

# Essex Coastal Scenic Byway Corridor Management Plan

## Appendices

prepared for

Essex National Heritage Commission

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## Table of Contents

<b>Appendix 1: Byway Roadway Characteristics and Safety Analysis.....</b>	<b>1</b>
Summary of Byway Roadway Characteristics.....	1
Crash Summary.....	2
<b>Appendix 2: Commuter Rail Stations along the Byway .....</b>	<b>1</b>
<b>Appendix 3: Description of the Byway Route by Community .....</b>	<b>1</b>
Lynn .....	1
Swampscott .....	1
Marblehead .....	2
Salem .....	3
Beverly .....	4
Manchester-by-the-Sea .....	5
Gloucester .....	6
Rockport .....	8
Essex .....	9
Ipswich.....	9
Rowley .....	10
Newbury .....	11
Newburyport .....	12
<b>Appendix 4: National Register Properties along the Essex Coastal Scenic Byway .....</b>	<b>1</b>
<b>Appendix 5: Protected and Accessible Natural Sites along the Byway.....</b>	<b>1</b>
Federal Lands.....	1
State Lands .....	2
Municipal Holdings.....	3
Holdings of Nonprofit Conservation Organizations.....	5
<b>Appendix 6: Public Sites for Outdoor Recreation.....</b>	<b>1</b>
<b>Appendix 7: Paddling and Boating Access Sites .....</b>	<b>1</b>
<b>Appendix 8: Evaluation of Scenic Locations.....</b>	<b>1</b>
<b>Appendix 9: Interpretive Sites along the Byway .....</b>	<b>1</b>
<b>Appendix 10: Essex National Heritage Area Sign Manual.....</b>	<b>1</b>
<b>Appendix 11: Sign Concepts for the Essex Heritage Scenic Byway.....</b>	<b>1</b>
<b>Appendix 12: Funding Sources for Scenic Byway Projects .....</b>	<b>1</b>
Membership Dues .....	1
Donations .....	1
Endowments.....	1
Fundraising Events, Items, and Initiatives .....	1
Grants .....	1
Non-Profit Organizations.....	11
<b>Appendix 13: Guidelines for Byway Organization Management .....</b>	<b>1</b>
The Importance of Setting Ground Rules .....	1
Sample Steering Committee Duties.....	1
Sample Steering Committee Responsibilities.....	2
Sample Steering Committee Operating Guidelines .....	2
Sample Advisory Council Agreement .....	4
Sample Byway Coordinator / Executive Director Job Description.....	5
<b>Appendix 14: Excerpt from MUTCD – Manual on Uniform Traffic Control Devices .....</b>	<b>1</b>
<b>Appendix 15: Partner Organizations .....</b>	<b>1</b>
Planning and Policy Agencies .....	1
Historical Organizations.....	1
Parks and Recreation Groups .....	2
Tourism and Marketing Groups.....	2
Visitor Sites and Museums (Managers, Staff, and Volunteers) .....	3

Economic Development Groups.....	3
Natural Resources and Open Space Protection Organizations .....	4
Educational Institutions.....	4
Arts and Cultural Organizations.....	4
Public Works and Transportation Agencies.....	5
<b>Appendix 16: Byway Community Planning Documents.....</b>	<b>1</b>

## Appendix 1: Byway Roadway Characteristics and Safety Analysis

### Summary of Byway Roadway Characteristics

	Primary Jurisdiction <sup>1</sup>	Local Jurisdiction	Approx ADT <sup>2</sup>	ADT Location	Bicycle Accommodations	Posted Speed Limit (mph)
<b>Lynn</b>						
Broad St./Rte. 129	City	all	N/A	—	wide lanes	not posted
Rte. 1A (Lynnway)	MHD	none	N/A	—	No	30
Lynn Shore Drive	DCR	none	25,400	—	adjacent path	30
<b>Swampscott</b>						
Rte. 129	Town	most	19,200	Monument Ave. & Reddington St.	No	30-35
Lynn Shore Drive	DCR	none	25,400	—	No	30
<b>Marblehead</b>						
Rte. 114	Town	all	17,400	W. of Bessom St.	Shoulder	30
Rte. 129	Town	all	12,400	W. of Ocean Ave.	Shoulder	not posted
Washington St.	Town	all	N/A	—	No	not posted
Elm St.	Town	all	N/A	—	No	not posted
<b>Salem</b>						
Rte. 114	City	all	18,400	Marblehead line	bike lanes	30
Rte. 114	City	all	22,400	Salem St. College	No	30
Winter St./Hawthorne Blvd.	City	all	N/A		No	not posted
Bridge St.	City	most	12,000	Estimate	No	N/A
<b>Beverly</b>						
Stone St.	City	all	N/A		No	not posted
Rte. 127	MHD	some	4,400	E. of Haskell St.	Shoulder	20
<b>Manchester-by-the-Sea</b>						
Rte. 127	MHD	some	N/A	—	No	35-40
<b>Gloucester</b>						
Rte. 127 (Western/Rogers)	MHD	some	10,500	S. of E. Main St.	No	not posted
Rte. 127 (Washington St.)	City	all but bridges	19,900	N. of Poplar St. and Grant Circle	No	25
Rte. 133	MHD	none	6,400	E. of Rte. 128	Shoulder	35-40
Rte. 127A	City	all	25,100	N. of Parker St.	No	30
Eastern Point Road loop roads	City	all	N/A	—	No	not posted
<b>Rockport</b>						
Rte. 127A	Town	all	N/A	—	No	30
Rte. 127	Town	all	N/A	—	No	25
Main St./Beach St.	Town	all	N/A	—	No	not posted
<b>Essex</b>						
Rte. 133	MHD	some	N/A	—	Shoulder	45

	Primary Jurisdiction <sup>1</sup>	Local Jurisdiction	Approx ADT <sup>2</sup>	ADT Location	Bicycle Accommodations	Posted Speed Limit (mph)
<b>Ipswich</b>						
Rte. 1A	MHD	some	20,100	N. of Word St.	Shoulder	25
<b>Rowley</b>						
Rte. 1A	MHD	none	12,400	E. of Rte. 1A	Shoulder	40
<b>Newbury</b>						
Rte. 1A	MHD	none	6,200	Newburyport line	Shoulder	40
<b>Newburyport</b>						
Rte. 1A	City	most	8,700	E. of Federal St.	bike lanes	not posted
State St.	City	all	6,100	N. of Rte. 1A	No	not posted
Rte. 113	City	all	16,700	W. of Winter St.	bike lanes	not posted
Green St.	City	all	3,400	N. of Rte. 1A	No	not posted

<sup>1</sup> In many cases, state jurisdiction shifts to local care and control when the state highway enters the village district

<sup>2</sup> MassDOT (MHD) counts, 2001–2007. ADT stands for average daily traffic.

## 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.<sup>1</sup> 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

<sup>1</sup> 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 curbscuts. 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**

	<b>STATION</b>	<b>COMMUNITY</b>	<b>STREET</b>	<b>WAY TO THE BYWAY</b>
1	Lynn	Lynn	325 Broad St.	420 feet from Byway on sidewalks, bus stop at station with service along portions of the Byway
2	Swampscott Station	Swampscott	Burrill Street & Railroad Ave.	½ mile from Byway on sidewalks, ¼ mile to bus stop with service to portions of the Byway
3	Salem Station	Salem	252 Bridge St.	½ mile from Byway on sidewalks, 1/10 mile to bus stop with service to portions of the Byway
4	Beverly Depot Station	Beverly	12 Park St.	½ mile on sidewalks to Byway and bus stop with service to southern portions of Byway route
5	Prides Crossing	Beverly	600 Hale St.	Located on Byway, no bus service available
6	Beverly Farms Station	Beverly	1 Oak St.	Located on Byway, no bus service available
7	Manchester Station	Manchester	40 Beach St.	1/10 mile from Byway on sidewalks, no bus service available
8	West Gloucester Station	Gloucester	290 Essex Ave.	On Byway, regular bus service available along Byway in Gloucester
9	Gloucester Station	Gloucester	75 Railroad Ave.	On Byway, regular bus service available to locations in Gloucester and Rockport along the Byway
10	Rockport Station	Rockport	17 Railroad Ave.	On Byway, regular bus service available to locations in Gloucester and Rockport along the Byway
11	Ipswich Station	Ipswich	4 Topsfield Rd.	1/5 mile from Byway on sidewalks, no bus service available
12	Rowley Station	Rowley	70 Railroad Ave.	1/3 mile from Byway on sidewalks, no bus service available
13	Newburyport Station	Newburyport	25 Boston Way	½ mile from Byway on paved multi-use path, limited bus service available to portions of Byway in Newburyport

## 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.<sup>2</sup>

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 19<sup>th</sup>/early 20<sup>th</sup> 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.

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<sup>2</sup> 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

- White Beach and Black Beach
- Coolidge Reservation

## 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 to Rockport 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

- Rowley Burial Ground
- Rowley Town Hall
- Platts-Bradstreet House and Farm
- Margaret Scott Memorial Green
- Todd Farm
- American BBQ restaurant
- Ministers Woodlot
- Nelson's Island (part of Parker River National Wildlife Refuge (off Byway))

## 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-Peirce-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-Isley 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

Community	Type – Individual or Multiple Property Listing (NR), District (NRD), Historic Landmark (NHL), Local Historic District (LHD) <sup>3</sup> (Listings in bold indicate that the location is NOT open / accessible to the public.)	No. of Buildings
Lynn	Bank Block (NR) – just off the Byway Central Square Historic District (NRD) – just off Byway Diamond Historic District (NRD) Lynn Shore Drive (NR) Munroe Street Historic District (NRD) – just off Byway Vamp Building (NR)	1 15 714  23 1
Swampscott	Elihu Thomson House (NHL) – within Olmsted District Olmsted Subdivision Historic District (NRD) Swampscott Fish House (NR)	(1) 610 1
Marblehead	Jeremiah Lee Mansion (NHL) – within historic district Marblehead Historic District (NRD) Story Grammar School (NR) Old Town Historic District (within NRD)	(1) 986 1 750
Salem	Bridge Street Neck Historic District (NRD) Charter Street Historic District (NRD) Derby Waterfront Historic District (NRD) – just off Byway Downtown Salem Historic District (NRD) – just off Byway Essex Institute Historic District (NRD) Gardner-Pingree House (NHL) – within historic district Joseph Story House (NHL) – within historic district Old Town Hall Historic District – just off Byway Peabody Museum of Salem – East India Marine Hall (NHL) Salem Common Historic District (NRD) Salem Maritime National Historic Site (NHL) – just off Byway Thomas March Woodbridge House (NR) Derby Street Local Historic District (LHD, within NRD) Lafayette Street Historic District (LHD) Washington Square Historic District (LHD)	416 3 136 64 10 (1) (1) 18 1 315 28 1 (95) 36 46
Beverly	Captain John Thorndike House (NR) Fish Flake Hill Historic District (NRD) Oliver Wendell Holmes House (NHL) – just off Byway Fish Flake Hill (within National Register district)	2 147 1 (35)
Manchester-by-the-Sea	Manchester Village Historic District (NRD) Manchester Historic District (LHD, within NRD)	222 (90)

<sup>3</sup> 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.



Community	Type – Individual or Multiple Property Listing (NR), District (NRD), Historic Landmark (NHL), Local Historic District (LHD) <sup>3</sup> (Listings in bold indicate that the location is NOT open / accessible to the public.)	No. of Buildings
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)	5 1 191 1 305 8 1 2 1 1 1 1 1 1 1 3 (80)
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)	2 1 1 4 32 1 1 3 14 2 95 (50) (38) 54
Essex	Cogswell’s Grant (NR) -- just off Byway Lt. Samuel Giddings House (NR)	10 2
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)	1 2 1 1 73 109 39 27 (1) 1
Rowley	Thomas Lambert House (NR) Platts-Bradstreet House (NR) Rowley Center Historic District (LHD)	1 4 55
Newbury	Newbury Historic District (NRD) Spencer Peirce Little House (NHL) – just off Byway	40 1

Community	Type – Individual or Multiple Property Listing (NR), District (NRD), Historic Landmark (NHL), Local Historic District (LHD) <sup>3</sup> (Listings in bold indicate that the location is NOT open / accessible to the public.)	No. of Buildings
Newburyport	Cushing House Museum and Garden (NHL) – part of historic district	(1)
	Market Square Historic District (NRD)	37
	Newburyport Harbor Light (NR)	1
	Newburyport Historic District (NRD)	2,576
	Superior Courthouse and Bartlet Mall (NRD)	2
	Fruit Street Historic District (LHD)	17
	Total properties	7,203

## 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.



**Parker River NWR, Rowley**

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.<sup>4</sup>

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

<sup>4</sup> <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

## 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.<sup>5</sup> 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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<sup>5</sup> 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.



Dow Brook Conservation Area Trailhead off Route 1A, 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.



Ravenswood Park, Gloucester

### 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 19<sup>th</sup> century and throughout most of the 20<sup>th</sup> 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.





Cox Reservation, Essex

### 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**

	Setting	Access	Activities	Facilities
Public Parks, Trails & Open Spaces	Lynn Heritage State Park	Lynn	stroll	parking, boardwalk
	Forest River Conservation Area	Salem/Marblehead	hike, view wildlife	trails
	Wyman Woods	Marblehead	hike, view wildlife	parking, trails
	Marblehead Neck Wildlife Sanctuary	Marblehead	view wildlife, hike	parking, trails
	Powder House Hill Reservation	Manchester-by-the-Sea (off the Byway)	hike	parking, trails
	Coolidge Reservation	Manchester-by-the-Sea	hike, view wildlife, fish	parking, trails, beach
	Ravenswood Park	Gloucester	hike, bike, view wildlife	parking, trails, visitor center
	Stage Fort Park	Gloucester	hike, swim	parking, restrooms, playground, beach, concessions
	Seine Field	Gloucester	hike, view wildlife	parking, trails
	Eastern Point Wildlife Sanctuary <sup>6</sup>	Gloucester	hike, view wildlife	parking (for Mass Audubon members)*, trails
	Goose Cove Reservation	Gloucester	hike, view wildlife, fish, paddle	parking, trails
	Plum Cove Recreation Area	Gloucester	hike, view wildlife, swim	parking, trails
	Halibut Point State Park and Reservation	Rockport	Hike	parking, visitor center, trails
	Cape Pond Reservoir	Rockport	hike, bike, view wildlife, fish	gravel road/path
	Dogtown	Gloucester, Rockport	hike, bike, view wildlife	parking, trails
	Thompson Street Reservation	Gloucester	hike, bike	parking, trails

<sup>6</sup> 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.

	Setting	Access	Activities	Facilities
Public Parks, Trails & Open Spaces	Cox Reservation	Essex	hike, paddle, view wildlife, fish	parking, trails, headquarters building, event barn
	Stavros Reservation	Essex	hike, view wildlife	parking, trails
	Dow Conservation Area	Ipswich	hike, bike, view wildlife	parking, trails
	Ipswich Watershed Lands	Ipswich	Hike, bike, view wildlife	trails
	Rowley River Salt Marsh	Rowley	paddle, hike, view wildlife, fish	parking, trails
	Old Town Hill Reservation	Newbury	hike	trails
	Sandy Point State Reservation	Ipswich (via Parker River NWR)	swim, hike, view wildlife	parking, beach
	Parker River National Wildlife Refuge	Newbury	bike, hike, paddle, swim, view wildlife, hunt, fish	parking, visitor center,
	Joppa Flats Education Center and Sanctuary	Newburyport	view wildlife	parking, visitor center
	Clipper City Rail Trail	Newburyport	bike, hike	paved trail
Beaches	Lynn Beach/King's Beach/Lynn Shore Reservation	Lynn	swim, stroll, fish	parking, restrooms, bath house, concessions
	Blaney Beach	Swampscott	swim, stroll, fish	street parking
	Beach Bluff Park (Preston Beach)	Swampscott	swim, fish	parking, benches, picnic tables
	Fisherman's Beach	Swampscott	swim, stroll, fish	parking, pier
	Black Beach	Manchester-by-the-Sea	swim, stroll, fish	resident sticker parking
	White Beach	Manchester-by-the-Sea	swim, stroll, fish	resident sticker parking
	Devereux Beach	Marblehead	swim, stroll, fish	parking, pavilion, concessions, picnic area, restrooms
	Collins Cove Beach	Salem	swim, stroll, fish	parking, promenade, picnic areas, playground
	Dane Street Beach (Lyons Park)	Beverly	swim, stroll, fish	parking, restrooms, dock

	Setting	Access	Activities		Facilities
Beaches	Lynch Park	Beverly	swim, fish	stroll,	parking, visitor center, band shell, picnic areas, concessions, playgrounds, recreation fields, restrooms
	Mingo Beach	Beverly	swim, fish	stroll,	none
	Niles Beach	Gloucester	swim, fish	stroll,	resident sticker parking
	Good Harbor Beach	Gloucester	swim, fish	stroll,	restrooms, showers, picnic areas, concessions, parking
	Long Beach	Gloucester/Rockport	swim, fish	stroll,	parking, restrooms, showers, picnic areas
	Cape Hedge Beach	Rockport	swim, fish	stroll,	resident sticker parking
	Pebble Beach	Rockport	swim, fish	stroll,	street parking
	Front Beach	Rockport	swim, fish	stroll,	street parking, benches, restrooms
	Back Beach	Rockport	swim, fish	stroll,	street parking, benches, restrooms
	Plum Cove Beach	Gloucester	swim, fish	stroll,	parking
	Cressy Beach and Half Moon Beach (Stage Fort Park)	Gloucester	swim, fish	stroll,	parking, restrooms, visitor center, concessions
	Crane Beach	Ipswich	swim, fish	stroll,	parking, restrooms, showers, bath house, picnic areas, concessions
	Sandy Point State Reservation	Ipswich	swim, fish	stroll,	parking
	Plum Island Beach	Newbury	swim, fish	stroll,	parking
	Plum Island Point Beach	Newburyport	swim, fish	stroll,	parking, restrooms, boardwalk, playground
	Parker River National Wildlife Refuge	Newbury, Rowley	swim, fish	stroll,	parking, restrooms

## Appendix 7: Paddling and Boating Access Sites

Waterway	Access*	Facilities
Danvers River / Beverly Harbor	Beverly, Beverly Pier	parking, pier
Manchester Bay	Manchester, Masconomo Park (off Byway)	parking, landing
	Manchester, behind Town Hall	parking, boat ramp
Annisquam River	Gloucester, Memorial Woods	limited parking
	Gloucester, Stubby Knowles Landing	parking
Ipswich River & Estuaries	Ipswich, Town Wharf (off Byway)	boat ramp, pier, parking
Essex River & Estuaries	Essex, Town Boat Ramp	boat ramp, resident only parking
Parker River & Estuaries	Newbury, Town Pier	resident-only parking
	Newbury, Plum Island Turnpike West	parking, ramp
	Newbury, Plum Island Turnpike East	parking
	Newbury, Parker River National Wildlife Refuge**	non-motorized boat ramp, parking
	Newburyport, Joppa Park	parking, ramp
	Newburyport, Market Landing	parking, ramp,
Merrimack River	Newburyport, Joppa Flats	parking, ramp
	Newburyport, Plum Island Point	parking, pier
	Newburyport, Cashman Park (off Byway)	state boat ramp, parking
	Lynn, Fisherman's Beach	pier, ramp, parking
Ocean Kayaking	Gloucester, Stage Fort Park	parking, visitor center, restrooms, concessions
	Gloucester, Pavilion Beach	street parking, ramp
	Gloucester, Gilbert Landing (St. Peter's Park)	parking, pier, ramp, boardwalk,
	Gloucester, Solomon Jacobs Park	parking, pier, ramp
	Rockport, Back Beach	street parking
	Rockport, T Wharf	resident parking, ramp, restrooms
	Rockport, Lumber Wharf	parking, pier,
	Rockport, Granite Pier	street parking
	Rockport, Pigeon Cove Wharf (off Byway)	parking
	Gloucester, Freshwater Cove Landing	parking
	Gloucester, Hodgkins Cove Landing	street parking, ramp, access via stairs
	Gloucester, Folly Cove Landing	resident parking only
	Gloucester, Lane's Cove Landing	pier, ramps, parking
	Gloucester, Plum Cove	resident parking only, launch area
	Gloucester, Brown's Mill Landing	parking

\* 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.

### Parking




- Y** Parking is available  
**S** Shoulder allows pull-off/stopping  
**N** No safe stopping or parking is available  
**R** Parking improvements recommended

### Scenic Overlook



- Y** Vantage point or viewing area  
**N** No overlook  
**R** Improvements recommended




Community	Photo	Location	Scenic Value	Parking	Scenic Overlook
Newburyport		Atkinson Common	2	Y	N



Community	Photo	Location	Scenic Value	Parking	Scenic Overlook
Newburyport		Bartlett Mall	2	Y	N
Newburyport		Market Square / State Street	2	Y	N
Newburyport		Joppa Flats (Ocean Ave / Water St)	2	N	N/R






Community	Photo	Location	Scenic Value	Parking	Scenic Overlook
Newbury		Plum Island River and salt marshes (Plum Island Turnpike)	3	Y/R	N/R
Newburyport		Plum Island Light on Northern Boulevard	1	Y	N




Community	Photo	Location	Scenic Value	Parking	Scenic Overlook
Newbury		Upper Green	1	Y/R	N
Newbury		RT 1A High Rd.	3	N	N/R
Newbury		RT 1A Bridge over the Parker River	2	Y/R	Y/R




Community	Photo	Location	Scenic Value	Parking	Scenic Overlook
Newbury / Rowley		Causeway across salt marshes			
Rowley		Farmland along RT 1A	3	S	N
Ipswich		North (Meetinghouse) Green and South Main St.	1	Y	N




Community	Photo	Location	Scenic Value	Parking	Scenic Overlook
Ipswich		South Village Green	2	Y	N
Ipswich / Essex		Farms along RT 133 John Wise Ave. / Main St.	1	S	N/R
Essex		Causeway	1	Y	N
Essex		RT 133 Eastern Ave /Essex River near Cox Reservation	3	Y	N/R

Community	Photo	Location	Scenic Value	Parking	Scenic Overlook
Gloucester		Little River landing along RT 133	3	Y	Y
Gloucester		Stacey Boulevard Park.	1	Y	Y/R
Gloucester		RT 127 causeway over Mill Pond	1	Y	N/R









Community	Photo	Location	Scenic Value	Parking	Scenic Overlook
Gloucester		Goose Cove	1	N	N
Gloucester		Plum Cove	2	Y	Y/R
Gloucester / Rockport		Folly Cove	2	Y	Y/R




Community	Photo	Location	Scenic Value	Parking	Scenic Overlook
Rockport		Route 127 / Granite Street	2	Y	N/R
Rockport		Pigeon Cove	1	Y	N
Rockport		Beach St.	2	Y	N/R


Community	Photo	Location	Scenic Value	Parking	Scenic Overlook
Rockport		Beach St. / Front Beach	2	Y	N
Rockport		Downtown	2	Y	N
Gloucester		Good Harbor Beach Marsh	2	N	N






Community	Photo	Location	Scenic Value	Parking	Scenic Overlook
Gloucester		Atlantic Rd.	3	N	N/R
Gloucester		Eastern Point Blvd / Niles Beach	3	Y	N/R
Gloucester		Cripple Cove Landing	1	Y	Y




Community	Photo	Location	Scenic Value	Parking	Scenic Overlook
Manchester		RT 127 / Western Avenue wetlands	2	S	N/R
Manchester		Old Burial Ground	1	Y	N
Manchester		Manchester Historic District	1	Y	N

Community	Photo	Location	Scenic Value	Parking	Scenic Overlook
Manchester		RT 127 / Bridge St. farmland	1	S	N
Manchester		RT 127 / Chubb Creek	1	N	N
Beverly		Lyons Park (Dane St Beach)	2	Y	Y/R

Community	Photo	Location	Scenic Value	Parking	Scenic Overlook
Beverly		Independence Park	3	Y	Y/R
Salem		RT 1A / Beverly-Salem Bridge / Bridge St.	1	N	N/R
Salem		Salem Common	2	Y	N



Community	Photo	Location	Scenic Value	Parking	Scenic Overlook
Salem		RT 114 / Forest River and Cove	2	N	N/R
Marblehead		Old Town House / Market Square	2	Y	N
Marblehead		Abbot Hall	2	Y	N

Community	Photo	Location	Scenic Value	Parking	Scenic Overlook
Swampscott		Fisherman's Beach	2	Y	Y/R
Swampscott/Lynn		Humphrey Street and Linscott Park	2	Y	Y
Lynn		Lynn Shore Drive	3	Y	Y/R

## Appendix 9: Interpretive Sites along the Byway

Location	Community	Theme	Facility Description	Types of Interpretation
<b><i>Lynn Museum and Historical Society and Lynn Heritage Visitor Center</i></b>	Lynn	Historic	Essex Heritage Visitor Center, Museum	Exhibits, Programs
<b><i>Lynn Heritage State Park</i></b>	Lynn	Historic, Natural	Parking, Shelter, Viewpoint, Boardwalk	Interpretive panel, Artwork
<b><i>Mary Baker Eddy House</i></b>	Lynn	Historic	Historic building	Period furniture, guided tours
<b><i>Lynn Shore Reservation</i></b>	Lynn, Swampscott	Natural	Parking, Beaches, Promenade, Viewpoints	Interpretive panels
<b><i>Olmsted District</i></b>	Swampscott	Historic	Neighborhood	Interpretive panel with map
<b><i>Marblehead Museum Galleries and Jeremiah Lee Mansion</i></b>	Marblehead	Historic	Museum, Historic Building	Art collections, Period furniture and artifacts, Printed material
<b><i>Abbott Hall</i></b>	Marblehead	Historic	Historic Building, Museum, Town Hall	Artwork, brochures
<b><i>Pioneer Village</i></b>	Salem	Historic	Replica settlement	Re-enactments, tours
<b><i>Salem Maritime National Historic Site</i></b>	Salem	Historic	Visitor Center, Historic Property and Buildings, Replica of sailing vessel	Interpretive panels, printed materials, guided tours, movie, exhibits
<b><i>National Parks Service Visitor Center (Salem Armory) )</i></b>	Salem	Historic	Essex Heritage Visitor Center, Historic Building	Printed materials, movie, exhibits
<b><i>Salem Witch Museum</i></b>	Salem	Historic	Museum	Exhibits, guided tour
<b><i>Peabody Essex Museum (PEM)</i></b>	Salem	Historic	Museum	Art and exhibits
<b><i>Trask House Museum</i></b>	Manchester-by-the Sea	Historic	Museum, Historic Building, Manchester Historical Society	Period furniture and artifacts, printed material, exhibits, self-guided tours

<b>Location</b>	<b>Community</b>	<b>Theme</b>	<b>Facility Description</b>	<b>Types of Interpretation</b>
<b><i>Coolidge Reservation</i></b>	Manchester-by-the-Sea	Natural	Parking, Trails	Informational kiosk, trail guide
<b><i>Ravenswood Park</i></b>	Gloucester	Natural	Education Center, Restrooms, Parking	Informational kiosk, trail guide, exhibits, programs
<b><i>Stage Fort Park</i></b>	Gloucester	Historic, Natural	Essex Heritage Visitor Center, Concessions, Parking, Viewpoint, beach, gazebo	Printed materials and tourist information
<b><i>Gloucester Maritime Heritage Center</i></b>	Gloucester	Historic, Natural	Visitor Center, Museum, Aquarium	Exhibits, Programs, Live demonstrations
<b><i>The Schooner Adventure</i></b>	Gloucester	Historic	Replica	Programs, tours
<b><i>Ravenswood Park</i></b>	Gloucester	Natural	Education Center, Restrooms, Parking	Informational kiosk, trail guide, exhibits, programs
<b><i>Sandy Bay Historical Society</i></b>	Rockport	Historic	Museum, Historic Building	Collections, period furniture
<b><i>Halibut Point State Park</i></b>	Rockport	Historic, Natural	Visitor Center, Observatory, Trails, Viewpoints, Parking	Exhibits, interpretive panels and kiosk, trail guide
<b><i>James Babson Cooperage Shop</i></b>	Rockport	Historic	Museum, Historic Property	Artifacts, period furniture
<b><i>Sewall-Scripture House (Sandy Bay Historical Society)</i></b>	Rockport	Historic	Historic building, museum	Period furnishings, exhibits, informational materials
<b><i>Old Castle (Sandy Bay Historical Society)</i></b>	Rockport	Historic	Historic building, museum	Period furnishings, artifacts
<b><i>Essex Shipbuilding Museum</i></b>	Essex	Historic	Museum	Exhibits, replicas
<b><i>Cox Reservation</i></b>	Essex	Natural	Visitor Center, Restrooms, Parking, Trails, Viewpoints	Information kiosk, trail map and guide, wildlife guide
<b><i>John Whipple House</i></b>	Ipswich	Historic	Museum, Historic Building	Period furniture, tour







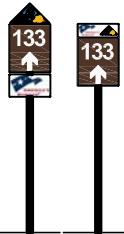












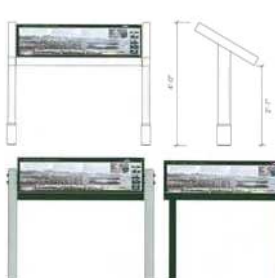

<b>Location</b>	<b>Community</b>	<b>Theme</b>	<b>Facility Description</b>	<b>Types of Interpretation</b>
<b><i>Heard House</i></b>	Ipswich	Historic	Museum, Historic Building	Period furniture, tour
<b><i>Mary Hall-Haskell House</i></b>	Ipswich	Historic	Essex Heritage Visitor Center, Museum, Historic Building	Period furniture, artifacts, artwork, self-guided tour, printed materials
<b><i>Dow Brook Conservation Area</i></b>	Ipswich	Natural	Trails, parking	Information kiosk, trail map
<b><i>Platts-Bradstreet House</i></b>	Rowley	Historic	Historic building, museum	Period furnishings, artifacts
<b><i>Spencer-Peirce Little Farm</i></b>	Newbury	Historic, Natural	Museum, Visitor Center, Historic Building and Property, Trails and Natural Areas	Interpretive panels, period furniture, tours, programs, live demonstrations
<b><i>Dole-Little House</i></b>	Newbury	Historic	Historic building, museum	Period furnishings, artifacts
<b><i>Tristram Coffin House</i></b>	Newbury	Historic	Historic building, museum	Period furnishings, artifacts
<b><i>Swett-Isley House</i></b>	Newbury	Historic	Historic building, museum	Period furnishings, artifacts
<b><i>Parker River National Wildlife Refuge</i></b>	Newbury, Rowley, Ipswich	Natural	Parking, beaches, boat launch, restrooms, visitor center, trails, viewpoints	Information panels, trail guides, programs
<b><i>Cushing House Museum and Garden</i></b>	Newburyport	Historic	Museum, historic building and property	Period furniture, artifacts, artwork, historic landscapes
<b><i>Custom House Maritime Museum</i></b>	Newburyport	Historic	Museum, historic building and property	Exhibits, programs, artifacts
<b><i>Joppa Flats Education Center and Wildlife Sanctuary</i></b>	Newburyport	Natural	Visitor Center, Store, Observatory, outdoor wildlife observation areas	Interactive exhibits, programs, printed guides, audio and visual displays

<b>Location</b>	<b>Community</b>	<b>Theme</b>	<b>Facility Description</b>	<b>Types of Interpretation</b>
<b><i>Parker River National Wildlife Refuge Visitor Center</i></b>	Newburyport	Natural	Visitor Center, Meeting rooms	Exhibits, audio and visual displays, programs, printed guides
<b><i>Brown Square</i></b>	Newburyport	Historic	Park	Monument, interpretive panel
<b><i>Waterfront Park</i></b>	Newburyport	Historic	Parking, boardwalk, viewpoints	Historic markers, interpretive panels

## **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.

SIGN CATEGORY	DESCRIPTION / OBJECTIVES	EHSB SIGN RECOMMENDATIONS	ESSEX NATIONAL HERITAGE CORRIDOR (ENHC) SIGN STANDARD TYPES	NATIONAL SCENIC BYWAY STANDARDS
1. CONNECTIVITY SIGNAGE "GETTING TO THE BYWAY"	CONNECTING PEOPLE ON MAJOR ATERIAL ROADS AND IN OTHER MASS. TRANSIT VENUES TO THE BYWAY		ENHC CURRENTLY HAS NO SIGN STANDARDS TO IDENTIFY "GETTING TO THE BYWAY"	
2. GATEWAY SIGNS "WELCOME TO THE BYWAY"	A. GATEWAY OR WELCOMING ACKNOWLEDGEMENT THAT THE TRAVELLER HAS ENTERED THE BYWAY  B. IDENTIFYING SIGNIFICANT SITES ON THE BYWAY	 (SAMPLE)	 DIRECTIONAL SIGNS  ENHC CURRENTLY HAS TWO STYLES OF DIRECTIONAL SIGNAGE	
3. WAYFINDING SIGNS "STAYING ON THE BYWAY"	PREPARING THE TRAVELLER FOR CHANGES IN ROUTE AND PROVIDING CLEAR ROUTE INDICATORS	 (SAMPLE)	 TYPE 8 SERIES SITE IDENTIFICATION SIGNS (LARGE DBL POST)  TYPE 9 SERIES SITE IDENTIFICATION SIGNS (SMALL A& MEDIUM SINGLE POST TAVERN STYLE)  TYPE 10 SERIES  TYPE 13 SERIES  TYPE 17 SERIES	
4. INTERPRETIVE SIGNS "DECODING THE BYWAY"	DETAILED AND SITE SPECIFIC PANELS FOCUSED ON PROVIDING ADDITIONAL INSIGHT INTO THE HISTORY OF THE BYWAY CORRIDOR.	UTILIZE ENHC STANDARDS WITH CORRECT CONTEXTURAL SELECTION	 TYPE 23 SERIES SITE INFORMATION IDENTIFICATION (SINGLE POST, TAVERN STYLE, MEDIUM, SMALL)  TYPE 22 SERIES  TYPE 24 SERIES	N.A.
5. TOURIST ORIENTED DESTINATION SIGNS "THINGS TO DO ON THE BYWAY"			 TYPE 20 SERIES SITE INFORMATION DBL. POST  TYPE 21 SERIES  TYPE 25 SERIES SITE INTERPRETIVE (LARGE DBL. POST, MEDIUM DBL. POST, SLANT TABLE TOP, TAVERN SYTLE)  TYPE 27 SERIES  TYPE 28 SERIES	
6. REGULATORY SIGNS	TRAVELER SAFETY	UTILIZE MUTCD	SEE MUTCD MANUAL	MUTCD

## 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

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](mailto: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](mailto:smiths@arts.gov) or

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: [fasttrack@arts.gov](mailto:fasttrack@arts.gov) or

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](mailto: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](mailto: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](mailto: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](mailto: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](mailto: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 Massachusetts 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 Massachusetts 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 Massachusetts 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](mailto: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](mailto: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<sup>7</sup>

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<sup>8</sup>

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.

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<sup>7</sup> Making the Grassroots Grow: Building and Maintaining Effective Byway Organizations

<sup>8</sup> Adapted from Brenda Hanlon, In Boards We Trust.

### Sample Steering Committee Responsibilities<sup>9</sup>

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<sup>10</sup>

#### 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.

<sup>9</sup> Adapted from BoardSource, "Ten Basic Responsibilities of Nonprofit Boards".

<sup>10</sup> 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<sup>11</sup>

#### 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

<sup>11</sup> 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
  - i. id vacancies
  - ii. search and call nominees
  - iii. compile report
  - iv. update and compile board manuals
- Plan Meeting
  - i. location
  - ii. catering
  - iii. set-up/clean-up
  - iv. 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
  - i. provide information and applications to byway committee

- ii. schedule review and ranking meeting
  - iii. compile ranking recommendation list for INRA Board
- write contracts
- 6. Budget
- Develop and monitor annual budget
- 7. Membership Committee
- 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
- Recruit new members, both individual and merchant coalition members
  - i. monitor and update membership database
  - ii. put together membership brochures
- 8. Presentations
- Write and present speeches
- 9. Roadwork Newsletter
- Select and write articles: find volunteers to assist in writing
- Design and edit layout
- Print, label and mail quarterly
- 10. Website
- Updates
  - i. Calendar
  - ii. preservation updates
  - iii. press room
  - iv. diary entries
- Web mail
  - i. check and respond to all inquiries
  - ii. send information to requests
- Update site
  - i. compile suggestions from board and work with host to make changes
- 11. Publicity
- 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
- Photographs
- 12. Corridor Management Plan Update
- 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*)<sup>12</sup>:

### 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).

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<sup>12</sup> The Manual of Uniform Traffic Control Devices is available online at <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

Municipality	Master Plan or Community Development Plan	Open Space & Recreation Plan	Other
Lynn		2005	Downtown Charrette Master Plan 2004, Heritage Landscape Inventory Report 2005, Waterfront Master Plan 2007, Washington Street Gateway Plan 2008, Market Street Gateway Plan 2009, Municipal Harbor Plan 2010,
Swampscott	MP 1971, CDP 2004		Heritage Landscape Inventory Report 2005, Master Plan Recommendations for Downtown Humphrey Street 2007
Marblehead			Heritage Landscape Inventory Report 2005
Salem	2010 Five Year Consolidated Plan	2007	Salem Harbor Plan 2000; Heritage Landscape Inventory Report 2005, Downtown Salem Retail Market Study 2007, Bridge Street Neck Neighborhood Master Plan 2010
Beverly	MP 2002	2008	Heritage Landscape Inventory Report 2005
Manchester	MP 2000	2010 draft	
Rockport	CDP 2004	2010 draft	Heritage Landscape Inventory Report 2005
Gloucester	CDP 2001	2010 draft	Heritage Landscape Inventory Report 2005, Harbor Plan and Designated Port Area Master Plan 2009
Essex	CDP 2005	2007	Heritage Landscape Inventory Report 2005, Village Initiative Project Report 2009
Ipswich	CDP 2003. Amendments to CDP 2007	2006	The Future of Ipswich Planning Project 2000; Heritage Landscape Inventory Report 2005, Affordable Housing Plan 2006; Draft Downtown Development Plan 2009
Rowley	MP 2003	In progress	Heritage Landscape Inventory Report 2005
Newbury	MP 2006	2010 Update draft	Heritage Landscape Inventory Report 2005, Estuarine Management Plan
Newburyport	MP 2001	2005-2010	Waterfront Strategic Plan 2003; Strategic Land Use Plan 2004; Heritage Landscape Inventory Report 2005; High Street. Master Plan 2004