tr>
<td>1A</td>
<td>Veterans Bridge, Salem/Beverly</td>
<td>Primary</td>
</tr>
<tr>
<td>1A</td>
<td>Bridge Street, Salem</td>
<td>Primary</td>
</tr>
<tr>
<td>114/1A</td>
<td>Lafayette St. Salem</td>
<td>Primary</td>
</tr>
<tr>
<td>1A</td>
<td>Lynn Shore Drive</td>
<td>Primary</td>
</tr>
<tr>
<td>1A</td>
<td>Lynnway</td>
<td>Primary</td>
</tr>
</tbody>
</table>

State regulations controlling outdoor advertising are found within Massachusetts General Law: Chapter 93: Sections 29 – 33 and are under control of the State Outdoor Advertising Board. The state requires all outdoor advertising to be permitted annually and otherwise Massachusetts regulations generally mimic federal language, thus offering no additional protection.

Cities and towns may further regulate and restrict billboards, signs or other devices within their jurisdiction by ordinance or by-law. Each of the thirteen byway communities has local regulations regulating outdoor advertising. However, the content of the regulations vary greatly, resulting in the allowance of a wide diversity of signs along the Byway in terms of design, size, and number of signs allowed per site. So while a particular sign may be compliant with local regulations, it may be widely inconsistent with other signs along the Byway.

Signs along a roadway are a prominent aspect of the built environment and the variety of signs can add visual interest and can also provide cues to the type or character of the community. Signs that are unattractive, too large, poorly maintained, or inappropriately placed (too clustered to be read or blocking views) however, can be a visual intrusion, and in some cases can be a safety concern. Every effort should be taken to ensure that the Essex Coastal Scenic Byway benefits from the diversity of signs alerting users to sites and services and is protected from scenic infringements and safety hazards of inappropriate signs and placements.

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51 Tourist-Oriented Directional Signs (TOD) and Agricultural Signs provide the business identification and directional information for businesses (including seasonal agricultural products), services, and activities the major portion of whose income or visitors are derived during the normal business season from motorists not residing in the immediate area of the business or activity. They are intended for use only on rural conventional roads and shall not be used at interchanges on expressways or freeways. From” TOURIST ORIENTED DIRECTIONAL SIGNS and GENERAL INFORMATION & APPLICATION of MDOT, updated 12/23/2009.

52 The north bound side of the Lynnway/Carroll Parkway from Broad Street to Nahant Circle is now owned by MassDOT Highway Division.
Recommendations for Byway Signage

**Byway Sign System Plan**

A consistent, integrated, informative, and attractive sign system should be a primary goal for the Byway. Goals of an effective sign system are to:

- Assist travelers in locating the Byway.
- Provide multi-modal guidance to travelers on the byway route.
- Provide information on visitor locations and byway resources.
- Maintain visual consistency for all byway signage.
- Help keep travelers safe.

A consistent and integrated sign system provides the traveler with strong visual cues along the byway route and within the byway corridor. The sign system should include:

- Recognizable logos
- Recognizable colors
- Consistent fonts (letter styles)
- Uniform installation practices including construction and locations

An important component of the byway sign system will be the use of byway iconography (signs, shields, logos) to “brand” the Byway. Branding will help create a sense of a comprehensive and unified route that is regularly, if subtly, reinforced by the presence of consistent and high quality signs.

It is important that the signage plan for the Byway work closely with existing Essex National Heritage Area and Federal Highway Administration (FHWA) standards to introduce and define the key concepts, sites and attractions for which the byway route has been designated. The Essex National Heritage Area has created a Sign Standard Manual. This manual provides great detail and graphic imagery and should be used to develop a byway sign system. The manual provides well-developed details and offers sign type flexibility to suit varied site conditions. The manual provides recommendations for Directional Signage, Site Identification Signage and Informational/Site Interpretive Signage.

**Coordination with Local, State, and Federal Sign Programs**

The byway sign system must comply with guidance in the *Manual on Uniform Traffic Control Devices (MUTCD)*[^53] and the MassDOT Guide Sign Policy for Secondary State Highways, and be coordinated with state and local authorities to ensure the greatest level of consistency along the byway route for all types of signs and information. Byway signs posted within the public right-of-way along the byway route should meet all applicable standards for sign posting and safety (such as reflectivity, size and breakaway posts).

Byway sign planners should work to ensure that existing state and local signs for route markings (US, state route shields) and directional and distance signs are clear and consistent in information and completeness. Byway sign planning should also address sign issues that may interfere with the aesthetic quality of the Byway (unnecessary signage, sign clutter, repetitive or obsolete signs).

**Byway Sign Classifications**

The byway sign program should include guidelines for a hierarchy of sign classifications, both those that are directly related to the Byway as well as other state and local roadway signs.

**Gateways**

When a scenic byway route is linear and does not intersect with other major routes, its two endpoints provide logical locations for gateway signs. However, the Essex Coastal Scenic Byway is more complex, running through thirteen communities on local roads and along seven major state routes with looping section extensions. As a result, instead of two

[^53]: US Department of Transportation, Federal Highway Administration, 2000
clearly defined starting points, there are multiple access points to the Byway for travelers. Nevertheless, there are some logical principal points of entry based on prevailing travel patterns. These are identified as primary gateways and discussed further in Chapter 4.

1) Lynn at Nahant Circle, southern start of Lynn Shore Drive, primary access from Lynnway (Route 1A) to Carroll Parkway
2) Newburyport at Atkinson Common primary access from Rt. 95 (Exit 57) to Storey Ave/Ferry Rd intersection
3) Gloucester at Rt. 128 Grant Circle (Exit 11 onto Rt. 127)

Signage at key gateway points can provide a clear sense of arrival to the Byway. The gateway signs should be the principal introductory visual cue carrying the byway logo/symbol. Gateway signage should be uniform throughout the Byway, and build upon visual cues established in the Essex National Heritage Area Sign Standards manual. Gateway signage should be coupled with visitor amenities and support services in close proximity to the Byway, and should represent a point of access through which the traveler may engage with the byway story.

The gateway sign should identify the route by name (and without abbreviations), include a note of arrival such as “welcome” or “entering,” introduce the logo or symbol image that the traveler will be following as a part of the wayfinding system, and include logos or acknowledgements for Byway sponsors or partners. A goal of the gateway sign should be to reduce sign clutter along the byway route by recognizing all byway partners at a few key entry points, therefore allowing the simple byway wayfinding logo/symbol to represent the Byway (and all its partners) as the principal route marking.

- The location should be prominent to the byway route.
- The location should be in an area with minimal visual clutter (signs, commercial property, utility lines, etc).
- The location should be expressive of the natural, scenic, cultural, recreational or historic resources of the route—the gateway sign against a background of woodlands, water or a historic structure (a gateway sign should never compromise or detract from a natural or historic site).
- It is more important to have the gateway sign at a location that is attractive and representative of the byway corridor, than at the exact boundary of the defined route or district. The gateway sign should be as close to the boundary as possible. If an exact boundary marking is required, a small sign acknowledging the “begin” or “start” point may be erected.
- Gateway signs should be carefully located and coordinated with municipality “Welcome to...” signage. Welcome signage is not typically considered byway gateway signage thus the two should be coordinated and standardized in terms of message and information relevant to the traveler’s experience.
Examples of existing municipal “Welcome to...” signage along the Byway

The gateway sign for the Town of Essex creates a strong arrival statement, sense of place and quality. The classic design of the sign reinforces the features of the area and establishes a certain visitor expectation. The sign gives basic information—the name of the town and the town logo/symbol.

The gateway sign for Gloucester is nautical in design, and still fits well in the natural setting of the scenic road.

Wayfinding

Wayfinding signs are generally logos or symbols that mark the route and provide information in three key situations: access points, turns and movements, confirmation. Through the design and installation of a single logo or symbol to mark the byway route, byway travelers are provided with a uniform and reliable route marking that operates in conjunction with, but independently from, other identifiers such as route numbers and road names. Wayfinding is particularly important for the Byway because it takes many turns and follows multiple U.S. and state route numbers.

The byway logo/symbol should be posted at all turns and at regular intervals along the route to enable travelers to remain on the Byway. Every byway turn or intersection with significant cross routes should have three wayfinding (byway logo) signs:

- An advance notice of movement (left ahead, right ahead, forward);
- Notice of movement at the intersection (left, right, straight);
- After the turn or intersection, a confirmation (byway logo) sign identifying the Byway.
**Byway Access Points**

Simple byway access signs should be located at locations where non-byway routes and other modes of transit intersect the Byway.

Once general access locations are identified, they should be prioritized by access type and anticipated visitor volume. Direct access points lead directly to the byway route without further route changes required; indirect access points would require the traveler to make additional route changes before reaching the Byway. As a second step it is important to identify the exact location where the access sign should be placed in each access area.

Non-vehicular access points need to help orient the traveler arriving to the Byway without a motor vehicle. In some cases these travelers will go on to experience the Byway by foot or bicycle. They may elect to travel through a segment, or loop back to a station or transit hub. Water-based gateways are more difficult to identify and sign for, and only public and structured access points should be identified -- boat ramps, wharves and piers should be prioritized over beaches and riverbank launches. These secondary gateways should be identified by simple signs that include the byway logo/symbol and note the feature or secondary gateway.

Passenger rail stations provide opportunities to provide information about the Byway and lead visitors to it. Signage and roadway improvements should be used together to create safe and accessible pedestrian and bicycle paths from stations to the Byway or byway resources. Strategies to consider include:

- Providing interpretive information about the Byway at the station;
- Installing directional signs from the station to the Byway;
- Improving safety and accessibility from the station to the Byway with a pedestrian and bike path, bike lane, or wider shoulders.

**Confirmation Signs**

Confirmation logos or symbols should be placed after all turning movements directed by the byway wayfinding system and periodically along the byway route to reassure byway travelers that they are still traveling the byway route. Due to the many turns that are a part of the byway route and the multiple crossroads and intersections not associated with the byway route, regular confirmation signs will be an important consideration. Confirmation signs should be placed within one-quarter mile after the turning movement, and generally every eight to ten miles for lengthy byway segments from which no turning is required.

**Bicycle Route Signs**

The idea of creating a companion bikeway for the Essex Coastal Scenic Byway is discussed in Chapter 4. If the bikeway is established through legislation, the route would be identified with a standard bicycle route sign with the byway logo. If the legislative route is not pursued, unique signs for the bikeway should be combined with byway signs for simplicity and to reduce sign clutter.

**Identifiers and Directionals**

The Essex Coastal Scenic Byway is a non-linear route with loops and parallel routes in some areas, and as a result offers the traveler multiple options to continue on the Byway. At some intersections the byway route may continue straight as well as making a turn to the left or right. Approaching an intersection with signs showing the byway route both continuing straight and turning left (for example) can potentially be confusing for the traveler. This is especially problematic for travelers who are using the signs as their principal form for guidance and direction, since not all travelers will have a byway map. At these intersections it is critical that wayfinding signs be paired with clear destination signs indicating the direction to communities and points of interest.
A list of principal destinations for directional signs should be established. These should include gateway communities, other town centers with visitor services, key transportation junctions, and attractions that have high visitation. (This should not, however, be a list of all destinations along the route.) Destination signs should be posted in advance of all intersections where a choice/option in the byway routing is presented. At such decision points, the additional destination information will assist byway travelers in making an informed choice. In general no more than three destinations should be listed on any one sign.

**Tourist Oriented Destination Signs (TODS)**

Tourist Oriented Destination Signs, or TODS, provide basic traveler information. TODS are signs that are located in areas with high levels of tourism and visitation to provide traveler information that is reliable and consistent. TODS are utilized as an alternate to off-premise signs (billboards). TODS may be used to provide direction to private establishments (bed and breakfasts and antique shops) or public facilities (boat launches, public beaches, hiking trails, for example). TODS are uniform in size and may include a logo.

The Massachusetts Tourist-Oriented Directional Sign Program and Agricultural Directional Sign Program (ADS), administered by MassDOT, Highway Division Sign Unit outline the criteria for eligible facilities, sign number, location and design requirements, application and approval procedures, and fees.

While there are many visitor facilities along and proximate to the Byway, there are other services (museums, bicycle or kayak rentals and farm markets, for example) that the general traveler may be unaware of, or that may be nearer than perceived. TODS and ADS would provide a visually responsible and user friendly program to advise byway travelers of basic services geared toward the leisure/travel market.
TODS for the Essex Coastal Scenic Byway should serve two distinct purposes:

1. Provide direction for essential visitor services located off the designated route, such as lodging, fuel and food.
2. Provide direction for visitor facilities, areas of interest, and public lands located off the designated route. Services and facilities such as farm markets, museums and historic sites, boat launches and hiking trails, fishing and boating access, and distinctive shopping (antique shops, craft markets, Massachusetts-made products) could be included in a TODS system.

**Interpretive Signage**

Interpretive signs and panels provide information to residents and visitors through written text and graphic images including photographs, illustrations, maps and charts/graphs/sketches. Interpretive signs and panels can provide both general Byway information (an introduction to the features of the byway corridor) and site specific information (detailed information at a natural feature or historic site). Interpretive signs and panels are reliable 24-7 facilities that can provide the traveler with basic information.

Interpretive signs and panels should be distinctive, visible, accessible, and of high quality design with uniformity of appearance and in expected locations (at every wayside pull-out, for example). Interpretive signs, as the principal visitor education signage effort, should appear at all key sites along the byway route. For significant byway sites that have existing sign systems in place, an introductory interpretive panel, based on the design of the byway interpretive panels, should be considered as an introduction to the site—transitioning travelers to the local or site interpretive sign system. An introductory interpretive panel enhances byway branding and informs the traveler that the facility is clearly a part of the byway experience by this visual association or cue. Again, interpretive panels for the Byway need not replace existing interpretive signs and panels currently in place or planned for resources, communities and attractions along the byway route. More information on interpretation is provided in Chapter 7.

**Historical Markers**

Byway communities with existing state-sponsored historical markers should work with the state to maintain the markers and the marker sites and preserve these as important historic objects. If additional local markers are desired, communities should consider how these will relate to existing markers and ensure a coordinated level of quality and information.

**Regulatory, Warning, and Guide Signage**

Regulatory, warning, and guide signs will occur in addition to byway signage, so their presence creates a cumulative signage impact on the overall byway traveler experience which should not be underestimated. While their purpose may be more practical and safety-oriented, they represent one of the most frequent types of signs along the entire byway route. Every curve and intersection (and points between) along the byway route are noted, regulated and informed by highway signs.

A general goal for the Byway should be improved aesthetic sensibility to and uniformity of the installation and maintenance of standard highway signs, and reduction of redundant and excessive signage along the byway route.

All signs posted along the public right-of-way, including byway wayfinding and gateway signs (not interpretive panels), are subject to the policies outlined in the Manual on Uniform Traffic Control Devices (MUTCD) published by the Federal Highway Administration. Relevant sections of the MUTCD are included in the Appendix.
The City of Williamsburg, Virginia, to minimize sign clutter, clusters route shields (guide signs) on a single panel. On lower-volume roads the city uses smaller shields than on higher-traveled/higher-speed roads. Additionally, the backs of all signs in the city are painted to match the sign posts—minimizing the visual impact of signs when viewed from the opposite direction. Compare the Williamsburg route signs (left and center) to unpainted backs and individual shields (right) in New York. (Photos: Rick Taintor, Dan Marriott)

Guide signs associated with the Boston Parkway system, are administered by the Massachusetts Department of Conservation and Recreation (DCR). The signs are distinguished by clean graphic design, a wide white border at the base and a simple logo at the lower right corner that identifies the parkway management.

**BRANDING**

Branding the Byway is an important part of visitor information, direction and orientation, and for establishing the Essex Coastal Scenic Byway as a comprehensive visitor destination consisting of many complex, interesting and unique destinations and features. From beaches, marsh, wetlands and woodlands, to museums and historic communities, to the roads (byway route) that link all these resources together, a comprehensive and consistent brand logo/symbol should be present.

The Byway should have a distinctive brand that crosses municipal lines; park, forest and public lands; and sites of historical significance. The traveling public is generally uninterested in, and unaware of jurisdictional boundaries and ownership when focused on eco-tourism or heritage tourism. They view an area/region as a complete destination—not a collection of individual pieces. Therefore, a single byway brand will reinforce this concept and visitor reality. It will also better benefit all attractions and destinations as travelers look for the logo/symbol as a symbol of further areas to explore and new experience to engage.

The byway logo/symbol will be the principal indicator identifying the byway route for the traveler. The logo/symbol should be distinctive in form and color and easily recognized. It should also be simple in graphic design. It should be recognizable from a distance, due to its color and shape (not text or imagery). The Essex National Heritage Area logo in combination
with the National Scenic Byways logo could be incorporated into a logo/symbol for the byway route. An alternative solution would be a unique icon developed specifically for the Byway.

**Use of the Essex Coastal Scenic Byway Logo/Symbol**

If the Essex National Heritage Area logo/symbol were integrated into a brand identification program for the Byway, it would offer the following benefits:

- Already recognized through use on gateway and some interpretive signs
- Heightens and validates the national significance of the Essex National Heritage Area
- Easy to read due to simple clean graphic design
- May be readily modified for special uses

**Use of National Scenic Byways Logo**

In addition to the logo and signage standards set forth in the Essex National Heritage Area Sign Standards Manual, the FHWA has developed logos for use on national scenic byways to “help promote consistency, recognition and pride for the collection of distinct and diverse roads nationwide.” The logo is to be displayed in DOT approved formats and cannot be modified.

The “America’s Byways” logo can only be used for byways that have been designated as a National Scenic Byway. The NSBP logo may be used for byways that have received funding from the National Scenic Byways program, but have not received national designation. The Essex Coastal Scenic Byway may use this logo.

**Outdoor Advertising**

There are a number of actions communities can take to preserve or enhance the visual integrity of the Byway by addressing outdoor advertising. As a first step each community should review its sign regulations to determine their effectiveness in serving businesses and organizations eligible to place signs, and in preserving the community’s visual character. Some regulations may be improved by adding or strengthening design standards or requiring a review process. As an alternative to changing existing ordinances and bylaws, communities could consider a byway sign overlay district for the byway route only; overlay district regulations could help bring a greater level of consistency to outdoor advertising along the Byway. Each community should also monitor the Byway within its boundaries and identify and require replacement or removal of any sign not in compliance with local regulations and standards.

In addition to regulations, other steps should be taken to improve sign design and maintenance along the Byway. Communities can begin by setting design and maintenance policies for municipal signs and then by taking actions. For example, each community should ensure that community entry/welcome signs are attractive, well placed and well maintained. Byway appeal and community character could be further enhanced by each community taking actions to improve and maintain signs for downtowns, village centers, identifiable neighborhoods, historic districts, and schools and other community owned facilities.

A roadway improvement campaign that requests voluntary compliance with design guidelines intended to enhance a community’s appearance could be one strategy for involving local businesses. Outreach, education, an open and community centered process, and incentives should be components of an effective campaign.

**Areas of Note**

A number of areas along the Byway have been noted as potential sites for improvement of outdoor advertising.

On Broad Street in Lynn a large billboard affixed to a low brick building is out of scale and character with the surrounding environment. Also an Adopt a Site sign on an improved median site is so brightly colored and logo dominated that it has a negative influence on the small space.
The visual appeal of Bridge Street in Salem is negatively impacted by the number, placement and design of commercial signs. A program that assists businesses with sign design and placement could be considered to bring a consistent and appealing image to this redeveloping area.

A large billboard on the side of a building is intrusive as visitors enter Beverly from the south.

One instance where voluntary improvements could occur is in Essex. The abundance of signs and flags advertising antique shops and dealers throughout Essex provides a cluttered but lively and intriguing visual experience to the traveler. Businesses could capitalize on the opportunity presented by this market dominance and develop a system of signs to heighten the effectiveness of marketing and reinforce the community’s identity through a strong visual reference.

The roadside in Ipswich north of the village center has abundant free standing signs that generally detract from the visual quality of the roadway.

A large, poorly maintained, free standing sign south of the Parker River Bridge in Rowley presents a blank wall to the byway traveler. It should be improved, if compliant with regulation or removed if noncompliant. Rowley’s sign bylaw allows only one free standing sign per commercial property (two if a property fronts on two streets) and allows a maximum size of eighty square feet.
Chapter 7
Interpreting the Byway

[Interpretation is] an educational activity which aims to reveal meanings and relationships through the use of original objects, by firsthand experience, and by illustrative media, rather than simply to communicate factual information.

Freeman Tilden, Interpreting Our Heritage, 1957

Interpretation addresses how the byway story gets told to visitors. An effective interpretation program should support the broader goals of byway promotion, preservation, and management. While the marketing program entices visitors to come explore and learn about the byway region, an effective byway interpretation program can encourage visitors to stay longer and return for multiple visits by telling the byway story in an interesting, concise, relevant and memorable way. Interpretation also supports the preservation and protection of the Byway’s intrinsic qualities by making emotional and intellectual connections with visitors and creating richer meanings for them. Interpretation can also be a tool to raise local awareness, support local economies, and encourage regional collaboration.

This chapter describes the methods that are already in place to help interpret the significant resources of the Byway for visitors. It evaluates how existing interpretation supports the visitor experience and identifies additional interpretive methods that can help expand on the byway story. This chapter is intended to lay the groundwork for a more detailed and expansive interpretive plan and program for the Byway. For this reason, it provides a snapshot of some of the types of interpretation present along the Byway by taking a “Closer Look” at a few of the Byway’s more than fifty-five visitor sites.

Telling the Byway Story

Fundamental to any successful interpretive program is the story that is being told. One of the outcomes of the Corridor Management Planning process is defining a central story of the Byway, which is included in Chapter 2. The key themes of the byway story will define the visitor experience, will be reinforced at individual interpretive sites, and will guide all types of interpretation from special programs to written media. The key interpretive themes of the byway story are drawn from the primary intrinsic qualities represented along the Byway and are also the themes that give the region its national distinction (as identified in the Essex National Heritage Area Plan, 1999).

Historical Theme

The history of the byway region is characterized by the evolution of human settlement patterns as well as how people have made a living off the resources of the land and sea and later through innovation and industry.

Sub-theme: Founding and Early Settlement

The period of the 1600s to 1700s is reflected in both historic architecture and site markers as well as the cultural landscapes that show evidence of how human’s have shaped the land -- First Period Architecture, town commons and village greens, farmland, clam flats, and salt marsh ditches.

Sub-theme: International Maritime Trade

The international maritime trade of the 18th century is represented in surviving historic buildings and sites such as custom houses, wharves and piers, lighthouses, and historic sea captain and merchant residences as well as in exhibits and collections of artifacts, and replicas of sailing vessels.

Sub-theme: Manufacturing and Industry

Traces of the Industrial Revolution are apparent in renovated mill buildings and workers’ housing and at former granite quarries.
Sub-theme: Summer and Art Communities
The popularity of the North Shore for wealthy vacationers and artists in the 19th and 20th centuries led to the construction of Grand Estates and a concentration of artists’ communities.

Natural Theme
The byway corridor is located at the interface of land and sea. This quality provides an abundance of natural resources and distinctive landscapes that are the physical context for the Essex Coastal Scenic Byway. The historical themes draw from the evolution of human interaction with the natural world; much of the in-tact natural resource areas show evidence of human activity – drainage ditches cut through the marsh, stonewalls and fences in forests and along open fields, former quarry pits and abandoned settlements in the uplands. Even with the evidence of human disturbance, natural elements are still defining features of the landscape and attract a variety of visitors interested in both observing as well as interacting with nature.

Sub-Theme: Water
The rocky coastlines and ocean beaches are the points where visitors encounter the broad expanse of the Atlantic Ocean. Transitional zones -- the areas between the open ocean and the inland -- represent the most extensive collection of natural areas along the Byway, including the Great Marsh, estuaries, and tidal flats. Rivers and streams wind their way from the inland areas to the sea, flowing through the different landscapes of the byway corridor.

Sub-Theme: Forests
The re-forested lands along the Byway tell a story of human settlement, as well. The stone walls, aging apple trees, quarry pits, and granite blocks can be found in many forested areas that were once farms and quarries. These areas tell the story of the transition of the region from forest to open fields and then gradually back to forest.

Sub-Theme: Wildlife
The diverse natural landscapes of the byway region support a variety of wildlife. Two primary groups are particularly attractive to visitors – marine life and birds. Natural areas along the Byway have been designated as Important Bird Areas (IBA) – providing essential habitat to one or more species of breeding, wintering, and/or migrating birds – and birding is a popular activity throughout the byway corridor. For those interested in seeing different species of saltwater and anadromous (migratory) fish, they can visit the rivers, estuaries, and bays along the Byway. Whale watching off the coast of Cape Ann is also a popular visitor activity.

Existing Interpretation
Many of the visitor destinations and stops along the Byway provide interpretive exhibits and materials about the key historic and natural themes of the byway region. A table in the Appendix lists existing interpretive sites along the Byway and includes a brief description of the types of interpretive methods used.

Elements of Existing Interpretation
Tours and Events
Walking Tours
A number of communities and visitor sites provide self-guided walking tour guides that visitors can pick up at different public locations or download from the internet. These guides provide detailed directions and information about various sites accessed along the way. Generally, these guides follow a historical or other specialized theme (such as artists’ studios or architecture or art trails) and most are located in downtowns or town centers where sites are in easy walking distance. Self-guided tours are also available at some of the outdoor recreation visitor areas, such as Halibut Point State Park, highlighting archeological sites or natural features. The Town of Ipswich, the Marblehead Chamber of Commerce, and the Salem Maritime National Historic Site are among the entities each providing audio tours for visitors to use alone and/or as a companion to printed guides.
Home and Garden Tours
Some byway communities offer home and garden tours. Usually annual or periodic events, these tours provide an opportunity for visitors to visit private homes and gardens on a prescribed itinerary within the community. Around the region, certain various historic properties are open seasonally as part of a coordinated regional cultural tourism program called 17th Century Saturdays, which promotes visitation to a number the area’s First Period houses (1625-1725).

Guided Water Tours
A number of private companies offer guided boat and kayak tours of the Byway’s waterways. These include both regularly scheduled group tours as well as specialized itineraries for individual boaters. Some examples include the Schooner Thomas E. Lannon, Essex River Basin Adventures, and Plum Island Eco-Tours.

Festivals and Special Events
A variety of events and festivals in the byway communities attract new visitors and highlight the area’s historic and natural resources. These also provide an opportunity for residents to participate in fun activities that help them understand the resources within their communities. Two examples are highlighted below:

The Essex National Heritage Commission sponsors the annual Trails & Sails event during which thousands of residents and visitors explore more than 100 sites over the last two weekends in September free of charge. The event includes a variety of historic, natural, and cultural sites and activities, including walking tours, water-based boat tours, wildlife viewing, and guided walks at publicly accessible properties. Essex Heritage produces printed guides, an online catalog of events that can also be used on mobile phones and to create customized itineraries for each participant.

The Merrimack River Eagle Festival is an annual winter event sponsored by Mass Audubon’s Joppa Flats Education Center and the Parker River National Wildlife Refuge. The festival attracts about two thousand visitors and features guided bus tours, on-site interpreters at eagle spotting locations, live eagle demonstrations, and children’s nature activities and stage performances. The Cape Ann Birding Weekend caters to all ages and skill levels with expert guides and tours of Cape Ann’s birding hot spots, including a sea trip on the Seven Seas Whale Watch boat.

Living History and Reenactments
Located in Salem’s Forest River Park, just off the Byway, Pioneer Village was built in 1930 to mark the Tercentennial of the official founding of the Massachusetts Bay Colony in 1630. The village is a recreation of an early 17th-century colonial village and contains examples of colonial architecture of that time, culinary and medicinal gardens, and a blacksmith shop. Managed by Gordon College, the site is open to the public from June to October and offers self-guided and scheduled tours. Performances of History Alive! are staged by the college at the Village, which is also available for rent for re-enactments or period-themed events.

Other sites along the Byway are used by historical re-enactment groups for Revolutionary War encampments, demonstrations of salt marsh haying, or even vintage baseball.

Multi-Media
Sites throughout the region incorporate a variety of media to communicate their story. These include educational videos, websites and printed publications. Some examples are described below.

The documentary film, Where Past is Present, focusing on the history of Essex County is shown at the National Park Service Regional Visitor Center in Salem. The websites for Historic New England and the Peabody Essex Museum in Salem provide online virtual tours of their exhibits as well as basic visitor information. The Parker River National Wildlife Refuge Visitor Center in Newburyport as well as The Trustees of Reservations provide printed maps of their properties. Other locations, such as the state-owned Halibut Point State Park, provide interpretive trail guides that describe features at sites along the trail.
Interpretive Signage

Interpretive signs and panels provide information to byway travelers through written text and graphic images that include photographs, illustrations, maps and charts. Interpretive signs may provide both general information as well as site-specific information. A variety of interpretive signs are used throughout the byway corridor at different locations.

Local advisory group members suggested providing signage for ‘missing sites’: meaningful places that once existed but are no longer there. For example, “on this site the New Ocean House (Swampscott) built in 1884 was one of the grand spas of the New England coast and remained so until the middle of the twentieth century.”

Kiosk at Ravenswood Park, Gloucester

Interpretive panels at the Salem Maritime National Historic Site and at Parker River National Wildlife Refuge WR Visitor Center in Newburyport

Education Materials

Using Essex History and LINCs

A few byway communities have developed educational resources and enrichment programs that incorporate Essex County heritage into educational curriculums, which can serve as models for other communities. As an example, the Beverly Public School System has formed a county-wide consortium that partners with the Essex National Heritage Commission, the National Archives and Records Administration—Northeast Region, and Salem State University. This project is intended to help improve the quality of American History instruction in Essex County’s schools by introducing teachers to local primary source material that can be utilized to make their lessons more relevant and exciting. Essex “LINCs” (Local History in a National Context) focuses on elementary school teachers, while “Using Essex History” is for middle and high school teachers. Key components of the programs include field resources (sites), lesson plans for use in the classroom, and identification of primary resources. There is an opportunity to expand these “place-based” educational programs to other communities along the Byway.

Local advisory group members also suggested that byway interpretation could build on work currently undertaken by environmental organizations such Salem Sound Coastwatch and affinity groups such as the Great Marsh Coalition to expand learning about environmental history and the consequences of environmental changes.
Recommendations for Byway Interpretation

**INTERPRETATION ESSENTIALS**

A strong interpretive program for the Byway will help people to build associations between a tangible resource (what they can see and hold) and intangibles (an idea or feeling). Sam Ham, author of *Environmental Interpretation*, distills the essentials of interpretation into four components. These should be used to guide the development of the Byway’s interpretive program:54

1. Pleasure. People in informal settings like driving a highway, are not there to be educated. They don’t feel any obligation to stop and read anything.
2. Relevance. It has to be both personable and meaningful to make an emotional and intellectual connection.
3. Organization. It has been organized in a fashion that people can engage it. In the case of signage, the theme has to be in the title because that may be all a visitor reads.
4. Thematic. Interpretation has to be thematic to have lasting power.

**DEFINE THE AUDIENCE**

The diversity of sites and resources along the Byway has the potential to appeal to a broad audience. Many of the organizations that manage sites along the Byway may have already identified a target audience or may have a sense of their existing visitor base. However, it will be important moving forward to determine some general demographics of the target visitor audience for the Byway in order to design an effective interpretive program. It may be that the target audience has a number of sub-categories based on different sub-themes of the byway story.

The audience can be identified through visitor surveys to determine where people are from, their age and background, and why people are coming. Staff at various sites can also keep track of the types of questions visitors ask and other inquiries they field related to the resources at the site. It would also be helpful to hire an outside source, offer a project to a higher education tourism class or assign an in-house team every few years to analyze visitation trends and corresponding implications for interpretation.

The other part of knowing the audience is gauging the effectiveness of the interpretive programs for that audience. An interpretive program should include regular evaluation of visitor perceptions of resources and programming through informal discussions with visitors, observations of site staff, and visitor surveys.

**COMPLETE VISITOR SITE INVENTORY**

Continuing the momentum of the Corridor Management Plan (CMP) inventory of visitor sites, the byway program will benefit by updating existing inventories to add key interpretive sites, including visitor centers, museums, and places with interpretive panels, programs, or events. Existing inventories include the Salem Plan, the Essex Heritage Plan, the Heritage Landscape Inventory, and the work done for the CMP. The CMP has created a GIS-based database that could be updated with information on themes represented, owner/manager of the site and so on.

**ESTABLISH GATEWAY INTERPRETIVE CENTERS**

Byway gateway locations have high visibility and can be readily accessed from the primary access points to the Byway (see Chapter 4). When a scenic byway route is linear and does not intersect with other major routes, its two endpoints provide logical locations for gateway areas. However, the Essex Coastal Scenic Byway is more complex; instead of two clearly defined starting points, there are multiple access points to the Byway. Nevertheless, there are a few principal points of entry to the Byway based on prevailing travel patterns and can be classified as the primary gateways – Lynn, Gloucester, and Newburyport. Within each of these communities there are existing visitor sites whose location and facilities have the potential to serve as a kicking off point for byway travelers.

Gateway visitor sites can serve as regional interpretive centers for the Byway, providing key visitor information about the entire byway region and giving byway travelers a point of departure or arrival. In addition to the Essex National Heritage

Visitor Centers, which can serve as primary byway information centers along the route, efforts can be focused on existing visitor sites located at or near byway gateway areas. While each site has its own intrinsic historical or natural significance, the byway interpretive program can determine how existing exhibits at each site can be augmented to provide visitors with information about the Byway, including the byway story and themes as well as where to find additional interpretive sites along the route. Visitor sites in each of the gateway communities include Lynn Museum and Lynn Heritage State Park, Custom House Maritime Museum or Parker River National Wildlife Refuge Visitor Center and Joppa Flats Education Center, Gloucester Maritime Heritage Center and Harbor Loop or Stage Fort Park (already an Essex Heritage Visitor Center).

**Lynn**

**Lynn Museum and Lynn Heritage State Park**

Together, the Lynn Heritage Visitor Center and the Lynn Museum (already an Essex Heritage Visitor Center) promote the cultural heritage of Lynn through exhibits at the museum as well as through outreach and programs. Nearby, the Lynn Heritage State Park provides a stopping point along the Byway and an opportunity to reinforce the Byway’s coastal connection.

The Lynn Museum’s exhibits currently focus on the innovation and shoe-making industry of Lynn, however this site has the potential to be a regional interpretive center for the Byway. The Museum has recently started planning and fundraising for upgrading and modernizing. A new director / curator was hired in April 2010, and is working hoping to add new exhibits, programs, and events to make the location more interactive and more relevant to multiple generations. The Museum is located a short walk from the Lynn MBTA commuter rail station.

Lynn Heritage State Park, located less than ½ mile from the Museum and Visitor Center, has parking, a grassy open space and trees, and walking path to a boardwalk and gazebo on the waterfront. The boardwalk continues along the waterfront, passing along the commercial buildings abutting the park, and features a mosaic mural of Lynn’s history. While the location currently does not attract a significant visitor base, the public beaches and two-mile promenade at nearby Lynn Shore Reservation annually attract hundreds of thousands of regional visitors, who could become a future audience that would benefit from learning about the region through byway-related displays and interpretive associations at the State Park.

**Newburyport**

**Custom House Maritime Museum**

The Custom House Maritime Museum provides history of shipping industry. The Museum is located just off Market Square and next to the Waterfront Park in downtown Newburyport and is one of the Essex National Heritage Area Visitor Centers. The Museum maintains original artifacts from the prosperous trade era, and exhibits highlight Newburyport’s connection to the sea and rich maritime heritage.
Parker River National Wildlife Refuge Visitor Center and Joppa Flats Education Center

The Joppa Flats Education Center operated by Mass Audubon and the Parker River National Wildlife Refuge Visitor Center operated by the U.S. Fish and Wildlife Service are located near at the junction of the Plum Island Turnpike and Ocean Avenue in Newburyport. Together these facilities provide an introduction to the natural resources and wildlife of the region.

The Parker River NWR Visitor Center serves as the visitor base for the refuge, offering a variety of educational programs. These events include bird walks, toddler programs, hikes, tide-pooling, and summer camps. The interactive exhibits feature information about such regionally relevant topics as piping plover recovery, invasive plant species, migratory birds (including an indoor bird observation area), and salt marshes. The Visitor Center has an auditorium that shows an introductory video about the refuge and other special features. The Center also houses a gift shop and a set of classrooms used for meetings and interpretive programs.

Joppa Flats offers birding programs that take visitors on tours of the surrounding natural areas including the nearby Parker River National Wildlife Refuge and the greater North Shore region. Overlooking the Merrimack River, the Center includes interpretive displays, a conference area, a guest service area, and second story observation areas.

Gloucester

Stage Fort Park

Heading south from Stacey Boulevard Park on Route 127, the byway passes the historic Stage Fort Park, which was the site of the City's first settlement in 1623. The small Welcoming Center is a designated Essex National Heritage Area Visitor Center, providing information to visitors about Gloucester as well as the entire area. The park, which includes a large parking area, consists of a large grassy field, gazebo, and playground and provides access to Cressey Beach. There are seasonal restrooms and a food vendor stand.

Maritime Heritage Center and Harbor Loop
The Gloucester Maritime Heritage Center promotes Gloucester’s maritime heritage and the marine habitat of Cape Ann. Located on the City’s Harbor Loop, the Gloucester Maritime Heritage Center includes a marine railway (originally constructed in 1849), a 19th-century mill building, and a former ice house (which is now a boat building workshop), and a small aquarium. The Center’s three wharves are the home of several fishing vessels representing different periods in the fishing industry. The Center provides a mix of displays and interactive exhibits, live demonstrations of boat-building, and videos showing underwater footage of marine creatures. The Center also offers a variety of programs for school children.

Also located on Harbor Loop is the former home and studio of renowned 19th Century Luminist painter Fitz Henry (Hugh) Lane. The building’s interior has been modified substantially from its original design and contains restrooms on the first floor and City offices on the second floor. The grounds around the granite home command a view of Gloucester Harbor.

Down the hill from the Fitz Henry Lane house is Solomon Jacobs Park with benches and a small playground overlooking a marina and public landing.

**Docent/Volunteer Training**

Local Advisory Group members suggested that one way to help ensure consistency of message at different sites along the Byway (and to help share resources and decrease costs) is to develop a byway-wide volunteer program. Trained volunteers could be shared by multiple sites to supplement existing site staff. The training program could address both interpretive and operational needs for site and trail stewardship. Basic interpretation training would enable volunteers to provide information about the site and the Byway in any interactions they might have with visitors. They could be trained with basic knowledge and skills to help with routine tasks, reporting maintenance needs, and even on-the-spot clean-up of light trash.

**Interpretive Plan**

An Interpretive Plan clearly identifies the themes and storylines of the Byway and identifies how these are effectively shared.\(^{35}\) The findings of the interpretive plan will impact advocacy, marketing, partnerships, programs and management goals. Drafting this Plan early in the management process can provide a foundation for development of marketing materials, inform byway program development, identify additional site needs, and help prioritize investment needed to effectively communicate the Byway’s stories. The interpretive plan should:

- Define byway messaging – identify how the central byway story will be reinforced with subthemes and storylines at individual sites
- Identify interpretive methods (exhibits, educational materials, tours, media) -- evaluate existing interpretation and indicate the mix of interpretation required to convey the message(s) to specific audiences
- Evaluate operational requirements / capital improvements needed -- address the operational requirements of new facilities, products or programs and include a schedule for completion of the plan’s elements
- Identify and reinforce partnerships -- site and/or resource managers should be actively involved in interpretive plan development, and the interpretation should be aligned with site and/or resource management objectives.
- Staff/volunteer training -- identify required interpretive skills and any training needed
- Enhance the visitor experience – outline how interpretation should be integrated into every part of the visitor experience: from the decision to visit (promotional materials), the entry (method of travel to the site), the connections that are made onsite (interpretive materials or interaction with staff or volunteers at the site or resource), what the visitor brings home with them and what they pass on to others (take-home materials or verbal descriptions / recollections of their experience at the site)

**Best Practices in Interpretation**

A unified, byway-wide approach to interpretation heightens the visitor experience and keeps it relevant so that they gain the clearest possible understanding of the byway region and resources. Its outcome will be to provide coherent and consistent insights into the region’s value and heritage, promote enthusiasm for the visitors’ experience, and encourage repeat visits and recommendations to others. The following descriptions highlight some of the interpretive components that will help make the byway interpretive program successful. These should also be addressed in an Interpretive Plan.

Universal Appeal and Access

Interpretive specialists advise that an effective way to capture a broad audience is to determine ways to make connections between tangible resources and “universal” intangibles. Universal intangibles are those things to which most people can relate and which do not necessarily require local or specialized knowledge to understand.

*Universal concepts are the ideas, values, challenges, relationships, needs, and emotions that speak fundamentally to the human condition.*

David L. Larsen, NPS, Interpretive Development Program

Some of the universal concepts that relate to the byway story include:
- Living off the land and/or sea
- Family
- Struggle and triumph

Interpretative methods should also be designed for audiences of different physical abilities, making accommodations for those with limited mobility and visual and hearing impairments.

Cultural Competency

Essex County has always been a place where immigrants have made attempts to secure the “American Dream.” Immigrant populations over time have included English, French, Canadian, Irish, Portuguese, Polish, Russian, and Italian, and many of the newest arrivals hail from Puerto Rico, the Dominican Republic, Cape Verde Islands, Cambodia, Vietnam, and African regions.

Interpretive materials and information should also consider and reference the indigenous populations that those immigrant groups joined and/or displaced. All signage, brochures and websites should include language and culturally sensitive materials oriented to visitors from other cultures. Staff and volunteers should be trained with specialized knowledge and understanding about the communication styles and cultural expressions of the types of audiences they serve.56

Provide Variety

Interpretation should help people engage with the resource both mentally and physically through a variety of techniques and learning styles. Techniques will vary based on the objectives of each location or program, but might include:57

- Questioning
- Role-playing
- Sensory experience
- Challenges
- Games
- Participation
- Props
- Live enactments

Connecting and combining experiences is another way to provide variety. For example, staff members at the Salem Maritime National Historic Site have expressed interest in finding ways to engage visitors in maritime history through water-based activities such as guided boat tours or other outdoor learning experiences.

Keep Current

While the facts may not change, how facts are interpreted and/or presented should change. The way in which the stories are told should evolve to be most relevant to new generations. It is important to use language, graphics and methodologies that are relevant today and help visitors make a meaningful connection to the resource. Changing materials and methodologies before they are outdated will ensure a more positive visitor experience and encourage repeat visits.

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56 National Association for Interpretation Standards and Practices for Interpretive Methods
57 Ibid.
Oral history
For historians, oral history interviews are valuable as sources of new knowledge about the past and for new interpretive perspectives on it. For the Byway, oral history is particularly relevant for cultural aspects of the region today that trace back to earlier times, such as farming, fishing, boatbuilding, and the arts.

Keep Pace with Technology
Many communities and sites are now using different types of cell-phone interpretation: a simple system where visitors can dial a number that provides a recorded message explaining the site and offering prompts for additional information. Other types of technology provide ways for people to access information while on the go (or from off-site). A few suggestions are listed below:

- TV and radio broadcasts – special programs or public service announcements that utilize community stations and cable access to promote sites and events.
- YouTube – videos about the Byway or specific sites that can be made available to a broad audience, downloadable from the web.
- Google Earth – using the free Google Earth on-line program, this technology enables people to take a virtual tour of the Byway, providing photos and information about specific sites along the way.
- Smartphone tours – a downloadable or streaming tour application for visitors that can be branded for the location.
- GPS tours – hand-held computers utilize the Global Positioning System (GPS) to deliver messages to visitors for walking, driving, boating or biking tours.
- Podcasts – video or audio stories that can be downloaded to an MP3 player.

Create Consistency in Interpretive Signs
The graphic design of an interpretive sign system should be consistent, handsome and easy to read. The Byway’s logo or symbol should be prominently displayed. Images (photographs, maps and other illustrations) are popular with the public — good images may capture the visitor’s attention before text. The graphic design of the interpretive sign system should be complementary and compatible with wayfinding, logo/symbol, gateway signs, byway publications and other materials. More information about signs is provided in Chapter 6.

“Demarketing”
A term from the tourism sector, “demarketing”, involves using interpretive programs to limit or prohibit visitor access to certain locations. This is a way to address concerns of local residents and a way to protect fragile resources. Byway managers can shield certain areas of the corridor from increased visitation. The segments of the interpretive program may discourage inappropriate activities and even steer visitors away from certain places.

58 http://historymatters.gmu.edu/mse/oral/what.html
Chapter 8
Economic Development

Economic development that supports and enhances communities and preserves and promotes intrinsic qualities is a primary focus of the byway program. This chapter proposes ideas for guiding economic development through tourism. It also describes ways that commercial traffic and access to businesses along the route can be accommodated while ensuring the safety of byway travelers.

Regional Economic Assets

The economy of the North Shore region, where the Essex Coastal Scenic Byway (Byway) is located, is focused on health care, advanced manufacturing, creative economy, tourism and bio-tech business clusters. Two of these industries – tourism and the creative economy - have direct relation to the economic opportunities of the Byway.

TOURISM

Throughout the region, state, and nation, tourism is recognized as a powerful economic development tool. It creates jobs, provides new business opportunities and strengthens local economies. Tourism can also be a catalyst that helps communities protect natural and cultural treasures and improve the quality of life for residents and visitors alike. In multiple communities along the Essex Coastal Scenic Byway corridor, tourism is the foundation of the local economy. In all byway communities tourism plays some role in the local economy. The Merrimack Valley Planning Commission’s (MVPC) Community Economic Development Strategy (CEDS) states “foster tourism through the enhancement and protection of the region’s natural resources and historic structures” as a goal and also highlights the region’s ideal location and potential to attract visitors.

Cultural heritage tourism, the primary potential market of the Byway, is defined by The National Trust for Historic Preservation as “traveling to experience the places and activities that authentically represent the stories and people of the past and present. It includes historic, cultural and natural attractions.”

Tourism also includes travel for recreation. Adventure tourism includes a physical activity, along with a cultural exchange or interaction, and engagement with nature. The Essex Heritage Area, through which the Essex Coastal Scenic Byway passes, supports an established and growing adventure tourism market which includes activities such as kayaking, biking, boating, hiking, bird watching, fishing and scuba diving; these are activities that are linked to the exceptional natural areas along the Byway. Opportunities exist for increasing this economic niche through improved access and marketing, and expansion of outfitters and service providers. More about marketing and the Byway is included in Chapter 5.

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61The National Trust for Historic Preservation, Getting Started: How to Succeed in Cultural Heritage Tourism
Agritourism can be generally defined as recreational travel undertaken to agricultural areas or to participate in agricultural activities.\(^6^2\) It is often associated with, or can be defined more specifically as, the act of visiting a working farm or any agricultural, horticultural or agri-business operation for the purpose of enjoyment, education or active involvement in the activities of the farm or operation.\(^6^3\) A number of communities along the Byway are positioned to highlight resources that support agritourism, working farms, Community Supported Agriculture (CSA) programs, farm stands, harvest festivals, and farmers markets. Agritourism is also supported by the “local food” or “eat local” movement: an initiative that seeks to build and support more locally based, self-sustaining food economies which contribute to greater economic, environmental and social health for the host community and region. The Byway’s story of human interaction with the landscape has a direct relationship to agritourism.

Supporting agriculture also has community benefits other than economic. In its regional plan, *MetroFuture*, the Metropolitan Area Planning Council (MAPC) recommends building a stronger market for local agricultural products as one of its Implementation Strategies to support protection of natural landscapes.

**CREATIVE ECONOMY**

The creative economic cluster refers to the mix of commercial businesses and nonprofit organizations that produce cultural products. On the commercial side, this cluster includes artists and art galleries, graphic designers, architects, advertising, emerging media, and publishing. Nonprofits include museums, performing arts spaces, and art and music schools. The Greater Boston region (including the byway communities) is considered the New England center for this economic sector.\(^6^4\) Merrimack Valley Planning Commission’s (MVPC) Community Economic Development Strategy lists “provide region-wide networking opportunities for artists and other creative economy participants” under actions to promote tourism in the region.

\(^6^2\) [http://www.travel-industry-dictionary.com/agritourism](http://www.travel-industry-dictionary.com/agritourism)

\(^6^3\) [http://www.trailsrus.com/agritourism/definition](http://www.trailsrus.com/agritourism/definition)

\(^6^4\) Comprehensive Economic Development Strategy (2009 Annual Update) MAPC and
All of these business types are represented throughout the thirteen communities as both small and large employers. Local artists are well-represented in galleries and studios in most of the byway communities. Larger facilities such as the Lynn Memorial Auditorium, the new Shalin Liu Performance Center in Rockport and the Firehouse Center in Newburyport are among the numerous venues that host musical, theatrical and dance performances. Art and theatre programs are provided by Salem State University, Endicott College, and the Montserrat College of Art. Museums include the Peabody Essex Museum (PEM), the Cape Ann Museum, and a number of smaller exhibit spaces and historic properties.

TRANSPORTATION NETWORKS

The extent and diversity of the region’s transportation networks – including road, commuter rail, bus, and bike -- are highlighted as an economic asset by regional planners and tourism organizations. The interrelationship between the adequacy of transportation systems and economic development is widely recognized. Businesses, industries, and service providers rely on an efficient network to move products and supplies and to provide access for workers and other travelers. MAPC’s MetroFuture regional plan addresses transportation’s relationship with economic development in two of its Implementation Strategies – Focus Economic Growth and Coordinate Transportation Alternatives. The plan highlights consideration of transit access when identifying economic growth locations. It also supports implementing roadway design best practices that accommodate all transportation modes and establishing priority for transit and bicycles through dedicated lanes in congested locations. MVPC’s Community Economic Development Strategy lists -- prioritize pedestrian and bike-oriented transportation planning, promote transit-oriented development, and increase public transportation options – as actions to support the goal to direct investment to priority development sites and town centers.

In the byway region, transportation networks bring tourists in and enable local products to be distributed efficiently. At the same time, in the densely populated byway region, diversity of transportation options is essential. There are measurable economic impacts from roadway congestion—in lost productivity, increased costs of goods and services, and diminished quality of life.

Transportation options should be promoted as an important part of the byway traveler experience, expanding the visitorbased to a broader market. The Byway could be looked at as a series of pedestrian orientated nodes connected by roads, public transit, bikeways, and even waterways. Viewed this way, efforts could be made to improve access and safety for all types of transportation between these nodes and improve pedestrian and bicycle accommodations within the nodes. Marketing the Byway as a multi-modal route would be reinforced by increased connectivity between transit locations and visitor locations as well as by provision of convenient parking and shuttle services that enable byway travelers to stop along the way and easily get around without a car.

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**Potential Economic Benefits from the Byway**

**LEVERAGING REGIONAL COLLABORATION**

Initiatives that bring together business, government, and community groups around regional economic growth and development goals have been noted as a key component of the region’s economic prosperity (and a key economic challenge). MAPC’s MetroFuture initiative was one such effort that involved more than 1,000 residents in a conversation about the region’s resources, challenges, and prospects for the future. Similarly, the byway program is a means to bring together stakeholders and community members representing both the private and public sector to use the Byway as one more tool in the toolbox to support regional economic prosperity – encouraging regional partners to identify opportunities, pool resources, and make coordinated investments. One of Metrofuture’s Implementation Strategies to increase regional collaboration is to “increase intermunicipal park/greenway/trail planning” which should be a priority project area of the byway program.

**GROWING LOCAL ECONOMIES**

**Cultural Heritage Tourism**

Historic preservation is increasingly recognized as a major contributor to tourism, thereby supporting economic development and community quality of life.

- A 2002 study by the Massachusetts Historical Commission examined the statewide economic effects of historic preservation. The study noted that historic preservation has direct economic impacts -- from labor and material purchases made specifically for preservation activities -- as well as indirect (and induced) economic impacts -- through related expenditures to local businesses from households and industries.
- The Merrimack Valley Planning Commission has identified the enhancement and protection of natural and historic resources as one of the primary goals for supporting tourism in its 2008 Comprehensive Economic Development Strategy for the region.

Some ways to strengthen preservation as an economic development strategy include:

- Publicizing the direct and indirect economic impacts of preservation activities;
- Creating local preservation plans;
- Seeking out cooperative ventures that involve preservation and economic development agencies and organizations;
- Providing economic incentives to businesses and homeowners;
- Increasing funding for local preservation programs and activities;
- Integrating preservation into local government policy and regulations;
- Coordinating existing local area revitalization efforts in each community with byway initiatives.

For support with preservation planning and initiatives communities can look to agencies such as the Massachusetts Historical Commission and organizations such as Preservation Massachusetts. The Massachusetts Historical Commission is a state agency that provides technical and planning assistance to municipalities and administers the federal grants-in-aid program for survey and planning projects as well as a state matching grant program for restoration, rehabilitation, and research of properties listed in the State Register. Preservation Massachusetts is the statewide nonprofit organization that actively promotes the preservation of historic buildings and landscapes as a positive force for economic development and the retention of community character. Preservation Massachusetts focuses on legislative initiatives, education; partnership building; networking, and events.

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66 Comprehensive Economic Development Strategy (2009 Annual Update) MAPC
67 Massachusetts Historical Commission, Economic Impacts of Historic Preservation in Massachusetts, May 2002.
69 In 2005 most Byway communities took part in the Heritage Landscape Inventory program offered by the Massachusetts Department of Conservation (DCR) and the Essex National Heritage Commission (Essex Heritage). The resulting documentation, local reconnaissance reports, identify significant unprotected landscape resources, discuss associated planning issues and offer survey and planning recommendations. These are useful documents to reference.
Creative Economy

An effective way to support the area’s creative economy is to enhance quality-of-place and quality-of-life, objectives shared by the byway program. Richard Florida, social theorist and author notes “the dramatic advances in technology that have helped empower talent, have also made work forces more mobile and less tied to traditional employment centers. This has enabled young, creative professionals to make place and quality-of-life issues their first priority in choosing where to live and pursue work.” Further research on the subject by James Richards, ASLA, revealed a number of physical attributes most favored by participants of the creative economy.70

- An interconnected green framework of parks and paths
- Walkability, connectivity, route choice and corner locations for commerce
- Distinctive, self-contained neighborhoods
- Mixed-use urban villages
- A range of viable transportation choices
- A vital realm of public spaces and walkable streets
- A wealth of “third places” distinct from home and work that foster informal gathering, conversing, and exchanging ideas
- Old buildings and districts that lend character, authenticity and provide low rent options
- A range of cultural opportunities
- A stimulus-rich environment that engages both the senses and the intellect

The urban centers along the Byway should consider these community characteristics and evaluate their capacity to build upon their current community inventory to move toward these ideals.

Agritourism

The Essex Coastal Scenic Byway’s economic strategies should include promotion of art, antiques, and food. These are all prominent cultural elements of byway communities and examples of authentic local businesses. Activities that can be coordinated and promoted byway-wide include:

- Open studio tours of artists and artisans (already offered in many byway communities);
- Farmers markets and farm stands (Essex Heritage developed a guide to farm and farmstands);
- Specialty cuisine and fine dining with a local flavor.
- Food Festivals (such as the Essex Clam Fest)

These businesses and events help define communities along the Byway, are substantial tourist draws, and are integral to local economies. Byway communities should consider policies and regulations that help grow these businesses as well, including supportive live-work housing, outside dining, and innovative sign ordinances.

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70 Placemaking for the Creative Class by James Richards, ASLA, Landscape Architecture, February 2007
Adventure Tourism

The growing number of adventure travelers will expand the need for increased services for cyclists and paddlers, and other adventure seekers, including retailers, outfitters and guides. Finding adventures off the beaten path such as paddling the miles of coastal or inland waterways, scuba diving off the rocky Cape Ann coast, or hiking or biking woodland trails can be made more accessible to a wider audience when a guide is part of the experience. An economic strategy for the Byway should encourage local outfitters, and area experts, to provide guide services that can be featured in byway promotional materials. Local colleges or land managers may be interested in creating a certified guide training program to increase awareness of the area’s natural resources and to provide technical and leadership training.

Communities should seek ways to support adventure travelers by increasing access to, and amenities at sites they would visit. This could include identifying and installing new launch sites for paddlers, increasing parking at launch sites and trail heads; increasing and improving off road bike trails and increasing visibility of assets through signs, and web and printed promotional material. Bicycle and paddle clubs, as well as local and regional merchants and service providers are potential partners.

Year-Round Attractions

Presently, the tourism season of the Byway is largely concentrated within the summer months when the full glory of the coast is on display; although harvest and the “leaf peeping” season creates activity within many communities, and Halloween is of particular prominence to Salem. The Byway should seek to distribute demand across the seasons by working to increase visitation in the fall, winter and spring. Historic sites are accessible and enjoyable year round [depending on heating of site], birding is often at its best outside the summer season, New England’s fall and winter holidays offer abundant opportunities for tourism in the out-of-doors and in decorated homes, and art, literary, theater and music venues are year round resources.

Alternative Transit

The Essex Coastal Scenic Byway has a tremendous opportunity to expand the typical byway user base due to the variety of transportation choices available to visitors. Alternative transportation options also increasingly appeal to tourists interested in reducing their “carbon footprint.”

A wonderful feature of the Byway is that transportation options already exist and only need to be promoted as part of a coordinated byway marketing strategy (see Chapter 5). Goods and services related to alternative transportation include:

- Water-based – kayaks and canoe rentals, ferry services, charter boats, services for private vessels
- Cycling – bicycle rentals, bike service shops, guided tours
- Walking – self- and leader-guided tours
- Rail – shuttle services to and from train stops
- Bus – guided bus tours

Restaurants and Lodging

Restaurants and lodging make a significant contribution to local economies along the Byway. For example, an informal count of lodging options along and near the Byway note over 125 hotels, motels, inns, and Bed and Breakfast establishments. Restaurants and food services are even more prevalent and are not only integral to the local economy, but contribute to the character and quality of life in many byway communities as well. Because restaurants and accommodations are required services for most all byway travelers, these businesses are well positioned to benefit from the byway program, through partnerships in promotion, marketing, event planning and fund raising.
Considerations for the Byway Program

Assessing the Byway’s Impact

As part of its Congressionally-designated function of providing technical assistance to local byway groups, America’s Byways Resource Center has developed an Economic Impact Tool that allows local byway staff and/or volunteers to easily measure the impacts of Byways and byway-related activities in their communities. The Economic Impact Tool is a Microsoft Excel-based software program with a user-friendly interface, allowing even novice computer users to generate economic impact figures for their regions. Assessing the Byway’s economic impact should be a part of any economic strategy.71

Supporting Local Economic Goals

While communities along the byway corridor share a collection of resources (historic sites, parks, natural and scenic areas) that together define the character of the Byway, each community has different economic development goals that are related to particular economic assets, quality of life, and overall fiscal health. For this reason, each community may choose to utilize the Byway’s economic benefits in different ways. To some communities, the primary economic goal related to the Byway may be preservation of community character by increasing capacity to preserve local historic or natural resources. For others, the primary goal may be to generate increased tourism traffic to support existing local tourism-related businesses. In other cases, the community may identify a new opportunity for economic development that is created by the Byway. Local and regional economic development goals will need to carefully consider these differences.

Byway Bicycle Route

As discussed in Chapter 4, a companion bikeway route could be established that follows byway roads. Once the route has been developed through both online and on-the-ground methods, private mapping companies and tours could be approached about including the bikeway on their maps.

Accommodating Commerce along the Byway Route

Commercial traffic along the Byway includes cargo trucks, construction equipment, trucks that transport large boats, and other oversized vehicles. In general, all modes of commercial transportation can be accommodated on the byway roadways without additional separation or restrictions. These oversized vehicles do not experience difficulty operating on most byway roadways as the roads typically have twelve-foot or greater travel lanes plus at least a narrow shoulder area.

Consideration should be given to locations along the Byway where non-motorized accommodation is desired for roads or highways considered for potential National Scenic Byway designation. The Commonwealth’s Complete Streets approach to roadway design begins with the premise that the right-of-way will be designed and maintained to enable safe access for all users. Analyzing byway roadway segments to assess the needs of commercial traffic and other large vehicles focuses on determining if there is a need to provide separation between users and how this could be accomplished if necessary.

Key factors to assess the need to separate pedestrians and cyclists from commercial traffic and other large vehicles include:

- Width of travel lanes
- Motor vehicle speeds
- Daily traffic volumes
- Daily pedestrian and bicycle volumes
- Truck and bus activity per hour

Massachusetts law does not allow truck exclusions on state-numbered routes. Further, truck exclusions from municipal roadways are permitted only under certain circumstances. The key criteria for truck exclusion on a local roadway include if there a suitable alternative route available; if there is at least five percent heavy commercial vehicles, if heavy wheel loads will result in severe deterioration of the roadway, and if land use is primarily residential and the municipality has requested exclusion only during hours of darkness.

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71 America’s Byways Resource Center’s Economic Impact Tool can be accessed through America’s Byways Resource Center’s website: http://www.bywaysresourcecenter.org/resources/specialprojects/economicimpacttool/
For other types of separation of trucks and other motor vehicles from non-motorized vehicles, the *Project Development and Design Guide* released in 2008 by the Massachusetts Department of Transportation recommends separate accommodations for all users in moderate to high-density areas with high levels of activity, where speed differentials are great, where there are high motor vehicle volumes and high pedestrian and bicycle volumes, and relatively high speeds. Very little of the Byway is characterized this way. Widening the road to accomplish complete separation is not necessary in most instances and is not feasible in many locations due to severe right-of-way constraints.

Most byway roads have generous travel lanes; vehicle speeds under forty mph; motor vehicle volumes between 10,000 and 18,000 vehicles per day (vpd); and low pedestrian and bicycle volumes. Although some byway roads carry high volumes of vehicle traffic, the percent of trucks and large vehicles is estimated to be modest (2.5%) in most cases, generally fewer than thirty per hour. One roadway along the Byway provides complete separation of users: Lynn Shore Drive in Lynn in the southern end of the Byway carries the highest volumes of any roadway segment along the Byway (25,400 vpd). A DCR parkway, Lynn Shore Drive is restricted to pleasure vehicles only and has a separate waterside path for pedestrians and cyclists. This treatment requires extensive right-of-way that is not typically available along most of the Byway without potentially impacting the roadway environment and scenic qualities.

Partial sharing and overlap between motor vehicles and cyclists is the more desirable accommodation for most of the Byway. In areas of moderate to high density, including town centers, with low to moderate speeds, providing travel lanes wide enough for truck and bus traffic with four-foot shoulders and sidewalks provide appropriate separation. In some of the rural stretches of the Byway where pedestrians are not present, marked shoulders (no sidewalk) can accommodate cyclists and pedestrians. In dense town centers with high levels of activity, low average speeds, and limited right-of-way, some travel lanes can be narrowed to maintain a narrow shoulder for bikes. Where parking or other constraints eliminate any usable shoulder, “Share the Road” signs and the newly approved “shared lane markings” may be used to alert all users that cyclists may occupy a portion of the travel lane.
Chapter 9
Road and Resource Management along the Byway

This chapter considers how local policies and regulations as well as ownership might support or inhibit the protection of the primary intrinsic qualities and the contributing resources of the byway corridor and the roadway itself. It highlights tools and methods that are currently in place and identifies additional ways to manage and protect the qualities of the Byway. It describes how existing and new development might be managed in ways that are compatible with the goals of the byway corridor.

Character and Design Considerations

The character of the byway corridor is shaped by the natural landscapes, the land uses, and the built environment that abuts the roadway. There are three primary area types (defined by specific qualities of both the built and natural environment) represented along the byway corridor -- Rural, Suburban and Urban. There is also a sub-area identified as Village/Town Center that is shared by the rural and suburban primary areas.72

Rural

Rural stretches of the Byway are characterized as generally undeveloped or sparsely settled with development at low densities. Village centers within rural areas are typically isolated built up areas. The predominant users are motorists and cyclists. Pedestrian activity is minimal. Examples include much of the road corridor in Newbury and Rowley.

User-group interfaces that influence the physical design of the roadway include auto and bicycle. In rural areas along the Byway, motorists and cyclists typically share the road; that is, the road has neither bike lanes nor shoulders. The operating width of an automobile or light truck (9 feet) and the operating width of a cyclist (4 feet) combined are a minimum of 13 feet, and most of the rural stretches are characterized by 12-foot travel lanes and minimal shoulders (1 foot to 2 feet).

Suburban

Suburban low densities areas are generally where the roadway has a mix of natural and developed edge characteristics. Commercial development is sparse and residential development is low to moderate density. Driveways to individual properties are fairly frequent and affect how roadway users operate. Examples include segments of Route 127 in Beverly and Manchester by the Sea.

Suburban high-density areas are places that are intensively developed with a mix of property types. Residential property frontage is typically less than 200 feet and commercial development, including strip development, is common. Driveways are frequent and affect how roadway users operate. Although pedestrians and cyclists are more common in suburban areas than rural areas and pedestrian and cyclist activity here can be high, most properties are geared to automobile access. Examples include Humphrey Street in Swampscott and Rte. 114 in Salem.

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72 These area types are defined in the 2006 MassDOT Project Development and Design Guidebook.
User-group interfaces that influence the physical design of the roadway include autos, cyclists, and pedestrians.

**Village/Town Center**

There are two types of town centers: the rural village and the suburban town center. The rural village is an isolated built-up area with storefronts, civic and religious uses, and housing, sometimes oriented around a public open space often called the Town Green. Frequent driveways and intersections are common. Right-of-way constraints are also common. Local pedestrian and cyclist activity can be high given the compact nature of the village. The transition from the rural area to the village can be sudden. Examples include the village centers of Essex and Ipswich.

The suburban town center is a built-up commercial and residential area, with the commercial uses grouped together, usually with a uniform setback. Right-of-way constraints are common. Sidewalks are often present and pedestrian and cyclist activity can be high. On-street parking, frequent driveways, and street and sidewalk activity influence travel speeds making them lower than other suburban areas. An example is downtown Rockport.

**Urban**

Urban areas include residential and commercial nodes. Urban residential districts are usually characterized by multifamily housing with a similar scale and setback. On-street parking and sidewalks are common, and driveways are often consolidated for buildings or blocks. There is usually a high volume of pedestrian, bicycle, and transit activity in urban residential areas. In the central business district or downtown (commercial nodes), most of the development is commercial or mixed use. The roadway network's primary function here is to provide access to the businesses. On-street parking as well as off-street parking is common. High levels of pedestrians and bicycles are found and the pedestrian network is well defined and comprehensive. A variety of transit is common. Examples include Salem and Lynn.

Many of the communities along the Byway have roadways that fall into two or more of the above identified categories. Building upon the MassDOT Guidelines, this section of the Corridor Management Plan makes recommendations for the byway corridor based on context and the type of roadway, not by town boundaries.

**Contributing Resources: Landscape Elements**

Identifying the key contributing resources of an area type that make the roadway segments unique is essential for developing strategies that address the interface between these built or natural elements and the engineered roadway cross-section. Whether existing elements are a primary design constraint or are part of the general context, it is critical that they be considered at the start of any design process to incorporate them successfully into roadway modifications. While these elements are present in varying degrees, most of the communities have features represented within the following categories of features.

**Architecture**

The contributing architectural elements and their relationship to the roadway and the visitor are important and should be carefully considered when changes to the roadway are necessary. When it is desirable to preserve the existing character of the roadway corridor, projects should work to maintain the original intent and relationship between building facades, front doors, thresholds and stoops. ADA compliance should be developed so historic character and visual integrity are maintained. Work should be coordinated with the state and local historic preservation offices as required.
Bridges and Guardrails

Bridges exist within many communities on the Byway. Maintenance and improvements to those structures are the responsibility of MassDOT. Municipalities should work closely with MassDOT to ensure that maintenance and modifications consider impacts to the Byway.

Guardrail styles and conditions vary along the byway corridor although there are three basic styles: Rigid (Type F barrier), semi-rigid (W-beam), and flexible (cable). To the extent feasible, the Byway should adopt a singular design vocabulary (style, material, color) for this element, but understand that safety requirements vary, so it is possible that more than one style will need to be identified as a preferred style. To minimize intrusions on the scenic qualities of the corridor, a more transparent or less noticeable guardrail is desired. Communities should be aware of visual elements or resources that contribute significantly to the byway experience but also pose potential safety threats, such as ledge outcroppings, retaining walls or abutments. Establishing the correct level of protection and working closely with MassDOT to maintain the most effective but least intrusive guardrails along the roadway will help preserve or enhance the Byway’s scenic character.

As existing elements (bridges, parapets, guardrails, etc) that are discordant with the byway experience near the end of their useful life, the Byway should look to reconstruction to provide an opportunity to improve the visual quality of the element and enhance views from the roadway.

Walls, Fences and Outcrops

The Byway is enriched by the abundance and variety of wall and fence styles that are visible along the corridor. Special attention should be paid to maintain this diversity as it contributes to the byway story; reflecting settlement patterns, social norms, building techniques and architecture from various periods. Most walls and fences are on private land, thus any regulation is imposed at the local level. Designs (height, form, style) that are incongruent with the general character of the area, can have a negative visual impact. An example of this is chain link fencing alongside period style fencing.
A few segments of the Byway contain ledge faces or outcroppings that ‘engage’ the roadway. Most of these are presently in very low speed locations and are without guardrails or barriers. These natural features contribute to an understanding of the history of the roadway and the challenges of construction along a rugged coastline. Unless proven to be significant safety concerns, the ledge should be considered a contributing resource and preserved through the exploration of options such as narrowing travel lanes, refining horizontal alignments, or modifying posted speed limits.

Trees
The Byway is distinctive in the variety, size and location of the trees found both within and outside the road right-of-way. Portions of the corridor are completely enclosed by tree canopy; in some areas naturally occurring, as along Route 127 in Rockport, and in other areas as part of the arranged environment of neighborhood streets. Along other sections of the byway trees are set back or are more compact, providing a frame and a rhythmic structure to the street. In rural areas trees often provide a pleasant backdrop, frame views, and screen others. Byway trees should be protected and maintained; many warrant creative road and sidewalk design and more sensitive pruning for utilities in order to promote good health and longevity. Planting additional street trees should also be considered for many areas along the Byway for their visual, environmental and social benefits.
**Views**

Views are a defining element of the Byway. Vegetation management is a key strategy for protecting vistas from the roadway, and for creating new ones. Sections of the road that presently afford the traveler open and distant views should be identified, and the vegetation managed to protect the scenic resources. Other segments of the road have lost views due to overgrown side slopes or volunteer growth in neglected fields. Strategic work in these areas could create new or enhance marginal vistas.

Guiding new development is another strategy that should be considered to preserve views. Tools could include restrictions on building heights and locations; view easements, conservation restrictions, and scenic overlay districts. Each byway community should develop a scenic resource inventory as support for local zoning and land use regulations to preserve important views.

**Edge Treatments**

Roadway edge treatments including shoulders, curbs, and sidewalks are the most prevalent element along the Byway; where the road exists, there is an edge treatment. The edge of the roadway is, and should change along the Byway, based on the area type: rural, suburban, village or town center, or urban. The Byway, however, should seek to develop a consistency of edge treatments within area types. For example, similar edge treatments should be encouraged in rural areas as conditions allow, such as three foot paved shoulders, without curbing. A different edge treatment for village centers may focus on preserving historic development patterns such as flush sidewalks separated by tree ways. All edges should be well defined and maintained and should transition safely from one edge type to another.

**Design Considerations**

The MassDOT *Project Development and Design Guidebook* provides designers and decision makers with a framework for incorporating context sensitive design and multi-modal elements into transportation improvement projects. The Guidebook provides a structure for identifying and establishing criteria that will lead to appropriate design solutions. A key guiding principle of the *Guidebook* is Context Sensitive Design, which is an interdisciplinary approach that involves all constituents or user groups to develop transportation facilities or improvements that fit the physical setting and also preserve scenic, aesthetic, historic and environmental resources. Context-sensitive solutions that protect the features of the Byway begin with understanding the context (area type) through which the road passes.

In addition to new road design or re-design considerations, there are locations on the Byway that require safety and accessibility improvements as well as physical connections to roadside transportation systems such as sidewalks and bike routes. As these changes are made to the roadway, all communities on the Byway will face certain challenges posed by existing conditions. The previous categories of features all imply that a flexible and sensitive response is necessary when considering both maintenance and modifications to the roadway corridor. Municipalities, using the context sensitive design process outlined in the *Project Development and Design Guidebook*, should seek the best fit and appearance of the necessary improvements without degradation of resources.

The following matrix sets a framework for preserving and enhancing the contributing resources of the byway corridor based on area type. Design recommendations, however, are general and should always be considered in the overall context of the area type, as well as the specific context of the actual neighborhood or space. Private rights, drainage requirements, public safety, maintenance capacity and cost may all impact design decisions. With all of this in mind, byway communities should build partnerships and work together to establish an approach to roadway design and maintenance that creates a cohesive corridor while seeking to maintain and enhance their own distinct identities and individuality.
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<th>FEATURE</th>
<th>AREA TYPE</th>
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<td>Rural</td>
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<td><strong>Architecture</strong></td>
<td>Preserve historic buildings</td>
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<td>Maintain low density</td>
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<td><strong>Bridges &amp; Guardrails</strong></td>
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<td>guardrails through use of</td>
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<td><strong>Trees</strong></td>
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<td>and tree clusters</td>
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<td><strong>Edge Treatments: shoulder, curbs, sidewalks</strong></td>
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<td>Limit size of commercial</td>
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<td>Views</td>
<td>Preserve existing scenic views</td>
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<td>Use vegetative management selectively to develop or enhance scenic views</td>
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<td>Promote views with pull-offs as appropriate</td>
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<td>Signs</td>
<td>Limit number and size to the extent feasible (except agriculture and horticulture related signs)</td>
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<td>Use design guidelines to promote desired character of commercial development</td>
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Land Management

The level of protection for land and physical resources along the Byway varies with ownership and by municipality, as many of the management strategies and tools are enacted at the local level. These varying levels of protection account for some of the differences in the physical characteristics of the byway corridor today; they will continue to have an impact on the Byway’s intrinsic qualities and the corridor’s visual integrity as more development occurs.

LAND OWNERSHIP

The majority of the byway route (80 %) directly abuts land owned by private individuals and businesses, presenting opportunities for both private initiatives and regulatory efforts to protect and enhance the Byway. The balance of the route, comprised of about 20,000 acres of open spaces and historic resources, is owned and managed by a mixture of public, private, and nonprofit organizations. These stewards manage the land and buildings to meet a variety of objectives, including resource protection and preservation, recreation, and visitor attraction.

Public Sector

Federal

The byway route abuts federal lands along 0.2 miles of roadway giving direct access to four thousand acres of federal public land. Federal ownership provides a high level of protection from change in use and offers a promise of stewardship, though the intensity of stewardship provided can be impacted by changes to the economy. Federal ownership includes:

- U.S. Fish and Wildlife Service
- U.S. Coast Guard

State

The byway route directly abuts state-owned lands along 3.4 miles of roadway, giving direct access to over two thousand acres of state public land. State ownership also grants a high level of protection from change in use and assures a level of stewardship in line with the fiscal strength and the political policies of the state. Ownership includes:

- Massachusetts Department of Transportation
- Massachusetts Department of Conservation and Recreation
- Massachusetts Department of Fish and Game
- Massachusetts Superior Court Department
- Salem State University
- North Shore Community College

Municipal

The byway route directly abuts town- and city-owned or controlled land along 9.7 miles of roadway. Over seven thousand acres of municipal land is thus directly accessible from the byway route. The degree of protection offered by municipal ownership varies with use and site specific restrictions. Lands acquired and used for conservation or recreational purposes are protected from a change in use by Article 97 of the Articles of Amendment of the Massachusetts Constitution. Properties for schools, libraries, and other purposes however are not protected from a change in use. Municipally owned properties range from actively managed and programmed lands to passively managed and restricted lands (for example some water protection parcels). The level of maintenance or stewardship varies substantially with use and between municipalities. Municipally owned properties may be managed by:

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73 Article 97 of the Articles of Amendment of the Massachusetts Constitution holds that lands or easements taken or acquired for the purposes of conservation or recreation shall not be used for other purposes or otherwise disposed of except by laws enacted by a two thirds vote of each branch of the general court. Article 97 applies to municipal and state held lands.
Municipal executives – mayors and select boards
Local boards and commissions – school, library, historical, conservation, open space, parks and recreation, cemetery, water and sewer
Municipal departments – schools, library, public works, highway, planning, parks and recreation
Redevelopment authorities and other quasi-independent agencies

Nonprofit and Private Sector

Conservation Organizations and Nonprofit Institutions

The byway route travels along 5.8 miles of roadway that abut land owned and managed by nonprofit organizations and institutions. The level of protection offered by conservation organizations and nonprofit institutions varies with their mission. Conservation organizations offer a high degree of protection against change of use, as their holdings generally have deeded conservation restrictions. These organizations also typically provide a high quality of stewardship as well. Land holdings by educational and religious organizations are not governed by regulations against a change in use; however, they represent a relatively stable use and an overall positive contribution to the Byway’s landscape. Conservation organization and nonprofit institutions along the Byway include:

- Essex County Greenbelt Association
- The Trustees of Reservations
- Massachusetts Audubon Society
- Manchester Essex Conservation Trust
- Local Land trusts
- Historic New England
- Historical societies
- Endicott College
- Private Secondary Schools
- Religious Organizations

Management Partners and Advocates

The following organizations, whether or not they are landowners of property along the Byway, provide advocacy and support for preservation and promotion of byway related resources. They may be sources of information, technical assistance, or fiscal support.

National Public Agencies and Nonprofit Organizations

- Federal Highway Administration – National Scenic Byways Program
- National Trust for Historic Preservation
- National Park Service
- National Register of Historic Places
- The Trust for Public Land
- The Nature Conservancy
- U.S. Department of Agriculture
- U.S. Fish and Wildlife Service

Statewide Public Agencies and Nonprofit Organizations

- Massachusetts Historical Commission
- Preservation Massachusetts
- Community Preservation Coalition
- Massachusetts Audubon
- The Trustees of Reservations
- Massachusetts Department of Conservation and Recreation
- Massachusetts Department of Fish and Game
- Massachusetts Department of Agricultural Resources
- Massachusetts Office of Coastal Zone Management
Regional Nonprofit Organizations and Advocacy Groups

Essex National Heritage Commission
The Essex National Heritage Commission (Essex Heritage) is the congressionally designated management entity of the Essex National Heritage Area. As a nonprofit organization, Essex Heritage works closely with the National Park Service to pursue a mission to “foster partnerships and educational opportunities that enhance, preserve, and promote the heritage of the Area.”

While Essex Heritage provides an array of programmatic support, technical assistance, and funding through grants to eligible organizations that own property along the Byway, the Commission itself does not have any regulatory powers or own any land outright.

In partnership with local and regional entities, Essex Heritage maintains ten satellite visitor centers throughout the heritage area, including five along the Byway in Lynn, Salem, Gloucester, Ipswich, and Newburyport.

Regional Planning Agencies: MAPC and MVPC
Professional planning services related to transportation, economic development, and resource conservation are provided by two regional planning agencies: Metropolitan Area Planning Council (Lynn, Swampscott, Marblehead, Salem, Beverly, Manchester-by-the-Sea, Gloucester, Rockport, Essex, and Ipswich) and the Merrimack Valley Planning Commission (Rowley, Newbury, and Newburyport).

The Trustees of Reservations
The Trustees of Reservations is a nonprofit membership organization that seeks to preserve, for public use and enjoyment, properties of exceptional scenic, historic, and ecological value in Massachusetts. Throughout Massachusetts The Trustees of Reservations protect over 25,000 acres, ??? along or easily accessible from the Byway.

Historic New England
Founded in 1910, Historic New England is a nonprofit membership organization whose mission is to preserve and present the cultural and architectural heritage of New England dating from the seventeenth century to the present. Its collection of resources includes a range from historic properties to humble necessities, from art and artifacts to gardens and furniture.

Essex County Greenbelt Association
The Essex County Greenbelt Association is a member supported nonprofit land trust that works with local communities and landowners to acquire and protect ecological areas, farmland and scenic vistas. The Association is working toward the creation of "greenbelts" consisting of river, trail, and other natural corridors, coastal systems and visually intact landscapes.

Eight Towns and the Bay Committee (8T&B)
The 8T&B Committee is the Upper North Shore Local Governance Committee (LGC) for the commonwealth’s Massachusetts Bays Program.74 Seven of the byway communities are members – Rockport, Gloucester, Essex, Ipswich, Rowley, Newbury, and Newburyport. The committee is comprised of citizen representatives appointed by each community.

The purpose of the 8T&B LGC is to protect coastal waters and watershed quality on the upper North Shore of Massachusetts Bay by raising public awareness about good stewardship of these resources. A Massachusetts Bays Program regional staff member provides technical assistance, including environmental training and consulting, workshops, and grant writing.75

The Great Marsh Coalition
The Great Marsh Coalition is an ad-hoc group of organizations and agencies that supports a coordinated approach to education, research, protection, and management to promote preservation, restoration, and stewardship of the Great

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74 Eight Towns and the Bay web page, 2009.
75 The Massachusetts Bays Program (MBP) was launched in 1988 as a result of the settlement fines from a lawsuit against the Commonwealth of Massachusetts for violations of the Clean Water Act in Boston Harbor. Since 1990, MBP has been one of 28 National Estuary Programs in the U.S., and is administered by the Massachusetts Office of Coastal Zone Management.
Marsh. Since 2001, the Coalition has been working on an awareness-raising campaign to build an appreciation and understanding of the Great Marsh among its local communities.76

**Parker River Clean Water Association**

The Parker River Clean Water Association is a community nonprofit organization dedicated to promoting the restoration and protection of the waters and environment of the Parker River and Plum Island Sound watersheds. Byway communities located partially or wholly in the watersheds include Ipswich, Rowley, Newbury, and Newburyport.

**Bay Circuit Alliance**

The Bay Circuit Trail and Greenway is a plan to create a permanent recreation trail and greenway corridor extending through 34 towns in Eastern Massachusetts and around metropolitan Boston. When completed, the corridor would extend from Kingston Bay (in Kingston and Duxbury, MA) in the south to Plum Island (in Newbury and Newburyport) in the north. Portions of the trail currently parallel the Byway along Route 1A in Ipswich, Rowley, Newbury, and Newburyport. The Bay Circuit Alliance (BCA) members consist of six regional, four statewide, and more than 25 local member organizations whose goal is to see the Bay Circuit Trail become a reality. BCA provides planning and technical assistance to local communities to help establish their portion of the Bay Circuit Trail. BCA also maintains contact with state and federal government representatives and agencies to promote the Bay Circuit Trail concept and consult on corridor-wide trail-related issues.77

**Coastal Trails Coalition**

The Coastal Trails Coalition, Inc. is an all-volunteer, nonprofit organization whose mission is to assist in the development, promotion, and stewardship of the Coastal Trails Network, a 30-mile public system of bicycle and pedestrian trails connecting four communities of northern Essex county including the byway communities of Newbury and Newburyport.

**Local Nonprofit Organizations and Advocacy Groups**

Local nonprofit and advocacy groups are abundant and include land and preservation trusts, neighborhood associations, historic societies, community beautification committees, garden clubs, arts and cultural organizations, chambers of commerce and business groups and many others. These organizations should be represented in the Byway’s advisory coalition, be recipients of regular Byway outreach, and be looked to as resources for local information and for partnering opportunities.

**LAND USE PLANNING AND REGULATION**

Land uses, landscapes, and the built environment will continue to evolve along the Essex Coastal Scenic Byway in response to private and community needs. The responsibility for assuring these changes do not have a negative impact on the corridor will fall primarily to landowners and local governments. Municipalities are empowered to guide and control development to protect the health and welfare of citizens and the environment. They are responsible for developing effective management tools, including master and strategic plans, and land use regulations. They can also offer incentives or become partners with developers, historic preservationists, or open-space conservationists.

Beyond the local level, regional, state, and federal agencies can provide important technical and fiscal support, but these agencies may have less control over land uses and activities (other than wetlands regulations or on properties that they own). These agencies take part in guiding change by developing policies, funding planning and capital projects, and reviewing and permitting projects within their purview.

A brief description of the existing zoning districts that the Byway passes through in each byway community is provided in the Appendix.

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76 MA Audubon, Great Marsh Coalition web page, 2009.
Strategies for Balancing Development and Preserving Resources

In addition to preserving and protecting resources, another key objective of a scenic byway corridor management plan is to recommend strategies for enhancing existing development and accommodating appropriate future development, while still preserving the intrinsic qualities of the Byway.

In many communities local regulations have been developed to protect the character of historic commercial areas in the downtown and town centers. The zoning in these areas encourages a mix of uses, small scale commercial businesses and neighborhood oriented services. Commercial areas located along the outskirts of the downtowns and town centers tend to be zoned to support auto-oriented uses and uses that are less compatible with residential uses. In these outlying areas, it would be appropriate to adopt regulations that foster a certain aesthetic character of development that is compatible with the historic and scenic quality of the Byway, rather than controlling uses. Some of the primary areas where this type of regulation would be appropriate include the following local zoning districts:

- Ipswich -- Highway Business Zone
- Salem – Business Highway and Business Wholesale and Automotive
- Gloucester -- Extensive Business District
- Essex – General Zone
- Lynn – Business District, Central Business District, Waterfront Zones 78

Most of the Byway abuts residential areas that are primarily developed with single and two family dwellings in rural and suburban settings. Continued densification of residential development will naturally impact the character of the byway corridor by reducing the amount of open space and natural areas visible. Generally, communities want residential development that makes a positive contribution to community character and minimizes impacts to the natural, historic, and scenic resources. Improvements to public infrastructure and incentives for preserving historic resources, open spaces and scenic views are some of the tools that are available.

Some byway communities have identified the desire for infill as a way to accommodate new development but recognize that increased density is uncomfortable to many community members. Other communities recognize that existing zoning may be inadequate for, or even discourages, historic preservation, protection of farmland, or redevelopment that would enhance community character and byway resources. The purpose and the function of the zoning districts along the Byway should be reviewed by each community to assure that they are bringing about the changes that are desired by that community and compatible with the goals of the Byway.

Regulatory Tools

Zoning and Land Use Regulations

Special zoning districts instituted or considered by communities along the Byway include an entrance corridor overlay district (Salem) and village center districts.

Several communities have either established or are working on local historic districts, including Marblehead, Salem, Beverly, Manchester-by-the-Sea, Gloucester, Rockport, Rowley, and Newburyport. Some have also indicated an interest in neighborhood conservation districts. 79

The following are some zoning and land use tools that communities can consider to meet local goals and further protect byway resources:

- Local Historic Districts that abut the Byway in eight communities (see Chapter 1) offer the strongest form of protection for the preservation of historic neighborhoods and town centers. 80 In a local historic district, proposed changes to exterior architectural features visible from a public way are reviewed by a locally appointed Historic District Commission charged with deciding if changes are appropriate and allowed, based on requirements described in a bylaw or an ordinance. Interior features are not reviewed, and a number of exterior features are often exempt (air

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78 Although a portion of the byway abuts a Heavy Industrial zone, this is currently occupied by Northern Essex Community College.
79 Stakeholder interviews by Sue Brown, 2010.
80 Massachusetts Historical Commission website: July 20, 2010
Village Center Districts seek to preserve the existing mix of uses in a village and encourage new construction to be compatible with the setbacks and scale of existing structures. Zoning for Village Center Districts should minimize off-street parking in front of buildings, support mixed use, encourage architectural design in harmony with the center’s desired character, establish landscaping criteria, and improve the pedestrian environment.

A Neighborhood Conservation District (NCD) is designed to help preserve the visual character of distinctive neighborhoods and unique areas worthy of some level of protection, but which may not be appropriate for, or have support for, protection as local historical districts. An NCD provides a range and flexibility of approach to protecting a neighborhood’s general appearance, rather than its historical authenticity, by providing targeted review. Review requirements of a Neighborhood Conservation District are more flexible than for a Local Historic District and could be limited to major construction projects or demolition. Minor changes, such as small additions, vinyl siding or window replacement, could be reviewed in an advisory capacity. Neighborhood Conservation Districts can be administered by a Historical Commission, Planning Board, Historic District Commission, or a special Neighborhood Conservation District.

Form Based Codes represent an alternative to conventional zoning and may be useful in regulating development to achieve a specific urban form. The intent of form based codes is to create a predictable public realm by controlling physical form primarily and use secondarily. Form Based Codes address relationships between building facades and the public realm, the form and mass of buildings in relation to one another, and the scale and types of streets and blocks.81

Salem’s Entrance Corridor Overlay District may be a useful model for consideration by other byway communities. The Entrance Corridor Overlay District was established to protect and enhance the major entrance ways into the city. Regulations include the following: restrict number and size of curb cuts, establish location and screening requirements for storage areas and mechanical equipment, require a permit for fencing and restrict height and use of chain link and wire, establish criteria for parking areas of more than 12 spaces that address location and landscaping and shade, require sign review, require site plan review for all development exceeding 2,000 square feet of non-residential use.

Newburyport’s Waterfront West Overlay District was created with the objective of enhancing the downtown waterfront area as the civic and cultural center of the city. The ordinance requires mixed use development that is compatible in a waterfront downtown area and to protect public access to open space and views to the water. The ordinance requires site plan review, and at least ten percent of all proposed residential dwellings must meet State affordability standards.

There is a high potential for the character of the Byway in Lynn to change substantially through new development along the waterfront (in the WF2 and WF1A zones) where redevelopment of the underutilized waterfront areas would help rejuvenate the downtown area. In order to help facilitate development, the City completed a Waterfront Master Plan and new waterfront zoning ordinance in 2008. The plan calls for mixed use, green space, a boardwalk for public access and quantifies the economic impact development could have on Lynn’s tax base, employment rate, and retail, office and housing markets. If fully implemented, the master plan has the potential to create 6 million square feet of residential, retail, office and hotel space. It will create a vibrant new waterfront community, open space, housing, office space, public access and a complete makeover of the southern gateway to the City and the Byway. Lynn’s Waterfront Zoning regulations apply to any redevelopment that requires site plan review and prohibits certain uses that could detract from the historic and scenic character of the community and Byway (e.g. automobile sales and repair, drive-through windows, storage facilities, and adult entertainment). The new zoning sets a maximum height of 240 feet or 20 stories and institutes a minimum height of 36 feet or three stories to ensure a more productive use of each parcel and create more vitality in the area.

Scenic Roads and Scenic View Protection

The Scenic Roads Act (M.G.L. Ch. 40, Section 15C) includes provisions that allow municipalities to adopt a bylaw or an ordinance to preserve certain characteristics of roads designated as scenic by the community. The purpose of the local statute is to provide an opportunity for Planning Board review of cutting or removal of trees or the alteration of stone walls within the road right-of-way. Ipswich has a scenic roads bylaw. However, none of the byway roads in Ipswich have been designated as local scenic roads. Essex and Newburyport have not adopted a scenic roads ordinance, although they have

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81 http://www.formbasedcodes.org/definition.html
designated some local roads as “scenic.” Roadways under state jurisdiction cannot be designated as local scenic roads except by an act of the Massachusetts Legislature.

Scenic road bylaws cannot be used to manage development on private land, so some communities have adopted scenic overlay districts. These regulate the development within a certain distance of a scenic road or within view from a certain location. Regulations apply to activities that might impact the appearance of the scenic attributes, including location, height, density, or massing of buildings.

Metrofuture, MAPC’s regional plan, includes scenic roads protection as part of its Implementation Strategy to protect natural landscapes and emphasizes a regional approach to scenic landscape protection. For example, where a scenic road crosses municipal boundaries, municipalities should collaborate on development of scenic road bylaws or overlay districts. MAPC also suggests considering a joint review process for proposed activities within view of the adjacent municipality.

**Design Guidelines or Standards**

In Massachusetts, zoning ordinances and by-laws may address aesthetic objectives or the development of the natural, scenic and aesthetic qualities of the community. Typically, aesthetic concerns include the size, height, bulk or appearance of structures, requirements for landscaping and screening, prohibition of noxious, uses, and preservation of scenic viewsheds.82

The goal of design guidelines or standards is to preserve or improve the physical characteristics of an area, neighborhood, or municipality by encouraging or requiring new development to meet certain standards. In the case of signs, regulations can also govern existing signs, provided a reasonable time is allowed for compliance.

Design guidelines or standards can be an effective tool for managing the character of the Byway if they are carefully considered in the context of the community. Guidelines may seek to minimize intrusions that the built environment may have on the natural landscape; or to preserve and enhance established characteristics that define a place; or to create changes over time in an area where the built environment portrays an undesirable image of the community.

**Parking Requirements**

The location and design of surface parking often detracts from the streetscape. Communities may consider adjusting parking requirements to reduce the need for large expanses of paved parking, requiring that parking lots be located behind buildings, or allowing shared parking. Parking lot design can also be improved by requiring shade trees along and within parking areas. In addition to creating a more visually appealing space, adding trees to parking areas lessens the environmental impact of these impervious areas by reducing stormwater runoff, improving air quality, regulating ambient air temperatures, and providing wildlife habitat.

**OTHER PRESERVATION AND ENHANCEMENT TOOLS**

**Public Realm Investments**83

Improvements to the public realm can enhance existing development by creating a streetscape that is visually appealing and pedestrian-oriented. Street trees and other vegetation can act as a natural buffer and can help soften the streetscape. Well-maintained sidewalks and street furniture encourage pedestrian activity. Public improvements can also encourage greater investment and improvements by abutting property owners.

**Incentives for Private Improvements**

Communities can also consider offering incentives for private investment in site improvements or redevelopment of undesirable land uses, including tax-increment financing, and Local Option Property Tax Assessment. Tax increment financing (TIF) allows a municipality to use the increased property taxes that a new real estate development generates to finance costs of the development or public improvements related to the development. The Local Option Property Tax Assessment is a local bylaw or ordinance that rewards historic property homeowners for rehabilitating their properties.

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83 The public realm refers to public space between private land and buildings including sidewalks, streets, squares, parks.
According to appropriate historic standards. Under this bylaw or ordinance, the increased property tax that results from the rehabilitation can be phased in over a period of five years.\textsuperscript{84}

Municipalities can also develop non-regulatory guidelines and best management practices for private landowners. Incentives could include financial support from a partnering nonprofit (chamber of commerce or civic improvement organization), technical assistance, and public recognition.

**Chapter 61**

Owners of forested, agricultural, or recreational land along the Byway may qualify for enrollment in Chapter 61, 61A, or 61B, a state program aimed at preserving natural landscapes. Property owners with land enrolled in these programs receive preferential tax treatment for maintaining their property as open space for the purposes of timber production, agriculture or recreation.

**Private Sector Conservation Measures**

With limited public funding available for land acquisition, private initiatives should be supported and encouraged. MAPC’s regional plan *Metrofuture* highlights private conservation initiatives as one of the Implementation Strategies to support protection of natural landscapes. Conservation restrictions protect land with significant environmental attributes. Conservation restrictions, also called conservation easements, are voluntary, yet binding legal agreements between a landowner and a municipality, state agency, or land trust. While some landowners donate conservation restrictions, others are offered payment and/or other incentives, such as estate tax and federal income tax deductions and property tax relief, to keep parcels in an undeveloped state either in perpetuity or for a specified number of years. The owner typically manages the land in permitted uses, while the holder of the restriction promises to enforce the terms of protection. Conservation restrictions preserve land without public ownership, allow private land to remain on the tax rolls, and, in many instances, allow for public access. In Massachusetts, all conservation restrictions must be submitted according to the written procedures of and be approved by the Secretary of Environmental Affairs.\textsuperscript{85}

Other types of property restrictions governed by Massachusetts General Laws include historical preservation restrictions, agricultural preservation restrictions, and watershed preservation restrictions. Historical preservation restrictions are legal agreements to preserve a structure or site of historical significance. They must be approved by the Massachusetts Historical Commission (MHC) and can be held by a local historical commission, a preservation-oriented nonprofit, or by the MHC.

Agricultural preservation restrictions (APRs) apply to lands in active farming or forest use and must be approved by the Commissioner of Food and Agriculture. APRs are often held by land trusts or, if soil requirements are met, by the Massachusetts Department of Agricultural Resources.

Watershed preservation restrictions are used for the purpose of protecting public water supplies and are approved by the Department of Conservation and Recreation.

**ACCOMMODATING NEW DEVELOPMENT AND REDEVELOPMENT**

Accommodating new development and redevelopment can be an opportunity and a challenge. Some development will enhance the byway traveler’s experience because it offers desired services or improves the quality of the built environment. Other development, while inconsequential to byway travelers, may provide the community with employment opportunities, an expanded tax base, or other benefits that could improve residents’ quality of life or the municipality’s ability to serve the public.

**Community and Regional Planning**

The desire to accommodate new development or redevelopment within byway communities varies with some communities seeking substantial change, and others seeking ways to limit development to prevent the loss of open space, cultural resources, and community character. Accommodating development should be based on a community’s existing and future needs as represented in up- to- date community plans. Byway communities without current plans should undertake public

\textsuperscript{84} Local option property tax -- MGL Chapter 56, Section 5J.

\textsuperscript{85} A conservation restriction, formerly known as a conservation easement, is authorized by Sections 31-33 of Chapter 184 of the General Laws of the Commonwealth of Massachusetts. For more information about conservation restriction approval in Massachusetts, refer to the *Massachusetts Conservation Restriction Handbook*, MA Division of Conservation Services, 2008.
processes to develop a Master Plan and an Open Space and Recreation Plan as first steps in managing change. The Appendix includes a list of the Community Planning Documents relevant to the Byway for each byway community.

Community plans should address the physical as well as functional impacts of change. The physical quality of new development or redevelopment is important for preserving and enhancing the visual characteristics of community, and by extension, the byway corridor. Communities should ensure that zoning, site-plan-review regulations, and design guidelines are in place to help create an attractive and appropriate built environment. Model bylaws and guidelines are abundant, but should be adapted to the unique circumstances and needs of the community to maintain the diversity of landscapes and neighborhoods found along the corridor.

Using regional planning to support community goals is a benefit of the byway program. MAPC’s Metrofuture (the regional plan for the Greater Boston region) lists regional coordination in a number of its implementation strategies including open space protection, recreation, economic development, and transportation. Since transportation infrastructure and natural resources cross municipal boundaries, any effective planning in these areas must include a regional component. In addition, shared facilities and development of regional resources can help leverage local funding.

Similarly, MVPC’s regional planning efforts seek to support community goals. MVPC’s Merrimack Valley Priority Growth Strategy (2009) includes recommendations to promote coordination and cooperation among communities and encourages communities to take a comprehensive look at development patterns and see the relationships between conservation efforts, transportation improvement priorities and development. Merrimack Valley Priority Growth Strategy also fully supports smart growth principles defined below.

**Smart Growth Principles**

Smart Growth represents a set of planning principles that supports sustainable development: the type of development that encourages healthy and diverse communities and the preservation of natural and cultural resources. MAPC has adopted smart growth principles to guide its planning work. The Commonwealth of Massachusetts has created a smart growth/smart energy toolkit that provides information on planning, zoning, subdivision, and site design to help communities balance the needs of development and preservation.

The principles of Smart Growth include:

- **Create range of housing opportunities and choices** to provide quality housing for people of all income levels
- **Create walkable neighborhoods** that include places to live, work, learn, worship and play.
- **Encourage community and stakeholder collaboration** to ensure change responds to a community’s own sense of how and where it wants to grow.
- **Foster distinctive, attractive communities with a strong sense of place** based on a shared vision and set standards for development.
- **Make development decisions predictable, fair and cost effective** to engage the private sector.
- **Mix land uses** to create more integrated and vibrant communities.
- **Preserve open space, farmland, natural beauty and critical environmental areas** to bolster local economies, preserving critical environmental areas, and improving our communities’ quality of life.
- **Provide a variety of transportation choices** to meet the needs of a diverse community.
- **Strengthen and direct development towards existing communities** to utilize the resources that existing neighborhoods offer, and conserve open space and irreplaceable natural resources on the urban fringe.
- **Take Advantage of Compact Building Design** an alternative to conventional, land consumptive development.

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86 Comprehensive Economic Development Strategy (2009 Annual Update) MAPC
86 http://www.mass.gov/evir/smart_growth_toolkit/
86 http://www.smartgrowth.org/about/principles/default.asp?res=1280
Chapter 10
Public Involvement and Byway Management

This chapter describes the process used to engage representatives of selected stakeholder groups and the general public in the preparation of the corridor management plan. It also recommends a management structure and ways to continue strong public participation during implementation of the plan.

Summary of Public Process for CMP

**WHY PARTICIPATION**

“Implementation begins the first day of planning.” This phrase guided planning and public participation from the start of this corridor management planning process. With a strong belief that those who participate in the plan will be most likely to support and participate in plan implementation, the project team established a two-tiered advisory group structure and developed outreach strategies to encompass as broad a constituency base as possible.

**PARTICIPATION GROUPS**

Participation groups were developed at the beginning of the planning process. The Corridor Advisory Group (CAG) was developed to focus on corridor wide issues and collaboration. It consisted of representatives from each of the thirteen communities through which the byway travels, plus two regional planning agencies and the regional tourism bureau. In addition, there were representatives from the state’s transportation and parks departments. All elected members of Massachusetts Senate and House representing the byway communities were invited to participate in CAG meetings and discussions.

The purpose of the CAG was to provide overall guidance to the planning project as well as input on broad-reaching questions that guided more specific data collection. Early in the process, members helped to identify additional stakeholders who should be engaged in the planning process. CAG members provided feedback on the Existing Conditions Assessment Review and helped draft the byway vision. As the process moved further into the creation of the corridor management plan, the Corridor Advisory Group’s role shifted to review of plan chapters and decision-making about a management structure for implementing the plan. The CAG met six times between June 2009 and February 2011, and most members attended one or more of the Local Advisory Group (LAG) and public meetings as well.

As an additional source of information and feedback, the project team established thirteen Local Advisory Groups (LAG) so each community could focus on local issues and opportunities. LAG members represented municipal boards, commissions, and committees as well as local organizations whose input and feedback was critical for documenting the intrinsic qualities that would be included in the plan: historic resources, natural resources, recreation, economic, arts and culture. These groups provided the vital link with ongoing planning efforts and other initiatives at the local level.

Neighboring byway community LAGs met in pairs to brainstorm and stimulate ideas across their boundaries. Their first two meetings late in 2009 and early in 2010 produced ideas not only for the consultant team to use for wider explorations, but also to stimulate conversations at the third and final meeting in March of 2010, designed as a single half day workshop that all local groups attended. The purpose of this meeting was to identify opportunities for cross-community coordination and collaboration as they explored local and regional strategies for implementing the corridor management plan. LAG members volunteered to review the draft plan chapters and participated in the public meetings in their communities.

**EXPANDED PARTICIPATION**

The consultants interviewed numerous other stakeholder representatives between December 2009 and December 2010 in preparation for drafting and revising the corridor management plan. These interviewees not only enhanced and expanded regional and local information, but also joined the growing ranks of byway stakeholders who look forward to sharing in plan implementation.

The public review of the draft corridor management plan took place during public forums held in each of the thirteen byway communities between October 2010 and January 2011.
PUBLIC OUTREACH

Throughout the planning process, corridor and local advisory group members advised about and initiated local outreach to raise awareness about the Byway. These activities included speaking with representative groups: elected officials, commissions, boards, committees, chambers of commerce, non-profits, and others. They placed links on local websites to the byway planning site, made contact with local cable TV, and promoted the Byway in their organizations’ media. These “ambassadors” incorporated the byway story, as relevant, to enhance the visitor experience at their local resources.

A project website was established at the start of the process in 2009 and maintained throughout to provide updated information on the Byway and the Corridor Management Plan and process. The site included meeting schedules and notes, maps, local news articles, and documents for review.

Organizational Framework

The measure of success of any plan lies in how well it is implemented; and the cornerstones of implementation are an effective management entity and local grassroots support. Scenic byway status and a corridor management plan do not change the roles or responsibilities of landowners and resource managers along the Byway, but can help guide decisions. It is imperative that an organizational steward be in place to coordinate, assist and monitor the efforts of these separate entities and to encourage and support the on-going grassroots interest and initiatives that will sustain passion and involvement in managing the Byway. Over time, as the Byway develops the nature of its stewardship is likely to change form. This change will be a natural evolution that will occur as the Byway matures and engages a wider, more diverse audience.

Initially, development of the Essex Coastal Scenic Byway will continue as an initiative of the Essex National Heritage Commission (Essex Heritage), which will provide staff support and office space, subject to the availability of public and private funding to underwrite this function.

To formalize the process, Essex Heritage has created a standing byway committee (the “steering committee”) as part of its existing corporate structure. The steering committee will be responsible for managing the Byway, primarily through the establishment of policy and creation of an annual byway work plan in accordance with the Corridor Management Plan. Implementation of the annual work plan will be managed by the Byway Coordinator and undertaken by various byway partner organizations as determined appropriate. The following matrix provides an overview of the proposed byway organizational framework. Further explanation on the roles is provided below.

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89 http://www.essexheritage.org/scenicbyways/#cmp
### Organization Matrix

<table>
<thead>
<tr>
<th>Management Element</th>
<th>Description</th>
<th>Characteristics</th>
<th>Associated Costs</th>
<th>Composition</th>
</tr>
</thead>
</table>
| **Steering Committee**              | Serves as decision-making entity for management of the Byway.                 | • Leadership group of the scenic byway committee of the Essex National Heritage Commission  
• Meets bi-monthly or quarterly  
• Develops annual work plan and budget  
• Develops and oversees fundraising strategy  
• Reviews CMP annually, adjusts priorities as needed  
• Manages retention and recruitment of Advisory Group members | • Staff time to coordinate meetings, correspondence and minutes  
• Meeting locations                              | • Community and regional leaders (individuals)  
• Note: Size should be sufficient to represent the interests and needs of byway stakeholders without being so large as to be too cumbersome to manage. |
| **Advisory Council** (aka Byway Coalition, Friends Group, etc.) | Open to byway partner organizations. Provides support to byway activities. Potential source of members for the Steering Committee. | • Meets annually (or as needed depending on capacity of byway organization)  
• Members serve on ad hoc committees / work groups for specific activities as needed (as determined by Steering Committee)  
• In future, may evolve into a more permanent organization, that meets regularly and has fee for membership | • Staff time to coordinate meetings, correspondence, and outreach  
• Meeting locations | • Byway municipalities  
• Regional natural, historic, recreational, cultural groups  
• Regional tourism and economic development organizations  
• Regional planning agencies  
• State agencies – MassDOT, DCR, MHC  
• Federal agencies -- NPS, USFWS |
| **Ad Hoc Committees / Working Groups** | Formed by Steering Committee for specific tasks or projects related to CMP or funding (e.g. fundraising, marketing, interpretation). | • Follow established meeting guidelines, decision making process  
• Have a clearly defined mission / purpose | • Staff time to coordinate meetings  
• Meeting locations | Membership drawn from Advisory Group and additional experts as needed. |
<table>
<thead>
<tr>
<th>Management Element</th>
<th>Description</th>
<th>Characteristics</th>
<th>Associated Costs</th>
<th>Composition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fiscal Agent(s)</td>
<td>As an unincorporated entity, the scenic byway organization would need a fiscal agent(s) in order to hire staff and manage grants, fees, dues, and wages or cash donations.</td>
<td>• Receive and dispense funds for byway projects&lt;br&gt;• Assure the propriety of all expenditures of funds&lt;br&gt;• Keep financial records in accordance with standard bookkeeping practices and produce a yearly financial report&lt;br&gt;• Hire personnel as directed by the Steering Committee&lt;br&gt;• Apply for project funding on behalf of the byway organization in coordination with the Steering Committee&lt;br&gt;• Different fiscal agents could be used for different types of funding requests</td>
<td>• Staff time to manage funds and produce yearly financial report&lt;br&gt;• Staff time for researching grants and applying for funding&lt;br&gt;• Staff time to meet and coordinate with Steering Committee</td>
<td>• Primary -- Essex National Heritage Commission&lt;br&gt;• Others -- Merrimack Valley Planning Commission, Metropolitan Area Planning Council, Municipalities, Non-profits</td>
</tr>
<tr>
<td>Byway Coordinator</td>
<td>Coordinates activities of byway organization.</td>
<td>• Coordinates specific annual byway work plan activities as determined by Steering Committee (e.g. website, byway inventory, fundraising strategy).&lt;br&gt;• Tracks status of byway related projects.&lt;br&gt;• Coordinates with fiscal agent(s) as needed for grant applications and fundraising.&lt;br&gt;• Helps prepare meeting agendas and correspondence.</td>
<td>• Salary&lt;br&gt;• Fully equipped office space (access to phone, computer, etc)</td>
<td>• Essex Heritage</td>
</tr>
</tbody>
</table>
Scenic Byway Steering Committee
The scenic byway committee of the Essex Heritage National Commission (the “steering committee”) will serve as the leadership team for the Essex Coastal Scenic Byway. The Steering Committee is composed of local and regional leaders and will be responsible for reviewing organizational bylaws, electing committee chairs, setting priorities, coordinating projects and initiatives, coordinating with fiscal agents and overseeing funding agreements, determining staffing needs, and developing a yearly work plan. In all of its endeavors, the Steering Committee will establish and maintain communication with the Advisory Group.

Essex Heritage by-laws will be reviewed and amended as necessary to support the purposes of the scenic byway committee (steering committee). As they pertain specifically to the scenic byway initiative, the by-laws should establish or address:

- committee goals and objectives;
- committee membership roles and responsibilities;
- committee chairs election, roles, and terms;
- committee meeting rules and schedule;
- committee decision making including conflict resolution;
- byway coordinating staff;
- fiscal management;
- and committee dissolution.

Scenic Byway Advisory Council
A Scenic Byway Advisory Council will be established to advise on the management of the Byway and help implement the recommendations of the Corridor Management Plan. Advisory Council members will represent a diversity of interests, and skill sets, but will be committed to working together to bring about the vision of the Essex Coastal Scenic Byway. The suggested composition of the Scenic Byway Advisory Council is:

- An appointed representative from each of the thirteen byway communities
- Representatives of nonprofit historical and cultural organizations
- Representatives of nonprofit open space and environmental organizations
- Representatives of tourism and economic development organizations
- Representatives of private businesses (visitor services, hospitality, recreational activities)
- Appointed State agency representatives
- Appointed Federal agency representatives
- Interested citizens and organizations

The Scenic Byway Advisory Council is meant to be open, inclusive and representative of its host communities, their citizens and enterprises. It will include both appointed representatives and self selected representatives and individuals. The Advisory Council will meet regularly to discuss management issues, review the status of projects and monitor the progress of the CMP.

Tasks Forces / Working Groups
The Steering Committee can also create ad hoc task forces or otherwise organize its members to develop working groups based on projects or focusing on identified issues. The Advisory Council should be considered a source of enthusiastic, knowledgeable, and committed partners for a wide variety of byway programs, projects, and issues.

Fiscal Agent
Essex Heritage will be the fiscal agent for the Essex Coastal Scenic Byway. In this capacity the Essex Heritage will promote the mission of the account, safeguard the assets of the account, and assure the propriety of all expenditures of funds and disposition of account assets. It will keep financial records in accordance with standard bookkeeping practices and produce a yearly financial report. As the fiscal agent Essex Heritage has the capacity to receive and dispense funds for byway projects, and hire personnel as directed by the Steering Committee. Project funding can be applied for by Essex Heritage on behalf of the Scenic Byway Advisory Council, by municipalities and allowed nonprofits. In addition, different fiscal agents could be used for different types of funding requests.
Byway Coordinator

A Byway Coordinator will be engaged to coordinate the day-to-day activities of the Steering Committee. For the foreseeable future Essex Heritage has agreed to provide part time staff resources to work with the Byway Steering Committee. Responsibilities would include coordinating specific annual work plan activities, tracking statuses of byway projects, coordinating with fiscal agent(s) as needed for grant applications and fundraising, and preparing meeting agendas and correspondence.

Evaluation

Just as the Corridor Management Plan must be evaluated and adjusted in response to changing conditions and evolving ideas, the management framework and organizational stewardship that is established to implement the CMP, must also be evaluated and adjusted as needed.

America’s Byways Resource Center was established (1999) and is funded by US Congress through the Highway Trust Fund. The Resource Center provides information and assistance about managing byways. As an example it offers a set of tools for evaluating an organization’s key strengths and weaknesses. The tools address funding, organization and resources. Each indicator tool uses statements about key byway activities that allow users to consider where they feel their byway organization sits along a continuum. Using tools such as these to evaluate the various aspects of the Byway’s management structure and process on an on-going basis are critical to the long term success of the byway program.

The indicators are meant to be completed by individual members and shared in a group setting. The exercise allows members to see how others have rated the relative strength for each of the indicators and leads to a discussion that will contribute to more effective planning by the organization going forward. A modified version of these indicators was distributed to the Corridor Advisory Group in September 2010 to provide input into the design of the byway organizational framework. The numbers following the statements of sustainability indicate the number of responses. Six CAG members completed the questionnaire, however some did not respond to each item.

Sustainability Indicators

The development of strong partnerships and successful planning efforts to support byways can be measured in direct correlation to a byway organization’s attention to these “core elements” that are essential to a byway’s sustainability. CAG members were asked to review the list of sustainability indicators below and mark if, in their opinion, this is a priority for the byway management organization during the Transition (Immediately), Eventually (next 2 to 4 years), or Long-Term (if at all).

Table 7: Byway Management Sustainability Indicators, Summary of Corridor Advisory Group Responses

<table>
<thead>
<tr>
<th>Indicator</th>
<th>now</th>
<th>2-4 years</th>
<th>long term</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mission, vision and plan to make it all happen.</td>
<td>6</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Action plans that flow from the integrated vision, mission, and CMP.</td>
<td>5</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Process for prioritizing work, delegating responsibility and managing completion.</td>
<td>5</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Space(s) available to meet and operate.</td>
<td>5</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Formalized organizational structure that is defined in written documents.</td>
<td>4</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Decision-making method that is used at all meetings.</td>
<td>4</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Active core of volunteers, strategy for ongoing recruitment of new volunteers</td>
<td>4</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Ongoing involvement of stakeholders who impact the character of the byway.</td>
<td>4</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Process for resolving conflicts.</td>
<td>3</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Fiscal vigor – dependable cash flow, investment and savings, annual budget adequate to cover basic costs of staff and support for a few years.</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>New member recruitment program.</td>
<td>2</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Funding diversity, flexibility, and agility – variety of sources, plan for adjusting if funding sources are eliminated.</td>
<td>2</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Multi-year budget plan, fundraising strategy, fiscal officer.</td>
<td>2</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>Executive director or other paid staff.</td>
<td>2</td>
<td>3</td>
<td>1</td>
</tr>
</tbody>
</table>

---

90 For more information of the Byway’s Resource Center see: http://www.bywaysresourcecenter.org
### Sustaining Participation and Support

An effective management entity needs ongoing participation and support from the public it represents and serves. Opportunities for public participation will occur periodically as byway focused projects are undertaken and review of projects and progress is requested. Additional opportunities should also be developed to ensure that constituents are kept informed of the Byway’s many activities, projects and issues on a more regular basis. Invitations for participation can range from byway representatives giving presentations on various topics, to the Scenic Byway Advisory Council requesting presentations from others, to celebrations of milestones or kick off events, or to requests for information through surveys or other means. Two opportunities for public participation that have been identified by Local Advisory Group members as a part of this planning process include:

- host a community party as a kick off event to create interest and excitement
- hold fundraiser events that showcase the Byway and raise funds for local projects which benefit the organization and the Byway, e.g., Historic New England (regional entity), local historical society, local cultural organization (Rockport Music), etc.

As a best practice, the Steering Committee should prepare and distribute throughout the year updates to all stakeholder organizations and the general public for review and responses. These communications will:

- summarize and document projects undertaken
- indicate the status of CMP action items;
- share information on potential projects (draft annual plan); and
- highlight any relevant issues along the Byway.
- invite suggestions for how to manage the Byway.

It is recommended that the steering committee create and implement a stakeholder review and comment process which can be used to inform development of an annual work plan. Useful responses to seek from stakeholders will:

- indicate the level of satisfaction with the management process and projects;
- outline planned or potential projects for which the review organization or individual is responsible;
- document any concerns; and
- make recommendations for the annual work plan.

The framework recommended herein for implementing the strategies of the CMP has been developed through the participation of the Corridor Advisory Groups and Essex Heritage and with guidance by the consultant team. While it represents a solid foundation for managing the Byway, it anticipates and is dependent on on-going public participation and financial support. Funding for byway management and projects must be a focus for the Byway to be sustainable. More about funding is included in Chapter 11.
Chapter 11
Implementation Plan

An implementation plan is a compilation of recommended strategies prioritized and organized into a framework that includes a desired time frame and identifies responsible parties. In this chapter, recommendations are organized in a matrix that can be easily referenced, reviewed and monitored. The chapter also highlights priority projects and identifies potential project funding sources.

Priority Projects

The corridor management plan planning process identified twelve priority projects that should be considered for immediate implementation. The projects represent important structural components of a successful byway system and are realistically possible based on potential funding sources. Together these projects will help ensure that the Byway has a defining identity, offers an exceptional visitor experience, and will be sustained by effective grass roots participation and management.

- Develop a scenic byway organization
- Create an interpretive plan
- Design a byway logo
- Initiate a byway website
- Install byway identification signs
- Design and produce marketing collateral
- Develop a comprehensive funding strategy
- Improve bicycle and walking trails
- Create and organize a signature byway event
- Coordinate regular communication about the byway program with residents and visitors
- Design permanent and/or portable byway information exhibits for Visitor Centers
- Begin preparations to apply for National Scenic Byway designation

Create a Scenic Byway Organization

Putting in place an enthusiastic and committed byway Steering Committee that can take immediate action on the Corridor Management Plan recommendations immediately will help the byway initiative move forward taking and take advantage of the energy and interest of the stakeholders already engaged. Established as a special committee of the Essex National Heritage Commission, the Steering Committee will be representative of the Byway’s private, nonprofit, and public sector beneficiaries.

Existing stakeholders, including those in the Corridor and Local Advisory Groups, as well as any others identified during the planning process, should be invited to participate in the larger Scenic Byway Advisory Council. With the establishment of a Scenic Byway Advisory Council and Steering Committee, the framework will be established for effective leadership and grass roots support and participation.

One of the first tasks of the Steering Committee should be the creation of bylaws or organizational guidelines that clearly communicate the roles (of Essex Heritage, the Steering Committee, the Advisory Council, the Byway Coordinator) and establish a decision making process for determining the work plan and activities of the byway program. Examples of models for byway organization bylaws / guidelines are included in the Appendix.

Develop an Interpretation Plan

An Interpretation Plan, introduced in Chapter 7, clearly identifies the themes and storylines of the Byway and identifies how they can be shared effectively. The recommendations of the Interpretation Plan will impact advocacy, marketing, partnerships, programs and management goals. By crafting this Plan early in the management process, it can become the foundation for developing marketing materials at the outset; it can inform program development; identify sites that should
be highlighted; and help determine the most important capital improvements needed to effectively tell the Byway’s stories. Following are links to some examples of interpretive plans for other scenic byways.

- Santa Fe Trails Scenic and Historic Byway, New Mexico: http://www.santafetrailscenicandhistoricbyway.org/interpretiveplan.html

**Design a Byway Logo**

The Byway will be easily recognized by its logo. For this to occur, the logo must effectively represent the Byway and be used to identify and market it from the outset. Signs and all other identification and marketing collateral (including websites, maps, guides, and brochures) should incorporate the byway logo.

![Byway Logos](image)

**Initiate a Byway Website**

The byway website should be developed as soon as possible as it is the most effective way to share information about the Byway with the broadest audience. It will be the Byway’s primary marketing tool and should also play an integral part in its fundraising, public outreach and interpretation programs.

The website should be developed with user needs in mind – those of travel planners, and stakeholders. It should offer stunning visual images and descriptions, interactive maps, itinerary generators, links to service providers and opportunities for shared stories. It should also be integrated with the Byway’s management needs and provide opportunities for readers to contribute to funding campaigns, respond to requests for volunteer services, and learn about participation options.

![Byway Website](image)

**Install temporary Byway identification signs along the Byway route**

While a fully developed sign plan would likely take multiple years to complete, temporary byway identification signs that incorporate the byway logo could, at a minimum, assure intentional byway travelers they are in the right place. Such signs would heighten awareness of the Byway’s existence to those who travel the route for other reasons. In addition,
designation as a National Scenic Byway is dependent on a byway being visitor ready; byway signs would be one indication of readiness.

**DESIGN AND PRODUCE MARKETING COLLATERAL**

There are many opportunities to promote the Essex Coastal Scenic Byway through the distribution of marketing products such as brochures and guides. Early marketing collateral for the Byway should include a high quality byway map that promotes the byway story and highlights its prominent resources. Also guides that support the byway story and focus on resources that are visitor ready should be developed as well. Guides for recreational activities such as biking, hiking, birding, and kayaking have also been identified as important marketing tools.

As an example byway map that tells the byway story and highlights resources, a driving map and guide for the Catoctin Mountain National Scenic Byway in Maryland is illustrated below.

![Driving Map & Guide for Catoctin Mountain National Scenic Byway](http://www.emmitsburg.net/cmb/docs/15 on 15 Brochure Actual.pdf)
DEVELOP A COMPREHENSIVE FUNDING STRATEGY

A successful byway must be able to carry out activities to preserve its resources and the character that makes it worthy of recognition as a byway; and it must be able to promote the value of the byway’s resources and the opportunities they provide. Funding is a critical component of both preservation and promotion. The Scenic Byway Advisory Council and Steering Committee must work together to develop a funding plan that will allow them to sustain their preservation and promotion initiatives. The plan should estimate costs for implementing the Corridor Management Plan over a period of years and identify sources of revenues to meet those costs. The Plan should include a diversity of strategies that are targeted to secure both general funds and funding for specific projects. Once developed the plan should be evaluated regularly and updated as needed.

An excellent resource for preparing a comprehensive funding strategy is a CD entitled “Driving Financial Sustainability for Byway Organizations” developed by Seaway Trail, Inc. and available from America’s Byways Resource Center.

IMPROVE BICYCLE AND WALKING TRAILS

Communities the length of the Essex Coastal Scenic Byway have a multitude of bicycle and walking trails. While some of them are well known, accessible, and signed, many others are known only locally, lack amenities that support wider use – such as parking or identification, or require improvements to the physical environment for greater enjoyment or safety. Improving bicycle and walking trails provides benefits to residents and visitors alike. Physical investments can bring about greater awareness of the Byway through signage, maps and guides; and interpretation and can be used to show how the Byway can bring tangible changes to local communities. Signage, trailheads, and improved or new parking are capital investments that will require some level of funding sought locally or regionally through the Byway Advisory Council. Increased trail maintenance may be possible through coordinated volunteer efforts as well as support from non-profit land preservation agencies or cycling clubs or for-profit bike shops or outfitters. Coordinated improvements to a select number of the Byway’s bicycle and walking trails have the potential to create partnerships and bring about real change along the Byway.

CREATE AND ORGANIZE SIGNATURE BYWAY EVENT

A signature byway event is an idea that has received wide support from Local and Corridor Advisory Group members. The event is seen as a way to heighten awareness of the Byway and its resources, increase local and regional pride, broaden stakeholder participation, and raise funds for byway management. While the type of event is undefined at this point, there is agreement that it should include all the communities of the Byway, it should have a connection to the byway story, and it should be developed as an annual event. Following are a few ideas from other byways as described in “Driving Financial Sustainability for Byway Organizations.”92

Byway-wide Garage Sale Draws Thousands in People and Profit
The Sandhills Journey Scenic Highway and the Loup Rivers Scenic Byway partnered to make a 220-mile loop for a three-day garage sale event called the Nebraska Junk Jaunt.

Theme Parties for Profit: Rave Reviews
Deborah Divine of the Kansas State Byways Program shared the example of the Salina Art Center’s successful auction of theme-based Rave Review parties as a fund-raising idea that could be adopted by byway organizations and tailored to byway themes. Wendy Mosher, director of community development for the Salina Art Center in Salina, Kansas, credits the Nelson-Atkins Museum of Art in Kansas City as the inspiration for the original idea of the parties that package a meal, an activity, workshop or other experience around a theme. The theme-based parties have included an Italian dinner for 18 with entertainment; an authentic Lebanese dinner for 12; a Thomas Jefferson Party featuring a living history re-enactor and a meal made with historic recipes; and a bowling birthday party or pool party for kids.

Other ideas from Local Advisory Group members included: Antique Car Tours (could include boats), runs or rides that spanned the length of the Byway (could be a relay between communities with local historic character involved), and a progressive ice cream day (could be at local historic sites along the Byway in addition to ice cream vendors on or near.

92 Driving Financial Sustainability for America’s Byways Organizations, produced by Seaway Trail, Inc. with funding from the FHWA.
COORDINATE REGULAR COMMUNICATION ABOUT THE BYWAY PROGRAM WITH RESIDENTS AND VISITORS

On-going communication with byway residents, visitors and stakeholders will help sustain attention to the Byway and shows residents and others with an interest in the Byway that their understanding, and if desired, participation and support matter. Residents in particular have a vested interest in what happens along the Byway. It is important that they be informed about initiatives, events and ideas and be invited to participate in discussions and decisions on a regular basis. Developing a policy and an outreach strategy for communication and assigning responsibility for its implementation will help ensure this important task critical success factor for Byway sustainability is not overlooked.

DESIGN PERMANENT OR PORTABLE BYWAY INFORMATION EXHIBITS FOR VISITOR CENTERS

Lynn Museum & Historical Society (Lynn), National Park Service Regional Visitor Center (Salem), Stage Fort Park Welcoming Center (Gloucester), Hall-Haskell House (Ipswich), and Custom House Maritime Museum (Newburyport) are the five Essex National Heritage Area Visitor centers along the Byway where permanent or portable byway information exhibits should be installed. The exhibits will provide general information about the entire Byway and byway story in addition to site specific information relevant to the location of the Visitor Center (unless intended to be portable). Byway exhibits are another component of the visitor readiness package that supports designation as a National Scenic Byway.

BEGIN PREPARATIONS TO APPLY FOR NATIONAL SCENIC BYWAY DESIGNATION

There are considerable benefits associated with being designated a National Scenic Byway. The recognition of the importance of a byway’s intrinsic qualities by the U.S. Secretary of Transportation can lend support to protect and preserve a byway’s resources. In addition, National Scenic Byways are marketed through the National Scenic Byways Program to national and international travelers; and use of the brand and logo can enhance the marketability of a byway. Recognition can also serve to strengthen community pride, involvement and support of a byway.93

While the next nomination cycle for national designation is not expected before 2012, preparing for the application now will bring about awareness of what is required for a successful application. The process can be used to identify any weaknesses the Byway may have and allow time to address them and thereby strengthening the application.

Implementation Matrix

The implementation matrix reflects the six focus areas of the Corridor Management Plan. The preceding chapters provide a broader discussion of each of these six focus areas and general findings upon which these recommendations are based. For more detail and background on these individual recommendations, please refer to the corresponding chapter. A review of funding sources and additional research and a list of resources to assist with implementation are included at the end of this chapter.

Focus Areas
Marketing and Tourism (Chapter 4 and 5)
Signs (Chapter 6)
Interpretation (Chapter 4 and 7)
Economic Development (Chapter 8)
Roadway and Resource Management (Chapter 4 and 9)
Public Involvement and Byway Management (Chapter 10)

Recommendations and Actions
The recommendations define a broad strategy that supports the byway vision statement and goals. Under each recommendation is a list of actions that are means of implementing the strategy.

Locations
In certain cases, the actions may be related to a specific location(s) or to the byway region as a whole. Locations listed may also be identified on the implementation maps that follow the implementation matrix.

93 FY 2008 National Scenic Byways Program Nominations Guide
Partners
It is assumed that the byway management organization (see Organizational Management and Public Involvement section) will be involved in all aspects of the Implementation Plan. The partners listed in the matrix are those organizations that will help the byway organization implement the identified actions.

The following categories of partner organizations are referenced in the Implementation Matrix. A full list of potential partner organizations is included in the Appendix. Individual organizations are listed by name in each category (and may be listed in multiple categories). These lists are not exhaustive and more partner organizations may ultimately participate in the implementation plan than are listed.

- Planning and Policy Agencies
- Historical Organizations
- Parks and Recreation Groups
- Tourism and Marketing Groups
- Visitor Sites and Museums (Managers, Staff, and Volunteers)
- Economic Development Groups
- Natural Resources and Open Space Protection Organizations
- Educational Institutions
- Arts and Cultural Organizations
- Public Works and Transportation Agencies

Time Frame
To help guide prioritization of actions, the matrix includes a suggested time frame for completion. An implementation plan is not a static document; rather it should be updated at least annually to reflect changes and achievements that have occurred, are desired, or are anticipated. The suggested time frames will be impacted by availability of funding, community interest, and available resources.
MARKETING AND TOURISM

The Essex National Heritage Area, Cape Ann, the North Shore, individual communities and many destinations along and near the Essex Coastal Scenic Byway are already marketed in a variety of ways and are welcoming hundreds and thousands of visitors a year. To build on the current marketing efforts to engage existing travelers and entice new ones the Essex Coastal Scenic Byway must distinguish itself as a unique travel experience. It must create a strong and compelling identity that focuses on visitor experiences that span or are linked by the Byway.

<table>
<thead>
<tr>
<th>M-1</th>
<th>Develop a cohesive regional marketing program for the Byway that integrates existing marketing initiatives and identifies new marketing opportunities.</th>
</tr>
</thead>
</table>

**Related Actions**

- Develop a Marketing Plan that considers byway goals and the capacity of the byway organization.
  - Prioritize three to five initiatives that will begin to create a recognizable image and expectation for the Byway.
  - Work closely with Massachusetts Office of Travel and Tourism (MOTT) and the North of Boston Convention and Visitor Bureau (NBCVB) to ensure the Byway is included in their marketing.
  - Revise or update Marketing Plan annually or biannually to respond to market research findings and changing objectives.

- Undertake market research to enhance understanding of the byway traveler market, identify target markets and their needs, market trends, and customer satisfaction.

- Create and actively manage a byway website [see I-5].
  - Consider capacity of site manager when determining features (start slow and let grow).
  - Link to community and organizational sites.
  - Establish and maintain social media sites as capacity allows.
  - Provide advertising opportunities for businesses.
  - Include visitor information, maps, and itineraries.
  - Consider maintaining an independent site or housing within a partner organization’s site.

- Create a map-based brochure to promote the Byway
  - Include key sites that offer a high quality visitor experience.
  - Focus on exceptional visual presentation and include byway themes.
  - Distribute to partners and via the web.
  - Create template and format guidelines for elements that can be used with other applications (local websites, community guides, and other marketing materials).

- Develop byway merchandise [see ED-1].
  - books (coffee tables books of scenic views, nature, wildlife, architecture, cook books, history, human interest stories); guides, maps and trip planning or remembering tools; prints; calendars, pins, bumper stickers, t-shirts

**Partners**

- Tourism and Marketing Groups, Visitor Sites and Museums

**Time Frame (years)**

- 1-3

March 2011
### Marketing and Tourism

#### M-2 Create and promote a recognizable identity for the Byway.

<table>
<thead>
<tr>
<th>Related Actions</th>
<th>Partners</th>
<th>Time Frame (years)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Create an Byway logo [see S-1]</td>
<td>Tourism and Marketing Groups, Educational</td>
<td>1-3</td>
</tr>
<tr>
<td></td>
<td>Institutions</td>
<td></td>
</tr>
<tr>
<td>Consistently incorporate the byway logo into all marketing publications.</td>
<td>Tourism and Marketing Groups, Visitor Sites</td>
<td>1-3</td>
</tr>
<tr>
<td>■ Work with communities and organizations to include the logo on local publications and websites.</td>
<td>and Museums</td>
<td></td>
</tr>
<tr>
<td>■ Provide the logo, standards and data to MOTT and NVCVB.</td>
<td>1-3</td>
<td></td>
</tr>
</tbody>
</table>

#### M-3 Use byway program to promote local visitor sites and attractions.

<table>
<thead>
<tr>
<th>Related Actions</th>
<th>Partners</th>
<th>Time Frame (years)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Establish a process for local visitor sites to send information about upcoming events to a centralized communication point managed by the byway organization.</td>
<td>Tourism and Marketing Groups, Visitor Sites</td>
<td>1-3</td>
</tr>
<tr>
<td></td>
<td>and Museums</td>
<td></td>
</tr>
<tr>
<td>Create a communications plan that lays out a schedule and format for communicating information about byway activities and visitor sites on a regular basis.</td>
<td>Tourism and Marketing Groups, Visitor Sites</td>
<td>1-3</td>
</tr>
<tr>
<td></td>
<td>and Museums</td>
<td></td>
</tr>
<tr>
<td>Establish a promotion network to publicize byway activities and visitor sites.</td>
<td>Tourism and Marketing Groups, Visitor Sites</td>
<td>1-3</td>
</tr>
<tr>
<td>■ Include local media -- local and regional magazines, newspapers, radio stations, and on-line forums.</td>
<td>and Museums</td>
<td></td>
</tr>
<tr>
<td>■ Identify opportunities for advertising at local visitor service locations – public transit stations, rental agencies, recreational outfitters and tour operators, restaurants and accommodations.</td>
<td>and Museums</td>
<td></td>
</tr>
<tr>
<td>■ Identify opportunities for advertising with regional travel organizations -- AAA Travel, U.S. Travel Association, Heritage Travel, Inc.</td>
<td>and Museums</td>
<td></td>
</tr>
<tr>
<td>Provide funding to support marketing assistance for byway communities and visitor attractions.</td>
<td>Tourism and Marketing Groups</td>
<td>1-3</td>
</tr>
</tbody>
</table>

#### M-4 Coordinate regular communication about the Byway with residents and visitors.

<table>
<thead>
<tr>
<th>Related Actions</th>
<th>Partners</th>
<th>Time Frame (years)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Develop a communications plan for byway initiatives, events, and activities. [see OP-2].</td>
<td>All</td>
<td>1-3</td>
</tr>
<tr>
<td>Organize discussions with residents and regional partner organizations on a regular basis.</td>
<td>All</td>
<td>Ongoing</td>
</tr>
</tbody>
</table>
### MARKETING AND TOURISM

<table>
<thead>
<tr>
<th>M-5</th>
<th>Link existing activities and events or create new ones that engage multiple (or all) byway visitor sites and communities.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Related Actions</strong></td>
<td><strong>Partners</strong></td>
</tr>
<tr>
<td>Create a signature (annual) byway event.</td>
<td>Tourism and Marketing Groups, Visitor Sites and Museums, Arts and Cultural Organizations</td>
</tr>
<tr>
<td>- Ideas to consider include: progressive ice cream day, race series, food-capade, antique car parade, geo-caching scavenger hunt.</td>
<td></td>
</tr>
<tr>
<td>- Consider working with local theatre organizations to explore ideas for performance opportunities.</td>
<td></td>
</tr>
<tr>
<td>Consider opportunities to expand or replicate successful local events and activities to multiple byway communities or visitor sites:</td>
<td>All</td>
</tr>
<tr>
<td>- birding festivals, historic house tours, photo scavenger hunts, farmers markets, food festivals, old fashioned baseball, harvest festivals, music festivals</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>M-6</th>
<th>Develop tour packages (see ED-1, ED-2)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Related Actions</strong></td>
<td><strong>Partners</strong></td>
</tr>
<tr>
<td>Create tour packages based on mode of transportation: walking, biking, paddling, trolley, bus, boat; and accessibility.</td>
<td>Tourism and Marketing Group, Parks and Recreation Groups, Visitor Sites and Museums, Natural Resources and Open Space Protection Organizations, Historical Organizations, Arts and Cultural Organizations</td>
</tr>
<tr>
<td>Consider semi-annual or quarterly familiarization packages for promotional and media partners.</td>
<td>Tourism and Marketing Group</td>
</tr>
</tbody>
</table>
**Byway Signage**

Providing byway signage is a basic step for welcoming visitors. It is also highly complicated. It seeks to not only help travelers navigate the Byway, but also to inform them about the Byway’s intrinsic qualities, and direct them to services. In addition, a comprehensive sign program seeks to improve the function and impact of existing signs and considers how all signs along the Byway coexist. Byway signs are not meant to take center stage, market the Byway, or compete with local signs. They are intended to support the Byway subtly and unobtrusively. To be effective the sign program requires involvement and buy-in from each community in addition to cooperation among site operators and private businesses. It also requires coordination with state and local highway departments and compliance with federal safety standards. The recommendations below outline a comprehensive strategy for creating and implementing a sign plan that will serve local communities and businesses as well as safely and efficiently guide visitors.

<table>
<thead>
<tr>
<th><strong>SIGNAGE</strong></th>
<th><strong>S-1</strong></th>
<th>Create a Byway logo and establish guidelines for use and application [see M-2].</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Related Actions</strong></td>
<td>Design a Byway logo. Consider integrating Essex Natural Heritage Area logo.</td>
<td><strong>Partners</strong></td>
</tr>
<tr>
<td></td>
<td>Include specifications for all elements of logo, develop standards for size of logo in relation to size of sign and size of other sign components (ie: National Scenic Byway logo).</td>
<td><strong>Time Frame (years)</strong></td>
</tr>
<tr>
<td></td>
<td>Trademark the byway logo.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>S-2</strong></th>
<th>Design and install byway route markers (see RRM-8)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Related Actions</strong></td>
<td>Incorporate the Byway logo and name into a design for a byway route marker that will let travelers know they are on the byway route (if appropriate, integrate with bikeway signage).</td>
</tr>
<tr>
<td></td>
<td>Work with MassDOT, municipalities, and private landowners to identify locations along the Byway to install byway markers (blazes) either on an existing sign or as a self-standing sign.</td>
</tr>
<tr>
<td></td>
<td>Secure funding to manufacture byway markers for each community.</td>
</tr>
</tbody>
</table>
## SIGNAGE

**S-3 Create Byway Sign Plan.**

<table>
<thead>
<tr>
<th>Related Actions</th>
<th>Partners</th>
<th>Time Frame (years)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Establish standard criteria for the placement, quantity, size and location for all byway related signs.</td>
<td>Planning and Policy Agencies, Public Works and Transportation Agencies</td>
<td>3-5</td>
</tr>
<tr>
<td>Include a comprehensive map with GIS locations for all gateway, wayfinding, destination, and interpretive signs.</td>
<td>Planning and Policy Agencies, Public Works and Transportation Agencies</td>
<td>3-5</td>
</tr>
<tr>
<td>Include standard graphic design guidance for color, reflectivity, font style and size, typeface, location of logo on signs and hierarchy of logos or sponsor names.</td>
<td>Public Works and Transportation Agencies</td>
<td>3-5</td>
</tr>
<tr>
<td>Provide guidelines for wayfinding signs oriented to different travelers: motorists, pedestrians, bicyclists, boaters.</td>
<td>Parks and Recreation Groups, Tourism and Marketing Groups</td>
<td>3-5</td>
</tr>
<tr>
<td>Identify visitor destination signs that warrant improvement and prioritize potential improvements based on number of visitors and relationship to byway stories.</td>
<td>Visitor Sites and Museums</td>
<td></td>
</tr>
<tr>
<td>Include standards for installation and maintenance of all signs.</td>
<td>Public Works and Transportation Agencies</td>
<td>3-5</td>
</tr>
</tbody>
</table>

**S-4 Create Byway Sign Review Committee.**

<table>
<thead>
<tr>
<th>Related Actions</th>
<th>Partners</th>
<th>Time Frame (years)</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Byway Sign Review Board/Commission should coordinate on the following:</td>
<td>All</td>
<td>3-5</td>
</tr>
<tr>
<td>■ Removal of redundant and unnecessary signage</td>
<td></td>
<td></td>
</tr>
<tr>
<td>■ Consistent application of MUTCD standards for all signs along the byway route</td>
<td></td>
<td></td>
</tr>
<tr>
<td>■ Outreach and education to municipal governments on signage</td>
<td></td>
<td></td>
</tr>
<tr>
<td>■ Design guidance for all signs along the Byway,</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**S-5 Create signage to identify gateway areas. (see I-7, RRM-9)**

<table>
<thead>
<tr>
<th>Related Actions</th>
<th>Locations</th>
<th>Partners</th>
<th>Time Frame (years)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Design signage to be incorporated into primary byway gateway access points.</td>
<td>Lynn, Newburyport, Gloucester</td>
<td>Planning and Policy Agencies, Public Works and Transportation Agencies</td>
<td>3-5</td>
</tr>
<tr>
<td>Possible locations include -- Lynn at Nahant Circle, Newburyport at Atkinson Common, Gloucester at Rt. 128 Grants Circle.</td>
<td>Lynn, Newburyport, Gloucester</td>
<td>Planning and Policy Agencies, Public Works and Transportation Agencies</td>
<td>3-5</td>
</tr>
<tr>
<td>Work with MassDOT and gateway municipalities to manufacture and install signs.</td>
<td>Lynn, Newburyport, Gloucester</td>
<td>Planning and Policy Agencies, Public Works and Transportation Agencies</td>
<td>3-5</td>
</tr>
<tr>
<td>SIGNAGE</td>
<td>Improve and coordinate sign appearance and placement along the byway corridor.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>---------</td>
<td>--------------------------------------------------------------------------------</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Related Actions</strong></td>
<td><strong>Partners</strong></td>
<td><strong>Time Frame (years)</strong></td>
<td></td>
</tr>
<tr>
<td>Work with MassDOT and municipal highway departments to develop best practices for general aesthetic treatments for public signs along the byway corridor, including painting (coating or other treatments) the backs of signs, uniform posts and installation.</td>
<td>Planning and Policy Agencies, Public Works and Transportation Agencies</td>
<td>3-5</td>
<td></td>
</tr>
<tr>
<td>Undertake a corridor wide assessment of state road signs and identify needed improvements to design and placement.</td>
<td>Planning and Policy Agencies, Public Works and Transportation Agencies</td>
<td>3-5</td>
<td></td>
</tr>
<tr>
<td>Develop guidelines for private signs that meet the advertising needs of businesses and contribute to the visual interest and character of the corridor without detracting from natural, historic and scenic resources [see RRM-2].</td>
<td>Planning and Policy Agencies</td>
<td>1-3</td>
<td></td>
</tr>
<tr>
<td>Identify areas where the number of signs detracts from the physical appearance of the roadway.</td>
<td>Planning and Policy Agencies, Public Works and Transportation Agencies</td>
<td>1-3</td>
<td></td>
</tr>
<tr>
<td>Identify strategies for reducing the number of signs (sharing posts, removing unnecessary, illegal and redundant signs, replacing multiple signs with single sign).</td>
<td>Planning and Policy Agencies, Public Works and Transportation Agencies</td>
<td>3-5</td>
<td></td>
</tr>
<tr>
<td>Consider a Byway Corridor Overlay District to regulate signs in key areas [see RRM-2]. Areas to consider include: Broad Street, Lynn; Bridge Street, Salem; Route 22, Beverly.</td>
<td>Planning and Policy Agencies</td>
<td>1-3</td>
<td></td>
</tr>
<tr>
<td>Encourage use of TODS and ADS programs to enhance traveler awareness of resources and traveler facilities off the Byway.</td>
<td>Economic Development Groups, Public Works and Transportation Agencies</td>
<td>3-5</td>
<td></td>
</tr>
</tbody>
</table>
**INTERPRETING THE BYWAY**

Telling the stories of the Byway to community members and visitors will serve to raise the level of interest in the Byway’s intrinsic qualities and allow for meaningful connections for visitors. A variety of interpretive tools and methods will weave together the stories about the natural and human elements of the region to appeal to different interest groups.

<table>
<thead>
<tr>
<th>I-1</th>
<th>Develop a cohesive regional interpretive program for the Byway by linking and cross-promoting existing interpretation programs.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>Related Actions</strong></td>
</tr>
<tr>
<td></td>
<td>Develop a byway-wide interpretive plan</td>
</tr>
<tr>
<td></td>
<td>Develop a byway-wide volunteer training program. Trained volunteers could be shared by multiple sites to supplement existing site staff.</td>
</tr>
<tr>
<td></td>
<td><strong>Partners</strong></td>
</tr>
<tr>
<td></td>
<td>Visitor Sites and Museums, Historical Organizations</td>
</tr>
<tr>
<td></td>
<td>Visitor Sites and Museums, Historical Organizations, Natural Resources and Open Space Protection Organizations. Educational Institutions</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>I-2</th>
<th>Encourage and facilitate collaboration between visitor resources and sites that relate to the Byway’s interpretive sub-themes.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>Related Actions</strong></td>
</tr>
<tr>
<td></td>
<td>Form advisory groups for each interpretive sub-theme involving staff/volunteers from visitor locations to collaborate for funding for programming and exhibits.</td>
</tr>
<tr>
<td></td>
<td>Develop tour itineraries and plan special events that involve multiple visitor sites within each interpretive sub-theme. (see ED-2)</td>
</tr>
<tr>
<td></td>
<td><strong>Partners</strong></td>
</tr>
<tr>
<td></td>
<td>Visitor Sites and Museums, Historical Organizations</td>
</tr>
<tr>
<td></td>
<td>Visitor Sites and Museums, Historical Organizations</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>I-3</th>
<th>Encourage and facilitate collaboration between visitor sites with similar infrastructure and capacity.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>Related Actions</strong></td>
</tr>
<tr>
<td></td>
<td>Identify groups of visitor sites with similar facilities and visitor capacity (e.g. Historical Houses and Properties, Historical Museums and Sites, Nature and Wildlife Visitor Centers, Trailheads and Wildlife Viewing Sites, Seasonal and Year-Round Sites)</td>
</tr>
<tr>
<td></td>
<td>Collaborate for funding for preservation and site improvements.</td>
</tr>
<tr>
<td></td>
<td><strong>Partners</strong></td>
</tr>
<tr>
<td></td>
<td>Visitor Sites and Museums</td>
</tr>
</tbody>
</table>
### INTERPRETING

#### I-4  Appeal to a diverse audience through a variety of interpretive methods.

<table>
<thead>
<tr>
<th>Related Actions</th>
<th>Partners</th>
<th>Time Frame (years)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Create a diversity of interpretive tools:</td>
<td>Visitor Sites and Museums, Historical Organizations, Parks and Recreation Groups, Natural Resources and Open Space Protection Organizations, Arts and cultural Organizations</td>
<td>1-3</td>
</tr>
<tr>
<td>■  Walking tours, Themed travel itineraries, Resource Guides, Documentary films, Traveling exhibits, Stationary exhibits</td>
<td>Parks and Recreation Groups</td>
<td>1-3</td>
</tr>
<tr>
<td>Design and distribute maps for all types of travelers for the Byway and trails (water and land-based) that are accessed from the Byway [see RRM-4].</td>
<td>Educational Institutions, Historical Organizations, Visitor Sites and Museums</td>
<td>3-5</td>
</tr>
<tr>
<td>Link with area schools and encourage corridor-oriented curriculum connection for student activities/courses (“Place-based” education programs).</td>
<td>Visitor Sites and Museums, Historical Organizations, Visitor Sites and Museums</td>
<td>3-5</td>
</tr>
<tr>
<td>Develop living history events and live demonstrations.</td>
<td>Visitor Sites and Museums, Historical Organizations, Educational Institutions</td>
<td>3-5</td>
</tr>
</tbody>
</table>

#### I-5  Provide interpretive materials via a variety of media.

<table>
<thead>
<tr>
<th>Related Actions</th>
<th>Partners</th>
<th>Time Frame (years)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web-based-- Maps, Podcasts, Downloadable materials, Travel itineraries</td>
<td>Visitor Sites and Museums, Tourism and Marketing</td>
<td>1-3</td>
</tr>
<tr>
<td>Broadcast media (Cable TV, Radio)-- Themed monthly programs, Documentaries</td>
<td>Visitor Sites and Museums, Historical Organizations, Visitor Sites and Museums, Tourism and Marketing Groups, Educational Institutions</td>
<td>5-10</td>
</tr>
<tr>
<td>GPS navigation systems-- Geo-caching, Walking biking and driving itineraries</td>
<td>Tourism and Marketing, Educational Institutions</td>
<td>3-5</td>
</tr>
<tr>
<td>Mobile phones-- Smartphone applications, Dedicated dial-up with interpretive message</td>
<td>Visitor Sites and Museums, Tourism and Marketing, Educational Institutions</td>
<td>3-5</td>
</tr>
</tbody>
</table>

#### I-6  Provide coordinated traveler services and information [see M-1].

<table>
<thead>
<tr>
<th>Related Actions</th>
<th>Partners</th>
<th>Time Frame (years)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Produce byway traveler information package with driving directions, list of activities along the way, information on accommodations, location of rest areas and shopping, and suggested itineraries.</td>
<td>Visitor Sites and Museums, Tourism and Marketing Groups, Economic Development Groups</td>
<td>3-5</td>
</tr>
<tr>
<td>Provide visitor information at facilities for travelers at regular intervals along the route.</td>
<td>Visitor Sites and Museums, Tourism and Marketing</td>
<td>1-3</td>
</tr>
<tr>
<td>Consider an annual workshop (for tour operators, guides, site and facility owner and others) that highlights themes of the Byway, seeks to coordinate and or package tours.</td>
<td>Tourism and Marketing Groups, Visitor Sites and Museums, Educational Institutions</td>
<td>3-5</td>
</tr>
</tbody>
</table>
## INTERPRETING

### I-7 Plan and design enhancements and programming at primary gateway locations. (see S-5, RRM-9, RRM-12)

<table>
<thead>
<tr>
<th>Related Actions</th>
<th>Locations</th>
<th>Partners</th>
<th>Time Frame (years)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Identify primary gateway locations -- located in gateway communities that are most equipped to be the primary interpretive centers for the Byway.</td>
<td>Lynn, Gloucester, Newburyport</td>
<td>Tourism and Marketing Groups, Visitor Sites and Museums, Planning and Policy Agencies</td>
<td>1-3</td>
</tr>
<tr>
<td>Plan for addition of visitor amenities and improvements to existing outdoor facilities at these gateway locations (e.g. Lynn Heritage State Park, Stage Fort Park, Atkinson Common):</td>
<td>Lynn, Gloucester, Newburyport</td>
<td>Visitor Sites and Museums, Parks and Recreation Groups</td>
<td>3-5</td>
</tr>
<tr>
<td>■ year-round restrooms and outdoor visitor amenities</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>■ information kiosk</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>■ trail maintenance and upkeep</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>■ addition of byway logo to entry sign</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>■ access to guided and self-guided tours</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>■ interpretive exhibits connecting the site to the byway story</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>■ landscaping and general site beautification</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Plan for addition of exhibits and information at existing indoor facilities at gateway locations to integrate the byway story with existing exhibits and displays. (e.g. Lynn Museum and Visitor Center, Joppa Flats Education Center, Parker River NWR Visitor Center, Custom House Maritime Museum, Gloucester Maritime Heritage Center)</td>
<td>Lynn, Gloucester, Newburyport</td>
<td>Visitor Sites and Museums</td>
<td>3-5</td>
</tr>
<tr>
<td>Evaluate existing Gloucester byway visitor sites with indoor interpretive facilities and determine which are most suited to serve as primary interpretive centers for the Byway.</td>
<td>Gloucester</td>
<td>Visitor Sites and Museums</td>
<td>3-5</td>
</tr>
</tbody>
</table>

### I-8 Balance increased visitation with protection of intrinsic qualities at all visitor sites.

<table>
<thead>
<tr>
<th>Related Actions</th>
<th>Partners</th>
<th>Time Frame (years)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Where appropriate use interpretive programs to limit or prohibit visitor access to certain locations.</td>
<td>Visitor Sites and Museums, Historical Organizations, Natural Resources and Open space Protection Organizations</td>
<td>3-5</td>
</tr>
<tr>
<td>Encourage the use of public or alternative transportation to reduce traffic impacts.</td>
<td>Visitor Sites and Museums, Historical Organizations, Natural Resources and Open space Protection Organizations, Parks and Recreation Groups</td>
<td>1-3</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>---</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td><strong>INTERPRETING</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I-9</td>
<td>Evaluate all byway visitor sites, develop recommendations for improving access, visitor experience, and interpretation.</td>
<td></td>
</tr>
<tr>
<td><strong>Related Actions</strong></td>
<td><strong>Partners</strong></td>
<td><strong>Time Frame (years)</strong></td>
</tr>
<tr>
<td>Enhance and celebrate public greens and commons and other historically significant open spaces [see RRM-5].</td>
<td>Historical Organizations</td>
<td>3-5</td>
</tr>
<tr>
<td>■ Create a story line, interpretive materials, and itineraries that focus on the greens and historic common areas in each community.</td>
<td>Planning and Policy Agencies, Visitor Sites and Museums, Tourism and Marketing Groups</td>
<td>5-10</td>
</tr>
</tbody>
</table>
**ECONOMIC DEVELOPMENT**

A primary goal of the Byway is to bring economic benefits to byway communities while supporting and protecting byway resources. Economic development opportunities can be derived from increasing visitation to existing businesses, improving existing businesses with greater offerings, better hours, or improved infrastructure (e.g. building facade, parking, signage, streetscape), or creating new businesses. The recommendations that follow address each of these opportunity areas.

### ECONOMIC DEVELOPMENT

<table>
<thead>
<tr>
<th>ED-1</th>
<th>Use the byway program to promote local businesses</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Related Actions</strong></td>
<td><strong>Locations</strong></td>
</tr>
</tbody>
</table>
| Develop a “Locally Grown and Made” promotional campaign (or work with existing initiatives that have already started in byway communities) for byway vendors.  
- artists and artisans, antique shops, food producers, restaurants, fish markets, local products | Tourism and Marketing Groups, Economic Development Groups | 3-5 |
| Promote local vendors on the byway website and with other byway collateral. | Tourism and Marketing Groups, Economic Development Groups | 1-3 |
| Provide venues along the Byway to buy locally made/grown goods.  
- farmers stands and farmers markets, seasonal craft fairs and festivals, seasonal food festivals, open studio tours of artists and artisans | Public Squares and Commons, farms and historic farm properties | Tourism and Marketing Group, Economic Development Groups, Planning and Policy Agencies | 1-3 |
| Offer packaged byway tours featuring local guided tour providers.  
- bicycle tours, van / trolley tours, kayak tours, boat tours | Essex Heritage Visitor Centers, Train stations | Tourism and Marketing Groups, Visitor Sites and Museums, Natural Resources and Open Space Protection Organizations, Parks and Recreation Organizations | 1-3 |
| Work with local vendors to produce byway merchandise that can be used for byway promotions and to generate funds for byway projects | Tourism and Marketing Groups, Economic Development Groups | 3-5 |
| Promote vendors that provide alternative modes of transit to byway travelers.  
- bicycle rentals, kayak rentals, pedi-cabs, municipal public transit, taxi / livery services | Essex Heritage Visitor Centers, Train stations | Tourism and Marketing Groups, Parks and Recreation Groups, Public Works and Transportation Agencies | 1-3 |
| Develop coupon booklet for vendors along the Byway. | Tourism and Marketing Groups, Economic Development Groups, Parks and Recreation Groups | 3-5 |
**ECONOMIC DEVELOPMENT**

### ED-2 Use byway program to generate new business opportunities.

<table>
<thead>
<tr>
<th>Related Actions</th>
<th>Partners</th>
<th>Time Frame (Years)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsor regional competition for development of self-guided tours (web-based or for use with hand-held GPS, mobile phone applications), winner(s) to receive seed funding for business start-up.</td>
<td>Tourism and Marketing Groups, Parks and Recreation Groups, Historical Organizations, Natural Resources and Open Space Protection Organizations, Colleges and K-12 schools, Arts and Cultural Organizations</td>
<td>3-5</td>
</tr>
<tr>
<td>Solicit vendors to provide themed tours along the Byway. Help integrate the byway story as appropriate.</td>
<td>Tourism and Marketing Groups, Parks and Recreation Groups, Economic Development Groups, Arts and Cultural Organizations, Natural Resources and Open Space Protection Organizations</td>
<td>3-5</td>
</tr>
<tr>
<td>Create a guide training program that certifies local guides for hire that focus on the resources and stories along the Byway, promote certified guides in byway materials and on website.</td>
<td>Colleges, Parks and Recreation Groups, Natural Resources and Open Space Protection Organizations, Historical Organizations, Visitor Sites and Museums</td>
<td>5-10</td>
</tr>
</tbody>
</table>

### ED-3 Evaluate economic impact of Byway to local economies to help prioritize future byway initiatives.

<table>
<thead>
<tr>
<th>Related Actions</th>
<th>Partners</th>
<th>Time Frame (Years)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Develop and distribute visitor and vendor questionnaires.</td>
<td>Tourism and Marketing Groups</td>
<td>3-5</td>
</tr>
<tr>
<td>Use Economic Impact Tool (from America’s Byways Resource Center) to measure impacts of byway-related activities on local communities.</td>
<td>Planning and Policy Agencies, Marketing and Tourism Groups, Economic Development Groups, Parks and Recreation Groups</td>
<td>3-5</td>
</tr>
</tbody>
</table>

### ED-4 Evaluate how to maximize local benefit to each community from the byway program.

<table>
<thead>
<tr>
<th>Related Actions</th>
<th>Partners</th>
<th>Time Frame (Years)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Identify economic objectives for each community that relate to byway program.</td>
<td>Planning and Policy Agencies, Economic Development Groups, Historical Organizations, Marketing and Tourism Groups, Arts and Cultural Organizations</td>
<td>1-3</td>
</tr>
<tr>
<td>increasing tourism, marketing local businesses, preserving community character and quality of life of residents, accommodating visitors, capital and infrastructure improvements</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ECONOMIC DEVELOPMENT</td>
<td></td>
<td></td>
</tr>
<tr>
<td>-----------------------</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>ED-5</strong> Encourage commercial activities that are compatible with the desired visitor experience [see RRM-12].</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Related Actions</strong></td>
<td><strong>Partners</strong></td>
<td><strong>Time Frame (Years)</strong></td>
</tr>
<tr>
<td>Develop facade and sign guidelines for commercial areas.</td>
<td>Planning and Policy Agencies, Economic Development Groups</td>
<td>1-3</td>
</tr>
<tr>
<td>Adopt or amend local regulations that encourage commercial activities to be concentrated in downtown and town centers or within existing commercial areas.</td>
<td>Planning and Policy Agencies, Economic Development Groups</td>
<td>1-3</td>
</tr>
<tr>
<td>Adopt or amend local regulations that allow live/work housing in areas that would support artists and artisans.</td>
<td>Planning and Policy Agencies, Arts and Cultural Organizations</td>
<td>1-3</td>
</tr>
<tr>
<td>Adopt or amend local regulations that allow outside seating for dining establishments in downtown and town centers in order to encourage an active streetscape.</td>
<td>Planning and Policy Agencies, Economic Development Groups</td>
<td>1-3</td>
</tr>
<tr>
<td>Support agritourism by adopting right-to-farm laws and forming local agricultural commissions.</td>
<td>Planning and Policy Agencies, Natural Resources and Open Space Protection Organizations</td>
<td>1-3</td>
</tr>
<tr>
<td><strong>ED-6</strong> Accommodate commerce and visitor traffic along the byway route [see RRM-7.]</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Related Actions</strong></td>
<td><strong>Partners</strong></td>
<td><strong>Time Frame (Years)</strong></td>
</tr>
<tr>
<td>In commercial areas, assess the needs of commercial traffic to determine where there is a need for roadway improvements to separate motor vehicles, bicycles, and pedestrians and make improvements as necessary.</td>
<td>Public Works and Transportation Agencies, Economic Development Groups, Planning and Policy Agencies</td>
<td>3-5</td>
</tr>
<tr>
<td>Locate parking near commercial areas.</td>
<td>Planning and Policy Agencies, Public Works and Transportation Agencies</td>
<td>3-5</td>
</tr>
<tr>
<td>Provide safe access ways from the byway route and accommodation for visitor traffic at byway visitor sites.</td>
<td>Public Works and Transportation Agencies</td>
<td>1-3</td>
</tr>
<tr>
<td>➢ turning lanes off byway route, visible and marked entries, safe parking, separation of pedestrians from vehicle traffic, bicycle accommodations</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>ED-7</strong> Use byway program to support economic growth related to Ecotourism and Outdoor Recreation.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Related Actions</strong></td>
<td><strong>Partners</strong></td>
<td><strong>Time Frame (Years)</strong></td>
</tr>
<tr>
<td>Increase access to, amenities for, and promotion of sites for adventure travelers [see RRM-4].</td>
<td>Tourism and Marketing Groups, Visitor Sites and Museums, Parks and Recreation Groups</td>
<td>1-3</td>
</tr>
<tr>
<td>Support and promote tour guides and recreation service providers.</td>
<td>Tourism and Marketing Groups, Parks and Recreation Groups</td>
<td>1-3</td>
</tr>
</tbody>
</table>
### Economic Development

#### ED-8  Increase year-round visitation.

<table>
<thead>
<tr>
<th>Related Actions</th>
<th>Partners</th>
<th>Time Frame (Years)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Develop marketing strategies that focus on shoulder and low visitation seasons.</td>
<td>Tourism and Marketing Groups, Visitor Sites and Museums, Parks and Recreation Groups</td>
<td>3-5</td>
</tr>
<tr>
<td>Create incentives for businesses to expand from seasonal to year round operations.</td>
<td>Economic Development Groups, Tourism and Marketing Groups</td>
<td>3-5</td>
</tr>
</tbody>
</table>

#### ED-9  Support Byway’s appeal for visitors on “alternative transportation” [see RRM-8].

<table>
<thead>
<tr>
<th>Related Actions</th>
<th>Partners</th>
<th>Time Frame (Years)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Offer packaged deals / rates for goods and service providers that fall under the “alternative transit” category – “Experience the Byway Out of Your Car.”</td>
<td>Tourism and Marketing Groups, Parks and Recreation Groups</td>
<td>1-3</td>
</tr>
<tr>
<td>• water-based – kayaks and canoe rentals, ferry services, charter boats, services for private vessels</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• cycling – bicycle rentals, bike service shops, guided tour providers</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• walking – guided tour providers</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• rail – shuttle services to and from train stops</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• van / bus – guided tour providers</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Provide seed funding for shuttle services to local vendors from train stations, bus stations, and ferry stops to byway destinations and between byway destinations [see RRM-8].</td>
<td>Planning and Policy Agencies, Visitor Sites and Museums, Economic Development Groups, Parks and Recreation Groups</td>
<td>3-5</td>
</tr>
</tbody>
</table>

#### ED-10  Utilize historic preservation as an economic development tool [see RRM-3].

<table>
<thead>
<tr>
<th>Related Actions</th>
<th>Partners</th>
<th>Time Frame (Years)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Publicize the direct and indirect economic impacts of preservation activities.</td>
<td>Planning and Policy Agencies, Historical Organizations, Economic Development Groups, Parks and Recreation Groups</td>
<td>1-3</td>
</tr>
<tr>
<td>Seek out cooperative ventures involving preservation and economic development agencies and organizations.</td>
<td>Planning and Policy Agencies, Historical Organizations, Economic Development Groups</td>
<td>3-5</td>
</tr>
<tr>
<td>Provide economic incentives to businesses and homeowners for preservation efforts.</td>
<td>Planning and Policy Agencies, Historical Organizations, Economic Development Groups</td>
<td>3-5</td>
</tr>
<tr>
<td>Provide funding for local preservation programs and activities.</td>
<td>Planning and Policy Agencies, Historical Organizations</td>
<td>1-3</td>
</tr>
</tbody>
</table>
**ROADWAY AND RESOURCE MANAGEMENT**

The roadway and intrinsic qualities of the Byway offer a diversity of experiences that are valuable to byway visitors. Maintaining this diversity by celebrating the distinctive qualities of the landscapes, resources, and town and city centers is vital to the success of the Byway. However, creating a consistency in the quality of experiences is equally important. Implementation recommendations focus on strategies for addressing elements that are currently detracting from the visitor experience and for preserving those characteristics that contribute to positive experiences.

<table>
<thead>
<tr>
<th><strong>RRM-1</strong></th>
<th>Provide planning tools to assist municipalities to implement or revise land use regulations, policies, plans, and/or administrative procedures to foster a character of development that is compatible with the intrinsic qualities of the Byway.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Related Actions</strong></td>
<td>Develop models for building and site design guidelines or standards that can be integrated into local land use regulations for all byway communities for different types of land use -- Commercial Centers and Downtowns, Residential Areas, Rural Areas (Forested and Open Land).</td>
</tr>
<tr>
<td></td>
<td>Develop model zoning ordinances / bylaws that provide a recommended purpose statement, list of preferred uses (or list of undesirable uses), and dimensional guidelines for byway communities to consider integrating into their local zoning for different land use areas -- Commercial Centers and Downtowns, Residential Areas, Rural Areas (Forested and Open Land).</td>
</tr>
<tr>
<td></td>
<td>Develop a model sign ordinance / bylaw providing guidelines for regulating design and placement of signs for byway communities to incorporate into existing or local regulations (see S-6).</td>
</tr>
<tr>
<td><strong>Locations</strong></td>
<td>Refer to Map 9.</td>
</tr>
<tr>
<td><strong>Partners</strong></td>
<td>Planning and Policy Agencies</td>
</tr>
<tr>
<td><strong>Time Frame (Years)</strong></td>
<td>3-5</td>
</tr>
</tbody>
</table>

Develop model zoning ordinances / bylaws that provide a recommended purpose statement, list of preferred uses (or list of undesirable uses), and dimensional guidelines for byway communities to consider integrating into their local zoning for different land use areas -- Commercial Centers and Downtowns, Residential Areas, Rural Areas (Forested and Open Land).

Refer to Map 9.

Planning and Policy Agencies

3-5

Develop a model sign ordinance / bylaw providing guidelines for regulating design and placement of signs for byway communities to incorporate into existing or local regulations (see S-6).

All byway communities

Planning and Policy Agencies

1-3
### Roadway and Resource Management

<table>
<thead>
<tr>
<th>RRM-2</th>
<th>Adopt or revise land use regulations, policies, plans, and/or administrative procedures to foster a character of development that is compatible with the intrinsic qualities of the Byway</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Related Actions</strong></td>
<td>Develop and update local master plans and open space and recreation plans by amending goals and Action items to include protection of byway resources and preservation of byway character.</td>
</tr>
<tr>
<td><strong>Locations</strong></td>
<td>All byway communities.</td>
</tr>
<tr>
<td><strong>Partners</strong></td>
<td>Municipal planning departments and boards</td>
</tr>
<tr>
<td><strong>Time Frame (Years)</strong></td>
<td>1-3</td>
</tr>
<tr>
<td><strong>Adopt local Scenic Roads Bylaw or Ordinance.</strong></td>
<td>All byway communities except Ipswich and Rowley[^94]</td>
</tr>
<tr>
<td><strong>Designate byway roads under local jurisdiction as local scenic roads.</strong></td>
<td>All byway communities except Rowley</td>
</tr>
<tr>
<td><strong>Consider adjusting parking requirements and regulations for areas along the Byway to:</strong></td>
<td>All byway communities</td>
</tr>
<tr>
<td></td>
<td>reduce the need for large expanses of paved parking;</td>
</tr>
<tr>
<td></td>
<td>require that parking lots be located behind buildings and/or not fronting on the Byway;</td>
</tr>
<tr>
<td></td>
<td>allow shared parking;</td>
</tr>
<tr>
<td></td>
<td>require shade trees along and within parking areas.</td>
</tr>
<tr>
<td><strong>Consider offering incentives for private investment in site improvements or redevelopment of incompatible land uses along the Byway.</strong></td>
<td>All byway communities</td>
</tr>
<tr>
<td></td>
<td>Tax-Increment Financing</td>
</tr>
<tr>
<td></td>
<td>Local Option Property Tax Assessment</td>
</tr>
<tr>
<td></td>
<td>financial support from a partnering nonprofit (chamber or civic improvement organization)</td>
</tr>
<tr>
<td></td>
<td>technical assistance</td>
</tr>
<tr>
<td></td>
<td>public recognition</td>
</tr>
<tr>
<td><strong>Municipal planning departments and boards, Economic Development Groups</strong></td>
<td>3-5</td>
</tr>
</tbody>
</table>

[^94]: Ipswich has adopted a Scenic Roads Bylaw, all of the Byway in Rowley is under state jurisdiction. Designating roads under state jurisdiction as Scenic Roads requires an act of state legislature. Scenic Road designation in Massachusetts is different from a state or national Scenic Byway designation (see Management Chapter).
<table>
<thead>
<tr>
<th>Related Actions</th>
<th>Locations</th>
<th>Partners</th>
<th>Time Frame (Years)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Create local preservation plans that include a historic property inventory.</td>
<td>Beverly, Manchester, Gloucester, Rockport, Essex, Ipswich, Rowley, Newbury</td>
<td>Natural Resources and Open Space Protection Organizations</td>
<td>3-5</td>
</tr>
<tr>
<td>Identify forested, agricultural, and recreational land along the Byway that qualify for Chapter 61, 61A, or 61B tax status and work with landowners to enroll in the program.</td>
<td>Beverly, Manchester, Gloucester, Rockport, Essex, Ipswich, Rowley, Newbury</td>
<td>Natural Resources and Open Space Protection Organizations</td>
<td>3-5</td>
</tr>
<tr>
<td>Work with private owners of open spaces and natural areas along the Byway to place land in a conservation restriction.</td>
<td>Beverly, Manchester, Gloucester, Rockport, Essex, Ipswich, Rowley, Newbury</td>
<td>Natural Resources and Open Space Protection Organizations</td>
<td>3-5</td>
</tr>
<tr>
<td>Work with private owners of historic buildings along the Byway to place under historic preservation restriction.</td>
<td>Beverly, Manchester, Gloucester, Rockport, Essex, Ipswich, Rowley, Newbury</td>
<td>Natural Resources and Open Space Protection Organizations</td>
<td>3-5</td>
</tr>
<tr>
<td>Identify and evaluate properties for listing on the National/State Register of Historic Places.</td>
<td>Beverly, Manchester, Gloucester, Rockport, Essex, Ipswich, Rowley, Newbury</td>
<td>Natural Resources and Open Space Protection Organizations</td>
<td>3-5</td>
</tr>
<tr>
<td>Consider creation of Local Historic Districts, Village Center Districts and/or Neighborhood Conservation Districts to protect historic areas.</td>
<td>Beverly, Manchester, Gloucester, Rockport, Essex, Ipswich, Rowley, Newbury</td>
<td>Natural Resources and Open Space Protection Organizations</td>
<td>3-5</td>
</tr>
<tr>
<td>Review local historic district boundaries and consider expanding to match National Historic District boundaries.</td>
<td>Beverly, Manchester, Gloucester, Rockport, Essex, Ipswich, Rowley, Newbury</td>
<td>Natural Resources and Open Space Protection Organizations</td>
<td>3-5</td>
</tr>
<tr>
<td>Consider establishing a demolition delay bylaw for buildings of historical significance.</td>
<td>Beverly, Manchester, Gloucester, Rockport, Essex, Ipswich, Rowley, Newbury</td>
<td>Natural Resources and Open Space Protection Organizations</td>
<td>3-5</td>
</tr>
<tr>
<td>Strengthen and coordinate efforts and activities of historic preservation and land conservation groups through annual workshops, shared meetings, and collaborative projects.</td>
<td>Beverly, Manchester, Gloucester, Rockport, Essex, Ipswich, Rowley, Newbury</td>
<td>Natural Resources and Open Space Protection Organizations</td>
<td>3-5</td>
</tr>
<tr>
<td>Create or update community preservation plans for historic resources (see MA DCR Heritage Landscape Inventory Reconnaissance Reports.)</td>
<td>Beverly, Manchester, Gloucester, Rockport, Essex, Ipswich, Rowley, Newbury</td>
<td>Natural Resources and Open Space Protection Organizations</td>
<td>3-5</td>
</tr>
<tr>
<td>Create a preservation management plan for burial grounds and cemeteries (refer to MA DCR Heritage Landscape Inventory Reconnaissance Reports.)</td>
<td>Beverly, Manchester, Gloucester, Rockport, Essex, Ipswich, Rowley, Newbury</td>
<td>Natural Resources and Open Space Protection Organizations</td>
<td>3-5</td>
</tr>
<tr>
<td>Maintain and update property database for all contributing byway resource areas and sites:</td>
<td>Beverly, Manchester, Gloucester, Rockport, Essex, Ipswich, Rowley, Newbury</td>
<td>Historical Organizations, Natural Resources and Open Space Protection Organizations</td>
<td>3-5</td>
</tr>
<tr>
<td>- lot # and address; ownership; intrinsic quality category; use classification (see above); protection status; priority for protection or acquisition.</td>
<td>Beverly, Manchester, Gloucester, Rockport, Essex, Ipswich, Rowley, Newbury</td>
<td>Historical Organizations, Natural Resources and Open Space Protection Organizations</td>
<td>3-5</td>
</tr>
</tbody>
</table>
### RRM-4  Improve access to and management of publicly accessible sites, trails and water access points along the byway route. [see ED-7]

<table>
<thead>
<tr>
<th>Related Actions</th>
<th>Locations</th>
<th>Partners</th>
<th>Time Frame (Years)</th>
</tr>
</thead>
</table>
| Develop model management and use guidelines for different classifications of sites:  
  - Emphasis on natural conservation – restrict public access, provide wildlife viewing locations, manage for habitat preservation and research;  
  - Emphasis on informal recreation – encourage public access, provide adequate parking and amenities, balance human use with resource protection. | Byway natural areas and recreational properties    | Natural Resources and Open Space Protection Organizations; Parks and Recreation Groups | 1-3                |
| Classify outdoor byway sites by desired type of access, adopt management and use guidelines (see above) appropriate for each site. | Byway natural areas and recreational properties    | Natural Resources and Open Space Protection Organizations; Parks and Recreation Groups | 1-3                |
| Enhance trails and water access locations with signs at trail heads and launch sites, improved trail maintenance, parking, fixed orientation maps, and restrooms. | Byway natural areas, recreational properties, and water access sites | Natural Resources and Open Space Protection Organizations; Parks and Recreation Groups | 1-3                |
| Add interpretative kiosks at trailheads and water access points (see I-4).      | Byway natural areas, recreational properties, and water access sites | Natural Resources and Open Space Protection Organizations; Parks and Recreation Groups | 3-5                |
| Provide land and water trail guides that publicize and map access to and use for outdoor byway sites [see I-4]. | Byway natural areas, recreational properties, and water access sites | Natural Resources and Open Space Protection Organizations; Parks and Recreation Groups | 1-3                |
| Work with property owners to evaluate the potential for adding new off road pedestrian and bike/equestrian trails and launch sites on unimproved or under used open space parcels. | Byway natural areas and recreational properties    | Property managers, Natural Resources and Open Space Protection Organizations; Parks and Recreation Groups | 3-5                |

### RRM-5  Strengthen and celebrate public greens and commons and other historically significant open spaces [see I-9].

<table>
<thead>
<tr>
<th>Related Actions</th>
<th>Partners</th>
<th>Time Frame (Years)</th>
</tr>
</thead>
</table>
| Restore and enhance public greens, commons and iconic open spaces by preserving or restoring historic elements and park character while accommodating current land uses. Consider:  
  - tree species and placement, ornamental plantings, path material and placement, buildings and monuments, interpretation elements | Property managers, Natural Resources and Open Space Protection Organizations; Parks and Recreation Groups | 3-5                |

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95 Often called “passive” recreation, refers to recreational activities that are no part of an organized sport or that do not require athletic fields or facilities.
### ROADWAY AND RESOURCE MANAGEMENT

**RRM-6 Implement and support community beautification along byway corridor.**

<table>
<thead>
<tr>
<th>Related Actions</th>
<th>Locations</th>
<th>Partners</th>
<th>Time Frame (Years)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Identify areas (and determine strategies) where roadside plantings or vegetation management would enhance the scenic quality of the corridor.</td>
<td>Rowley (Route 1A marsh views), Newburyport (Ocean Ave / Water St), North Gloucester (Rt 127 coves), other scenic view locations</td>
<td>Public Works and Transportation Agencies</td>
<td>3-5</td>
</tr>
<tr>
<td>Manage roadside trash and litter.</td>
<td></td>
<td>Public Works and Transportation Agencies</td>
<td>1-3</td>
</tr>
<tr>
<td>Implement or enhance streetscape improvements including sidewalks, street trees, lighting, and street furniture.</td>
<td>Mixed use / downtown areas (see Map 9)</td>
<td>Municipal planning departments and boards, Public Works and Transportation Agencies</td>
<td>3-5</td>
</tr>
</tbody>
</table>

**RRM-7 Review road safety and traffic calming practices and make improvements at identified locations. (see ED-6)**

<table>
<thead>
<tr>
<th>Related Actions</th>
<th>Locations</th>
<th>Partners</th>
<th>Time Frame (Years)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Review sightline obstructions at byway intersections.</td>
<td>Lynn, Swampscott, Marblehead, Salem, Beverly, Manchester-by-the-Sea, Newburyport, Ipswich</td>
<td>Public Works and Transportation Agencies</td>
<td>1-3</td>
</tr>
<tr>
<td>Consider reducing lane widths to accommodate bicycle lanes and slow traffic.</td>
<td>Lynn, Newburyport, Gloucester</td>
<td>Planning and Policy Agencies, Public Works and Transportation Agencies</td>
<td>1-3</td>
</tr>
<tr>
<td>Review traffic sign placement and visibility at byway intersections.</td>
<td>Salem, Newburyport, Beverly</td>
<td>Public Works and Transportation Agencies</td>
<td>1-3</td>
</tr>
<tr>
<td>Review vegetation management practices for byway roadsides to ensure safe site lines for byway travelers.</td>
<td>Beverly, Gloucester, Rockport, Manchester-by-the-Sea, Newbury</td>
<td>Public Works and Transportation Agencies</td>
<td>1-3</td>
</tr>
<tr>
<td>Maintain roadway shoulders to allow safe passage for vehicles and pedestrians.</td>
<td>Manchester-by-the-Sea, Rowley, Newbury, Ipswich</td>
<td>Public Works and Transportation Agencies</td>
<td>1-3</td>
</tr>
<tr>
<td>Review geometric design and functionality of primary intersections and improve where possible for safety and to facilitate traffic flow.</td>
<td>Essex, Ipswich, Rowley, Newburyport, Gloucester</td>
<td>Public Works and Transportation Agencies</td>
<td>1-3</td>
</tr>
<tr>
<td>ROADWAY AND RESOURCES MANAGEMENT</td>
<td>Related Actions</td>
<td>Locations</td>
<td>Partners</td>
</tr>
<tr>
<td>----------------------------------</td>
<td>-----------------</td>
<td>-----------</td>
<td>----------</td>
</tr>
<tr>
<td><strong>RRM-8 Improve transportation networks to support Byway’s appeal for visitors using “alternative transportation.”</strong></td>
<td><strong>Apply “complete street” principles to routes that connect transit stops to byway destinations so that visitors can expect and enjoy safe and convenient access.</strong></td>
<td>Lynn, Swampscott, Marblehead, Salem, Beverly, Manchester, Gloucester, Rockport, Ipswich, Rowley, Newburyport</td>
<td>Planning and Policy Agencies, Public Works and Transportation Agencies</td>
</tr>
<tr>
<td></td>
<td><strong>Review significant stretches of the Byway that do not have adequate bicycle accommodations and adopt tailored strategies to improve bicycle ways along these stretches.</strong></td>
<td>See Map 7</td>
<td>Planning and Policy Agencies, Public Works and Transportation Agencies</td>
</tr>
<tr>
<td></td>
<td><strong>Establish a signed bike route, “Essex Scenic Bikeway,” that would be included on the MassDOT map of state bicycle facilities and could be added to the Rubel Bike Maps’ Eastern Massachusetts and Cape-to-Cape bike map.</strong></td>
<td></td>
<td>Planning and Policy Agencies, Public Works and Transportation Agencies</td>
</tr>
<tr>
<td></td>
<td><strong>Work with bus service providers to add or improve bicycle accommodations for bus riders.</strong></td>
<td></td>
<td>Planning and Policy Agencies, Public Works and Transportation Agencies</td>
</tr>
<tr>
<td></td>
<td><strong>Evaluate opportunities to provide shuttle services from train stations, bus stations, and ferry stops to byway destinations and between byway destinations [see ED-9].</strong></td>
<td></td>
<td>Planning and Policy Agencies, Public Works and Transportation Agencies</td>
</tr>
<tr>
<td><strong>RRM-10 Identify opportunities to preserve and enhance scenic view corridors and develop guidelines for maintenance</strong></td>
<td><strong>Improve parking to enhance viewing opportunities.</strong></td>
<td>See Scenic Appendix.</td>
<td>Planning and Policy Agencies, Public Works and Transportation Agencies</td>
</tr>
<tr>
<td></td>
<td><strong>Improve or create turn out to enhance viewing opportunities.</strong></td>
<td>See Scenic Appendix.</td>
<td>Planning and Policy Agencies, Public Works and Transportation Agencies</td>
</tr>
</tbody>
</table>
PUBLIC INVOLVEMENT AND BYWAY MANAGEMENT

The National Scenic Byways Program is a grass-roots collaborative effort established to help recognize, preserve and enhance selected roads throughout the United States. The program’s dedication to grass root support is reaffirmed by its requirement that Corridor Management Plans outline a strategy for on-going public participation in the implementation of corridor management objectives. A Byway’s mission, organizational structure, policies and operating procedures all impact the quantity and quality of public involvement. The recommendations below are intended to create a management framework that effectively uses organizational best practices and public involvement to assure on-going support for byway goals.

<table>
<thead>
<tr>
<th>PUBLIC INVOLVEMENT AND BYWAY MANAGEMENT</th>
</tr>
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<tbody>
<tr>
<td><strong>OP-1</strong></td>
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<tr>
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<td><strong>OP-2</strong></td>
</tr>
<tr>
<td>Related Actions</td>
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<tr>
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<td><strong>OP-3</strong></td>
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<tr>
<td>Related Actions</td>
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## PUBLIC INVOLVEMENT AND BYWAY MANAGEMENT

<table>
<thead>
<tr>
<th>OP-6</th>
<th>Seek National Scenic Byway Designation</th>
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<tbody>
<tr>
<td><strong>Related Actions</strong></td>
<td><strong>Partners</strong></td>
</tr>
<tr>
<td>Complete an application for National Scenic Byway designation in anticipation of a nomination cycle.</td>
<td>Byway Steering Committee, Byway Coordinator, Working Group</td>
</tr>
<tr>
<td>Identify any outstanding needs or weaknesses in the application and address as is feasible.</td>
<td>Byway Steering Committee, Byway Coordinator, Working Group</td>
</tr>
<tr>
<td>Work with the MassDOT Byway Coordinator to assure support for the application.</td>
<td>Byway Steering Committee, Byway Coordinator, Working Group</td>
</tr>
</tbody>
</table>
Resources and References

Implementation Resources

ROADWAY AND RESOURCE MANAGEMENT

MA Department of Transportation (MassDOT), Project Development and Design Guidebook, 2006.
MA Executive Office of Energy, Smart Growth / Smart Energy Toolkit.
MA Department of Conservation and Recreation and Essex National Heritage Commission, Heritage Landscape Inventory Program, Essex County Landscape Inventory, Reconnaissance Reports.
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Richards, James, ASLA, Placemaking for the Creative Class, Landscape Architecture, February 2007

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INTERPRETATION


MARKETING AND TOURISM

MA Office of Travel and Tourism and TNS, Travels America 2009 Annual Report.
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**SIGNS**


**ORGANIZATIONAL MANAGEMENT AND PUBLIC INVOLVEMENT**


### General Information References


Essex National Heritage Commission, *Early Settlement Trail brochure*.

Eight Towns and the Byway, *Voices of the Great Marsh*.


Byway Resource and Features Maps
Essex Coastal Scenic Byway
Corridor Management Plan

Appendices

prepared for

Essex National Heritage Commission

by

Brown Walker Planners, Inc.
Jacobs Engineering Group, Inc.
Wild Water International

March 2011

The Essex Coastal Scenic Byway Corridor Management Plan was funded by the Federal Highway Administration through the National Scenic Byway Program and by the Massachusetts Department of Transportation.
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## Appendix 1: Byway Roadway Characteristics and Safety Analysis

### Summary of Byway Roadway Characteristics

<table>
<thead>
<tr>
<th>Roadway</th>
<th>Primary Jurisdiction</th>
<th>Local Jurisdiction</th>
<th>Approx ADT</th>
<th>ADT Location</th>
<th>Bicycle Accommodations</th>
<th>Posted Speed Limit (mph)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lynn</td>
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<td>Broad St./Rte. 129</td>
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<td>not posted</td>
</tr>
<tr>
<td>Rte. 1A (Lynnway)</td>
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<td>—</td>
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<td>30</td>
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<td>Lynn Shore Drive</td>
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<td>—</td>
<td>adjacent path</td>
<td>30</td>
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<tr>
<td>Swampscott</td>
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<td>Monument Ave. &amp; Reddington St.</td>
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<tr>
<td>Lynn Shore Drive</td>
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<tr>
<td>Marblehead</td>
<td>Town</td>
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<td>17,400</td>
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<tr>
<td>Rte. 114</td>
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<td>W. of Ocean Ave.</td>
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<tr>
<td>Washington St.</td>
<td>Town</td>
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<td>—</td>
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<td>Elm St.</td>
<td>Town</td>
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<td>Salem</td>
<td>City</td>
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<td>Rte. 114</td>
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<td>Winter St./Hawthorne Blvd.</td>
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<td>—</td>
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<td>Bridge St.</td>
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<td>Estimate</td>
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<tr>
<td>Beverly</td>
<td>City</td>
<td>all</td>
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<tr>
<td>Stone St.</td>
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<tr>
<td>(Western/Rogers)</td>
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<td>Rte. 127 (Washington St.)</td>
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<td>N. of Poplar St. and Grant Circle</td>
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<td>Rte. 133</td>
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<td>Rte. 127A</td>
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<td>N. of Parker St.</td>
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<tr>
<td>Eastern Point Road loop roads</td>
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<td>all</td>
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<td>—</td>
<td>no</td>
<td>not posted</td>
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<tr>
<td>Rockport</td>
<td>Rte. 127A</td>
<td>Town</td>
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<td>—</td>
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<td>30</td>
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<tr>
<td></td>
<td>Rte. 127</td>
<td>Town</td>
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<td>no</td>
<td>25</td>
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<td></td>
<td>Main St./Beach St.</td>
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<td>no</td>
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<tr>
<td>Essex</td>
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<td>shoulder</td>
<td>45</td>
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<tr>
<td>Community</td>
<td>Primary Jurisdiction</td>
<td>Local Jurisdiction</td>
<td>Approx ADT</td>
<td>ADT Location</td>
<td>Bicycle Accommodations</td>
<td>Posted Speed Limit (mph)</td>
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<tr>
<td>--------------</td>
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<td>Ipswich</td>
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<td>State St. City</td>
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<td>not posted</td>
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<td>N. of Rte. 1A</td>
<td>No</td>
<td>not posted</td>
<td></td>
</tr>
</tbody>
</table>

1 In many cases, state jurisdiction shifts to local care and control when the state highway enters the village district

### Crash Summary

Crash data for byway roadways were taken from the Massachusetts Registry of Motor Vehicles and the State Police Department, as compiled by MassDOT, for 2006 and 2007. Details of this analysis are provided in the Appendix. For scenic byway planning purposes, this safety analysis focused on collisions such as angle, head-on, sideswipe and bike/pedestrian collisions. No fatalities occurred within the study area during the two-year period. Motor vehicle collisions are most frequently the result of geometric design or intersection operation problems at intersections and consequently are more likely to be addressed through engineering, signage, or maintenance solutions. Follows is a summary of the roadway design issues for the byway route in each community.

---

1 2008 data is not yet available.
LYNN

Lynn is the most urban community along the Byway. The intersections and streets studied in Lynn have on-street parking, high pedestrian volumes, and stores with driveways and curb cuts. Due primarily to sight line issues, Lynn had a relatively high number of motor vehicle collisions. Thirty-two collisions were reported in 2006 and thirty-seven in 2007. In 2006, 72% of all collisions were angle collisions and in 2007, 57% were angle collisions. On Lynn Shore Drive, a parkway-type road, the majority of crashes reported were either sideswipe or head-on (nine in 2006 and six in 2007). On Lynn Shore Drive, the absence of turning bays exacerbates turning conflicts with through movements, but adding turning bays could result...
in impacts to parking, or other movements. The Broad/Washington/Spring Street intersection had twelve crashes in two years. Broad Street is one lane in each direction, but it is wide enough that it can be used as a two-lane roadway which may cause sideswipe crashes (58% of the reported crashes). The lack of protected turns at the Broad/Washington signalized intersection may contribute to the angle collisions there (42% of total). On all Lynn byway roads there were seven bicycle and pedestrian crashes in 2006 and six in 2007, and all were non-fatal, single-vehicle crashes.

**SWAMPSCOTT**

The Byway in Swampscott (Route 129) is a residential arterial comprised of wide travel lanes with on-street parking and sidewalks. Swampscott is considerably less dense than Lynn and other city segments along the Byway and is primarily residential, likely a contributing factor to fewer crashes. In two years, only seventeen crashes were reported on Humphrey Street. Of the seventeen reported crashes, 71 percent were angle collisions. The majority of crashes in Swampscott occurred at the intersections of Humphrey Street at Shelton Road and Humphrey Street at Reddington Street. Frequently, angle crashes such as these indicate inadequate intersection capacity or sight distances.

**MARBLEHEAD**

Marblehead is served by Routes 114 and 129. Route 129 has wide travel lanes with turning bays, five-foot-wide shoulders, and sidewalks. Route 114 leads to Marblehead’s downtown and is more commercial than Route 129. Overall, few crashes were reported in Marblehead. Seven crashes in the study occurred on Atlantic Avenue in the past two years and six were angle collisions. Frequently this indicates inadequate sight distances or failure to yield. Marblehead’s downtown is served by Atlantic Avenue, Pleasant Street, and Washington Street - two-lane roadways with a mix of commercial and residential uses. On-street parking and relatively narrow travel lanes make this downtown loop a compact experience. Sidewalks are found on both sides of the streets and vary in quality and condition. In two years, few crashes were reported along byway streets in Marblehead. Twelve crashes were reported at the Pleasant/School Street area, 58% of which were angle collisions and 42% sideswipe. This intersection is controlled by a flashing signal, has limited sight distance due to the proximity of the buildings. High-turnover on-street parking serving the commercial node contributes to sideswipe crashes.

**SALEM**

Salem’s section of the Byway travels through the populated and tourist-friendly downtown. In 2006, forty-three crashes were reported and 84 percent were angle collisions. In 2007, twenty-two crashes were reported and 73 percent were angle collisions. In two years, twenty-five pedestrian and bicycle accidents were reported and all were non-fatal, single-vehicle crashes with property damage. The total number of crashes in Salem is representative of the higher traffic volumes.

The intersections of Lafayette Street at Harbor Street and Bridge Street at North Street recorded the most crashes over the two year period. Although only a moderate number of crashes occurred in Salem, Route 114 and Route 1A follow a somewhat winding and congested route through downtown Salem. The downtown is a heavy tourist destination, and drivers unfamiliar with traffic patterns, traffic and parking restrictions, and high pedestrian activity could be contributing to the moderate level of crashes. Improved and increased signage in this area should be considered.

**BEVERLY**

The Byway traveling through Beverly (Route 127) has two twelve-foot lanes with a periodic five-foot shoulder. There is no shoulder on southern parts of Route 127 as it winds its way past institutions, beaches, estates, and through commercial centers. Only one collision, which was head on, was reported on the byway route. One potential issue not reported in the accident report data that could pose a
problem is limited visibility caused by overgrown trees and poor signage placement on Route 127 at Oak Street. This inhibits drivers looking for vehicles pulling onto Route 127 heading northwest.

**Manchester-by-the-Sea**

Route 127 in Manchester-by-the-Sea is a five-mile section of the Byway with two twelve-foot lanes with a varying shoulder of zero to two feet. Many driveways and a small number of cross streets present limited sight line issues. Due to the rolling, winding, and narrow section of Route 127 in Manchester-by-the-Sea, speeds are moderate on this section of the Byway. Slow travel speeds reduce the number of crashes—only one sideswipe collision was reported in Manchester-by-the-Sea in the past two years. Observations for improvements include adding paved shoulders on Route 127 in case of vehicle breakdowns and/or to avoid collisions.

**Gloucester**

Route 127 along Gloucester’s waterfront has two twelve-foot lanes with a varying shoulder width from one foot to five feet. In 2006, sixteen crashes were reported and 68 percent were angle collisions. In 2007, three crashes were reported and all were angle collisions. One accident was recorded on Route 133 and two on Route 127 (Washington Street) in 2006 and 2007. In two years, five pedestrian and bicycle accidents were reported and all were non-fatal, single-vehicle crashes with property damage. It could be inferred that a large portion of the Byway has a relatively low number of crashes reported due to the limited on-street parking, low speeds in the downtown area, wide shoulders, and several pullout areas for tourists or distracted drivers.

The East Gloucester loop uses residential streets with ocean views for a scenic spur. Loop streets are two-lane roadways with intermittent sidewalks. Rubel BikeMaps identifies this loop as the preferred bike route in this area. In 2006, 11 crashes were reported along this loop, 8 of which were on Route 127A. Of these, 18 percent were angle collisions. In 2007, four crashes were reported, three of which were on Route 127A. Of these, 25 percent were angle collisions. In two years, one bicycle accident was reported and it resulted in a non-fatal injury. It could be inferred that this section of the Byway has relatively few crashes reported due to the absence of on-street parking, low speeds through the residential areas, and the low traffic volume.

**Rockport**

Route 127 and Route 127A both lead to Rockport's downtown and harbor. Route 127 has two twelve-foot lanes with a 1-foot shoulder, and sidewalks on the east side. The posted speed limit is a comfortable 25 mph. Cyclists along Route 127 are squeezed somewhat, but the lower travel speeds mitigate the narrow lanes to some degree. Conditions are similar along the northern reach of Route 127 north of Rockport Harbor. Route 127A, the coastal route, has a similar cross-section (twelve-foot lanes, a 1-foot shoulder, sidewalk on one side) to Route 127. Rubel BikeMaps identifies Route 127A as the preferred bike route in this area. In two years (2006 and 2007), fourteen crashes were reported along the Main Street part of Route 127 (Main Street) with 57% angle collisions. The Granite Street portion of Route 127 saw four angle and sideswipe crashes in two years. In 2006 and 2007, only four crashes (all angle) were reported on Route 127A. Two collisions along Rockport byway roadways involving cyclists were reported in two years; both were non-fatal.

**Essex**

Route 133 traveling through Essex is a rural two-way road with wide shoulders and a posted speed of forty-five mph, the highest along the Byway. Surrounded by salt marshes, there are relatively few intersections and a limited number of places for vehicles to slow down or stop. It is not surprising that there were only four reported crashes in the past two years. Angle collisions at the intersections of Main
Street at Town Landing and Main Street at Eastern Avenue could indicate turning conflicts with through movements or failure to yield.

**IPSWICH**

Route 133/1A entering downtown Ipswich is a rural two-way road with wide lanes and wide shoulders. The nature of the roadway changes significantly as it enters downtown Ipswich where it becomes town-owned for 5 miles. On-street parking is available in many locations. Closely spaced buildings with very little setback combined with steady pedestrian and vehicular traffic create a sense of congestion and poorly defined spaces along the corridor for all users. In 2006, fifteen crashes were reported and 87 percent were angle collisions. In 2007, twenty-five crashes were reported and 80 percent were angle collisions. In two years two pedestrian and bicycle accidents were reported and all were non-fatal, single-vehicle crashes with property damage. In particular, the intersection of Central Street (Route 133) at Market Street was observed to have limited/faded pavement markings for turn lane separation and poor geometric design.

**ROWLEY**

Route 1A serving the Byway in Rowley is a six-mile stretch of road with two twelve-foot lanes with a varying shoulder width of two feet to six feet. In 2006, three crashes were reported and 67 percent were angle collisions. In 2007, five crashes were reported and 80 percent were angle collisions. In two years one pedestrian and bicycle accident was reported (reported as a non-fatal, single-vehicle crash with property damage.) Intersections indicating poor operating conditions in Rowley are Route 133 W at Route 1A S.

**NEWBURY**

No crashes were reported for this section of the Byway.

**NEWBURYPORT**

The Byway in Newburyport consists of Route 1A and a downtown loop that travels Green, Water and State Streets. Route 1A consists of two 18-foot travel lanes with on-street parking, a designated bike lane for part of the route, brick sidewalks, and continuous driveways and curbcuts. Green Street is a two-lane, one-way local street with parking and sidewalks on both sides. Water Street is a busy two-way street that provides access to the waterfront, several parking lots and the downtown. State Street, Newburyport’s primary downtown street is a two-lane, one way street with parking and sidewalks on both sides and access or input from a number of one way streets. Water and State Street see high pedestrian use. In 2006, twenty-nine crashes were reported and 90 percent were angle collisions. In 2007, thirty-one crashes were reported and 68 percent were angle collisions and 30 percent were side swipe collisions. In two years two pedestrian and bicycle accidents were reported and all were non-fatal, single-vehicle crashes with property damage. Intersections demonstrating turning conflicts with through movements or failure to yield include High Street at Carter Street; High Street at State Street; and Merrimack Street at Green Street. Crashes caused by poor operating conditions could be the result of limited sight lines at store driveways, on-street parking, and confusing and/or poorly signed one.
Appendix 2: Commuter Rail Stations along the Byway

The Massachusetts Bay Transportation Authority (MBTA) commuter rail system, with branches to Newburyport and Rockport, has stops in all of the Byway communities with the exception of Newbury and Marblehead. This train service allows users throughout the greater Boston area to access the Byway and its communities with regularly scheduled train service. Bikes are allowed on commuter rail trains all day on weekends, midday in both directions on weekdays, and in the reverse direction of peak-hour commuting. Each of the commuter rail stations provides parking for cars and bicycles. Visitors coming into the area also have the option of hiring cabs, which are frequently waiting at the stations during scheduled arrival times. A list of commuter rail stations and their proximity and accessibility to the Byway is included in the Appendix.

During the summer months (generally Memorial Day weekend through Columbus Day weekend) the MBTA runs a weekend "Bike Coach" service to both Rockport and Newburyport. The bike coach runs twice daily and is specially equipped to handle bicycles and riders.

Table 1: Commuter rail stations along the Byway

<table>
<thead>
<tr>
<th>STATION</th>
<th>COMMUNITY</th>
<th>STREET</th>
<th>WAY TO THE BYWAY</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Lynn</td>
<td>Lynn</td>
<td>325 Broad St.</td>
<td>420 feet from Byway on sidewalks, bus stop at station with service along portions of the Byway</td>
</tr>
<tr>
<td>2 Swampscott Station</td>
<td>Swampscott</td>
<td>Burrill Street &amp; Railroad Ave.</td>
<td>½ mile from Byway on sidewalks, ¼ mile to bus stop with service to portions of the Byway</td>
</tr>
<tr>
<td>3 Salem Station</td>
<td>Salem</td>
<td>252 Bridge St.</td>
<td>½ mile from Byway on sidewalks, 1/10 mile to bus stop with service to portions of the Byway</td>
</tr>
<tr>
<td>4 Beverly Depot Station</td>
<td>Beverly</td>
<td>12 Park St.</td>
<td>½ mile on sidewalks to Byway and bus stop with service to southern portions of Byway route</td>
</tr>
<tr>
<td>5 Prides Crossing</td>
<td>Beverly</td>
<td>600 Hale St.</td>
<td>Located on Byway, no bus service available</td>
</tr>
<tr>
<td>6 Beverly Farms Station</td>
<td>Beverly</td>
<td>1 Oak St.</td>
<td>Located on Byway, no bus service available</td>
</tr>
<tr>
<td>7 Manchester Station</td>
<td>Manchester</td>
<td>40 Beach St.</td>
<td>1/10 mile from Byway on sidewalks, no bus service available</td>
</tr>
<tr>
<td>8 West Gloucester Station</td>
<td>Gloucester</td>
<td>290 Essex Ave.</td>
<td>On Byway, regular bus service available along Byway in Gloucester</td>
</tr>
<tr>
<td>9 Gloucester Station</td>
<td>Gloucester</td>
<td>75 Railroad Ave.</td>
<td>On Byway, regular bus service available to locations in Gloucester and Rockport along the Byway</td>
</tr>
<tr>
<td>10 Rockport Station</td>
<td>Rockport</td>
<td>17 Railroad Ave.</td>
<td>On Byway, regular bus service available to locations in Gloucester and Rockport along the Byway</td>
</tr>
<tr>
<td>11 Ipswich Station</td>
<td>Ipswich</td>
<td>4 Topsfield Rd.</td>
<td>1/5 mile from Byway on sidewalks, no bus service available</td>
</tr>
<tr>
<td>12 Rowley Station</td>
<td>Rowley</td>
<td>70 Railroad Ave.</td>
<td>1/3 mile from Byway on sidewalks, no bus service available</td>
</tr>
<tr>
<td>13 Newburyport Station</td>
<td>Newburyport</td>
<td>25 Boston Way</td>
<td>½ mile from Byway on paved multi-use path, limited bus service available to portions of Byway in Newburyport</td>
</tr>
</tbody>
</table>
Appendix 3: Description of the Byway Route by Community

Lynn

The Scenic Byway starts as a loop in Lynn traveling along the Carroll Parkway, Lynnway, Lynn Shore Drive, Eastern Avenue/Route 129, and Route 1A. It connects to the north on Route 129 into Swampscott.

Along the south end of Broad Street to the Market Street intersection, the character of the byway corridor is densely urban with multi-story commercial buildings and converted brick factory buildings. Building heights decrease moving north along Broad and Lewis Streets toward the Ocean Street intersection and uses become more residential with a mix of small-scale retail and service establishments.

Key landmarks along this segment:
- Vamp Building (National Historic Register Site)
- Lynn Museum and Historical Society
- Mary Baker Eddy House

On the southern end, the Byway follows the Carroll Parkway between Market Street and the start of Lynn Shore Drive at Nahant Circle. This segment is a divided parkway with a cement divider and fence. The Northern Essex Community College campus buildings and fields abut the Byway to the north. The southern side follows the waterfront with views of the water and the Boston skyline visible between the residential high rises and marinas.

Key landmarks along this segment:
- Lynn Heritage State Park
- Nahant Beach (just off the Byway on Nahant Causeway)

Running along Lynn Shore Drive, managed by the Massachusetts Department of Conservation and Recreation (DCR), the Byway follows the ocean. Raised above the shore, the Byway provides expansive views of the open ocean -- Nahant across the causeway to the east and Boston to the south.

Private properties, including historic single family homes and more modern apartment complexes, frame the Byway on the landward side; the seaside is bordered by a continuous pedestrian promenade. The walkway follows a seawall, constructed in 1903, overlooking the beaches below. The walkway follows the small peninsula at Red Rock Park, a grassy open area. Metered on-street parking is available along the east side of the roadway.

Key landmarks along this segment:
- Lynn Shore Drive Reservation
- Red Rock Park
- King’s Beach

Swampscott

The Scenic Byway travels through the southern part of Swampscott along Route 129 from the Lynn border into Marblehead.
At the Swampscott end of Lynn Shore Drive, Monument Square and Linscott Park (the entrance to the Olmsted Historic District) create an open space on the north side of the Byway with views of the open water still visible on the south. This section of Humphrey Street is characterized by a mix of residential and commercial properties ranging in height from one to three stories. Further along, steep cliffs frame the roadway on the north; some of the properties have steep stairways leading up to their buildings. The open views of the water and broad and sandy beaches to the south are interrupted in places by commercial and residential buildings. Some of the commercial buildings began as residences and still retain some residential characteristics.²

Key landmarks along this segment:
- Elihu Thomson House (Town Hall) and Linscott Park
- Olmsted Historic District
- Fisherman’s Beach
- Swampscott Fish House
- Access to scenic views and historic estates along Puritan Road

The Byway continues on Humphrey Street (Route 129) to Atlantic Avenue. Along Atlantic Avenue the character turns suburban residential with primarily larger residential lots that are set back from the roadway with front lawns and some views of seaside estates to the east. Much of this segment has sidewalks.

Key landmarks:
- Beach Bluff Park / Preston Beach

**Marblehead**

In Marblehead, the Byway brings travelers into the heart of the downtown, running from Swampscott on Route 129/Atlantic Avenue with proceeding north on Atlantic Avenue to the intersection with Washington Street. Proceeding right on Washington Street, the byway loops around the Old Town House to Mugford Street, Elm Street, Spring Street and returns to Pleasant Street. From Pleasant Street the Byway continues west on Lafayette Street/Rte 114 into Salem.

Along Atlantic Avenue the Byway passes through intact, well-maintained late 19th/early 20th century residential neighborhoods. Much of this segment has sidewalks and shoulders in some locations. Mature street trees provide a canopy over the roadway in a number of places, particularly as the route approaches Marblehead downtown.

Key landmarks:
- Access to Devereux Beach along the causeway to Marblehead Neck
- Access to Marblehead Neck via Ocean Avenue

Winding, narrow streets over hilly terrain characterizes the Byway in Downtown Marblehead. The Town Hall (Abbot Hall) with its Victorian style brick building, a 120-foot clock tower and steeply pointed roof is a landmark structure. Washington Square, ringed with bollards and street trees, is adjacent to the Town Hall. Limited street parking exists. Historic residential buildings, positioned close to the street and one another, characterize the surrounding neighborhoods.

² Humphrey Street Commercial District Inventory (Form A), June 2005, prepared by MA DCR and ENHC, submitted to Massachusetts Historical Commission.
The centerpiece of the historic Market Square is the 1727 Old Town House, sitting in the center of a triangular confluence of streets lined with houses and shops. Around the Square are two and three-story brick and wood frame shop fronts with apartments above, brick sidewalks, and period lighting fixtures.

Key landmarks:
- Marblehead Historic District
- Abbot Hall
- Jeremiah Lee Mansion
- Marblehead Museum Gallery
- Market Square
- Old Town House

The character of the roadway along Route 114 to the Marblehead / Salem boundary is moderately dense residential with street trees and sidewalks and has an overhanging tree canopy.

**Salem**

In Salem the Byway follows Route 114/Lafayette Street from Marblehead to Route 1A and continues on Route 1A all the way to Beverly. It passes the Salem Common (Washington Square) and continues through the Bridge Street Neck neighborhood to the Salem/Beverly Bridge.

At the Salem / Marblehead border the Byway crosses over the Forest River and the Salem Multipurpose Trail. Travelers from the south catch views of Glendale Cove (part of Salem Harbor). The remaining portion of this segment is a continuation of moderate density residential with street trees, sidewalks and overhanging tree canopies approaching Salem State College. The college campus directly abuts the Byway with buildings fronting the sidewalk. Travelers from the north encounter the main campus entrance and signs at the Route 1A intersection.

Key Landmarks:
- Salem Multipurpose Trail
- View of Forest River and Salem Harbor
- View of Forest River Conservation Area
- Salem State University
- Pioneer Village (off Byway via West Ave)

The Byway continues through a dense residential neighborhood north of Salem State College, passing through the Lafayette Street Historic District and along Lafayette Park - a grassy common with mature trees and a statue of Lafayette. Some mature street trees, intermittent overhanging tree canopies and sidewalks on both sides of the road characterize the streetscape.

Key Landmark:
- Lafayette Street Historic District
- Lafayette Park

The Byway travels along the edge of the heart of downtown Salem between Lafayette Square (on the south) and Washington Square (on the north). Salem’s history is recalled in the historic buildings that share a street front with more modern commercial office and retail spaces. Building heights increase as the Byway approaches Washington Square, passing the historic six-story Hawthorne Hotel.
At Washington Square three roads converge offering the traveler views of Salem Common. The neighborhoods surrounding the Common are lined with mature street trees and period lighting with historic wood frame and brick multi-story buildings.

Key Landmarks:
- Charter Street Historic District (off Byway)
- Derby Waterfront Historic District and Salem Maritime National Historic Site (just off Byway)
- McIntire Historic District (off Byway)
- Hawthorne Hotel
- Peabody Essex Museum
- National Park Service Visitor Center at Salem Armory
- Salem Witch Museum
- Salem Common Historic District and Washington Square

The next segment passes through the Bridge Street Neck neighborhood. This is a neighborhood in transition. Bridge Street used to be a primary connector between Salem and Beverly to the north until the construction of the Bridge Street Bypass. The bypass has reduced congestion, noise and pollution but has also resulted in a reduction in customer traffic for some businesses. The character of this segment is defined by neighborhood retail and auto-oriented services. The style of the single- and two-family homes that are clustered behind the commercial properties reflects the working class history of the neighborhood.

**Beverly**

The Scenic Byway in Beverly follows Route 127 to Manchester-by-the-Sea.

This segment crosses the Veterans Memorial Bridge between Salem and Beverly, affording the traveler views of the ocean to the southeast and an active harbor to the northwest, with docks and wharves for fishing vessels and recreational boats. The Byway then passes through the Fish Flake Hill Historic District characterized by modest residences on narrow streets. The District is the oldest neighborhood in Beverly and has historic connections to the marine and fishing industries. Eventually, the buildings on the seaward side are interrupted by Independence Park, a thin linear park that provides the traveler a view across the sea-wall and narrow sandy beach to Salem Harbor.

Continuing through dense residential neighborhoods, the Byway affords another view of the water at Lyons Park (Dane Street Beach) which overlooks Mackerel Cove. The park has a wide grassy area leading down to the beach. The wide panoramic view is framed by Salem Neck to the south, and cottages line the shore to the north.

Key Landmarks:
- Veterans Memorial Bridge
- Fish Flake Hill Historic District
- Independence Park
- Lyons Park (Dane Street Beach)

Along Hale Street the Byway continues to maintain a residential character and passes by a number of historic houses. Sidewalks and mature street trees continue to line this stretch. The residential areas become less dense, property sizes increase, and there are portions of woodland abutting the Byway as the route approaches the Endicott College campus.
Lynch Park (off Byway)
Captain John Thorndike House (National Register Site)

The segment stretching from Endicott College into Manchester-by-the-Sea, is characterized by stately homes and historic estates interrupted by small neighborhood commercial areas clustered around the commuter rail stops. Travelers will catch a glimpse of the water at Mingo Beach, but much of the roadway is lined closely by tall fences and stone walls that hide the properties from view. A popular route for bicyclists, the road is narrow and there are few shoulders.

Endicott College
Mingo Beach
Landmark School
Prides Crossing
Beverly Farms
Oliver Wendell Holmes House (National Historic Landmark) – off Byway
West Beach

Manchester-by-the-Sea

The Byway continues on Route 127 to Gloucester.

Entering Manchester-by-the-Sea from the west, the Byway passes by the Brookwood School and Landmark Elementary School on the north. At this point the tightly framed road corridor opens to the south to provide travelers a view over the Chubb Creek salt marsh with distant views of the ocean. Closer to Manchester-by-the-Sea, a historic farm property surrounded by open fields abuts the Byway, but most of this segment is sparsely populated and is distinguished by woodlands interrupted by wetlands.

Chubb Creek
Powder House Hill Reservation (off Byway)

Starting on the outskirts of the downtown, historical residential properties located close together front along the street. The Byway passes through the village center’s historic civic core – public library, town hall, former firehouse and the Trask House Museum. The streets are pedestrian scale and lined by specialty shops, restaurants and small businesses. There are narrow views between buildings out to the harbor. Modern commercial buildings, set back away from the street change the streetscape at the intersection with Summer Street, but provide a glimpse of the harbor located just off the Byway.

Manchester Village Historic District
Manchester Harbor and Masconomo Park (just off Byway)

North of the downtown on Summer Street, the Byway passes the 1661 Old North Burial Ground with tall mature pines. The buildings spread out as the Byway winds through woodlands, opening occasionally to views of wetlands and small ponds.

Old North Burial Ground
Weems Conservation Area
Gloucester

The scenic Byway enters Gloucester on Route 127 from the south and then provides a number of options. It travels north along Washington Street / Route 127 from Western Avenue to the Rockport town line near Folly Cove. It also continues through downtown on Rogers Street then north to Rockport on Route 127 or 127A. Finally, it extends on a loop around East Gloucester on Atlantic Road and East Main Street. The Byway leaves Gloucester on Route 133 towards Essex to the west.

Approaching from the south on Route 127, the byway corridor is densely wooded upland. At Stage Fort Park, the road returns to the waterfront and the traveler encounters expansive views across Gloucester harbor to the open ocean. Travelling east on 127 the Byway parallels Stacy Boulevard Park with a promenade along the harbor and access to Pavilion Beach.

- Magnolia Village and Hammond Castle (off Byway)
- Ravenswood Park
- Stage Fort Park
- Blynman Canal Drawbridge
- Stacey Boulevard
- Pavilion Beach

The Byway travels into Gloucester downtown, between the waterfront area and the Main Street shopping area. Rogers Street does not have the active pedestrian scale streetscape of Main Street, serving more as a backdoor to the downtown. However, the City has plans to make pedestrian connections between Main Street, Rogers Street, and along the waterfront. A number of waterfront industries have large buildings that front on Rogers, restricting views of the Harbor, but giving evidence of Gloucester’s economic connection to the sea.

- Central Gloucester Historic District (just off Byway)
- Harbor Loop – Gloucester Maritime Heritage Center, Solomon Jacobs Park, Fitz Henry (Hugh) Lane House
- Schooner Adventure
- Gorton’s of Gloucester

The Byway travels around the northwest end of Gloucester Harbor behind the State Fish Pier into East Gloucester. The properties transition to dense residential fronting close to the narrowing road. The road is close to the waterfront and affords views of the fishing piers and Rocky Neck. The residential properties become less dense and grander in scale traveling south along Eastern Point Boulevard. At Niles Beach, the Byway parallels a wide sandy beach with a low granite sea wall and a view of the lighthouse on Ten Pound Island.

Turning inland along Farrington Avenue, the roadway passes the Seine Field. On the east side of the Point, the Byway follows a rugged, rocky, winding shoreline with completely unobstructed views of the open ocean and with estates and vacation properties on the west of the road.

- State Fish Pier
- Cripple Cove Landing
Rocky Neck Art Colony and Rocky Neck Park
Ten Pound Island Light (view)
Niles Beach
Beauport (off Byway)
Eastern Point Wildlife Sanctuary (off Byway)
Eastern Point Light Station (off Byway)
Seine Field
George O. Stacy House (Beach Rocks Ocean Inn)

Traveling north onto Thatcher Road, the Byway encounters a salt marsh and grass covered dunes to the east that obscure ocean views. The winding roadway gains altitude, gradually rising above sea level toward Rockport. Rocky outcroppings, trees close to the roadway, and residential cottages with glimpses of the ocean distinguish this segment.

Good Harbor Beach

The inland route from Gloucester downtown follows Route 127 into a residential neighborhood with a mix of neighborhood commercial uses. Approaching Rockport, the corridor is forested on both sides of the road.

At the point of Cape Ann, the Byway returns to Gloucester from Rockport on Granite Street. Here the road meets and almost touches the ocean’s edge affording the traveler open and sweeping unobstructed views of the ocean and Castle Neck beyond to the north. A small scale wood frame restaurant sits close to the road on the rocks overlooking Folly Cove. The narrow road winds through clusters of residential areas interspersed with woodlands, small coves, cemeteries, and village centers. As the road descends towards Gloucester center, it crosses two causeways with views of the Annisquam River, salt marshes, and clam flats.

Folly Cove
Lanes Cove
Plum Cove
Hodgkins Cove
Annisquam Village
Gloucester Watershed Lands
Norwood-Hyatt House
Rigg’s Corridor and Goose Cove Reservation

The segment between Grant Circle and Stacy Boulevard Park is densely residential with a mix of small commercial uses. A primary route into the downtown, this is a busy road for both vehicles and pedestrians.

White Ellery House
Babson Alling House
Oak Grove Cemetery
Whittemore House
Traveling north on Route 133 from the intersection with Route 127, the Byway transitions from a marine and commercial area along the salt marsh into a wooded residential upland.

- Little River Landing
- Thompson Street Reservation

**Rockport**

The Byway enters Rockport from the south on Route 127 (for the inland route) or Route 127A (for the coastal route) and then proceeds north from the downtown on Route 127 / Granite Street to the Gloucester border.

On Route 127 from Gloucester, the Byway travels through Nugent Stretch, a rural, forested area along the roadway that passes through former farmland that is now watershed protection land associated with Gloucester’s Babson and Rockport’s Cape Pond Reservoirs. This primarily wooded stretch of roadway also includes Babson Field and Babson Museum, a former stone cooperage shop that was part of the Babson Farm. The Byway continues through a rural residential neighborhood passing the satellite parking lot for the Rockport Downtown shuttle and the Rockport Chamber’s Visitor information booth.

- Nugent Stretch
- Babson Museum
- Rockport Chamber Visitor Information Booth and satellite parking

Along the coast, the Byway follows Route 127A / Thatcher Road traveling along a winding roadway with wooded areas on the west and residential communities interrupted by beaches along the east. Glimpses of the ocean are visible especially when foliage is not in full bloom. The residential neighborhoods become more dense as this segment approaches Rockport Downtown.

- Good Harbor Beach
- Long Beach (off Byway)
- Delmater Sanctuary
- Atlantic Path
- Mount Pleasant-South Street Historic District

The Byway passes through the heart of Rockport along Broadway, Main Street and Beach Street. The roadway corridor is lined with two and three-story wood frame buildings positioned close to the narrow roadway. The visitor gets narrow views of the coves and harbors through alleys and between buildings and more expansive ocean views from the end of Bearskin Neck and the two beaches. The Downtown is inviting to pedestrians, and on and off street parking is available.

- Bearskin Neck
- The T-Wharf on Rockport Harbor and “Motif #1”
- The Old Stone Fort
- The Rockport Art Association
- Shalin Liu Performance Center
- Rockport Museum
- The Sandy Bay Historical Society
- Broadway Historic District
- Downtown Historic District (follows National Register district)
- Main Street Historic District (follows National Register District)
- Front Beach
- Back Beach

The Byway continues north on Railroad Avenue and Granite Street. It winds through a small village of wood frame structures built around the narrow harbor of Pigeon Cove, which is protected by a jutting stone reinforced breakwater, with vertical granite seawalls and a large concrete supporting warehouse building. The Byway meanders uphill toward Halibut Point State Park with a locust tree canopy covering the roadway. Then it takes a sharp turn west toward Gloucester.

- Pigeon Cove
- Halibut Point State Park

**Essex**

The Byway follows Route 133 in Essex from the Gloucester town line to the Ipswich town line.

From the Gloucester town line the Byway is wooded and residential. Approaching the Cox Reservation, the road passes an inlet to the Essex River with views of the Great Marsh.

- Ebbens Creek House
- Cox Reservation

Winding into Essex downtown, the roadway is framed to the north by a single row of houses and stores with marshland behind. The buildings are closely spaced and arranged with varied orientations to the roadway. The Byway crosses the Essex River on a causeway, which is also the heart of the downtown business district. The traveler gets views to the east and west of the river and surrounding marshland. A boat ramp and boat building and marina facilities are on the east side of the river. The roadway is narrow with no readily accessible pull off areas, but there are several private parking lots along the causeway.

- Causeway restaurants
- Essex Shipbuilding Museum
- Old Burial Ground
- H.A. Burnham Boatbuilding and Design

Traveling out of the downtown on Route 133, the roadway passes through a wooded area. Then views open to scenic farmland properties framed by woodlands to the south and low lying wetlands to the north. In the fall, winter, and spring views stretch to Hog Island and Castle Neck.

- Cogswell Grant (off Byway)
- Historic farms along John Wise Avenue

**Ipswich**

The Scenic Byway in Ipswich follows Route 133 from the Essex town line to Route 1A and continues along Route 1A to the Rowley town line.
From Essex on the northeast side of the route, several large farms with stonewalls, large mature trees, split rail fenced fields, paddocks and traditional farmhouses sit close to the Byway. The traveler sees farmland and pasture beyond. The open roadway with broad shoulders is wide and accommodates parking and bicycling.

- Crane Beach and Castle Neck (off Byway)

The Byway passes along the eastern and southern edges of the South Village Green. The green-space is triangular with a single row of mature shade trees surrounding the elongated center that contains a granite watering trough. Several distinctive first period homes frame the space. The roadway continues past a diverse mix of historic wood frame and brick buildings on a winding route that crosses over the historic Choate Bridge and into the downtown. Street and public parking encourage the visitor to leave their car and walk around. This segment continues north taking two sharp turns and then continuing north on Route 1A.

- Benjamin Stickney Cable Memorial Hospital
- South Village Green
- South Green Historic District
- Mary Hall-Haskell House
- Heard House
- John Whipple House
- Riverwalk
- Choate Bridge
- Ipswich Mills Historic District – visible from Byway
- Meeting House Green Historic District
- High Street Historic District
- Lords Square

Traveling north on Route 1A, the Byway travels along a commercial strip between Ipswich High School and the Clam Box restaurant. From this point to the Rowley town line, the roadway corridor is wooded with both modern and historic residences scattered along it.

- Clam Box Restaurant
- Dow Brook Conservation Area

**Rowley**

The Scenic Byway in Rowley follows Route 1A from the Ipswich town line to the Newbury town line.

Entering the Rowley Historic District from the south on 1A, the Byway passes along the Town Green and then continues north through a mix of woodlands and rolling, open fields (some actively farmed). Wide road shoulders along this stretch allow travelers to pull off and view this pastoral setting. The Byway meets the Newbury town line midway across the causeway with extensive views on either side of the Great Marsh. There is currently no parking available along the causeway, and guardrails close to the roadway restrict stopping.

- Rowley Historic District
- Town Green
Newbury

The Byway in Newbury follows Route 1A from the Rowley town line into Newburyport. An extension to this route provides access to Plum Island via Rolfes Lane in Newbury and turns into Ocean Avenue in Newburyport. It then travels along the Plum Island Turnpike, branching south on Sunset Drive to the Parker River Wildlife Refuge or continuing along Northern Boulevard to the tip of Plum Island in Newburyport.

Back on Route 1A, the Byway continues north from the causeway over the Great Marsh and into wooded upland that opens to some farmland views west of the roadway. Approaching the bridge over the Parker River, the roadway offers scenic views of the river and marshes to the east and west. The byway then continues along the Lower Green and through a wooded low density residential area. A few miles north, the Byway corridor opens again to farmland and views of the Great Marsh and Plum Island to the east.

- Parker River
- Dole-Little House
- Lower Green
- Town Hill
- Tendercrop Farm
- Spencer-Pierce-Little Farm

The Newbury “Upper Green” is a triangular grassy park with benches, monuments, and large flagpoles. The green is framed with mature trees and has a shallow pond in its center. The area is surrounded by large wood frame houses set back from the road behind formal wood fences and stone walls. The character of the roadway continues to become more densely residential as it approaches Newburyport.

- Newbury Historic District
- Woodbridge School
- Town Hall
- Upper Green
- Tristram Coffin House
- Swett-Ilsley House

The extension to Plum Island travels along the residential neighborhood on Rolfes Lane, which becomes Ocean Avenue, and then out the only land connection to Plum Island. The Plum Island Turnpike extends east from Newburyport and has unobstructed views of salt marshes, tidal rivers and the open ocean beyond. The roadway has narrow shoulders, but two informal dirt parking areas on the southern side exist for fishing access and have limited parking. While the bridge over Plum Island River affords the traveler views from a higher elevation and a different perspective on the houses on Plum Island, the best
360° marsh views are obtained just before the bridge. Views back to the land are equal in scenic value to those out to the ocean or across the harbor to Newburyport.

- Plum Island Airport
- Parker River National Wildlife Refuge
- Newbury Beach

**Newburyport**

The Byway in Newburyport follows High Street from the Newbury town line to Atkinson Common at the intersection of High Street and Moseley Avenue. The Byway’s downtown loop coming off High Street travels north on Green Street, turns right on Water Street and continues along State Street back to High Street. An extension of the Byway route to Plum Island continues on Water Street in Newburyport to the Plum Island Turnpike, traveling through Newbury and then following Northern Boulevard through the Newburyport portion of Plum Island.

The Water Street portion is narrow and tightly lined with historic houses. There is a view of Joppa Flats to the north at the Joppa and Hale Street Parks. In the early spring and fall and winter, the eastern end of Ocean Avenue at the intersection with Water Street provides stunning views across Joppa Flats on the Merrimack River. This location affords views across the water to the northern tip of Plum Island (lighthouse is visible at night) as well as to the distant shoreline of Salisbury. After traveling through the Newbury portion of Plum Island, the Byway passes through a densely spaced beach cottage community towards the northern tip of Plum Island.

- Custom House Maritime Museum
- Range Light
- U.S. Coastguard Station
- Tannery Marketplace
- Joppa Flats
- Hale Street Park
- Mass Audubon Joppa Flats Education Center
- Parker River National Wildlife Refuge Visitor Center
- Plum Island Lighthouse
- Newburyport Beach

From High Street on the downtown loop, the Byway travels down Green Street through Market Square and then up State Street through the historic maritime downtown with views of the waterfront and harbor. On High Street, the Byway passes along Bartlett Mall, a triangular park surrounded by street trees and views of the cemetery on Pond Street. The Byway continues along High Street, passing grand homes to Atkinson Common at the northern terminus of the Byway.

- Newburyport Historic District
- Fruit Street Historic District
- Cushing House Museum and Garden
- City Hall and Brown Square
- Waterfront Park
- Firehouse Theatre
- Market Square Historic District
- Bartlett Mall and Superior Courthouse
- Clipper City Rail Trail
- Atkinson Common
### Appendix 4: National Register Properties along the Essex Coastal Scenic Byway

<table>
<thead>
<tr>
<th>Community</th>
<th>Type – Individual or Multiple Property Listing (NR), District (NRD), Historic Landmark (NHL), Local Historic District (LHD)</th>
<th>No. of Buildings</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Lynn</strong></td>
<td>Bank Block (NR) – just off the Byway</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Central Square Historic District (NRD) – just off Byway</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td>Diamond Historic District (NRD)</td>
<td>714</td>
</tr>
<tr>
<td></td>
<td>Lynn Shore Drive (NR)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Munroe Street Historic District (NRD) – just off Byway</td>
<td>23</td>
</tr>
<tr>
<td></td>
<td>Vamp Building (NR)</td>
<td>1</td>
</tr>
<tr>
<td><strong>Swampscott</strong></td>
<td>Elihu Thomson House (NHL) – within Olmsted District</td>
<td>(1)</td>
</tr>
<tr>
<td></td>
<td>Olmsted Subdivision Historic District (NRD)</td>
<td>610</td>
</tr>
<tr>
<td></td>
<td>Swampscott Fish House (NR)</td>
<td>1</td>
</tr>
<tr>
<td><strong>Marblehead</strong></td>
<td>Jeremiah Lee Mansion (NHL) – within historic district</td>
<td>(1)</td>
</tr>
<tr>
<td></td>
<td>Marblehead Historic District (NRD)</td>
<td>986</td>
</tr>
<tr>
<td></td>
<td>Story Grammar School (NR)</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Old Town Historic District (within NRD)</td>
<td>750</td>
</tr>
<tr>
<td><strong>Salem</strong></td>
<td>Bridge Street Neck Historic District (NRD)</td>
<td>416</td>
</tr>
<tr>
<td></td>
<td>Charter Street Historic District (NRD)</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Derby Waterfront Historic District (NRD) – just off Byway</td>
<td>136</td>
</tr>
<tr>
<td></td>
<td>Downtown Salem Historic District (NRD) – just off Byway</td>
<td>64</td>
</tr>
<tr>
<td></td>
<td>Essex Institute Historic District (NRD)</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>Gardner-Pingree House (NHL) – within historic district</td>
<td>(1)</td>
</tr>
<tr>
<td></td>
<td>Joseph Story House (NHL) – within historic district</td>
<td>(1)</td>
</tr>
<tr>
<td></td>
<td>Old Town Hall Historic District – just off Byway</td>
<td>18</td>
</tr>
<tr>
<td></td>
<td>Peabody Museum of Salem – East India Marine Hall (NHL)</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Salem Common Historic District (NRD)</td>
<td>315</td>
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<tr>
<td></td>
<td>Salem Maritime National Historic Site (NHL) – just off Byway</td>
<td>28</td>
</tr>
<tr>
<td></td>
<td>Thomas March Woodbridge House (NR)</td>
<td>1</td>
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<tr>
<td></td>
<td>Derby Street Local Historic District (LHD, within NRD)</td>
<td>(95)</td>
</tr>
<tr>
<td></td>
<td>Lafayette Street Historic District (LHD)</td>
<td>36</td>
</tr>
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<td></td>
<td>Washington Square Historic District (LHD)</td>
<td>46</td>
</tr>
<tr>
<td><strong>Beverly</strong></td>
<td>Captain John Thorndike House (NR)</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>Fish Flake Hill Historic District (NRD)</td>
<td>147</td>
</tr>
<tr>
<td></td>
<td>Oliver Wendell Holmes House (NHL) – just off Byway</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Fish Flake Hill (within National Register district)</td>
<td>(35)</td>
</tr>
<tr>
<td><strong>Manchester</strong></td>
<td>Manchester Village Historic District (NRD)</td>
<td>222</td>
</tr>
<tr>
<td><strong>by-the-Sea</strong></td>
<td>Manchester Historic District (LHD, within NRD)</td>
<td>(90)</td>
</tr>
</tbody>
</table>

3 Individually listed properties that are also part of a National Historic District are not listed separately in this table unless they are National Historic Landmarks.
<table>
<thead>
<tr>
<th>Community</th>
<th>Type – Individual or Multiple Property Listing (NR), District (NRD), Historic Landmark (NHL), Local Historic District (LHD)</th>
</tr>
</thead>
</table>
| Gloucester      | Babson - Alling House (NR)  
|                 | Beauport (NHL) – visible from Byway  
|                 | Central Gloucester Historic District (NRD)  
|                 | Davis Freeman House (NR)  
|                 | East Gloucester Square Historic District (NRD)  
|                 | Eastern Point Light Station (NR) – visible from Byway  
|                 | Fitz Henry (Hugh) Lane House (NR)  
|                 | Francis Norwood – Alpheus Hyatt House (NR)  
|                 | George O. Stacy House (NR)  
|                 | Gloucester Fishermen’s Memorial (NR)  
|                 | Oak Grove Cemetery (NR)  
|                 | Schooner Adventure (NHL)  
|                 | Ten Pound Island Light (NR) – visible from Byway  
|                 | White-Ellery House (NR)  
|                 | Whittemore House (NR)  
|                 | Central Gloucester (LHD, within NRD)                                                                                             |
| Rockport        | Samuel Gott House (NR)  
|                 | Granite Keystone Bridge (NR)  
|                 | Old Castle (Wheeler House) (NR) – just off Byway  
|                 | Old Garrison House (NR)  
|                 | Rockport Downtown Main Street (NRD)  
|                 | Rockport High School Building (NR) – former school  
|                 | Sewall – Scripture house (NR)  
|                 | Straightsmouth Island Light (NRD) – visible from Byway  
|                 | Twin Lights Historic District (NRD) – visible from Byway  
|                 | Old Rockport High School (NR)  
|                 | Broadway Historic District (LHD)  
|                 | Downtown Historic District (LHD, follows NRD)  
|                 | Main Street Historic District (LHD, follows NRD)  
|                 | Mount Pleasant-South Street Historic District (LHD)                                                                                   |
| Essex           | Cogswell’s Grant (NR) – just off Byway  
|                 | Lt. Samuel Giddings House (NR)  
| Ipswich         | Brown’s Manor (NR)  
|                 | Benjamin Stickney Cable Memorial Hospital (NR)  
|                 | Caldwell Block (NR)  
|                 | Choate Bridge (NR)  
|                 | High Street District (NRD)  
|                 | Ipswich Mills District (NRD) – visible from Byway  
|                 | Meeting House Green District (NRD)  
|                 | South Green District (NRD)  
|                 | John Whipple House (NHL) – part of historic district  
|                 | Shoreborne Wilson House (NR)  
| Rowley          | Thomas Lambert House (NR)  
|                 | Platts-Bradstreet House (NR)  
|                 | Rowley Center Historic District (LHD)  
| Newbury         | Newbury Historic District (NRD)  
|                 | Spencer Peirce Little House (NHL) – just off Byway  

3 Listings in bold indicate that the location is NOT open / accessible to the public.
<table>
<thead>
<tr>
<th>Community</th>
<th>Type – Individual or Multiple Property Listing (NR), District (NRD), Historic Landmark (NHL), Local Historic District (LHD)3 (Listings in bold indicate that the location is NOT open / accessible to the public.)</th>
<th>No. of Buildings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newburyport</td>
<td>Cushing House Museum and Garden (NHL) – part of historic district</td>
<td>(1)</td>
</tr>
<tr>
<td></td>
<td>Market Square Historic District (NRD)</td>
<td>37</td>
</tr>
<tr>
<td></td>
<td>Newburyport Harbor Light (NR)</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Newburyport Historic District (NRD)</td>
<td>2,576</td>
</tr>
<tr>
<td></td>
<td>Superior Courthouse and Bartlet Mall (NRD)</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>Fruit Street Historic District (LHD)</td>
<td>17</td>
</tr>
<tr>
<td></td>
<td><strong>Total properties</strong></td>
<td><strong>7,203</strong></td>
</tr>
</tbody>
</table>
Appendix 5: Protected and Accessible Natural Sites along the Byway

The Essex Coastal Scenic Byway offers both visual and/or physical access to all of the natural resources discussed above. A great many of the sites protecting these resources are publicly owned lands managed for conservation and recreation. Others are owned by agencies dedicated to the preservation of the site’s habitat or wildlife species. The following inventory of the byway’s protected and accessible sites helps to show the depth and significance of the area’s natural resources.

Federal Lands

PARKER RIVER NATIONAL WILDLIFE REFUGE (IPSWICH, ROWLEY, NEWBURY, NEWBURYPORT)

The Parker River National Wildlife Refuge is owned and managed by the U.S. Fish and Wildlife Service. Established in 1942 primarily to provide feeding, resting, and nesting habitat for migratory birds, it has evolved into a diverse educational and recreational destination with visitor facilities and programs. Portions of the refuge boundary abut the Essex Coastal Scenic Byway in Rowley, but its primary visitor area is at Plum Island, accessible from the Byway on an extension from Newbury or Newburyport.

The refuge occupies, in part, the southern three quarters of Plum Island, an eight mile long barrier island spanning the byway communities of Newburyport, Newbury, Rowley and Ipswich. It consists of 4,662 acres of diverse upland and wetland habitats including sandy beach and dune, shrub and thicket, bog, swamp, freshwater marsh, saltwater marsh and associated creek, river, mud flat, and salt panne. These and other refuge habitats support varied and abundant populations of resident and migratory wildlife including more than three hundred species of birds and additional species of mammals, reptiles, amphibians, insects, and plants. 4

The refuge serves as an outdoor educational laboratory, while the visitor center in Newburyport along Plum Island Turnpike, offers exhibits, classrooms, and an auditorium. Refuge beaches offer some of the

http://www.fws.gov/refuges/profiles/index.cfm?id=53550
area’s finest surf fishing and tidal mud flats are open for commercial and recreational shellfishing. Waterfowl hunting and a controlled deer hunt are also a part of the refuge management program.

**State Lands**

**LYNN HERITAGE STATE PARK (LYNN)**

The Lynn Heritage State Park occupies 4 ½ acres on the Lynn waterfront that offers visitors an expansive lawn, walking path, boardwalk and an open pavilion for programmed and impromptu activities. The park designed for passive enjoyment provides views of Lynn Harbor, a marina and Massachusetts Bay and features an extraordinary mosaic mural that depicts Lynn’s history and natural beauty. There is a small parking lot and an elevated walkway that crosses over the Lynnway and connects the park to the downtown.

**LYNN SHORE RESERVATION (LYNN, SWAMPSCOTT)**

Over four miles of coastal waterfront along Lynn Shore Drive and Nahant Beach Reservation is state owned and managed by the Department of Conservation and Recreation to assure public access, protect important natural features, and provide open space to abutting communities and visitors. Natural features include vast areas of hard-packed sand that are exposed at low tide, a mile-long system of fragile sand dunes parallel to Long Beach, and tide pools at Red Rock Park that are often filled with colorful marine plants and animals. Visitor facilities at Lynn Shore Reservation are limited to a promenade, but bath house, tot lot, comfort centers and a visitor center are sited within the abutting Nahant Beach Reservation.

![Lynn Shore Reservation, Lynn](image-url)
HALIBUT POINT STATE PARK AND RESERVATION (ROCKPORT)

Halibut Point State Park is comprised of approximately fifty acres and abuts the twelve acre Halibut Point Reservation, owned by a nonprofit, The Trustees of Reservations. The site is jointly managed by the State Department of Conservation and Recreation and The Trustees of Reservations. The site includes a visitor center in a renovated World War II fire-control tower but is most noteworthy for its unique coastal landscape – a granite quarry on the ocean’s edge.

The site’s weather-beaten bluffs create a low rocky coastal shelf making room for tidal pools that harbor snails, hermit crabs, and sea stars. Due to the site’s shallow soil, exposure to harsh coastal winds and a history of frequent fires, vegetation is limited to small shrubs and local wildflowers. Each winter many species of seabirds, including loons, grebes, ducks and an occasional puffin, feed in the rich offshore waters.

SANDY POINT STATE RESERVATION

Plum Island is a barrier island that spans the byway towns of Ipswich, Rowley, Newbury and Newburyport. At the southern tip of the island in the Town of Ipswich, reached by passing through the Parker River National Wildlife Refuge, lies Sandy Point State Reservation: a seventy-seven acre park featuring one of the state’s most beautiful and popular coastal beaches. It is also an important nesting area for the piping plover, a threatened species, and the least tern, a species of special concern in Massachusetts, causing the beach to be closed for parts of the year. In addition to being an outstanding natural resource, the park offers recreational activities include swimming, walking, beachcombing, fishing and birding.

Municipal Holdings

FOREST RIVER CONSERVATION AREA AND ENVIRONS (MARBLEHEAD AND SALEM)

Straddling the town line between Marblehead and Salem is a collection of protected and accessible open space parcels that include Highland Park, the adjoining Thompson's Meadow and the Forest River Conservation Area. The combined lands include forest, meadows, wetlands, estuary, salt marsh, glacially-scared bedrock outcroppings, small ponds and a small river, creating sanctuaries for a variety of plants and wildlife. Bird sightings in Highland Park alone exceed 150 species. The Forest River Conservation Area abuts the Byway at the Marblehead – Salem town line.

POWDER HOUSE HILL RESERVATION (MANCHESTER-BY-THE-SEA)

Powder House Hill Reservation in Manchester-by-the-Sea, just off the Byway, is a fifty-three acre town-owned forested site hosting vegetation that includes lady’s slippers, tupelo trees, tall pines, and leafy shrubs along with seasonal wetlands and wetland plants. The site also boasts a prominent hill that offers views of the village and bay. Manchester-Essex Conservation Trust (MECT) owns a nine acre parcel in the northwest corner of the reservation that includes a vernal pool known to support amphibian life.

CAPE POND RESERVOIR (ROCKPORT)

In Rockport, over three hundred acres are Town-owned and managed for water protection. The water is off limits for swimming and boating, but fishing is allowed from the reservoir’s shoreline. There is also a woods road along the entire southern shoreline open to the public for walking, jogging, mountain biking, and horseback riding. These lands abut the Gloucester Goose Cove Reservoir and Babson Watershed lands and include areas of the old settlement of Dogtown as well.

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5 Friends of Salem Woods website: http://www.salemwoods.org/birds/birdlist.htm
GLOUCESTER WATERSHED LANDS (GLOUCESTER AND ROCKPORT)

The Goose Cove Reservoir and Babson Watershed are owned by the City of Gloucester and offer protection to municipal water sources and to a large and contiguous open space in the middle of the Cape Ann peninsula. Made up of large reforested areas, and distinguished by large erratic stones left from retreating glaciers, these lands include an area known as Dogtown (partially in Rockport). This abandoned community of the revolutionary era is so named because of the number of abandoned dogs that survived and inhabited the ghost town after its decline. Trails are present throughout this area.

Numerous un-named parcels of land have been purchased by the City of Gloucester to protect its surface and ground waters. Collectively these represent a matrix of landscapes, ecosystems and habitats, occasionally fragmented but generally contiguous, stretching across the lower third of the city from the Essex border to the Bay. Trails - mostly unmapped - run through many of these lands.

DELAMATER SANCTUARY AND WARING FIELD (ROCKPORT)

Delamater Sanctuary is a forty-one acre wooded site that provides ecosystem protection and walking trails. The sanctuary includes some wetlands including a red maple swamp and bog as well as uplands. It borders Waring Field, another Town-owned open space, as well as the Rockport Golf Club. Waring Field is an open hay field. South Street provides access to both properties.

DOW BROOK CONSERVATION AREA (IPSWICH)

The Dow Brook Conservation Area is a thirty-four acre town-owned property in Ipswich at the Rowley town line. The property has over eight hundred feet of frontage on Dow Brook and is contiguous with an over three thousand acre greenway which includes Willowdale State Forest, Prospect Hill in Rowley, and municipal watershed lands. A network of trails weaves through the properties, including the Bay Circuit Trail. The trail head with parking is immediately adjacent to White Farm’s Ice Cream on Route 1A in Ipswich.

IPSWICH WATERSHED LANDS (IPSWICH)

The Town of Ipswich owns multiple parcels along Route 1A that stretch from the Rowley Town Line (and abut the Dow Brook Conservation Area) to Mile Lane and include Dow and Bull Brook Reservoirs. They
are part of the trail network mentioned above and offer public access by the power plant adjacent to the Dow Brook Reservoir.

### Holdings of Nonprofit Conservation Organizations

#### COOLIDGE RESERVATION (MANCHESTER-BY-THE-SEA)

The Trustees of Reservations owns and manages Coolidge Reservation, a thirty-seven acre woodland located in Manchester-by-the-Sea and bordered on the west by Kettle Cove. The Reservation features a mix of oak and pine with numerous wildflowers and ferns, and is home to an array of birds and other wildlife, including fishers and fox. It features the rock outcrop, Bungalow Hill, offering views of Magnolia Harbor, Clarke Pond, a former saltwater marsh (since cut off from its saltwater source) and several acres of wetlands. At the tip of Coolidge Point is Ocean Lawn, now an open, grassy promontory punctuated by large shade trees and edged by rocky headlands that extend into the sea.

#### NORMANS WOE WILDLIFE SANCTUARY (GLOUCESTER)

Massachusetts Audubon Society (Mass Audubon) owns a four acre wooded sanctuary along southern Gloucester’s rocky shore (opposite Ravenswood Park). It is only available to the public through special Mass Audubon programs.

#### RAVENSWOOD PARK (GLOUCESTER)

Ravenswood Park in southern Gloucester off Route 127 offers a tranquil wooded setting treasured for passive recreation and equally valued for its preservation of the site’s natural resources. With over six hundred acres, the park consists of a matrix of woodlots, uplands, lowlands, and swamps, including the Great Magnolia Swamp with an abundance of native sweetbay magnolia. In 2009, The Trustees of Reservations opened a visitor and education center at the park to improve both programming and site management.

#### EASTERN POINT WILDLIFE SANCTUARY (GLOUCESTER)

Eastern Point Wildlife Sanctuary, owned by Mass Audubon, is a fifty-three acre site on the coast of East Gloucester, offering both dramatic coastal views and important habitats. The sanctuary, part of the
Eastern Point Important Bird Area is well known for its influx of migrating monarch butterflies in the fall and its abundance of seabirds throughout different seasons.

**Seine Field (Gloucester)**

Essex County Greenbelt Association owns a six acre park in East Gloucester that features a rare habitat type known as an “Open Heath” or “Sandplain Grassland”. This landscape of arid, sandy soil with very limited organic topsoil tells a story of the area’s ecology and culture. Seine Field is named for the seine fishermen who from the late 19th century and throughout most of the 20th century repaired and dried their seine nets in these sparsely vegetated fields. Today the park is used for hiking, birding and nature study, with a few seine fishermen continuing the tradition.

**Goose Cove Reservation (Gloucester)**

Goose Cove Reservation, owned and managed by Essex County Greenbelt Association, features twenty-nine acres of woodland, rocky shoreline, and tidal mudflats in Gloucester. The property includes Rigg’s Pasture associated with two first period homes located across Washington Street. The beautiful and tranquil scenery provides an opportunity to study varied plant and animal life where a variety of estuarine and marine plants and algae exist in unusual proximity along the shoreline. Geologic features include Cape Ann granite, hornblended granite, glacial erratics, glacial outwash, and moraine.

**Thompson Street Reservation (Gloucester)**

Nearly three hundred acres in Gloucester, near the Annisquam River, were purchased by Essex County Greenbelt Association in 1992 to save it from development and manage it for conservation and passive recreation. Known as Thompson Street Reservation, the site is primarily wooded, but due to a history of fires, supports mainly young trees and shrub growth. It also features exposed bedrock, known as Cape Ann granite, vernal pools and swamps. The overlook known as Sunset Mountain offers spectacular ocean vistas.

**Cox Reservation (Essex)**

The thirty-one acre Cox Reservation in Essex, owned and managed by Essex County Greenbelt Association, is the association’s headquarters and consists of a four-acre woodlot and twenty-seven acres of upland, salt marsh, farmland, and river frontage. In addition to providing small but accessible and varied habitats, it offers exceptional views east toward the salt marsh, the Essex River, the back of Crane Beach, Castle Hill and Choate Island, all part of the nearby Crane Wildlife Refuge, a nearly seven hundred acre property of The Trustees of Reservations.
STAVROS RESERVATION (ESSEX)

The seventy-four acre Stavros Reservation in Essex, preserved by The Trustees of Reservations, protects more than fifty acres of salt marsh along with White's Hill, a coastal drumlin offering panoramic views of Crane Beach, the Crane Wildlife Refuge, and Halibut Point.

ROWLEY RIVER SALT MARSH (ROWLEY)

Essex County Greenbelt Association owns about 175 acres in the Rowley Marshes, with the largest parcel being the 105 acre Alexander Salt marsh, and all being part of the Great Marsh as well as the Massachusetts Bay Program of the National Estuary Program. While it abuts the Byway and provides stunning views, physical access is one mile off the Byway (Stackyard Road).

OLD TOWN HILL (NEWBURY)

Old Town Hill in Newbury, owned and managed by The Trustees of Reservations, is over 530 acres of both upland and marine landscapes. The upland consists of second-growth forest and fields that support ground-nesting birds and serve as hunting grounds for hawks and owls. The tidal salt marsh hosts salt meadow grass, cordgrass, seaside goldenrod, and sea lavender. The estuary’s waters support invertebrates including mud snails, green crabs, and ribbed mussels, preferred foods for wading birds, such as egrets and great blue herons. Although the upland portion of the property abuts the Byway, its main access is along Newman Road just off the Byway.

JOPPA FLATS EDUCATION CENTER AND WILDLIFE SANCTUARY (NEWBURYPORT)

Joppa Flats Education Center and Wildlife Sanctuary is a fifty-four acre parcel, all but five acres of which are tidal mud flats. It is more thoroughly described in the Recreation section.
Joppa Flats Education Center, Newburyport
Appendix 6: Public Sites for Outdoor Recreation

The settings for outdoor recreation along the Byway occur primarily within public parks, trails and open spaces, up and down the waterways accessed by the Byway, along the Byway’s roads, and at the ocean’s edge. The following table identifies the settings, activities, and facilities of the Byway’s recreational resources.

Table 2: Public Access to Outdoor Recreation along the Essex Coastal Scenic Byway

<table>
<thead>
<tr>
<th>Setting</th>
<th>Access</th>
<th>Activities</th>
<th>Facilities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public Parks, Trails &amp; Open Spaces</td>
<td>Lynn Heritage State Park</td>
<td>Lynn</td>
<td>stroll</td>
</tr>
<tr>
<td>Forest River Conservation Area</td>
<td>Salem/Marblehead</td>
<td>hike, view wildlife</td>
<td>trails</td>
</tr>
<tr>
<td>Wyman Woods</td>
<td>Marblehead</td>
<td>hike, view wildlife</td>
<td>parking, trails</td>
</tr>
<tr>
<td>Marblehead Neck Wildlife Sanctuary</td>
<td>Marblehead</td>
<td>view wildlife, hike</td>
<td>parking, trails</td>
</tr>
<tr>
<td>Powder House Hill Reservation</td>
<td>Manchester-by-the-Sea (off the Byway)</td>
<td>hike</td>
<td>parking, trails</td>
</tr>
<tr>
<td>Coolidge Reservation</td>
<td>Manchester-by-the-Sea</td>
<td>hike, view wildlife, fish</td>
<td>parking, trails, beach</td>
</tr>
<tr>
<td>Ravenswood Park</td>
<td>Gloucester</td>
<td>hike, bike, view wildlife</td>
<td>parking, trails, visitor center</td>
</tr>
<tr>
<td>Stage Fort Park</td>
<td>Gloucester</td>
<td>hike, swim</td>
<td>parking, restrooms, playground, beach, concessions</td>
</tr>
<tr>
<td>Seine Field</td>
<td>Gloucester</td>
<td>hike, view wildlife</td>
<td>parking, trails</td>
</tr>
<tr>
<td>Eastern Point Wildlife Sanctuary</td>
<td>Gloucester</td>
<td>hike, view wildlife</td>
<td>parking (for Mass Audubon members)*, trails</td>
</tr>
<tr>
<td>Goose Cove Reservation</td>
<td>Gloucester</td>
<td>hike, view wildlife, fish, paddle</td>
<td>parking, trails</td>
</tr>
<tr>
<td>Plum Cove Recreation Area</td>
<td>Gloucester</td>
<td>hike, view wildlife, swim</td>
<td>parking, trails</td>
</tr>
<tr>
<td>Halibut Point State Park and Reservation</td>
<td>Rockport</td>
<td>Hike</td>
<td>parking, visitor center, trails</td>
</tr>
<tr>
<td>Cape Pond Reservoir</td>
<td>Rockport</td>
<td>hike, bike, view wildlife, fish</td>
<td>gravel road/path</td>
</tr>
<tr>
<td>Dogtown</td>
<td>Gloucester, Rockport</td>
<td>hike, bike, view wildlife</td>
<td>parking, trails</td>
</tr>
<tr>
<td>Thompson Street Reservation</td>
<td>Gloucester</td>
<td>hike, bike</td>
<td>parking, trails</td>
</tr>
</tbody>
</table>

6 Eastern Point is a private community. Mass Audubon members are welcome to drive to and explore sanctuary lands and park in the lot at the Lighthouse.
## Public Parks, Trails & Open Spaces

<table>
<thead>
<tr>
<th>Setting</th>
<th>Access</th>
<th>Activities</th>
<th>Facilities</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cox Reservation</strong></td>
<td>Essex</td>
<td>hike, paddle, view wildlife, fish</td>
<td>parking, trails, headquarters building, event barn</td>
</tr>
<tr>
<td><strong>Stavros Reservation</strong></td>
<td>Essex</td>
<td>hike, view wildlife</td>
<td>parking, trails</td>
</tr>
<tr>
<td><strong>Dow Conservation Area</strong></td>
<td>Ipswich</td>
<td>hike, bike, view wildlife</td>
<td>parking, trails</td>
</tr>
<tr>
<td><strong>Ipswich Watershed Lands</strong></td>
<td>Ipswich</td>
<td>Hike, bike, view wildlife</td>
<td>trails</td>
</tr>
<tr>
<td><strong>Rowley River Salt Marsh</strong></td>
<td>Rowley</td>
<td>paddle, hike, view wildlife, fish</td>
<td>parking, trails</td>
</tr>
<tr>
<td><strong>Old Town Hill Reservation</strong></td>
<td>Newbury</td>
<td>hike</td>
<td>trails</td>
</tr>
<tr>
<td><strong>Sandy Point State Reservation</strong></td>
<td>Ipswich (via Parker River NWR)</td>
<td>swim, hike, view wildlife</td>
<td>parking, beach</td>
</tr>
<tr>
<td><strong>Parker River National Wildlife Refuge</strong></td>
<td>Newbury</td>
<td>bike, hike, paddle, swim, view wildlife, hunt, fish</td>
<td>parking, visitor center, visitor center</td>
</tr>
<tr>
<td><strong>Joppa Flats Education Center and Sanctuary</strong></td>
<td>Newburyport</td>
<td>view wildlife</td>
<td>parking, visitor center</td>
</tr>
<tr>
<td><strong>Clipper City Rail Trail</strong></td>
<td>Newburyport</td>
<td>bike, hike, view wildlife</td>
<td>paved trail</td>
</tr>
</tbody>
</table>

## Beaches

<table>
<thead>
<tr>
<th>Setting</th>
<th>Access</th>
<th>Activities</th>
<th>Facilities</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Lynn Beach/King’s Beach/Lynn Shore Reservation</strong></td>
<td>Lynn</td>
<td>swim, stroll, fish</td>
<td>parking, restrooms, bath house, concessions</td>
</tr>
<tr>
<td><strong>Blaney Beach</strong></td>
<td>Swampscott</td>
<td>swim, stroll, fish</td>
<td>street parking</td>
</tr>
<tr>
<td><strong>Beach Bluff Park (Preston Beach)</strong></td>
<td>Swampscott</td>
<td>swim, fish</td>
<td>parking, benches, picnic tables</td>
</tr>
<tr>
<td><strong>Fisherman’s Beach</strong></td>
<td>Swampscott</td>
<td>swim, stroll, fish</td>
<td>parking, pier</td>
</tr>
<tr>
<td><strong>Black Beach</strong></td>
<td>Manchester-by-the-Sea</td>
<td>swim, stroll, fish</td>
<td>resident sticker parking</td>
</tr>
<tr>
<td><strong>White Beach</strong></td>
<td>Manchester-by-the-Sea</td>
<td>swim, stroll, fish</td>
<td>resident sticker parking</td>
</tr>
<tr>
<td><strong>Devereux Beach</strong></td>
<td>Marblehead</td>
<td>swim, stroll, fish</td>
<td>parking, pavilion, concessions, picnic area, restrooms</td>
</tr>
<tr>
<td><strong>Collins Cove Beach</strong></td>
<td>Salem</td>
<td>swim, stroll, fish</td>
<td>parking, promenade, picnic areas, playground</td>
</tr>
<tr>
<td><strong>Dane Street Beach (Lyons Park)</strong></td>
<td>Beverly</td>
<td>swim, stroll, fish</td>
<td>parking, restrooms, dock</td>
</tr>
<tr>
<td>Setting</td>
<td>Access</td>
<td>Activities</td>
<td>Facilities</td>
</tr>
<tr>
<td>---------</td>
<td>------------</td>
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<tr>
<td>Beaches</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lynch Park</td>
<td>Beverly</td>
<td>swim, stroll, fish</td>
<td>parking, visitor center, band shell, picnic areas, concessions, playgrounds, recreation fields, restrooms</td>
</tr>
<tr>
<td>Mingo Beach</td>
<td>Beverly</td>
<td>swim, stroll, fish</td>
<td>none</td>
</tr>
<tr>
<td>Niles Beach</td>
<td>Gloucester</td>
<td>swim, stroll, fish</td>
<td>resident sticker parking</td>
</tr>
<tr>
<td>Good Harbor Beach</td>
<td>Gloucester</td>
<td>swim, stroll, fish</td>
<td>restrooms, showers, picnic areas, concessions, parking</td>
</tr>
<tr>
<td>Long Beach</td>
<td>Gloucester/Rockport</td>
<td>swim, stroll, fish</td>
<td>parking, restrooms, showers, picnic areas</td>
</tr>
<tr>
<td>Cape Hedge Beach</td>
<td>Rockport</td>
<td>swim, stroll, fish</td>
<td>resident sticker parking</td>
</tr>
<tr>
<td>Pebble Beach</td>
<td>Rockport</td>
<td>swim, stroll, fish</td>
<td>street parking</td>
</tr>
<tr>
<td>Front Beach</td>
<td>Rockport</td>
<td>swim, stroll, fish</td>
<td>street parking, benches, restrooms</td>
</tr>
<tr>
<td>Back Beach</td>
<td>Rockport</td>
<td>swim, stroll, fish</td>
<td>street parking, benches, restrooms</td>
</tr>
<tr>
<td>Plum Cove Beach</td>
<td>Gloucester</td>
<td>swim, stroll, fish</td>
<td>parking</td>
</tr>
<tr>
<td>Cressy Beach and Half Moon Beach (Stage Fort Park)</td>
<td>Gloucester</td>
<td>swim, stroll, fish</td>
<td>parking, restrooms, visitor center, concessions</td>
</tr>
<tr>
<td>Crane Beach</td>
<td>Ipswich</td>
<td>swim, stroll, fish</td>
<td>parking, restrooms, showers, bath house, picnic areas, concessions</td>
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<td>Sandy Point State Reservation</td>
<td>Ipswich</td>
<td>swim, stroll, fish</td>
<td>parking</td>
</tr>
<tr>
<td>Plum Island Beach</td>
<td>Newbury</td>
<td>swim, stroll, fish</td>
<td>parking</td>
</tr>
<tr>
<td>Plum Island Point Beach</td>
<td>Newburyport</td>
<td>swim, stroll, fish</td>
<td>parking, restrooms, boardwalk, playground</td>
</tr>
<tr>
<td>Parker River National Wildlife Refuge</td>
<td>Newbury, Rowley</td>
<td>swim, stroll, fish</td>
<td>parking, restrooms</td>
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## Appendix 7: Paddling and Boating Access Sites

<table>
<thead>
<tr>
<th>Waterway</th>
<th>Access*</th>
<th>Facilities</th>
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<tbody>
<tr>
<td>Danvers River / Beverly Harbor</td>
<td>Beverly, Beverly Pier</td>
<td>parking, pier</td>
</tr>
<tr>
<td>Manchester Bay</td>
<td>Manchester, Masconomo Park (off Byway)</td>
<td>parking, landing</td>
</tr>
<tr>
<td></td>
<td>Manchester, behind Town Hall</td>
<td>parking, boat ramp</td>
</tr>
<tr>
<td>Annisquam River</td>
<td>Gloucester, Memorial Woods</td>
<td>limited parking</td>
</tr>
<tr>
<td></td>
<td>Gloucester, Stubby Knowles Landing</td>
<td>parking</td>
</tr>
<tr>
<td>Ipswich River &amp; Estuaries</td>
<td>Ipswich, Town Wharf (off Byway)</td>
<td>boat ramp, pier, parking</td>
</tr>
<tr>
<td>Essex River &amp; Estuaries</td>
<td>Essex, Town Boat Ramp</td>
<td>boat ramp, resident only parking</td>
</tr>
<tr>
<td>Parker River &amp; Estuaries</td>
<td>Newbury, Town Pier</td>
<td>resident parking</td>
</tr>
<tr>
<td></td>
<td>Newbury, Plum Island Turnpike West</td>
<td>parking, ramp</td>
</tr>
<tr>
<td></td>
<td>Newbury, Plum Island Turnpike East</td>
<td>parking</td>
</tr>
<tr>
<td></td>
<td>Newbury, Parker River National Wildlife Refuge**</td>
<td>non-motorized boat ramp, parking</td>
</tr>
<tr>
<td></td>
<td>Newburyport, Joppa Park</td>
<td>parking, ramp</td>
</tr>
<tr>
<td>Merrimack River</td>
<td>Newburyport, Market Landing</td>
<td>parking, ramp</td>
</tr>
<tr>
<td></td>
<td>Newburyport, Joppa Flats</td>
<td>parking, ramp</td>
</tr>
<tr>
<td></td>
<td>Newburyport, Plum Island Point</td>
<td>parking, pier</td>
</tr>
<tr>
<td></td>
<td>Newburyport, Cashman Park (off Byway)</td>
<td>state boat ramp, parking</td>
</tr>
<tr>
<td>Ocean Kayaking</td>
<td>Lynn, Fisherman’s Beach</td>
<td>pier, ramp, parking</td>
</tr>
<tr>
<td></td>
<td>Gloucester, Stage Fort Park</td>
<td>parking, visitor center, restrooms, concessions</td>
</tr>
<tr>
<td></td>
<td>Gloucester, Pavilion Beach</td>
<td>street parking, ramp</td>
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<tr>
<td></td>
<td>Gloucester, Gilbert Landing (St. Peter’s Park)</td>
<td>parking, pier, ramp, boardwalk,</td>
</tr>
<tr>
<td></td>
<td>Gloucester, Solomon Jacobs Park</td>
<td>parking, pier, ramp</td>
</tr>
<tr>
<td></td>
<td>Rockport, Back Beach</td>
<td>street parking</td>
</tr>
<tr>
<td></td>
<td>Rockport, T Wharf</td>
<td>resident parking, ramp, restrooms</td>
</tr>
<tr>
<td></td>
<td>Rockport, Lumber Wharf</td>
<td>parking, pier</td>
</tr>
<tr>
<td></td>
<td>Rockport, Granite Pier</td>
<td>street parking</td>
</tr>
<tr>
<td></td>
<td>Rockport, Pigeon Cove Wharf (off Byway)</td>
<td>parking</td>
</tr>
<tr>
<td></td>
<td>Gloucester, Freshwater Cove Landing</td>
<td>parking</td>
</tr>
<tr>
<td></td>
<td>Gloucester, Hodgkins Cove Landing</td>
<td>street parking, ramp, access via stairs</td>
</tr>
<tr>
<td></td>
<td>Gloucester, Folly Cove Landing</td>
<td>resident parking only</td>
</tr>
<tr>
<td></td>
<td>Gloucester, Lane’s Cove Landing</td>
<td>pier, ramps, parking</td>
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<tr>
<td></td>
<td>Gloucester, Plum Cove</td>
<td>resident parking only, launch area</td>
</tr>
<tr>
<td></td>
<td>Gloucester, Brown’s Mill Landing</td>
<td>parking</td>
</tr>
</tbody>
</table>

* All sites are located on the Byway unless otherwise noted.

**To minimize wildlife disturbance, landing anywhere on the marsh within the refuge is prohibited.
Appendix 8: Evaluation of Scenic Locations

On the following table a location is given a scenic value of **noteworthy (1)** if it features a view or setting that rises above the typical byway corridor scenery. Often the vistas are brief or in some way constrained and traveler access may be limited. Incongruent elements may be components of the scene such as utilities, signage, or roadside barriers. The overall scene however is often emblematic of a particular scenic characteristic of the Byway and may include downtowns, harbors, or views from structures such as causeways or bridges.

Locations given a scenic value of **distinctive (2)** are unique in setting, character, and complexity of scene. The visitors are often aware of contributing architecture and man-made and natural elements positioned in visual harmony with each other. The setting may have been purposefully designed or arranged and may have visually obvious cultural features such as monuments or statues that add to the traveler’s understanding and sense of the byway history. Settings may include village squares and village greens, views of bodies of waters, and sections of the roadway defined by architecture. Distinctive settings may also be more intimate in scale than noteworthy sections and the passage through the spaces at a slower pace will give the traveler opportunities to perceive more detail.

Locations given a scenic value of **exceptional (3)** are given to sites where the visitor experience is strikingly distinct. The location exemplifies the uniqueness of the Byway from a national perspective and creates a memorable visitor experience. The location features variety, scale, and order, is intact, and is without visual disturbance from elements that are discordant with the traveler’s experience. The scene is in harmony with the Byway and identified themes. Settings may have less detail than in other locations, but often have more expansive views. These exceptional places frequently offer opportunities for the traveler to pause and take in the setting or leave the roadway to park and walk to expand their experience and enjoyment.

<table>
<thead>
<tr>
<th>Parking</th>
<th>Scenic Overlook</th>
</tr>
</thead>
<tbody>
<tr>
<td>Y Parking is available</td>
<td>Y Vantage point or viewing area</td>
</tr>
<tr>
<td>S Shoulder allows pull-off/stop/stopping</td>
<td>N No overlook</td>
</tr>
<tr>
<td>N No safe stopping or parking is available</td>
<td>R Improvements recommended</td>
</tr>
<tr>
<td>R Parking improvements recommended</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Community</th>
<th>Photo</th>
<th>Location</th>
<th>Scenic Value</th>
<th>Parking</th>
<th>Scenic Overlook</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newburyport</td>
<td><img src="image" alt="Image" /></td>
<td>Atkinson Common</td>
<td>2</td>
<td>Y</td>
<td>N</td>
</tr>
<tr>
<td>Community</td>
<td>Photo</td>
<td>Location</td>
<td>Scenic Value</td>
<td>Parking</td>
<td>Scenic Overlook</td>
</tr>
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</tr>
<tr>
<td>Newburyport</td>
<td></td>
<td>Bartlett Mall</td>
<td>2</td>
<td>Y</td>
<td>N</td>
</tr>
<tr>
<td>Newburyport</td>
<td></td>
<td>Market Square / State Street</td>
<td>2</td>
<td>Y</td>
<td>N</td>
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<td>Newburyport</td>
<td></td>
<td>Joppa Flats (Ocean Ave / Water St)</td>
<td>2</td>
<td>N</td>
<td>N/R</td>
</tr>
<tr>
<td>Community</td>
<td>Photo</td>
<td>Location</td>
<td>Scenic Value</td>
<td>Parking</td>
<td>Scenic Overlook</td>
</tr>
<tr>
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<td>---------</td>
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</tr>
<tr>
<td>Newbury</td>
<td></td>
<td>Plum Island River and salt marshes</td>
<td>3</td>
<td>Y/R</td>
<td>N/R</td>
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<tr>
<td></td>
<td></td>
<td>(Plum Island Turnpike)</td>
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<td>Newburyport</td>
<td></td>
<td>Plum Island Light on Northern Boulevard</td>
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<td></td>
<td></td>
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<tr>
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<td>Photo</td>
<td>Location</td>
<td>Scenic Value</td>
<td>Parking</td>
<td>Scenic Overlook</td>
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<td><img src="image" alt="Newbury Upper Green" /></td>
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<td></td>
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<td>Community</td>
<td>Photo</td>
<td>Location</td>
<td>Scenic Value</td>
<td>Parking</td>
<td>Scenic Overlook</td>
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<tr>
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<td>---------------------------------</td>
<td>--------------</td>
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</tr>
<tr>
<td>Newbury / Rowley</td>
<td></td>
<td>Causeway across salt marshes</td>
<td></td>
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<td></td>
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<tr>
<td>Rowley</td>
<td></td>
<td>Farmland along RT 1A</td>
<td>3</td>
<td>S</td>
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</tr>
<tr>
<td>Ipswich</td>
<td></td>
<td>North (Meetinghouse) Green and South Main St.</td>
<td>1</td>
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</tr>
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<td>Community</td>
<td>Location</td>
<td>Scenic Value</td>
<td>Parking</td>
<td>Scenic Overlook</td>
<td></td>
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<tr>
<td>-----------------</td>
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<td>Ipswich</td>
<td>South Village Green</td>
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<td>Y</td>
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<td>Ipswich / Essex</td>
<td>Farms along RT 133 John Wise Ave. / Main St.</td>
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<td>S</td>
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<td>Essex</td>
<td>Causeway</td>
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<tr>
<td>Essex</td>
<td>RT 133 Eastern Ave / Essex River near Cox Reservation</td>
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<td>Community</td>
<td>Photo</td>
<td>Location</td>
<td>Scenic Value</td>
<td>Parking</td>
<td>Scenic Overlook</td>
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<td>RT 127 causeway over Mill Pond</td>
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<td>Scenic Value</td>
<td>Parking</td>
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<td>Plum Cove</td>
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<td>Folly Cove</td>
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<td>Y/R</td>
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<td>Parking</td>
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<td>Route 127 / Granite Street</td>
<td>2 Y/N/R</td>
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<td>Parking</td>
<td>Scenic Overlook</td>
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<td>--------------</td>
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</tr>
<tr>
<td>Rockport</td>
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<td>Beach St. / Front Beach</td>
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</tr>
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<td>Downtown</td>
<td>2</td>
<td>Y</td>
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<tr>
<td>Gloucester</td>
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<td>Good Harbor Beach Marsh</td>
<td>2</td>
<td>N</td>
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<td>Photo</td>
<td>Location</td>
<td>Scenic Value</td>
<td>Parking</td>
<td>Scenic Overlook</td>
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<td>Eastern Point Blvd / Niles Beach</td>
<td>3</td>
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<tr>
<td>Gloucester</td>
<td><img src="image3.jpg" alt="Photo" /></td>
<td>Cripple Cove Landing</td>
<td>1</td>
<td>Y</td>
<td>Y</td>
</tr>
<tr>
<td>Community</td>
<td>Photo</td>
<td>Location</td>
<td>Scenic Value</td>
<td>Parking</td>
<td>Scenic Overlook</td>
</tr>
<tr>
<td>--------------------</td>
<td>-------</td>
<td>---------------------------</td>
<td>--------------</td>
<td>---------</td>
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</tr>
<tr>
<td>Manchester</td>
<td><img src="image1.jpg" alt="Photo" /></td>
<td>RT 127 / Western Avenue wetlands</td>
<td>2</td>
<td>S</td>
<td>N/R</td>
</tr>
<tr>
<td>Manchester</td>
<td><img src="image2.jpg" alt="Photo" /></td>
<td>Old Burial Ground</td>
<td>1</td>
<td>Y</td>
<td>N</td>
</tr>
<tr>
<td>Manchester</td>
<td><img src="image3.jpg" alt="Photo" /></td>
<td>Manchester Historic District</td>
<td>1</td>
<td>Y</td>
<td>N</td>
</tr>
<tr>
<td>Community</td>
<td>Photo</td>
<td>Location</td>
<td>Scenic Value</td>
<td>Parking</td>
<td>Scenic Overlook</td>
</tr>
<tr>
<td>-----------</td>
<td>-------</td>
<td>----------</td>
<td>--------------</td>
<td>---------</td>
<td>----------------</td>
</tr>
<tr>
<td>Manchester</td>
<td><a href="#">Photo</a></td>
<td>RT 127 / Bridge St. farmland</td>
<td>1</td>
<td>S</td>
<td>N</td>
</tr>
<tr>
<td>Manchester</td>
<td><a href="#">Photo</a></td>
<td>RT 127 / Chubb Creek</td>
<td>1</td>
<td>N</td>
<td>N</td>
</tr>
<tr>
<td>Beverly</td>
<td><a href="#">Photo</a></td>
<td>Lyons Park (Dane St Beach)</td>
<td>2</td>
<td>Y</td>
<td>Y/R</td>
</tr>
<tr>
<td>Community</td>
<td>Photo</td>
<td>Location</td>
<td>Scenic Value</td>
<td>Parking</td>
<td>Scenic Overlook</td>
</tr>
<tr>
<td>-----------</td>
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<td>----------</td>
<td>--------------</td>
<td>---------</td>
<td>-----------------</td>
</tr>
<tr>
<td>Beverly</td>
<td><img src="image" alt="Beverly Photo" /></td>
<td>Independence Park</td>
<td>3</td>
<td>Y</td>
<td>Y/R</td>
</tr>
<tr>
<td>Salem</td>
<td><img src="image" alt="Salem Photo" /></td>
<td>RT 1A / Beverly-Salem Bridge / Bridge St.</td>
<td>1</td>
<td>N</td>
<td>N/R</td>
</tr>
<tr>
<td>Salem</td>
<td><img src="image" alt="Salem Photo" /></td>
<td>Salem Common</td>
<td>2</td>
<td>Y</td>
<td>N</td>
</tr>
<tr>
<td>Community</td>
<td>Photo</td>
<td>Location</td>
<td>Scenic Value</td>
<td>Parking</td>
<td>Scenic Overlook</td>
</tr>
<tr>
<td>-----------------</td>
<td>-------</td>
<td>---------------------------------</td>
<td>--------------</td>
<td>---------</td>
<td>-----------------</td>
</tr>
<tr>
<td>Salem</td>
<td></td>
<td>RT 114 / Forest River and Cove</td>
<td>2</td>
<td>N</td>
<td>N/R</td>
</tr>
<tr>
<td>Marblehead</td>
<td></td>
<td>Old Town House / Market Square</td>
<td>2</td>
<td>Y</td>
<td>N</td>
</tr>
<tr>
<td>Marblehead</td>
<td></td>
<td>Abbot Hall</td>
<td>2</td>
<td>Y</td>
<td>N</td>
</tr>
<tr>
<td>Community</td>
<td>Photo</td>
<td>Location</td>
<td>Scenic Value</td>
<td>Parking</td>
<td>Scenic Overlook</td>
</tr>
<tr>
<td>---------------</td>
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<td>---------</td>
<td>-----------------</td>
</tr>
<tr>
<td>Swampscott</td>
<td></td>
<td>Fisherman’s Beach</td>
<td>2</td>
<td>Y</td>
<td>Y/R</td>
</tr>
<tr>
<td>Swampscott/Lynn</td>
<td></td>
<td>Humphrey Street and Linscott Park</td>
<td>2</td>
<td>Y</td>
<td>Y</td>
</tr>
<tr>
<td>Lynn</td>
<td></td>
<td>Lynn Shore Drive</td>
<td>3</td>
<td>Y</td>
<td>Y/R</td>
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</table>
## Appendix 9: Interpretive Sites along the Byway

<table>
<thead>
<tr>
<th>Location</th>
<th>Community</th>
<th>Theme</th>
<th>Facility Description</th>
<th>Types of Interpretation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lynn Museum and Historical Society and Lynn Heritage Visitor Center</td>
<td>Lynn</td>
<td>Historic</td>
<td>Essex Heritage Visitor Center, Museum</td>
<td>Exhibits, Programs</td>
</tr>
<tr>
<td>Lynn Heritage State Park</td>
<td>Lynn</td>
<td>Historic, Natural</td>
<td>Parking, Shelter, Viewpoint, Boardwalk</td>
<td>Interpretive panel, Artwork</td>
</tr>
<tr>
<td>Mary Baker Eddy House</td>
<td>Lynn</td>
<td>Historic</td>
<td>Historic building</td>
<td>Period furniture, guided tours</td>
</tr>
<tr>
<td>Lynn Shore Reservation</td>
<td>Lynn, Swampscott</td>
<td>Natural</td>
<td>Parking, Beaches, Promenade, Viewpoints</td>
<td>Interpretive panels</td>
</tr>
<tr>
<td>Olmsted District</td>
<td>Swampscott</td>
<td>Historic</td>
<td>Neighborhood</td>
<td>Interpretive panel with map</td>
</tr>
<tr>
<td>Marblehead Museum Galleries and Jeremiah Lee Mansion</td>
<td>Marblehead</td>
<td>Historic</td>
<td>Museum, Historic Building</td>
<td>Art collections, Period furniture and artifacts, Printed material</td>
</tr>
<tr>
<td>Abbott Hall</td>
<td>Marblehead</td>
<td>Historic</td>
<td>Historic Building, Museum, Town Hall</td>
<td>Artwork, brochures</td>
</tr>
<tr>
<td>Pioneer Village</td>
<td>Salem</td>
<td>Historic</td>
<td>Replica settlement</td>
<td>Re-enactments, tours</td>
</tr>
<tr>
<td>Salem Maritime National Historic Site</td>
<td>Salem</td>
<td>Historic</td>
<td>Visitor Center, Historic Property and Buildings, Replica of sailing vessel</td>
<td>Interpretive panels, printed materials, guided tours, movie, exhibits</td>
</tr>
<tr>
<td>National Parks Service Visitor Center (Salem Armory)</td>
<td>Salem</td>
<td>Historic</td>
<td>Essex Heritage Visitor Center, Historic Building</td>
<td>Printed materials, movie, exhibits</td>
</tr>
<tr>
<td>Salem Witch Museum</td>
<td>Salem</td>
<td>Historic</td>
<td>Museum</td>
<td>Exhibits, guided tour</td>
</tr>
<tr>
<td>Peabody Essex Museum (PEM)</td>
<td>Salem</td>
<td>Historic</td>
<td>Museum</td>
<td>Art and exhibits</td>
</tr>
<tr>
<td>Trask House Museum</td>
<td>Manchester-by-the Sea</td>
<td>Historic</td>
<td>Museum, Historic Building, Manchester Historical Society</td>
<td>Period furniture and artifacts, printed material, exhibits, self-guided tours</td>
</tr>
<tr>
<td>Location</td>
<td>Community</td>
<td>Theme</td>
<td>Facility Description</td>
<td>Types of Interpretation</td>
</tr>
<tr>
<td>---------------------------</td>
<td>------------------</td>
<td>-------------------</td>
<td>--------------------------------------------------------------------------------------</td>
<td>----------------------------------------------------------</td>
</tr>
<tr>
<td>Coolidge Reservation</td>
<td>Manchester-by-the-Sea</td>
<td>Natural</td>
<td>Parking, Trails</td>
<td>Informational kiosk, trail guide</td>
</tr>
<tr>
<td>Ravenswood Park</td>
<td>Gloucester</td>
<td>Natural</td>
<td>Education Center, Restrooms, Parking</td>
<td>Informational kiosk, trail guide, exhibits, programs</td>
</tr>
<tr>
<td>Stage Fort Park</td>
<td>Gloucester</td>
<td>Historic, Natural</td>
<td>Essex Heritage Visitor Center, Concessions, Parking, Viewpoint, beach, gazebo</td>
<td>Printed materials and tourist information</td>
</tr>
<tr>
<td>Gloucester Maritime Heritage Center</td>
<td>Gloucester</td>
<td>Historic, Natural</td>
<td>Visitor Center, Museum, Aquarium</td>
<td>Exhibits, Programs, Live demonstrations</td>
</tr>
<tr>
<td>The Schooner Adventure</td>
<td>Gloucester</td>
<td>Historic</td>
<td>Replica</td>
<td>Programs, tours</td>
</tr>
<tr>
<td>Ravenswood Park</td>
<td>Gloucester</td>
<td>Natural</td>
<td>Education Center, Restrooms, Parking</td>
<td>Informational kiosk, trail guide, exhibits, programs</td>
</tr>
<tr>
<td>Sandy Bay Historical Society</td>
<td>Rockport</td>
<td>Historic</td>
<td>Museum, Historic Building</td>
<td>Collections, period furniture</td>
</tr>
<tr>
<td>Halibut Point State Park</td>
<td>Rockport</td>
<td>Historic, Natural</td>
<td>Visitor Center, Observatory, Trails, Viewpoints, Parking</td>
<td>Exhibits, interpretive panels and kiosk, trail guide</td>
</tr>
<tr>
<td>James Babson Cooperage Shop</td>
<td>Rockport</td>
<td>Historic</td>
<td>Museum, Historic Property</td>
<td>Artifacts, period furniture</td>
</tr>
<tr>
<td>Sewall-Scripture House (Sandy Bay Historical Society)</td>
<td>Rockport</td>
<td>Historic</td>
<td>Historic building, museum</td>
<td>Period furnishings, exhibits, informational materials</td>
</tr>
<tr>
<td>Old Castle (Sandy Bay Historical Society)</td>
<td>Rockport</td>
<td>Historic</td>
<td>Historic building, museum</td>
<td>Period furnishings, artifacts</td>
</tr>
<tr>
<td>Essex Shipbuilding Museum</td>
<td>Essex</td>
<td>Historic</td>
<td>Museum</td>
<td>Exhibits, replicas</td>
</tr>
<tr>
<td>Cox Reservation</td>
<td>Essex</td>
<td>Natural</td>
<td>Visitor Center, Restrooms, Parking, Trails, Viewpoints</td>
<td>Information kiosk, trail map and guide, wildlife guide</td>
</tr>
<tr>
<td>John Whipple House</td>
<td>Ipswich</td>
<td>Historic</td>
<td>Museum, Historic Building</td>
<td>Period furniture, tour</td>
</tr>
<tr>
<td>Location</td>
<td>Community</td>
<td>Theme</td>
<td>Facility Description</td>
<td>Types of Interpretation</td>
</tr>
<tr>
<td>----------------------------------</td>
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<td>------------------------</td>
<td>--------------------------------------------------------------------------------------</td>
<td>----------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td><strong>Heard House</strong></td>
<td>Ipswich</td>
<td>Historic</td>
<td>Museum, Historic Building</td>
<td>Period furniture, tour</td>
</tr>
<tr>
<td><strong>Mary Hall-Haskell House</strong></td>
<td>Ipswich</td>
<td>Historic</td>
<td>Essex Heritage Visitor Center, Museum, Historic Building</td>
<td>Period furniture, artifacts, artwork, self-guided tour, printed materials</td>
</tr>
<tr>
<td><strong>Dow Brook Conservation Area</strong></td>
<td>Ipswich</td>
<td>Natural</td>
<td>Trails, parking</td>
<td>Information kiosk, trail map</td>
</tr>
<tr>
<td><strong>Platts-Bradstreet House</strong></td>
<td>Rowley</td>
<td>Historic</td>
<td>Historic building, museum</td>
<td>Period furnishings, artifacts</td>
</tr>
<tr>
<td><strong>Spencer-Peirce Little Farm</strong></td>
<td>Newbury</td>
<td>Historic, Natural</td>
<td>Museum, Visitor Center, Historic Building and Property, Trails and Natural Areas</td>
<td>Interpretive panels, period furniture, tours, programs, live demonstrations</td>
</tr>
<tr>
<td><strong>Dole-Little House</strong></td>
<td>Newbury</td>
<td>Historic</td>
<td>Historic building, museum</td>
<td>Period furnishings, artifacts</td>
</tr>
<tr>
<td><strong>Tristram Coffin House</strong></td>
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<td>Historic</td>
<td>Historic building, museum</td>
<td>Period furnishings, artifacts</td>
</tr>
<tr>
<td><strong>Swett-Isley House</strong></td>
<td>Newbury</td>
<td>Historic</td>
<td>Historic building, museum</td>
<td>Period furnishings, artifacts</td>
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<td><strong>Parker River National Wildlife Refuge</strong></td>
<td>Newbury, Rowley, Ipswich</td>
<td>Natural</td>
<td>Parking, beaches, boat launch, restrooms, visitor center, trails, viewpoints</td>
<td>Information panels, trail guides, programs</td>
</tr>
<tr>
<td><strong>Cushing House Museum and Garden</strong></td>
<td>Newburyport</td>
<td>Historic</td>
<td>Museum, historic building and property</td>
<td>Period furniture, artifacts, artwork, historic landscapes</td>
</tr>
<tr>
<td><strong>Custom House Maritime Museum</strong></td>
<td>Newburyport</td>
<td>Historic</td>
<td>Museum, historic building and property</td>
<td>Exhibits, programs, artifacts</td>
</tr>
<tr>
<td><strong>Joppa Flats Education Center and Wildlife Sanctuary</strong></td>
<td>Newburyport</td>
<td>Natural</td>
<td>Visitor Center, Store, Observatory, outdoor wildlife observation areas</td>
<td>Interactive exhibits, programs, printed guides, audio and visual displays</td>
</tr>
<tr>
<td>Location</td>
<td>Community</td>
<td>Theme</td>
<td>Facility Description</td>
<td>Types of Interpretation</td>
</tr>
<tr>
<td>----------------------------------------------</td>
<td>--------------</td>
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</tr>
<tr>
<td><em>Parker River National Wildlife Refuge Visitor Center</em></td>
<td>Newburyport</td>
<td>Natural</td>
<td>Visitor Center, Meeting rooms</td>
<td>Exhibits, audio and visual displays, programs, printed guides</td>
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<tr>
<td><em>Brown Square</em></td>
<td>Newburyport</td>
<td>Historic</td>
<td>Park</td>
<td>Monument, interpretive panel</td>
</tr>
<tr>
<td><em>Waterfront Park</em></td>
<td>Newburyport</td>
<td>Historic</td>
<td>Parking, boardwalk, viewpoints</td>
<td>Historic markers, interpretive panels</td>
</tr>
</tbody>
</table>
Appendix 10: Essex National Heritage Area Sign Manual
Appendix 11: Sign Concepts for the Essex Heritage Scenic Byway

The following table presents a possible hierarchy for signage for the Byway. These are presented as concepts only and are intended to initiate and inform a more comprehensive conversation among all thirteen Byway communities regarding the need and possible options for a more uniform traveler signage system.
<table>
<thead>
<tr>
<th>SIGN CATEGORY</th>
<th>DESCRIPTION / OBJECTIVES</th>
<th>EHSB SIGN RECOMMENDATIONS</th>
<th>ESSEX NATIONAL HERITAGE CORRIDOR (ENHC) SIGN STANDARD TYPES</th>
<th>NATIONAL SCENIC BYWAY STANDARDS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. CONNECTIVITY SIGNAGE</td>
<td>&quot;GETTING TO THE BYWAY&quot;</td>
<td>ENHC CURRENTLY HAS NO SIGN STANDARDS TO IDENTIFY &quot;GETTING TO THE BYWAY&quot;</td>
<td>N.A.</td>
<td></td>
</tr>
<tr>
<td>2. GATEWAY SIGNS</td>
<td>&quot;WELCOME TO THE BYWAY&quot;</td>
<td>A. GATEWAY OR WELCOMING ACKNOWLEDGMENT THAT THE TRAVELLER HAS ENTERED THE BYWAY</td>
<td>ENHC CURRENTLY HAS TWO STYLES OF DIRECTIONAL SIGNAGE</td>
<td>N.A.</td>
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<tr>
<td></td>
<td>B. IDENTIFYING SIGNIFICANT SITES ON THE BYWAY</td>
<td>(SAMPLE)</td>
<td>DIRECTIONAL SIGNS</td>
<td></td>
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<tr>
<td>3. WAYFINDING SIGNS</td>
<td>&quot;STAYING ON THE BYWAY&quot;</td>
<td>PREPARING THE TRAVELLER FOR CHANGES IN ROUTE AND PROVIDING CLEAR ROUTE INDICATORS</td>
<td>TYPE 6 SERIES SITUTE IDENTIFICATION SIGNS (LARGE DBL POST)</td>
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</tr>
<tr>
<td></td>
<td>(SAMPLE)</td>
<td>(SAMPLE)</td>
<td>TYPE 8 SERIES SITUTE IDENTIFICATION SIGNS (SMALL &amp; MEDIUM SINGLE POST TAVERN STYLE)</td>
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<tr>
<td></td>
<td>TYPE 10 SERIES SITUTE IDENTIFICATION SIGNS (LARGE DBL POST)</td>
<td>TYPE 13 SERIES SITUTE IDENTIFICATION SIGNS (MEDIUM SINGLE POST TAVERN STYLE)</td>
<td>TYPE 17 SERIES SITUTE IDENTIFICATION SIGNS (LARGE DBL POST)</td>
<td></td>
</tr>
<tr>
<td>4. INTERPRETIVE SIGNS</td>
<td>&quot;DECODING THE BYWAY&quot;</td>
<td>DETAILED AND SITE SPECIFIC PANELS FOCUSED ON PROVIDING ADDITIONAL INSIGHT INTO THE HISTORY OF THE BYWAY CORRIDOR</td>
<td>TYPE 23 SERIES SITUTE IDENTIFICATION (SINGLE POST, TAVERN STYLE, MEDIUM, SMALL)</td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td>TYPE 22 SERIES SITUTE IDENTIFICATION (SINGLE POST, TAVERN STYLE, MEDIUM, SMALL)</td>
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</tr>
<tr>
<td>5. TOURIST ORIENTED DESTINATION SIGNS</td>
<td>&quot;THINGS TO DO ON THE BYWAY&quot;</td>
<td>Utilize ENHC STANDARDS WITH CORRECT CONTEXTUAL SELECTION</td>
<td>TYPE 24 SERIES SITUTE IDENTIFICATION (SINGLE POST, TAVERN STYLE, MEDIUM, SMALL)</td>
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<td></td>
<td></td>
<td></td>
<td>TYPE 25 SERIES SITUTE IDENTIFICATION (LARGE DBL POST, MEDIUM DBL POST, SLANT TAPE TOP, TAVERN STYLE)</td>
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</tr>
<tr>
<td>6. REGULATORY SIGNS</td>
<td>TRAVELER SAFETY</td>
<td>Utilize MUTCD</td>
<td>TYPE 21 SERIES SITUTE IDENTIFICATION (LARGE DBL POST, MEDIUM DBL POST, SLANT TAPE TOP, TAVERN STYLE)</td>
<td>MUTCD</td>
</tr>
<tr>
<td></td>
<td></td>
<td>SEE MUTCD MANUAL</td>
<td>TYPE 27 SERIES SITUTE IDENTIFICATION (LARGE DBL POST, MEDIUM DBL POST, SLANT TAPE TOP, TAVERN STYLE)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>TYPE 28 SERIES SITUTE IDENTIFICATION (LARGE DBL POST, MEDIUM DBL POST, SLANT TAPE TOP, TAVERN STYLE)</td>
<td></td>
</tr>
</tbody>
</table>
Appendix 12: Funding Sources for Scenic Byway Projects

Membership Dues
A great many Byway’s regardless of the management structure use annual membership dues to raise funds:

They range from a low of $10 to $10,000 depending on the level of support the member is offering. Often membership levels have some benefit attached (primarily symbolic). Some Byways also seek Charter Members which are limited (see A1A Scenic Byway in Florida). Byway web sites and brochures explain why funding is requested and how it is used. They typically list projects to show concrete benefits to giving.

Donations
Opportunities to donate or volunteer are offered on most Byway web sites. It is important to create a compelling reason for giving by highlighting the Byway’s mission and projects and initiatives they have undertaken, and or are planning. Donations can be for general byway management or for specific projects.

Endowments
An endowment is a permanent capital fund established from contributions. Contributions to the fund are invested to earn income and grow the capital. Endowments typically distribute a predetermined portion of the fund and retain the balance to keep it growing for future years.

Fundraising Events, Items, and Initiatives
Fundraising events, items and initiatives raise awareness, create a buzz, are fun, and raise money. They range from auctions to races, from adoptions to festivals, and from T-shirts and bumper stickers, to coffee table books, to fine art. The best examples of fundraising events, items and initiatives show a clear connection between the event, item and initiative and the story and or intrinsic quality of the byway. By highlighting the Byway story and or intrinsic quality, the fundraising effort creates an opportunity to promote the byway, enhance recognition, understanding, and appreciation, and increase participation.

Grants
A Grant is an award of financial assistance with no expectation that the funds will be paid back. A grant is generally secured through a competitive application process and often, though not always, requires matching funds or services to be provided by the applicant or another source. A number of grant sources are listed below.

FEDERAL

FHWA National Scenic Byways Program
National Scenic Byways, 1200 New Jersey Avenue SE, HEPH-30
Washington, DC 20590
bywaysonline.org
1-800-4BYWAYS (1-800-429-9297), 1-202-366-1586

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March 2011
National Scenic Byways Program Grants can be used for:
- State and Indian Tribe Scenic Byway Programs
- Corridor Management Plan
- Safety Improvements
- Byway Facilities
- Access to Recreation
- Resource Protection
- Interpretive Information
- Marketing

**America's Historical and Cultural Organizations grants**
National Endowment for the Humanities
Division of Public Programs
Room 426
1100 Pennsylvania Avenue, N.W.
Washington, D.C. 20506
Telephone: 202-606-8269
Email: publicpgms@neh.gov

America’s Historical and Cultural Organizations grants support projects in the humanities that explore stories, ideas, and beliefs in order to deepen our understanding of our lives and our world. The Division of Public Programs supports the development of humanities content and interactivity that excite, inform, and stir thoughtful reflection upon culture, identity, and history in creative and new ways.

America’s Historical and Cultural Organizations planning grants are available for projects that may need further development before applying for implementation. This planning can include the identification and refinement of the project’s main humanities ideas and questions, consultation with scholars, preliminary audience evaluation, preliminary design of the proposed interpretive formats, beta testing of digital formats, development of complementary programming, research, or the drafting of interpretive materials.

America’s Historical and Cultural Organizations implementation grants support the final preparation of a project for presentation to the public. Applicants must submit a full walkthrough for an exhibition, or a prototype or storyboard for a digital project, which demonstrates a solid command of the humanities ideas and scholarship that relate to the subject. Applicants for implementation grants should have already finished most of the planning for their projects, including the identification of the key humanities themes, relevant scholarship, and program formats. For exhibitions, implementation grants can support the final stages of design development, but these grants are primarily intended for installation.

**ARTIST COMMUNITIES: Access to Artistic Excellence**
National Endowment for the Arts
1100 Pennsylvania Ave. NW
Washington, DC 20506
Telephone: 202/682-5790 Artist Communities Specialist: Sidney Smith
Email: smiths@arts.gov

Access to Artistic Excellence encourages and supports artistic creativity, preserves our diverse cultural heritage, and makes the arts more widely available in communities throughout the country. Eligible projects must demonstrate innovation by generating new forms of art making, new directions in the field, and/or innovative uses of creative resources.
Support is available to organizations for projects that do one or more of the following:
- Provide opportunities for artists to create, refine, perform, and exhibit their work.
• Present artistic works of all cultures and periods.
• Preserve significant works of art and cultural traditions.
• Enable arts organizations and artists to expand and diversify their audiences.
• Provide opportunities for individuals to experience and participate in a wide range of art forms and activities.
• Enhance the effectiveness of arts organizations and artists.
• Employ the arts in strengthening communities.

**Challenge America Fast-Track**

National Endowment for the Arts  
1100 Pennsylvania Ave. NW  
Washington, DC 20506  
Telephone: 202/682-5700 Challenge America Fast-Track Specialists  
Email: fastrack@arts.gov

The Challenge America Fast-Track category offers support primarily to small and mid-sized organizations for projects that extend the reach of the arts to underserved populations -- those whose opportunities to experience the arts are limited by geography, ethnicity, economics, or disability. Grants are available for professional arts programming and for projects that emphasize the potential of the arts in community development. While not required, applicants are encouraged to consider partnerships among organizations, both in and outside of the arts, as appropriate to their project. Fast Track grants are for for $10,000 each.

**Preserve America**

Historic Preservation Grants  
National Park Service  
1201 "Eye" Street, NW (2256)  
Washington, DC 20005  
Telephone: (202) 354-2020  
Email: Preservation_Grants_Info@nps.gov

The matching-grant program provides planning funding to designated Preserve America Communities to support preservation efforts through heritage tourism, education, and historic preservation planning. Through these grant projects our country gains a greater shared knowledge about the Nation’s past, strengthened regional identities and local pride, increased local participation in preserving the country’s cultural and natural heritage assets, and support for the economic vitality of our communities.

Eligible recipients for these matching (50/50) grants include State Historic Preservation Officers, Tribal Historic Preservation Officers, designated Preserve America Communities, and Certified Local Governments that are applying for Preserve America Community designation. Individual grants range from $20,000 to $250,000.

**Save America’s Treasures**

Historic Preservation Grants  
National Park Service  
1201 "Eye" Street, NW (2256)  
Washington, DC 20005  
Telephone: (202) 354-2020  
Email: Preservation_Grants_Info@nps.gov

The Federal Save America’s Treasures program is dedicated to the protection of our nation’s endangered and irreplaceable cultural heritage. Grants are available for preservation and/or conservation work on **nationally significant** intellectual and cultural artifacts and historic structures and sites. Intellectual and cultural artifacts include artifacts, collections, documents, sculpture, and works of art. Historic structures and sites include historic districts, sites, buildings, structures, and objects.
Grants are awarded to Federal, state, local, and tribal government entities, and non-profit organizations through a competitive matching-grant program, administered by the National Park Service in partnership with the National Endowment for the Arts, the National Endowment for the Humanities, the Institute of Museum and Library Services and the President's Committee on the Arts and the Humanities.

**COMMONWEALTH OF MASSACHUSETTS**

**Agricultural Environmental Enhancement Program**
Massachusetts Department of Agricultural Resources
251 Causeway Street, Suite 500
Boston, MA 02114
Telephone: (617) 626-1720
Fax: (617) 626-1850

The Agricultural Environmental Enhancement Program (AEEP) provides funding to agricultural operations in Massachusetts for the mitigation and/or prevention of impacts on natural resources that may result from agricultural practices. While primarily a water quality program, AEEP will also fund practices that promote water conservation and/or reduce greenhouse gas emissions. Farmers selected to participate are reimbursed for the approved costs of materials up to $30,000. A minimum of a 5% match is required for each project. Most awards are in the $10,000 to $15,000 range.

**Chapter 90 Program**
MassDOT, Office of Transportation Planning
MassHighways
10 Park Plaza, Suite 4150
Boston, MA 02116
Telephone: (617) 973-8070
Email: william.palmer@state.ma.us

Chapter 90 is a 100% reimbursable program that funds highway construction, preservation and improvement projects that create or extend the life of capital facilities. Eligible projects include construction and maintenance of roadways, guardrails, sidewalks, traffic controls, right of way acquisitions, lighting, signage, bridges, tree planting and landscaping in association with a projects, bikeways and public off street parking facilities related to mass transportation, a facility with bus or rail services.

**Community Development Block Grant (CDBG)**
Massachusetts Department of Housing and Community Development
100 Cambridge Street
Suite 300
Boston, MA 02114
Telephone: 617-573-1100
TTY 617-573-1140

Massachusetts Community Development Block Grant Program is a federally funded, competitive grant program designed to help small cities and towns meet a broad range of community development needs. Assistance is provided to qualifying cities and towns for housing, community, and economic development projects that assist low and moderate-income residents, or by revitalizing areas of slum or blight. Eligible Bway projects might include micro-enterprise or other business assistance, infrastructure, community/public facilities, planning, removal of architectural barriers to allow access by persons with disabilities, and downtown or area revitalization.
Community Preservation Act
Community Preservation Act funds are applied to through Local Community Preservation Committees. Communities that have adopted the Community Preservation Act (CPA) can request funding to address three core community concerns:

- Acquisition and preservation of open space
- Creation and support of affordable housing
- Acquisition and preservation of historic buildings and landscapes

A minimum of 10% of the annual revenues of the fund must be used for each of the three core community concerns, and up to 5% may be used for administrative expenses of the Community Preservation Committee. The remaining funds can be allocated for any combination of the allowed uses, or for land for recreational use.

Conservation Partnership Grant
Executive Office of Energy and Environmental Affairs
Division of Conservation Services
100 Cambridge Street, Suite 900
Boston, MA 02114
Telephone: 617.626.1000
Fax: 617.626.1181
Email: env.internet@state.ma.us

The Conservation Partnership grants provide funding to assist non-public, not-for-profit corporations in acquiring interests in lands suitable for conservation or recreation purposes. The Act requires that all selected Applicants convey an appropriate perpetual conservation restriction to the city or town in which the selected project is located, to be managed by either its conservation or recreation commission, or a state agency, or both. The Act also requires that all projects provide appropriate public access, as determined by the Secretary.

Drinking Water Supply Protection Grant Program
Massachusetts Department of Environmental Protection (MassDEP)
One Winter Street
Boston, Massachusetts 02108
Telephone: 617-556-1070, Drinking Water Program
catherine.sarafinas@state.ma.us.

Drinking Water Supply Protection Grant Program provides funding to eligible public water systems and municipalities for land acquisitions to protect public drinking water supplies. Land projects must be located in existing drinking water supply areas and may be acquired through fee simple purchase or a conservation restriction. The maximum grant award for a single project is $500,000. The maximum reimbursement amount is 50% of the total eligible project expenses.

Environmental Education Grants
U.S. EPA, Region 1
Environmental Education Grants (RAA)
5 Post Office Square, Mail Code ORA-01-1
Boston, MA 02109-3912
Email: conroy.kristen@epa.gov

The Environmental Education Grants program supports environmental education projects that enhance the public’s awareness, knowledge, and skills to help people make informed decisions that affect environmental quality.
Farm Viability Program
Massachusetts Department of Agricultural Resources
251 Causeway Street, Suite 500
Boston, MA 02114
Telephone: (617) 626-1720
Fax: (617) 626-1850

The Farm Viability Program offers farmers environmental, technical and business planning assistance to expand, upgrade and modernize their existing operations. Capital for the implementation of the improvements recommended in the viability plan is available in exchange for an agricultural covenant on the farm property for a fixed term of five or ten years.

Forest Stewardship Program
Massachusetts Department of Conservation and Recreation
251 Causeway Street
Boston, MA 02114
Telephone: (413) 442-8928, Forest Stewardship Coordinator

Community Forest Stewardship Grants are offered to municipalities that have town forest or water supply land enrolled in the Forest Stewardship Program. The purpose of the grants is to aid communities in putting forest stewardship in practice and to help connect citizens to their forests and the benefits they provide. The program seeks to fund projects which will result in sustained improvements in local capacity for excellent forest management in five key areas:
- Buy local
- Building and strengthening citizen advocacy and action organizations
- Implementation of Forest Stewardship Management Plans
- Projects that include high community visibility
- Other projects which result in implementing/achieving community forest/forestry related goals set forth in a community’s strategic planning document

Land and Water Conservation Fund
Executive Office of Energy and Environmental Affairs
Division of Conservation Services
100 Cambridge Street, Suite 900
Boston, MA 02114
Telephone: 617.626.1000
Fax: 617.626.1181
Email: env.internet@state.ma.us

The Federal Land & Water Conservation Fund (P.L. 88-578) provides up to 50% of the total project cost for the acquisition, development and renovation of park, recreation or conservation areas. Municipalities, special districts and state agencies are eligible to apply. Access by the general public is required.

Local Acquisitions for Natural Diversity (LAND) Program
Executive Office of Energy and Environmental Affairs
Division of Conservation Services
100 Cambridge Street, Suite 900
Boston, MA 02114
Telephone: 617.626.1000
Fax: 617.626.1181
Email: env.internet@state.ma.us
The LAND Program (formerly the Self-Help Program) pays for the acquisition of land, or a partial interest (such as a conservation restriction), and associated acquisition costs such as appraisal reports and closing costs. Lands acquired may include wildlife, habitat, trails, unique natural, historic or cultural resources, water resources, forest, and farm land. Compatible passive outdoor recreational uses such as hiking, fishing, hunting, cross-country skiing, bird observation and the like are encouraged. Access by the general public is required.

**Massachusetts Downtown Initiative (MDI)**
Massachusetts Department of Housing and Community Development
100 Cambridge Street
Suite 300
Boston, MA 02114
Telephone: 617-573-1100
TTY 617-573-1140

Massachusetts Downtown Initiative (MDI) offers a range of services and assistance to communities seeking help on how to revitalize their downtowns. The primary mission of the MDI is to make downtown revitalization an integral part of community development. Successful downtown revitalization is comprehensive and includes a well-balanced community strategy composed of seven downtown building blocks:

- Encouraging Community Involvement & Ownership
- Preserving & Enhancing Downtown Character
- Ensuring Economic Vitality
- Promoting Downtown Assets
- Getting Into & Around Downtown
- Living Downtown;
- Keeping Downtown Safe.

**Massachusetts Environmental Trust General Grants**
Massachusetts Environmental Trust
Executive Office of Energy and Environmental Affairs
Office of Grants and Technical Assistance
100 Cambridge Street, 9th Floor
Boston, MA 02114
Telephone: (617) 626-1045
Fax: (617) 626-4900

The General Grants support nonprofit organizations and municipalities in efforts to restore, protect, and improve water and water-related resources of the Commonwealth. The program’s goal is to encourage development of new approaches and ideas and to spur innovation among grantees or partnering organizations. To achieve these outcomes, the Trust supports projects that: improve water quality or quantity, conserve aquatic habitat and species, reduce runoff pollution, mitigate the effects of climate change on water resources, promote human health as it relates to water resources, and/or other efforts consistent with the Trust’s mission.

**Massachusetts Preservation Projects Fund**
Massachusetts Historic Commission
220 Morrissey Boulevard, Boston, Massachusetts 02125
Telephone: 617-727-8470
Fax: 617-727-5128
The Massachusetts Preservation Projects Fund (MPPF) is a state-funded 50% reimbursable matching grant program established to support the preservation of properties, landscapes, and sites (cultural resources) listed in the State Register of Historic Places. Applicants must be a municipality or nonprofit organization.

Eligible projects include:
- Pre-development Projects: including studies necessary to enable future development or protection of a State Register-listed property, such as feasibility studies involving the preparation of plans and specifications, historic structures reports, and certain archaeological investigations.
- Development Projects: including construction activities such as stabilization, protection, rehabilitation, and restoration. Grant funding can be used to cover costs of material and labor necessary to ensure the preservation, safety, and accessibility of historic cultural resources. Development of universal access is allowable as part of a larger project.
- Acquisition Projects: to acquire State Register-listed properties that are imminently threatened with inappropriate alteration or destruction.

A highlight of this program is the option applicants have to apply for up to 75% of the total project cost if they are willing to commit an additional 25% toward an endowment fund for long-range preservation and maintenance of the property.

**MassWorks Infrastructure Program**
Executive Office of Housing and Economic Development
One Ashburton Place, Room 2101
Boston, MA 02108
Telephone: (617) 788-3610
Fax: (617) 788-3605

The MassWorks Infrastructure Program provides grant funding for publicly owned infrastructure including, but not limited to sewers, utility extensions, streets, roads, curb-cuts, parking facilities, site preparation, demolition, pedestrian walkways, streetscape, and water treatment systems.

**Parkland Acquisitions and Renovations for Communities (PARC) Program**
Executive Office of Energy and Environmental Affairs
Division of Conservation Services
100 Cambridge Street, Suite 900
Boston, MA 02114
Telephone: 617.626.1000
Fax: 617.626.1181
Email: env.internet@state.ma.us

The PARC Program (formerly the Urban Self-Help Program) provides grants for the acquisition of land and the construction, or renovation of park and outdoor recreation facilities, such as swimming pools, zoos, athletic play fields, playgrounds and game courts. Access by the general public is required.

Any town with a population of 35,000 or more year-round residents, or any city regardless of size, that has an authorized park/recreation commission is eligible to participate in the program. Communities that do not meet the population criteria listed above may still qualify under the "small town," "regional," or "statewide" project provisions of the program.

**Public Works Economic Development (PWED) Program**
MassDOT, Office of Transportation Planning
MassHighways
10 Park Plaza, Suite 4150
Boston, MA 02116
Telephone: (617) 973-8070
Email: william.palmer@state.ma.us

The Public Works Economic Development (PWED) program is designed to assist municipalities in funding transportation infrastructure for the purpose of stimulating economic development. Eligible Projects include design, construction and reconstruction of public access roads, streets and bridges, including sidewalks, curbing, lighting systems, traffic control and service facilities, drainage systems and culverts.

Recreational Trails Grants Program
Massachusetts Department of Conservation and Recreation
251 Causeway Street
Boston, MA 02114
Telephone: 617-626-1250

The Massachusetts Department of Conservation and Recreation (DCR) accepts applications for Recreational Trails Grants on an annual basis. The Recreational Trails Program provides grants ranging from $2,000 to $50,000 on a reimbursement basis for a variety of trail protection, construction, and stewardship projects. It is part of the national Recreational Trails Program, which is funded through the Federal Highway Administration (FHWA). Funds are disbursed to each state to develop and maintain recreational trails and trail-related facilities for both non-motorized and motorized recreational trail uses.

Recreational Trails Program funds may be used for:
- Maintenance and restoration of existing trails.
- Development and rehabilitation of trailside and trailhead facilities and trail linkages.
- Purchase and lease of trail construction and maintenance equipment.
- Construction of new trails.
- Acquisition of easements or property for trails.
- Assessment of trail conditions for accessibility and maintenance.
- Development and dissemination of publications and operation of educational programs to promote safety and environmental protection related to trails.

Rivers and Harbors Grant Program
Massachusetts Department of Conservation and Recreation
251 Causeway Street
Boston, MA 02114
Telephone: (781) 740-1600

Rivers and Harbors Grant Program offers matching grants to towns and municipalities for design and construction to address problems on coastal and inland waterways, lakes and great ponds.

Small Town Road Assistance Program (STRAP)
MassDOT, Office of Transportation Planning
MassHighways
10 Park Plaza, Suite 4150
Boston, MA 02116
Telephone: (617) 973-8070
Email: william.palmer@state.ma.us

The Small Town Rural Assistance Program (STRAP) is designed to provide funding to municipalities with a population of 7,000 or less in order to implement roadway construction projects that will improve public safety and enhance economic development opportunities. Eligible Projects include design, engineering, construction, reconstruction, widening, resurfacing, rehabilitation and improvement of roads, highways and bridges.
Ineligible Projects include maintenance or improvements to municipal property, acquisition of interest in real property, right of way easements and costs associated with project administration.

**Survey and Planning Grants**

Secretary of the Commonwealth  
Massachusetts Historical Commission  
220 Morrissey Boulevard  
Boston, MA 02125-3314  
mhc@sec.state.ma.us  
Telephone: 617-727-8470  
Fax: 617-727-5128

Survey and Planning Grants provide 50% matching federal funds for the preparation of community surveys, preservation plans, preparation of historic district studies and legislation, archaeological surveys, nominations to the National Register, and educational preservation programs. Eligible applicants are local historical commissions, Certified Local Governments, local and state agencies, educational institutions, and private organizations.

**Transportation Enhancement Program**

MassDOT, Office of Transportation Planning  
MassHighways  
10 Park Plaza  
Room 4150  
Boston, MA 02116-3973  
Tel: (617) 973-7043  
Fax: 617-973-8035  
Email: william.palmer@state.ma.us

Transportation Enhancements (TE) activities are federally funded, community-based projects that expand travel choices and enhance the transportation experience by improving the cultural, historic, aesthetic and environmental aspects of our transportation infrastructure. Eligible projects include:

- Pedestrian and bicycle facilities
- Pedestrian and bicycle safety and educational activities
- Acquisition of scenic lands or easements or purchase of historic properties or buildings in historic districts
- Scenic or historic highway programs including tourist and welcome centers
- Construction of turnouts and overlooks; visitor centers and viewing areas; designation signs and markers.
- Landscaping and scenic beautification
- Historic preservation-
- Rehabilitation and operation of historic transportation buildings, structures or facilities-
- Conversion of abandoned railway corridors to trails-
- Archaeological planning & research- Environmental mitigation of runoff pollution and provision of wildlife connectivity-
- Establishment of transportation museums-

**Urban and Community Forestry Challenge Grants**

Massachusetts Department of Conservation and Recreation  
251 Causeway Street  
Boston, MA 02114  
Telephone: 617-626-1468
Urban and Community forest Challenge grants are 50-50 matching grants offered to municipalities and non-profit groups for the purpose of building local capacity for excellent urban and community forestry at the local and regional level. For the purpose of these grants, Urban and Community Forestry refers to professional management (planting, protection and maintenances) of a municipality's public tree resources in partnership with residents and community institutions.

**Non-Profit Organizations**

**National Trust Preservation Fund**
The National Trust for Historic Preservation  
1785 Massachussetts Ave. NW,  
Washington, DC 20036-2117  
Telephone: 202.588.6000 800.944.6847  
Fax: 202.588.6038

National Trust Preservation Funds provide two types of assistance to nonprofit organizations and public agencies: 1) matching grants from $500 to $5,000 for preservation planning and educational efforts, and 2) intervention funds for preservation emergencies. Matching grant funds may be used to obtain professional expertise in areas such as architecture, archeology, engineering, preservation planning, land-use planning, fund raising, organizational development and law as well as to provide preservation education activities to educate the public.

**The Johanna Favrot Fund for Historic Preservation**
The National Trust for Historic Preservation  
1785 Massachussetts Ave. NW,  
Washington, DC 20036-2117  
Telephone: 202.588.6000 800.944.6847  
Fax: 202.588.6038

The Johanna Favrot Fund for Historic Preservation provides nonprofit organizations and public agencies grants ranging from $2,500 to $10,000 for projects that contribute to the preservation or the recapture of an authentic sense of place. Individuals and for-profit businesses may apply only if the project for which funding is requested involves a National Historic Landmark. Funds may be used for professional advice, conferences, workshops and education programs.

**Cynthia Woods Mitchell Fund for Historic Interiors**
The National Trust for Historic Preservation  
1785 Massachussetts Ave. NW,  
Washington, DC 20036-2117  
Telephone: 202.588.6000 800.944.6847  
Fax: 202.588.6038

The Cynthia Woods Mitchell Fund for Historic Interiors provides nonprofit organizations and public agencies grants ranging from $2,500 to $10,000 to assist in the preservation, restoration, and interpretation of historic interiors. Individuals and for-profit businesses may apply only if the project for which funding is requested involves a National Historic Landmark. Funds may be used for professional expertise, print and video communications materials, and education programs.
The Peter H. Brink Leadership Fund

The National Trust for Historic Preservation
1785 Massachusetts Ave. NW,
Washington, DC 20036-2117
Telephone: 202.588.6000 800.944.6847
Fax: 202.588.6038

The Peter H. Brink Leadership Fund helps to build the capacity of existing preservation organizations and encourages collaboration among these organizations by providing grants for mentoring and other peer-to-peer and direct organizational development and learning opportunities. The purpose of these grants is to support the leadership and effectiveness of staff and board members of preservation organizations to fulfill their mission and to create a stronger, more effective preservation movement. Grants from the Peter H. Brink Leadership Fund pay for travel costs and honoraria and generally range up to $1,500.

National Trails Fund

American Hiking Society
1422 Fenwick Lane • Silver Spring, MD 20910
Telephone: 1-800-972-8608
Fax: 301-565-6714
Email: Heather Sable at hsable@americanhiking.org.

American Hiking Society's National Trails Fund provides funding to grassroots organizations working toward establishing, protecting and maintaining foot trails in America. National Trails Fund grants help give local organizations the resources they need to secure access, volunteers, tools, and materials to protect America's cherished hiking trails. All National Trails Fund applicants are required to be members of the Alliance of Hiking Organizations. Award amounts range from $500 to $5,000

Eligible projects include:

- Those that have hikers as the primary constituency, though projects on multi-use trails are eligible.
- Those that secure trail lands, including acquisition of trails and trail corridors and the costs associated with acquiring conservation easements.
- Projects that will result in visible and substantial ease of access, improved hiker safety and/or avoidance of environmental damage. Higher preference is often given to projects with volunteer labor.
- Projects that promote constituency building surrounding specific trail projects - including volunteer recruitment and support.

Bikes Belong Grants

Bikes Belong Coalition
P.O Box 235
Boulder, CO, 80306
Telephone: 303/449-4893
Fax: 303/442-2936
Email: mail@bikesbelong.org

The Bikes Belong Coalition welcomes grant applications from organizations and agencies within the United States that are committed to putting more people on bicycles more often. Eligible projects include paved bike paths and rail-trails as well as mountain bike trails, bike parks, BMX facilities, and large-scale bicycle advocacy initiatives.

Bikes Belong will accept requests for funding of up to $10,000 for facility and advocacy projects. We do not require a specific percentage match, but we do look at leverage and funding partnerships very
carefully. We will not consider grant requests in which our funding would amount to 50% or more of the project budget.

The Bikes Belong Grants Program has two application categories: Facility and Advocacy.

All proposals must:
- Encourage ridership growth
- Support bicycle advocacy
- Promote bicycling
- Build political support
- Leverage funding
- Address the project objectives of the facility or advocacy funding categories (following).
- Propose a specific program or project that is measurable. Bikes Belong will not fund general operating costs.

Priority is given to:
- Bicycle organizations, coalitions, and associations—particularly those that have not received Bikes Belong funding in the past.
- Projects that build coalitions for bicycling by collaborating the efforts of bicycle industry and advocacy.
Appendix 13: Guidelines for Byway Organization Management

The Importance of Setting Ground Rules

An effective team sets guidelines or standards to govern the group’s behavior and to help establish constructive norms. Such guidelines, called ground rules, explicitly state how the group will communicate and interact. Ground rules can help keep meetings on task and improve the group’s productivity.

Importantly, the group should agree up front on ways that the team will operate. The team should spend some time discussing the ground rules in the early stages of the group’s formation. Important areas that should be addressed with ground rules include communication, the group decision-making process and conflict resolution. Agreed-upon ground rules should be documented, referred to, revisited and revised as necessary.

Sample Steering Committee Duties

1. Provide continuity for the Byway by setting up a formal governance/management structure and represent the Byway program's point of view through interpretation of its products and services, and advocacy for them;

2. Oversight to Byway coordinator (to whom responsibility for the administration of the organization is delegated) may include:
   - review and evaluation of Byway coordinator’s performance regularly on the basis of a specific job description;
   - offer administrative guidance

3. Govern the program by broad policies and objectives, formulated and agreed upon by Essex Heritage and Steering Committee members, including to assign priorities and ensure the Byway program's capacity to carry out products/services/programs by continually reviewing its work

4. Acquire sufficient resources for the Byway program's operations and to finance the products/services/programs adequately

5. Account to the Advisory Council and the general public for the products and services of the Byway program and expenditures of its funds, including:
   - to provide for fiscal accountability, approve the budget, and formulate policies related to contracts from public or private resources;
   - to accept responsibility for all conditions and policies attached to new, innovative, or experimental products/services/programs.

7 Making the Grassroots Grow: Building and Maintaining Effective Byway Organizations
8 Adapted from Brenda Hanlon, In Boards We Trust.
Sample Steering Committee Responsibilities

1. Determine the Byway Program’s Mission and Purpose
2. Support the Byway Coordinator and Review His or Her Performance
3. Ensure Effective Organizational Planning
4. Ensure Adequate Resources
5. Manage Resources Effectively
6. Determine and Monitor the Byway Program’s Products, Services and Programs
7. Enhance the Byway Program’s Public Image
8. Serve as a Court of Appeal
9. Assess Its Own Performance

Sample Steering Committee Operating Guidelines

I. PURPOSE
Section 1: The Steering Committee is organized exclusively to _______________________________.

Example:
The Essex Coastal Byway Steering Committee is organized to coordinate, implement, and monitor the activities contained in the Essex Coastal Byway’s Corridor Management Plan.

II: COMMITTEE ROLE, SIZE AND COMPOSITION

Section 1: The Committee is responsible for overall policy and direction of the Byway program.

Section 2: The Committee shall have up to ____ members and no fewer than ____ members.

Section 3: The Committee receives no compensation other than reasonable expenses.

Section 4: Each Committee members shall serve for ___ years and vacancies shall be filled by ___.

Example: The Committee shall consist of nine members appointed by the Essex National Heritage Commission and selected from the Advisory Council. All positions will be for two years. A vacancy on the Committee shall be filled by the Essex National Heritage Commission from the Advisory Council (to fill the remaining portion of the term).

III. MEETINGS
Section 1: The Committee shall meet at least __________, at an agreed upon time and place.

Section 2: An official Committee meeting requires that each member have written notice two weeks in advance of the meeting.

Section 3: Voting _____

Section 4: A quorum of the Committee must be present before business can be transacted or motions made or passed. A quorum is ____ members (or ____ percent) of the Steering Committee.

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9 Adapted from BoardSource, "Ten Basic Responsibilities of Nonprofit Boards".
10 Adapted from Making the Grassroots Grow: Building and Maintaining Effective Byway Organizations
Example: The action of the majority of the Committee members, present at a meeting at which a quorum is present, shall be the act of the Steering Committee. A telephone vote or mail-in vote of the Committee shall be allowed if the Committee is unable to have a quorum for a meeting where a vote is necessary.

IV: COMMITTEE APPOINTMENTS, TERMS AND RESIGNATIONS

Section 1: Appointment of new committee members or reappointment of existing committee members to a second term will occur ______.

Section 2: Committee members shall be selected from ______.

Example: The appointment or reappointment of committee members shall occur at the Annual Meeting of the Essex National Heritage Commission. The appointment of members to the Steering Committee shall require a majority vote of the Essex National Heritage Commissioners. Every effort shall be made to appoint members to represent a cross section of the communities and organizations comprising the Advisory Council, with no more than two members being residents of the same community.

Section 3: Resignation from the Committee must be in writing and received by the ______.

Section 4: A committee member may be removed by a ____ vote of the Essex National Heritage Commissioners, if in the judgment of the Commission, the best interests of the organization would be served.

V. OFFICERS AND DUTIES

Section 1: Officers and duties of the organization.

Example: The Steering Committee shall elect officers. The offices are as follows:
• Chairperson: Shall preside at all meetings and supervise plans for the efficient operation of the Committee.
• Vice-Chair: If the Chairperson is unable to perform his/her duties, the Vice-Chair shall assume responsibility for those duties.
• Secretary: Shall keep records of Committee actions, including overseeing the taking of minutes at all Committee meetings, sending out meeting announcements, distributing copies of minutes and the agenda to each Committee member, and assuring that records are maintained.
• Treasurer: Shall work with Essex Heritage staff to ensure proper accounting of Byway Program funds. The Treasurer shall prepare a report to the Committee at regular meetings. All financial information shall be available to Committee members and the public.

VI. WORKING GROUPS / SPECIAL COMMITTEES

Section 1: The Steering Committee shall establish any special committees needed to fulfill the objectives and purpose of the Byway program. The committees shall perform all such duties as assigned by the Steering Committee.

Section 2: The Steering Committee shall appoint all special committee chairpersons.

Section 3: The chairperson of each committee shall present a plan of work to the Steering Committee for approval.

VII. PARLIAMENTARY RULES

Section 1: The proceedings of all meetings shall be conducted, and governed by, the latest edition of Robert’s Rules of Order.
XI. ADOPTION OF BYLAWS
Section 1: These bylaws were approved at a meeting of the Steering Committee of the ______________________ on ____________________, 20XX.

Sample Advisory Council Agreement

RECITALS
WHEREAS, The Massachusetts Department of Transportation has designated a scenic byway known as the Essex Coastal Scenic Byway (the “Byway”); and
WHEREAS, the Byway is located in part in each of the 13 municipalities and within part of the jurisdiction of state agencies, and within the membership or service area of nonprofit organizations (the “Agencies”); and
WHEREAS, the Agencies wish to act in a cooperative manner with respect to the planning and management of the Byway; and
NOW THEREFORE, in consideration of the above the agencies agree as follows:

AGREEMENT
1. COUNCIL. The Agencies will work together and participate in connection with a committee to be known as the Essex Coastal Scenic Byway Advisory Council (the “Council”). It is agreed and understood that the Committee is merely an informal association of parties, and is not a separately existing legal entity with any powers or authorities onto itself. To the extent that the agencies later decide to do so, they may choose to create an entity, such as a nonprofit corporation, to replace the Council.

2. PURPOSE. The purpose of the Council is to facilitate the planning and management of the Byway, and to pursue such further and additional goals as the agencies may mutually agree upon and to support the actions of the Byway Steering Committee.

3. COMPOSITION OF COUNCIL. It is acknowledged that in order for the Council to function effectively, it must encourage and accept the participation of other individuals and entities located in the area of the Byway. Therefore, the agencies agree that the composition of the Council, unless otherwise agreed upon, shall be as follows: ______

4. OPERATING GUIDELINES. Although the Council is not a separately existing legal entity, it is agreed that it should have a set of operating guidelines to function like bylaws in governing the administration of the Council. Such operating guidelines should address issues including voting rights, selection of new or replacement members, and notice/scheduling of meetings. The Agencies will attempt to agree upon such operating guidelines with the other members of the Council, and to adopt such operating guidelines in a resolution of the Council.

5. FINANCES. Since the Council is not an independent legal entity, it will not be able to enter into third-party agreements, to incur financial obligations, or to hold or dispose of funds. In order to facilitate the operation of the Council, Essex National Heritage Commission agrees that, when requested to do so by the Council, Essex National Heritage Commission through the Scenic Byway Steering Committee will act for legal purposes in the place of the Council. It is anticipated that such actions may include holding and administering any grant proceeds or other funds that have been obtained for Byway (by voluntary contribution of Council members or otherwise), and entering into any agreements approved by the Agencies. It is agreed and understood by all parties that Essex National Heritage Commission shall have no authority to take action to legally bind the other Agencies or the other Council participants without the

11 Adapted from Intergovernmental Cooperative Agreement Regarding Top of the Rockies Scenic Byway.
express written authority of the entities to be bound. By entering into this Agreement, the Agencies do not agree that they will provide any funding to the Council, unless each of them specifically agrees to do so.

6. TERM.
This Agreement shall continue in effect until terminated by written notice of any of the Agencies.

THIS AGREEMENT is made and entered into to be effective on the date as set forth above.

[Agency Name]

By: __________________________

Attest: __________________________

Date: __________________________

---

**Sample Byway Coordinator / Executive Director Job Description**

From Indiana National Road Association, Executive Director Job Responsibilities, June 9, 2006

**Administrative Responsibilities**

1. **Board Meetings**
   - Develop Agenda
   - Write Minutes
   - Schedule locations
   - Send reminders
   - Develop monthly reports, annual goals, mid-year and end-of-year reviews

2. **Committees**
   - Schedule and coordinate meetings for all committees
   - Act as chair for Interpretation, Marketing committees
   - Accomplish tasks for each committee
   - Identify needs and times to meet

3. **Annual Meeting**
   - Nomination Committee
     - id vacancies
     - search and call nominees
     - compile report
     - update and compile board manuals
   - Plan Meeting
     - location
     - catering
     - set-up/clean-up
     - write and arrange presentation/entertainment
   - Raise sponsorships
   - Handle all publicity

4. **Treasury**
   - Document and send deposits, invoices, insurance, tax information etc. to treasurer
   - Hold meetings with Treasurer to coordinate and update

5. **Grants**
   - Monitor and handle all grants
   - write grants
   - Grant Review Committee
     - provide information and applications to byway committee
ii. schedule review and ranking meeting
iii. compile ranking recommendation list for INRA Board
   o write contracts

6. **Budget**
   o Develop and monitor annual budget

7. **Membership Committee**
   o Membership renewals
     i. coordinate and arrange to be sent
     ii. update renewal letter, provide updated info for mailing
     iii. update database upon receiving renewals
     iv. send appreciation letters
   o Recruit new members, both individual and merchant coalition members
     i. monitor and update membership database
     ii. put together membership brochures

8. **Presentations**
   o Write and present speeches

9. **Roadwork Newsletter**
   o Select and write articles: find volunteers to assist in writing
   o Design and edit layout
   o Print, label and mail quarterly

10. **Website**
    o Updates
      i. Calendar
      ii. preservation updates
      iii. press room
      iv. diary entries
    o Web mail
      i. check and respond to all inquiries
      ii. send information to requests
    o Update site
      i. compile suggestions from board and work with host to make changes

11. **Publicity**
    o Press releases
      i. write publicity for all events
      ii. keep updated and compiled media list and send PR to appropriate contacts
      iii. respond and assist media with interviews, photos, information
    o Photographs

12. **Corridor Management Plan Update**
    o Work with committee to review and update CMP
Appendix 14: Excerpt from MUTCD – Manual on Uniform Traffic Control Devices

The MUTCD contains the national standards governing all traffic control devices. All public agencies and owners of private roads open to public travel across the nation rely on the MUTCD to bring uniformity to the roadway. The MUTCD plays a critical role in improving safety and mobility of all road users. Uniformity of traffic control devices is critical in highway safety and mobility as well as cutting capital and maintenance costs of traffic control devices for public agencies and manufacturers.

MUTCD cautions against sign clutter, and stresses that all signs posted along any roadway should be based on an engineering assessment, be reliable in message and consistent in installation. All signs erected within the defined clear zone of the road (an area free of any rigid hazards such as trees, rocks or utility poles—width of the clear zone varies by defined road type) should be on break-away posts (metal or wood).

Some helpful MUTCD guidance for aesthetic and safety considerations for byways includes the following (section numbers and quotations from 2009 Edition, Manual on Uniform Traffic Control Devices)\(^{12}\):

**Section 2A.03 Standardization of Application**  
*Signs should be used only where justified by engineering judgments or studies.*

**Section 2A.04 Excessive Use of Signs**  
*Regulatory and warning signs should be used conservatively because these signs, if used to excess, tend to lose their effectiveness. If used, route signs and directional signs should be used frequently because their uses promote reasonably safe and efficient operations by keeping road users informed of their location.*

**Section 2A.16 Standardization of Location**  
*Signs should be individually installed on separate posts or mountings, except where: Route or directional signs are grouped to clarify information to motorists.*

*Signs should be located so that they: Do not obscure one another.*

*Guidance: With the increase in traffic volumes and the desire to provide road users regulatory, warning and guidance information, an order of priority of sign installation should be established.*

While MUTCD is specific about sign colors, reflectivity, font styles and locations, there is considerable latitude for aesthetic accommodations including painting the backs of signs and the selection of different sign posts (so long as they are break-away).

\(^{12}\) The Manual of Uniform Traffic Control Devices is available online at [http://mutcd.fhwa.dot.gov](http://mutcd.fhwa.dot.gov)
Appendix 15: Partner Organizations

The following categories of partner organizations are referenced in the Implementation Matrix. Individual organizations are listed by name in each category (and may be listed in multiple categories). These lists are not exhaustive and more partner organizations may ultimately participate in the implementation plan than are listed here.

### Planning and Policy Agencies

- Essex National Heritage Commission
- Local Community Preservation Act Committees / Coalitions
- Municipal governing bodies
- Local neighborhood associations
- Municipal planning departments and boards
- Merrimack Valley Planning Commission
- Metropolitan Area Planning Commission Council
- Plum Island Taxpayers & Associates, Newbury
- State Legislators

### Historical Organizations

- 375th Anniversary Committees, Ipswich and Newbury
- Essex National Heritage Commission
- Historic Cemeteries
- Historic Churches
- Historic New England
- Historic Salem
- Local Community Preservation Act Committees / Coalitions
- Local Design Review Boards
- Local Historic District Commissions / Historical Commissions
- Local Historical Societies
- Local neighborhood associations
- Massachusetts Historical Commission
- Newburyport Preservation Trust
- Preservation Massachusetts
- Salem Maritime National Historic Site
- Sons & Daughters of the First Settlers, Newbury
- St. John’s Church, Beverly
- St. Mary’s Church, Beverly
Parks and Recreation Groups

Bay Circuit Alliance
Belleville Improvement Society, Newburyport
Coastal Trails Coalition
Essex County Trail Association
Friends of Halibut Point State Park, Rockport
Friends of Lynn-Nahant Beach, Lynn
Gloucester Welcoming Center Stage Fort Park
Local Community Preservation Act Committees / Coalitions
Local Harbor Advisory Groups / Commissions
Municipal Parks and Recreation Commissions and Departments
Local Yacht Clubs
Massachusetts Department of Conservation and Recreation (DCR)
Newburyport Redevelopment Authority
Newburyport Waterfront Trust
Parker River Wildlife Refuge (USFWS)
The Trustees of Reservations
Bay Circuit Alliance
Coastal Trails Coalition
Essex County Velo Cycling Club, Regional
North Shore Cyclists, Regional
North Shore Paddlers
Bay State Trail Riders Association

Tourism and Marketing Groups

Chambers of Commerce
Destination Marketing, Gloucester
Destination Salem
Essex National Heritage Commission
Gloucester Welcoming Center Stage Fort Park
Local Tourism Commissions / Councils
Main Street / Downtown Business Organizations / Merchant Groups
Massachusetts Office of Travel and Tourism
North of Boston Convention and Visitor Bureau
North Shore Chamber of Commerce
Visitor Sites and Museums (Managers, Staff, and Volunteers)

Cape Ann Museum, Gloucester
Cox Reservation, Essex
Crane Beach and Castle Hill Estate, Ipswich
Cushing House Museum and Garden, Newburyport
Custom House Maritime Museum, Newburyport
Essex National Heritage Commission
Essex Shipbuilding Museum
Firehouse Center for the Arts, Newburyport
Friends of Halibut Point State Park, Rockport
Gloucester Maritime Heritage Center
Gloucester Welcoming Center Stage Fort Park
Halibut Point State Park
Heard House and the John Whipple House, Ipswich
Lynn Museum and Historical Society and Lynn Heritage Visitor Center
Lynn Shore Reservation
Marblehead Museum Galleries and Jeremiah Lee Mansion
Mary Hall-Haskell House, Ipswich
Mass Audubon Joppa Flats Education Center and Wildlife Sanctuary, Newburyport
Massachusetts Department of Conservation and Recreation
Parker River National Wildlife Refuge
Peabody Essex Museum, Salem
Ravenswood Park Visitor Center, Gloucester
Rockport Music, Rockport
Salem Armory (NPS Visitor Center)
Salem Maritime National Historic Site
Salem Witch Museum
Sandy Bay Historical Society, Rockport
Spencer-Peirce Little Farm, Newbury (Swett-Isley House, Dole-Little House)
The Schooner Adventure, Gloucester
The Trustees of Reservations
Trask House Museum, Manchester

Economic Development Groups

Chambers of Commerce
Humphrey St. Group, Swampscott
Local Agricultural Commissions
Local businesses
Municipal economic development departments and boards
Main Street / Downtown Business Organizations / Merchant Groups
Newburyport Redevelopment Authority
North of Boston Convention and Visitor Bureau
North Shore Chamber of Commerce
Salem Partnership
Natural Resources and Open Space Protection Organizations

Dogtown Advisory Committee, Gloucester  
Eight Towns and the Bay Committee (8T&B)  
Essex County Forum  
Essex County Greenbelt Association  
Essex County Trail Association  
Essex National Heritage Commission  
Friends of Halibut Point State Park, Rockport  
Friends of Lynn-Nahant Beach, Lynn  
Ipswich River Watershed Association  
Local Agricultural Commissions  
Local Community Preservation Act Committees / Coalitions  
Local Garden Clubs  
Local land trusts  
Local open space and recreation committees  
Municipal conservation commissions  
Manchester Essex Conservation Trust  
Mass Audubon  
Massachusetts Department of Conservation and Recreation  
Massachusetts Department of Fish and Game  
Parker River Clean Water Association  
Parker River National Wildlife Refuge  
Salem Sound Coast Watch  
The Great Marsh Coalition  
The Trustees of Reservations

Educational Institutions

Endicott College  
Landmark School  
Local Public School Departments and Commissions  
Montserrat College of Art  
North Shore Community College  
Salem State University  
Waldorf School, Beverly

Arts and Cultural Organizations

Firehouse Center for the Arts, Newburyport  
Green Artists League, Newburyport  
Local Arts Commissions  
Local Cultural Councils / Commissions  
Local Garden Clubs  
Lynn Arts  
Manchester Artists Gallery Consortium, Manchester  
Montserrat College of Art, Beverly  
Peabody Essex Museum, Salem  
RAW Art Works, Lynn  
Rockport Music, Rockport  
Rocky Neck Art Colony, Gloucester
Public Works and Transportation Agencies

Municipal public works / highway departments and commissions
Massachusetts Department of Transportation
Merrimack Valley Planning Commission
Metropolitan Area Planning Commission Council
## Appendix 16: Byway Community Planning Documents

<table>
<thead>
<tr>
<th>Municipality</th>
<th>Master Plan or Community Development Plan</th>
<th>Open Space &amp; Recreation Plan</th>
<th>Other</th>
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<tr>
<td>Marblehead</td>
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<td>Heritage Landscape Inventory Report 2005</td>
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<td>MP 2002</td>
<td>2008</td>
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