

CHESAPEAKE COUNTRY

Interpretive Plan and Design Guidelines

Scenic Byway

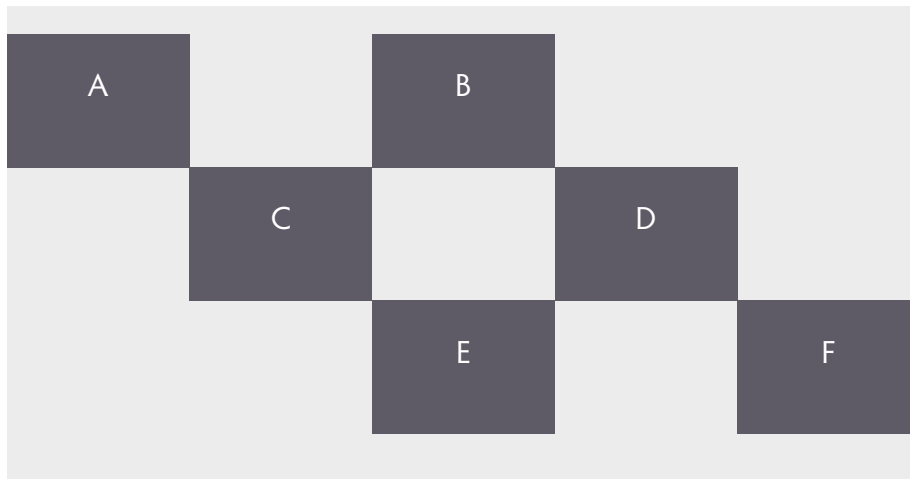


*a vibrant
mid-shore*

Chesapeake Country Scenic Byway Interpretive Plan and Design Guidelines

ACKNOWLEDGEMENTS

Representatives from the Chesapeake Country Scenic Byway Committee—including the counties of Caroline, Dorchester, and Talbot—contributed time and knowledge to the development of this plan. Their assistance has been invaluable.



FRONT COVER PHOTOS

Background—Chesapeake Scene, iStockphoto
A—Basket of blue crab, Talbot County Office of Tourism
B—Chesapeake Bay Maritime Museum, Talbot County Office of Tourism
C—Farming Scene, Talbot County Office of Tourism
D—Oyster Cans on Display, Chesapeake Bay Maritime Museum
E—Rope, Yessica Nograro-Borquez, Conservation By Design
F—Kayaking in Caroline County, Caroline County Office of Tourism

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THIS PLAN PROVIDES

- Suggested themes and storylines for interpretation
- Interpretive program and project recommendations for the overall Byway, as well as for individual sites
- Concepts for linking interpretive and visitor information sites
- Design guidelines for interpretive and information signs

The guidelines include panel design templates, color and font preferences, and recommendations for development, design, and placement of interpretive and information exhibits.



Talbot County Office of Tourism

Tours of the Hill Community in Easton

SECTION 1

Introduction and Purpose

CHESAPEAKE COUNTRY CONTEXT

Formerly referred to as Michener's Chesapeake Country Scenic Byway, the Mid-Shore section of the Chesapeake Country Scenic Byway (hereafter "the Byway") spans 265 road miles in the center of the Chesapeake Bay's Eastern Shore. It traverses a series of scenic roads and historic travel routes through Caroline, Dorchester, and Talbot counties. It consists of a main Byway route, along with Byway branches and sidetracks.

The Chesapeake Country Scenic Byway is part of a larger network of scenic Byways and trails within the Delmarva Peninsula, the geographic landform that includes Delaware and the Eastern Shores of Maryland and Virginia, with the Chesapeake Bay to the west and the Atlantic Ocean to the east.

This Mid-Shore section is connected on the north to the Chesapeake Country National Scenic Byway, which runs along the Upper Shore from Kent Island through Centreville to Chesapeake City. To the south, it is connected to the Lower Shore section of the Chesapeake Country Scenic Byway (formerly part of the Blue Crab Byway, which has been split. The eastern part of the former Blue Crab Byway is now called the Cape to Cape Byway.)¹.

In addition, the route overlaps with the Harriet Tubman Underground Railroad Byway in several locations, and it traverses two state heritage areas—Stories of the Chesapeake and Heart of the Chesapeake. The Chesapeake Bay Gateways and Water Trails Network overlays the entire Chesapeake Bay watershed and incorporates multiple sites along the Byway. The network, along with the Captain John Smith Chesapeake National Historic

¹ In February 2016, Byway leaders from the entire Eastern Shore agreed to pursue an extension of national designation for the Chesapeake Country Scenic Byway all the way to Crisfield.



Trail, which also has some overlap with the Byway, is administered through the National Park Service Chesapeake Bay Office. All of these overlapping designations and attractions create a complex decision-making process for travelers accessing the region's offerings. (Michener's Chesapeake Country Scenic Byway Corridor Management Plan, 2011)

CHESAPEAKE COUNTRY BACKGROUND

The Mid-Shore section of the Chesapeake Country Scenic Byway was designated by the State of Maryland in 2000. The Federal Highway Administration nationally designated the Upper Shore section from Kent Island to Chesapeake City in 2002. The Corridor Management Plan for the Mid-Shore section of the Byway was completed in 2011.

Although the federal scenic byways program is not currently funded (and is therefore not reviewing or approving any new national designations), state and local interests are well positioned to apply for national designation once legislative hurdles have been cleared. Coordination between all three sections of the Chesapeake Country Scenic Byway will be crucial to successful nomination, administration and marketing of the Byway.

As part of the 2014 interpretive planning process, the Byway committee solicited public input and made a resulting decision to abandon the name "Michener's Chesapeake Country Scenic Byway," choosing instead to embrace name consistency with the Upper and Lower Shore sections of Byway. The Byway committee agreed that this consistency would be reinforced with a similarly styled logo, but that the design style of interpretive products for the Byway would also be unique. The interpretive themes presented herein are reflective of the heritage of the area, in consideration of overlap among complementary Byway experiences associated primarily with the Harriet Tubman Underground Railroad Byway.

THE CHESAPEAKE BAY

The Chesapeake Bay is a national treasure and a resource of international significance. The Chesapeake Bay is historically one of the most productive estuaries in the world. The abundance of natural resources has fed multitudes and nurtured myriad cultures and ways of life.

The Bay encompasses 2,500 square miles of water; its watershed, which includes 64,000 square miles of land in six states¹, is drained by more than 124,000 miles of rivers and streams. The Bay watershed is an incredibly complex ecosystem of water and land, creatures and peoples, cultures and economies.

It is a region of profound diversity, essential to the cultural and economic vitality of the nation. Home to more than 3,600 species of plants and animals, it is known far beyond its boundaries for its aquatic productivity and once-plentiful harvests of seafood; for its cultural diversity and richness; its extensive recreational capacity; and its scenic beauty. (Special Resource Study, NPS)

¹ as well as Washington, D.C.

DEPENDENT ON THE WORKING WATERWAYS AND LANDSCAPES

Spanning more than 200 miles from its northern headwaters in the Susquehanna River to its outlet in the Atlantic Ocean, the Chesapeake Bay is of premier importance ecologically and economically to both Maryland and Virginia, as well as other states. The Bay drains 64,000 square miles of land from New York to Virginia through its network of 150 rivers and thousands of streams.

WHY INTERPRET THE BYWAY?

The overall purpose of interpretation along the Mid-Shore section of the Chesapeake Country Scenic Byway is to broaden awareness of people's connection and dependence on land and water in the Chesapeake region through its maritime and agricultural heritage. Interpretation shall tell these stories in a unified and compelling way to engage visitors and locals alike in the human connection to the Chesapeake story.

Interpretation will help to preserve these resources by inspiring people about the significance of Chesapeake landscapes and livelihoods. Interpretation will enhance the experience of those who visit the area, as well as those who travel it everyday.

Life here is shaped by proximity to the Chesapeake Bay, North America's largest estuary. Located on the Delmarva Peninsula, the rural communities of Maryland's Eastern Shore feature a mix of historic small-town charm and industries reliant on the resources of the waterways and landscapes. This geographic isolation and dependence on nature has given rise to unique cultures of people who call the Eastern Shore region home.

For generations of residents, life on the Eastern Shore has yielded an unusual mix of agricultural and maritime economies. The Byway corridor exemplifies the stories of how people have made a living and a life on the Eastern Shore.

INTERPRETING A CULTURAL VIBRANCY

Each year, hundreds of thousands of visitors travel to Maryland's Eastern Shore to experience its food, scenery, heritage attractions and recreation opportunities. These experiences have the ability to reveal the significant stories that make the Eastern Shore unique and foster a deepened sense of place for visitors and residents alike. From the Native American lifeways of the region to the perseverance of the oldest free black communities in the nation, and from the truth-seeking religious independents to the rugged skill set of the farmers and watermen, the stories of the Mid-Shore region present a cultural richness that inspires exploration and increases understanding. This spectrum of fascinating stories will be presented vividly and accurately through interpretation along the Byway.

As lifestyles change and the productivity of the Chesapeake Bay is threatened by overharvesting, degraded water quality and climate change, interpretation of our collective dependence on these working waterways and landscapes and the ways that we can have a positive impact is vital.

Byway interpretation and orientation has the opportunity and the responsibility to reveal how all Byway visitors are dependent on the working waterways and landscapes and how they can make a difference.

WHAT IS INTERPRETATION?

According to the National Association for Interpretation, the professional organization for the field, interpretation is "a communication process that forges intellectual and emotional connections between the interests of the audience and the inherent meanings of the resource."

WHO WILL USE THIS PLAN?

The Chesapeake Country Scenic Byway advisory committee and partners—including governmental entities, agencies, and individuals—will reference and adapt this plan as interpretive projects are developed.

The design guidelines presented herein are intended to provide a starting point for design, and can be adapted with flexibility to fit the specific needs of each project.



Talbot County Office of Tourism
Watermen at work



A TRIP THROUGH TIME

Driving rural Eastern Shore routes is a means of time travel, with retro snapshots at every turn—small-town Main Streets, chicken barbecues at the firehouse, fishing boats tethered to salt-weathered docks, and roadside farm stands with honor boxes among golden fields. Not just about nostalgia, the Eastern Shore is also a place to recharge and unwind, to take life at a slower, more mindful pace.

"Pass It On: Cultural Traditions of the Lower Eastern Shore," a K-12 curriculum guide developed by the Ward Museum of Wildfowl Art



Talbot County Office of Tourism
Farmland near Easton

Byway interpretation is not expected to attract visitors to the region. Rather, interpretation enhances the Byway user's experience by highlighting the compelling stories and thematic aspects of the region's heritage.

PURPOSE OF THE INTERPRETIVE PLAN

The Byway committee has developed this interpretive plan as a tool to guide development of interpretive products and programs along the Byway. This document provides a filter for decision-making about the Byway, including design, funding and implementation priorities.

Each of the sites selected for interpretive development along the Byway will present the relationship of both residents and visitors to the central Byway theme. While the overarching theme is an important component of creating consistency, each site's unique features and relationship to the larger theme will be emphasized so that interpretation is both site-specific and theme-based.

BENEFITS OF THE INTERPRETIVE PLAN

This document captures the decision-making process and analysis undertaken during the interpretive planning process. It takes the goals and recommendations of the Corridor Management Plan to more detail, and provides the Byway advisory committee with steps to implementation.

This interpretive plan serves as a filter through which to determine priorities (based on available funding and schedules), frame decisions, and focus efforts. The plan provides recommendations on how to deliver the key messages to the targeted audiences with the most effective interpretive products and programs. It includes cost estimates and implementation priorities and provides guidelines for those who will be implementing the plan (writers, interpreters, landscape architects, graphic designers, multimedia producers, and other artisans and craftsmen). The plan presents a framework for developing a well thought out palette of opportunities and strategies to preserve the intrinsic natural and cultural qualities of landscapes that are significant along the scenic Byway. The plan provides ideas that help facilitate relationships and partnerships between Caroline, Dorchester, and Talbot counties and a myriad number of associated sites that have a stake in the Byway and the Mid-Shore region.

INTERPRETATION'S FIVE ESSENTIAL QUALITIES

PURPOSEFUL: Interpretation's ultimate goal is engagement with and stewardship of our natural and cultural resources. Interpretation bears in mind what we want the audience to learn, feel, and (most importantly) do as a result of their experience with us.

ENJOYABLE: Visitors are not captive audiences and are known for voting with their feet. In order to transcend the ordinary, capture imaginations and inspire return visits, longer visits, and word-of-mouth marketing, we must provoke curiosity and present information in an enjoyable, interactive and positive context.

RELEVANT: What we want visitors to know is not necessarily what visitors want to learn. Human communications are received through the filters of prior experiences, attitudes, intrinsic motivators, existing knowledge levels (and misconceptions),

beliefs, and cultural influences. Therefore, interpretation takes the audience's perspective and captures interest by understanding, respecting, and engaging the audience's point(s) of view.

ORGANIZED: Interpretation is structured to maximize learning and enjoyment, minimize demands on the audience, and produce a positive visitor experience from beginning to end. Byway interpretation should deliver memorable, coordinated, consistent, and effective messages across the entire visitor experience.

THEMATIC: Interpretation conveys a theme—a central take-home message that moves beyond facts and figures to reveal the deeper meaning of heritage resources. Themes help us tell a compelling story that will resonate with the audience long after the experience is over.



Talbot County Office of Tourism
Harvesting in Talbot County



INTERPRETIVE OPPORTUNITIES ALONG THE BYWAY

- Prehistoric and historic archaeological sites that date human habitation at least 13,000 years before present
- Working waterways, including historic and modern evidence of shipbuilding, fishing, shellfish harvesting, and canning industries
- Working landscapes, including historic and modern evidence of farming, and timber harvesting
- Historic churches, cemeteries, meeting houses, homes and businesses
- Significant communities of free blacks
- Ongoing research and restoration of the Bay environment
- Natural landscapes and recreational opportunities on the bay and on land



Yessica Nograro-Borquez • Conservation By Design
Placemat at Old Salty's Restaurant, Hoopersville

By establishing the desired “look and feel” of the Byway identity and character in this document, we enable those implementing the plan to have all the information they need to carry out interpretive and orientation exhibits that best represent Chesapeake Country.

As programs and projects are implemented along the Byway, users will benefit from increasingly engaging and relevant heritage experiences. Area residents will benefit as the unique heritage of Byway corridor resources is more fully understood.

OVERALL DIRECTION FOR INTERPRETATION ALONG THE BYWAY

The Chesapeake Country Scenic Byway Advisory Committee began the process of developing the interpretive plan framed by the vision and goals presented in the Corridor Management Plan for the Byway.

Vision

This vision statement was modified slightly from what was developed during the Corridor Management Planning process in 2011 to help paint a picture of what the Byway will be like when the plan has been implemented. The text that has been modified from the original 2011 version is underlined below.

The Chesapeake Country Scenic Byway weaves together the sites and stories of nationally significant maritime and agricultural heritage, from pre-colonial history to the modern era. The Byway serves as the main route for heritage tourism in the center of the Eastern Shore, helping travelers find and enjoy distinctive heritage destinations and beautiful places where land and water merge.

The Chesapeake Country Scenic Byway also connects the people and places of Caroline, Dorchester, and Talbot counties in their efforts to preserve and enhance their unique ways of life. The Byway helps these communities to maintain the character-defining features and settings of their historic communities, farms, landscapes and

waterways. The Byway encourages people to linger and learn, contributing economically to Maryland's Eastern Shore.

Through a network of interpretive opportunities proposed in this interpretive plan, people who come to experience the Mid-Shore region of the Chesapeake Country Scenic Byway will better understand and appreciate the myriad relationships people have with these working landscapes and waterways.

Interpretive Goals

The following interpretive goal was modified slightly from the original version developed during the Corridor Management Planning process in 2011 and provides direction for the Interpretive Plan for the Mid-Shore section of the Chesapeake Country Scenic Byway:

1. Use the Byway as a tool to increase awareness of the region's nationally² significant maritime and agricultural heritage by developing a cohesive story that resonates with visitors through the interplay of Native American, African, and European cultures and their influence on modern life.

Additional goals and visitor objectives were developed through this interpretive planning process to help guide interpretive development, as follows:

2. Facilitate an enjoyable, educational and safe experience for visitors by orienting them to facilities, services and attractions on the Byway;
3. Maintain positive working relationships with project partners;
4. Encourage Byway users to access the corridor in appropriate ways; and

2 As of early 2016, Byway leaders are beginning the process to extend the national designation to the Mid-Shore and Lower Shore regions of the Byway.

MANAGEMENT GOALS

Interpretation should serve a purpose and support the organization's mission. Goals focus on what the Byway can do for the visitor, in line with the partners' purposes and missions.

Goals:

- State expectations for what interpretation will do for your organization
- Describe desired outcomes
- Define short-term or long-term timelines
- Be specific or general
- Generally are not easy to measure and are stated using terms like "enhance understanding," "increase awareness," and "foster stewardship"



Yessica Nograro-Borquez • Conservation By Design

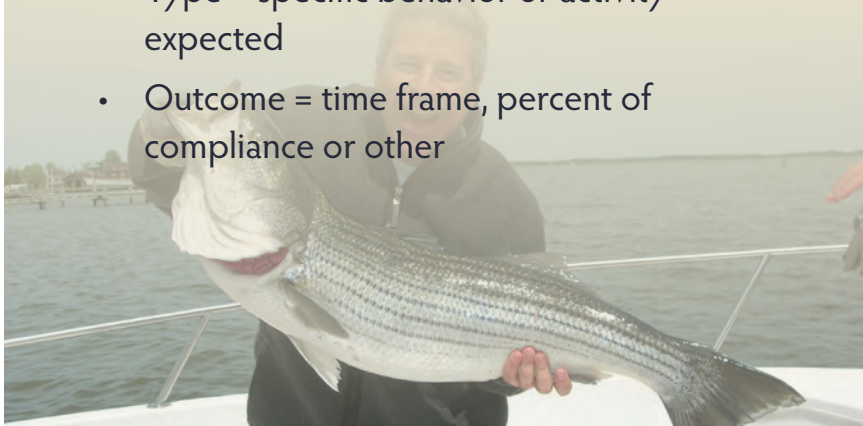
Byway signage

VISITOR OBJECTIVES

Objectives are more specific than goals and, to the extent possible, are measurable. They spell out what Byway partners want visitors to feel, see, and do as a result of visiting the Byway. Success of our efforts will be judged based on the accomplishment of these objectives. Objectives provide details about how goals will be accomplished.

Objectives should:

- Be stated in specific and measurable terms describing overall visitor behavior or performance
- Include both the type and extent of the outcome expected
 - Type = specific behavior or activity expected
 - Outcome = time frame, percent of compliance or other



Jerry Freibaum

Fishing off Tilghman Island

5. Position the Mid-Shore section as a unique part of the overall Chesapeake Country Scenic Byway experience.

Visitor Objectives

For the purpose of interpretive planning, any Byway user, whether resident or non-resident, will be referred to here as a Byway "visitor."

- a. Visitors will report a sense of positive intellectual and/or emotional attachment to Chesapeake Country and a desire to return.
- b. Visitors will be able to recognize at least one aspect of working landscapes and waterways.
- c. Visitors will know that the resources of the Bay have sustained people for at least 13,000 years, but everyone needs to do their part to keep harvests sustainable, so the Bay can continue to support people for years to come.
- d. Visitors will be able to cite at least one way that the industries dependent on the Bay are connected to their lives.
- e. Visitors will know that the quality of the Bay environment has declined, threatening watermen and their culture and impacting the Bay ecosystem and those who enjoy the Bay's bounty. Visitors can take actions to reverse this trend.
- f. Visitors will understand that development pressures threaten the visual character and land-based economy of the Eastern Shore.
- g. Visitors will feel compelled to think about what characteristics make the Byway experience unique, and whether they are worth preserving.
- h. Visitors will complement their heritage experience with other regional heritage experiences.
- i. Visitors will feel compelled to take action to protect or preserve bay resources, working land and waterscapes and know at least one thing they can do to help.

SECTION 2

Stakeholder Engagement in the Planning Process

PARTICIPATION OPPORTUNITIES

A variety of opportunities for public and stakeholder involvement were included in the interpretive planning process, and input received was instrumental in development of this document.

Community members were notified through newspaper ads and project information sheets. Public and stakeholder meetings were held in Caroline, Dorchester, and Talbot counties to encourage participation from residents, Byway partners, special interest groups, and community organizations to share information directly with the project team. Comments and input offered at the meetings provided information about the stories to be told and where to tell them, regional history, and community concern for the area's heritage.

Following the kick-off site visit in April 2014, various tools and outreach activities were used to engage stakeholders and community members in the development of the plan.

Visitor Questionnaire – May 2014

During the initial kick-off site visit, it became apparent that Byway visitors and partners were hesitant about proceeding with the name "Michener's Chesapeake Country Scenic Byway," citing concerns about how the name Michener resonated with target audience segments of the Byway. In response to that concern, Conservation By Design developed an informal visitor questionnaire for use by Byway partners. In total, 25 responses were gathered from visitors to the Dorchester County Visitor Center, 24 of which preferred some other name over "Michener's Chesapeake Country Scenic Byway." Respondents often cited "Chesapeake Country Scenic Byway" as the preferred option.

Chesapeake Country Scenic Byway • Mid-Shore Region

VISITOR QUESTIONNAIRE

Greetings! Caroline, Dorchester and Talbot counties are in the process of planning the future of Michener's Chesapeake Country Scenic Byway. We hope you'll take a minute to answer a few questions:

1. Are you aware that this facility is located on a scenic byway?

☐ Yes ☐ No

2. On a scale of 1-10, please rate your opinion of James A. Michener:

1 2 3 4 5 6 7 8 9 10
Unfavorable Neutral Favorable

☐ I don't know who this person is

3. What word or phrase comes to mind when you hear the phrase Michener's Chesapeake Country?

4. Check your name preference:

☐ Chesapeake Country

☐ Michener's Chesapeake Country

☐ Some other name _____

5. What is the primary purpose of your visit to the Eastern Shore?

6. Age:

☐ Under 18 ☐ 18-29 ☐ 30-45 ☐ 46-64 ☐ 65+

THANK YOU!

Visitor Questionnaire soliciting input on Byway name – May 2014



PUBLIC MEETINGS

MICHENER'S CHESAPEAKE COUNTRY SCENIC BYWAY INTERPRETIVE PLAN

We Need Your Input!

We're kicking off the interpretive planning process for this scenic byway, and will be talking about how to move forward with interpretation of the natural and cultural resources of this area.

We'll be talking about:

- What Is Interpretation?
- Thinking Like a Visitor
- What We're Trying to Accomplish
- Stories to Tell
- Where To Tell Them (and Where They're Already Being Told)

Opportunities to Join the Discussion

COUNTY	DATE & TIME	LOCATION
Dorchester	Tuesday, May 27 – 6-8 p.m.	Dorchester County Historical Society 1003 Greenway Drive, Cambridge
Caroline	Wednesday, May 28 – 6-8 p.m.	Federalsburg Town Hall Upstairs in Senior Center 118 North Main St., Federalsburg
Talbot	Thursday, May 29 – 6-8 p.m.	Talbot County Community Center 10028 Ocean Gateway, Easton

Questions or comments: send an e-mail to conservationbydesign@mac.com,
or call Melanie Pierson at 575/534-0933.

Workshop Series – May 27-29, 2014

During this series, workshops were held in each of the three above-mentioned counties to meet with advisory group members, community members, and Byway partners. During each workshop, the Conservation By Design team provided background information on the principles of interpretation, and facilitated a discussion about the significant stories, target audiences, and goals for interpretation along the Byway. The suggestion to drop the name Michener from the Byway was unanimously approved at each of the three county workshops.

In addition to the evening community meetings held in each county, the planning team traveled the Byway with the tourism director from each county, visiting sites where interpretation of Byway themes currently exists and where there are opportunities to enhance the visitor experience through interpretive development.

DORCHESTER COUNTY

The first evening workshop was held at the campus of the Dorchester County Historical Society in Cambridge. Suggested storylines emphasized religious freedom, the soothing nature of water resources, and the extensive resources regarding maritime heritage. Participants expressed concern regarding a sense that history is being lost and that it needs to be relevant to be interesting to visitors. Participants emphasized that sad stories should not be avoided in interpretation. Participants also expressed the need for accurate maps.

CAROLINE COUNTY

This second evening workshop was held in the council chambers at the Federalsburg Town Hall and was well attended. Participants provided extensive information on the significant stories associated with Caroline County history, including the contributions of the timber industry to the Byway's maritime heritage theme. Participants emphasized the friendly feel of Caroline County, characterized by a slower lifestyle. The county is also recognized by its farming heritage and the historical contributions of the canning

Flyer advertising workshop series – May 2014

industry. Participants also commented on the area's religious tolerance as well as the boom and bust cycle of the economy here, where focusing on a primary industry creates vulnerability.

There was a strong interest in attracting visitors to the county and encouraging them to stay longer. Suggestions for improved wayfinding, additional signage, and the use of new and emerging media were emphasized. The historical society has an interpretive signage project already underway at Exeter House, an important historical asset in Caroline County. Participants expressed a desire for murals. The Federalsburg Museum is happy to advertise their rest rooms to Byway travelers.

TALBOT COUNTY

Held at the Talbot County Community Center in Easton, this final evening workshop was well attended by area residents, as well as representatives from partner organizations. Participants expressed that any interpretation should aim to increase understanding and appreciation of the heritage of the area's working waterways and landscapes, and should focus on local residents as well as visitors. Participants also expressed concern regarding the implication of Byway enhancements on traffic and private property rights.

Suggested storylines for interpretation focused on the use of waterways for transportation and the land surrounding the Byway route as a working landscape with working farms. It was also pointed out that the nature of the land and water interplay leaves these communities isolated by nature and that the landscape is continuously changing. Residents also added the need for maintenance of local graveyards.

In reference to the Byway name, this group was enthusiastically in favor of changing it, citing that "it's not necessarily Michener's Chesapeake; it's ours."

AGENDA

CHESAPEAKE COUNTRY SCENIC BYWAY

**Advisory Committee Meeting
August 21, 2014 @ 1pm**

**Federalsburg Area Historical Museum
100 William and Covey Ave., Federalsburg, MD**

**THANK YOU FOR YOUR
INTEREST IN THE BYWAY!**

- Welcome Remarks
- Presentation by Melanie Pierson, Conservation By Design
 - Plan Foundations
 - Design Concepts
 - Review Case Study Options

Questions or comments: send an e-mail to cvanhooser@talbotcountymd.gov,
or call Cassandra Vanhooser at 410/770-8000.

Byway Advisory Committee Meeting – August 2014



First draft of Interpretive Planning Foundations – presented August 2014

Byway Advisory Committee Meetings — July & August 2014

Conservation By Design conferenced with the advisory committee via telephone in July 2014 to update the group on recent accomplishments, including the suggestion to change the Byway's name. The advisory committee approved the name change.

In August 2014, Conservation By Design met with the advisory committee in Federalsburg to gain feedback on the significant stories and interpretive themes. Conceptual designs for the Byway logo were presented, along with options for the overall look-and-feel for interpretive products. Participant input was invaluable in the refinement of the planning foundations, as well as the design guidelines for the Byway.

75% Draft of Plan — November 2014–April 2015

The first draft of the interpretive plan was provided for review to the three county tourism offices in November 2014, with feedback received in February 2015. Revisions were incorporated and the 75% draft plan was released to the Byway Advisory committee for review in March 2015. Comments were submitted to Conservation By Design in April 2015.

90% Draft of Plan & 50% Draft of Case Study Items — July & August 2015

The revised plan and initial concepts for the case study items were provided to the three county tourism offices for review and comment in July 2015. Revisions were incorporated and the 90% draft plan and 50% draft case study documents were released to the Byway advisory committee for review in August 2015. Comments were submitted to Conservation By Design in September and October 2015.

Byway Advisory Committee Meeting — October 2015

Conservation By Design met with the Byway advisory committee in Easton in October 2015 to discuss implications of requested changes, recap accomplishments, and gather input needed for the finalization of the plan document.

100% Draft of Plan & 90% Draft of Case Study Items — December 2015-March 2016

The finalized plan and revised concepts for the case study items were submitted for final review in December 2015. Final comments were received in March 2016.

Final Documents — April-May 2016

Final revisions were incorporated and all files were provided for final review in April 2016. Final acceptance was received in May 2016,



Kathy Mackel • Caroline County Office of Tourism
Byway committee discusses logo options, August 2014

Case Study: Portrait Panel Feedback

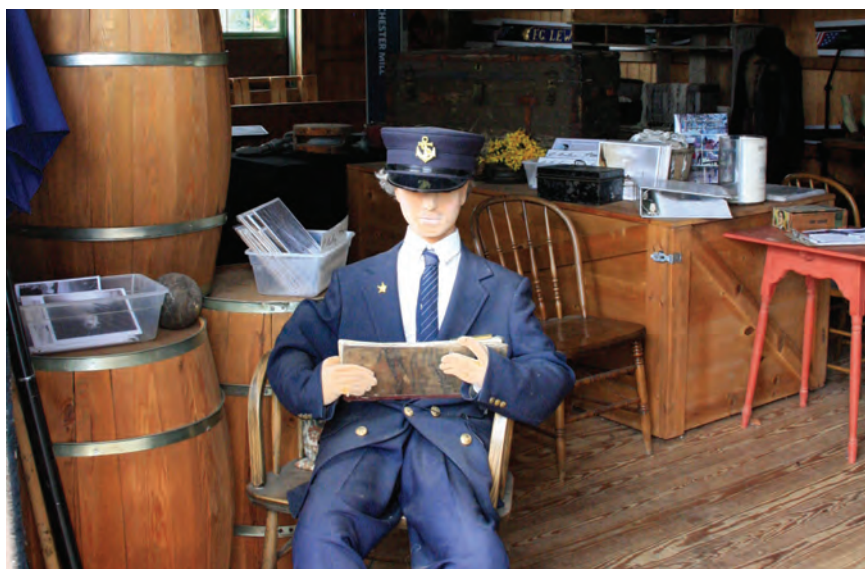
- Update images
- Text revisions



Conservation By Design
The group discussed revisions to the sample portrait panel presented, October 2015



Talbot County Office of Tourism
Saint Johns Church, Tilghman Island



Yessica Nograro-Borquez • Conservation By Design
Inside the Choptank River Heritage Center, Denton

SECTION 3

Existing Conditions and Site Inventory

EXISTING CONDITIONS ALONG THE MID-SHORE SECTION OF THE CHESAPEAKE COUNTRY SCENIC BYWAY

In order to analyze the current offerings and additional opportunities for interpretive development along the Mid-Shore region of the Chesapeake Country Scenic Byway, the project team conducted an assessment of publicly accessible sites and visitor considerations along the Byway. These sites include:

- Visitor Centers and Other Facilities
- Historical Societies and Museums
- Living History Facilities
- Public Landings, Boat Ramps and Fishing Piers
- Points of Interest
- Historic Downtowns and Waterfronts
- Commercial Facilities with a Public Component
- Interpretive Signs and Exhibits (including those associated with other Byways)
- Maps and Wayfinding Elements (including roadway signage)
- Murals, Sculptures and Other Public Art
- Parks and Other Public Gathering Areas

THE BYWAY EXPERIENCE

The spine, branches, and sidetracks of the Mid-Shore region of the Chesapeake Country Scenic Byway invite the traveler to venture beyond the busy commercial areas along U.S. Route 50 past agricultural expanses and into the charm of historic downtowns and picturesque waterfronts often bustling with activity.

From its intersection with the Chesapeake Country National Scenic Byway in Centreville, the spine of the Mid-Shore section of the Chesapeake Country Scenic Byway loops south through Wye Mills, Easton, Trappe, Cambridge, Bestpitch, Vienna, and back up through the agricultural communities of Federalsburg and Denton before returning to U.S. Route 50 near Easton. Most travelers are thought to enter the Byway via U.S. Route 50 near Queenstown.

Branches and sidetracks take travelers out along the waterfront in St. Michaels, Oxford, and Tilghman Island in Talbot County; Hudson, Hoopersville, Elliott, Secretary, East New Market, Hurlock, and the Blackwater National Wildlife Refuge in Dorchester County; and Preston in Caroline County.

In Dorchester and Caroline County, the Byway intersects and in some places overlaps with the Harriet Tubman Underground Railroad (HTUGRR) Byway. Refer to Section 4 for the thematic structure of the Chesapeake Country Scenic Byway and how it complements the HTUGRR Byway.



Yessica Nograro-Borquez • Conservation By Design
Campus of the Dorchester County Historical Society, Cambridge



Jerry Freibaum
Dogwood Harbor, Tilghman Island



Talbot County Office of Tourism
Old Wye Mill, Wye Mills



Melanie Pierson • Conservation By Design

Easton Point, located on the Tred Avon River in Easton, would benefit from installation of a Byway hub kiosk to orient Byway travelers to the Byway themes of working waterways and landscapes.

KEY LOCATIONS ALONG THE BYWAY

More detailed information regarding key locations along the Byway's spine, branches, and sidetracks follows, organized by county. Existing visitor facilities and interpretive elements are noted, as are opportunities for further enhancements.

A summary of site-specific recommendations appears on pages 60-62 of this document, while detailed suggestions for interpretive products at each location are provided on pages 63-71.

QUEEN ANNE'S COUNTY

Wye Island

A Byway sidetrack highlights the Wye Island Natural Resource Management Area, where visitors can hike trails while learning about three centuries of farming on the island.

Miles River Neck

The Wye Mills Community Lake, located on the county line in Wye Mills, is a highly visible opportunity to present interpretation.

TALBOT COUNTY

Miles River Neck

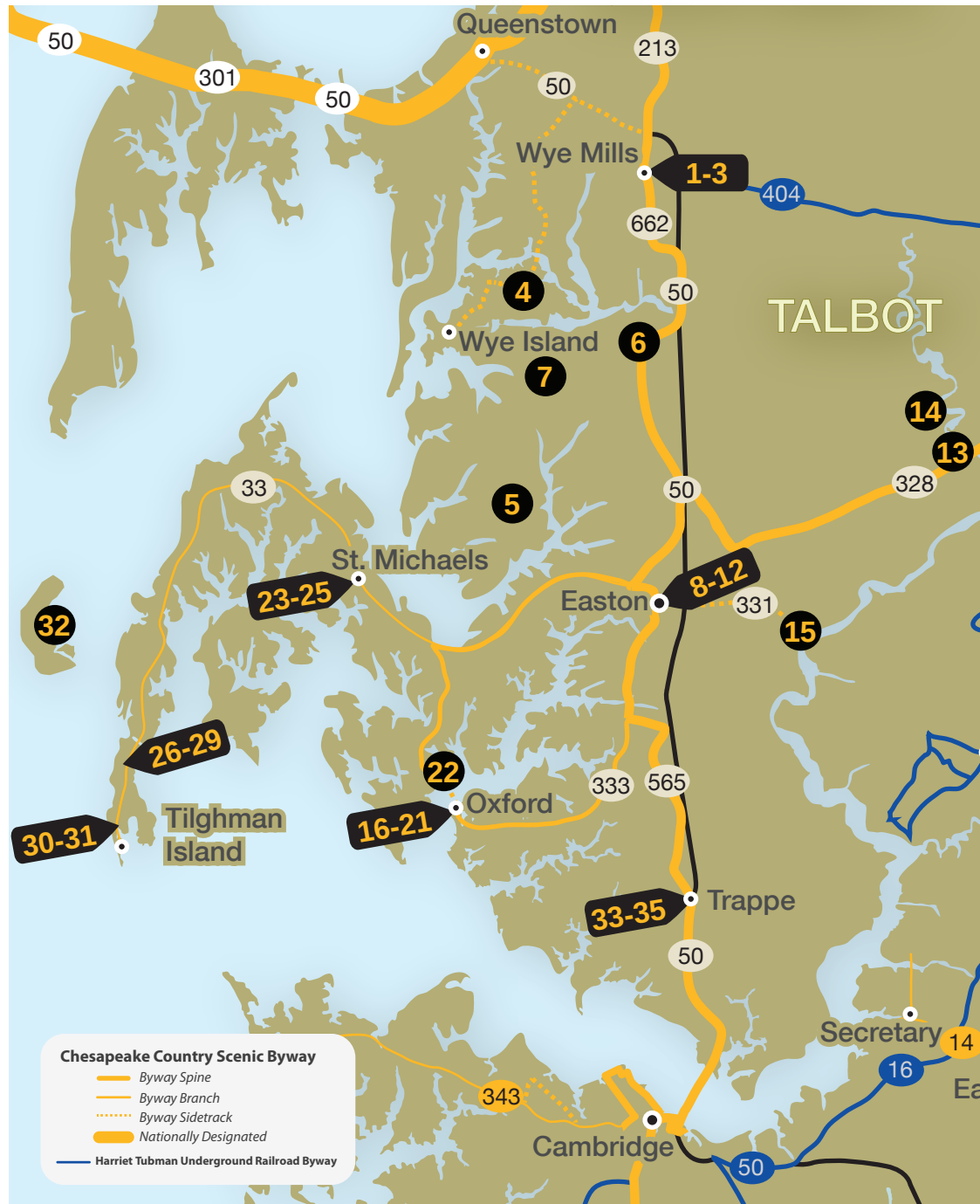
Wye Mills is the northernmost community located along the Byway. This unincorporated community is known for Old Wye Mill, a historic gristmill in continuous operation dating back around 300 years; commercial grain elevators; and Wye Oak State Park. Additional interpretation is needed here in the area to relate the history of industry and religion in this community (see page 63 for details).

The unincorporated community of Unionville is home to the graves of soldiers from black regiments that fought in the Civil War. An existing interpretive panel at this location was installed as part of the Civil War Trails, commemorating the site's significance.

Restored by the Talbot Historical Society and maintained by the Talbot County Department of Parks & Recreation, the Longwoods

TALBOT COUNTY BYWAY DESTINATIONS

- | | |
|--|--|
| 1 Old Wye Mill | 22 Bellevue Landing & Park |
| 2 Wye Oak State Park | 23 Chesapeake Bay Maritime Museum |
| 3 Wye Mill Community Lake | 24 St. Michaels Water Trail |
| 4 Wye Island Natural Resource Management Area Unionville | 25 St. Mary's Square (including St. Michaels Museum) |
| 5 | 26 Tilghman Watermen's Museum |
| 6 Longwoods School House | 27 Phillips Wharf Environmental Center |
| 7 Pickering Creek Audubon Center | 28 Dogwood Harbor |
| 8 Talbot Historical Society | 29 Tilghman Island and the Bay Hundred Water Trails |
| 9 Historic Churches & Meeting Houses | 30 Pawpaw Cove |
| 10 The Hill Community | 31 Black Walnut Point |
| 11 Academy Art Museum | 32 Poplar Island |
| 12 Easton Point | 33 Rural Life Museum |
| 13 Public landing at Tuckahoe Creek | 34 Pocket Park on Main St. |
| 14 Viewpoint off Lewistown Rd. | 35 Historic Churches (including Scott's Methodist Church and White Marsh Church) |
| 15 Dover Bridge | |
| 16 Oxford-Bellevue Ferry | |
| 17 Customs House | |
| 18 Oxford Museum | |
| 19 Robert Morris Inn | |
| 20 Oxford Town Park | |
| 21 Historic Churches (including John Wesley Church) | |





Yessica Nograro-Borquez • Conservation By Design

A portrait panel depicting the relationship between Frederick Douglass and Byway themes is recommended for the public landing at Tuckahoe Creek on MD 328.



Melanie Pierson • Conservation By Design

Recently updated exhibits in the Talbot County Historical Society, Easton

School House is one of the last remaining one-room schoolhouses on the Eastern Shore.

Pickering Creek Audubon Center is also located here in the Miles River Neck district. This 400-acre property features a tool museum and the Waterman's Shanty, connecting visitors to the farm and fisheries industries of Chesapeake Country.

Easton

The county seat for Talbot, Easton is a full-service community dating back to the 17th century with many interpretive assets, including the Talbot Historical Society, The Hill Community, and many churches, including the Third Haven Friends Meeting House. It is known for organizations including the Academy Art Museum and annual events including the Waterfowl Festival and Plein Air Festival. While personal guided tours of the Hill Community are currently offered, Byway partners should develop a non-personal method of delivering this tour via mobile web app. This will help ensure that the content is available even when personal guides are not available. A mobile format might also increase the delivery of content to a younger audience frequently engaged with a mobile device, or unlikely to join a scheduled group tour (see pages 58, 60 and 63).

Additionally, there is a need for Byway orientation and interpretation on the dock at Easton Point, a port on the Tred Avon River. Interpretive products here would introduce visitors to Chesapeake Country and the themes related to working waterways, shipbuilding and fisheries research and restoration (see pages 60 and 63). There is an existing kiosk providing orientation and interpretation to the Star-Spangled Banner National Historic Trail, which commemorates sites significant to the War of 1812.

East of Easton, sites along the Tuckahoe Creek related to Frederick Douglass' birthplace are ripe for interpretation, including his relationship to the nature-based industries of Chesapeake Country and his influence on and/or connection to free black communities that developed on the Eastern Shore. The public landing on MD

328 should introduce Chesapeake Country and an overview of Frederick Douglass' contributions to the Byway theme structure (see pages 60 and 71). A more detailed exhibit could be developed at the public access area off Lewistown Road that gets visitors much closer to his actual birth place, but this isolated public landing has accessibility issues (page 64).

From Easton, a byway sidetrack leads to the Choptank River on MD 331. Here, there is an opportunity to present Byway-related themes near the bridge tender's house (pages 60 and 64).

Oxford

One of the oldest towns in Maryland, this waterfront town and former colonial port dates back nearly 350 years. Oxford is known for its many historic homes and an array of private shipyards that continue to design and build boats. Visitors and residents alike continue to utilize the historic Oxford-Bellevue Ferry, which began operations in 1683 and is thought to be the oldest privately owned ferry service in the U.S. Other interpretive assets relevant to the Byway's theme structure include the Customs House, Oxford Museum, John Wesley Church, and The Robert Morris Inn, where James Michener penned his outline for the novel Chesapeake.

A Civil War Trails sign is currently located at the Oxford Museum, interpreting the role of colored troops recruited from the Eastern Shore in the war. Additional interpretation should target the Oxford Ferry Dock and the Town Park, introducing visitors to Chesapeake Country and the themes related to working waterways, shipbuilding, and fisheries research and restoration (see pages 60, 63 and 64). Another opportunity for interpretation at a public access point is the Oxford Conservation Park, located near the cemetery. A portrait panel interpreting Tench Tilghman and his Eastern Shore roots could be located here, as he is buried in the cemetery (page 71). The Robert Morris Inn should consider providing at least minimal information and/or interpretation regarding James Michener on site (pages 60 and 71).



Talbot County Office of Tourism
Oxford-Bellevue Ferry, Oxford



Yessica Nograro-Borquez • Conservation By Design
Interpretation highlighting James Michener and Robert Morris Jr. should be located at or near the Robert Morris Inn in Oxford.



Talbot County Office of Tourism

Chesapeake Bay Maritime Museum, St. Michaels



Jerry Freibaum

Kayak landing, Tilghman Island

The Bellevue side of the ferry terminates at Bellevue Landing. The adjacent Bellevue Park (county owned) is an opportunity to enhance the existing visitor facilities (including picnic area, seasonal rest rooms, boat ramps, and beach) through interpretation of the community of watermen here (pages 60, 63 and 65).

St. Michaels

This waterfront town got its name from the Anglican Church that long pre-dated the town. Incorporated in 1804, St. Michaels has its history firmly rooted in shipbuilding and honors that history today with the famed Chesapeake Bay Maritime Museum and activities like log canoe races. Folklore has it that the town “fooled the British” during the War of 1812. Many boats and buildings are listed on the National Register of Historic Places. A kiosk interpreting the War of 1812 and the Star-Spangled Banner National Historic Trail is located on museum grounds. Collaborative orientation and interpretive signage should be considered here, incorporating Byway information and orienting visitors to all of the heritage opportunities they have access to (see pages 60 and 63). (“Interested in learning more? Visit these sites/travel these significant routes...”)

A series of paddling routes comprise the St. Michaels Water Trail (<http://tourtalbot.org/resources/maps-brochures/>). At next printing, the map brochure could include information about the Byway at next revision. This printed map brochure could also include more interpretive information related to Byway themes.

Additional orientation and interpretation should target visitors accessing the town by water, introduce Chesapeake Country and emphasize themes related to working waterways, shipbuilding, and fisheries research and restoration.

Just off the Byway route between St. Michaels and Tilghman Island lies the village of Claiborne, where the historic ferry port operated between 1890 and 1952. Ferry passengers came through Claiborne en route to the beaches on the Atlantic. A story point panel here

could enhance the visitor experience through interpretation (see page 65).

Tilghman Island

This historic waterfront community is still very much a working watermen community, and a source of inspiration for artists. It is known for the Tilghman Watermen's Museum, Phillips Wharf Environmental Center, Pawpaw Cove with its archaeological record of prehistoric seafood harvest and American Indian artifacts, and Dogwood Harbor, home to several of the few remaining 100 year old skipjacks.

A Chesapeake Bay Gateways Network marker and interpretive sign is located in Dogwood Harbor, but is showing its age (see photo this page). Byway partners should use this as an opportunity to collaborate with the Chesapeake Bay Gateways Network to develop a new kiosk that incorporates Byway information as well (pages 60 and 63). See more about collaboration at Byway hub sites in the Vienna narrative in the Dorchester County section in the following pages.

As a hub for working watermen, interpretation at Dogwood Harbor would benefit visitors by interpreting the significance of the various types of boats and how they're used (page 71).

Tours leave Tilghman Island for Poplar Island every week day during the summer season, interpreting the extensive ongoing environmental restoration activities underway on the island. (Advance reservations are required.) Byway travelers can also access boat tours focused on watermen heritage and ride the oldest working authentic skipjack still sailing in the Chesapeake Bay fleet. In addition, one of the largest charter fishing fleets on the Bay is housed at Tilghman Island.

The Tilghman Watermen's Museum has recently relocated to the newly restored historic Lee House on Tilghman Island. Collections focus on the art and artifacts of the island, including boat models and historic photographs.



Yessica Nograro-Borquez • Conservation By Design

The Chesapeake Bay Gateways Network marker and interpretive panel at Dogwood Harbor (Tilghman Island) is showing its age. Byway partners should collaborate on new content when developing updated signage here.



Jerry Freibaum

Rebecca T. Ruark skipjack, Tilghman Island



Talbot County Office of Tourism
Phillips Wharf Environmental Center, Tilghman Island



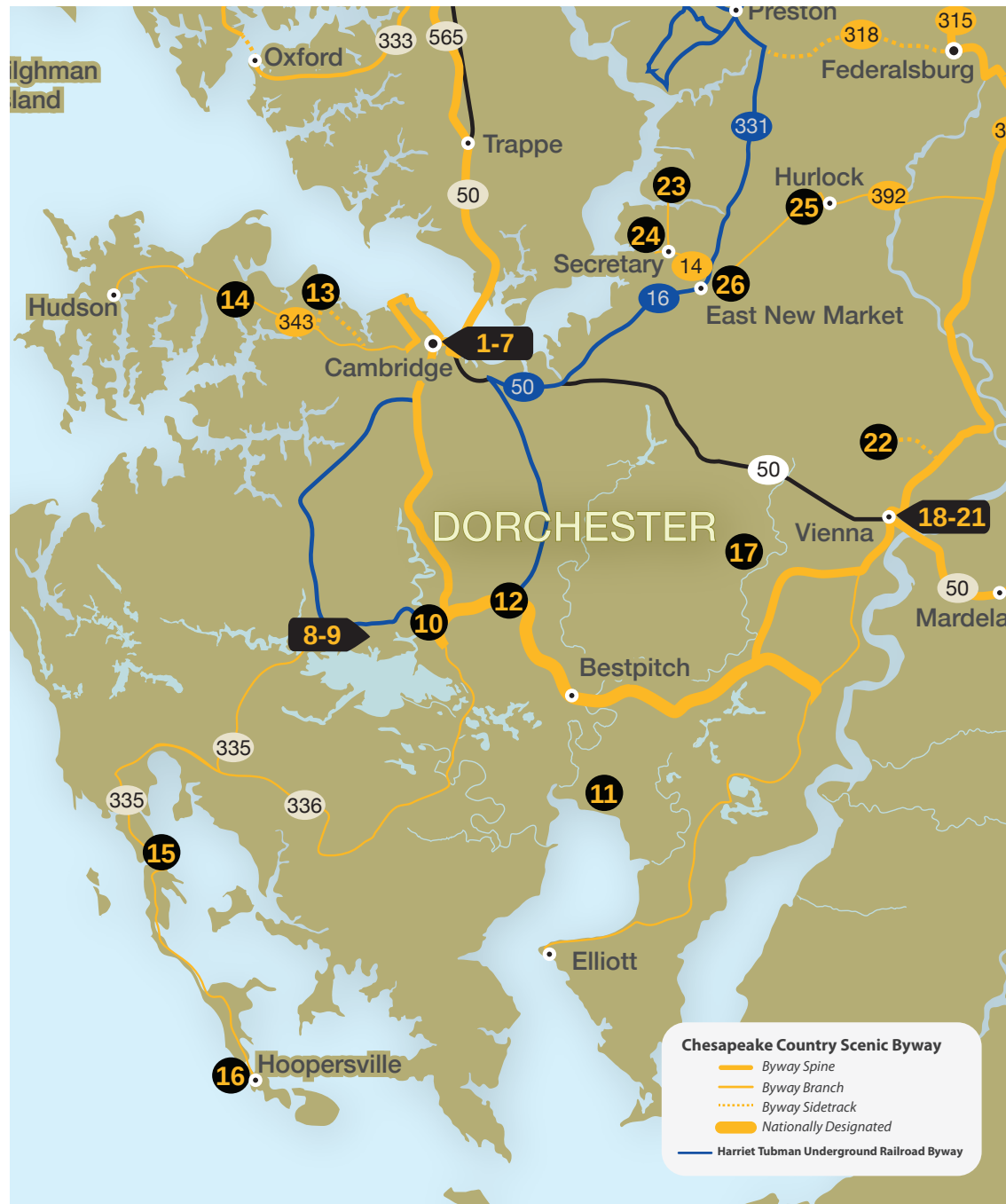
Jay Shotel
Historic Lee House, Tilghman Island,
now home to the Watermen's Museum

One of the interpretive niches that the Byway can fill is focusing on telling the stories of the individual watermen, as described in the Faces of Chesapeake Country concept in the Recommendations section of this plan. Oral histories, photographs, and video footage could be used to help personalize the topic of "working waterways." This content could be used in interior and exterior exhibits in partnership with the Watermen's Museum, and delivered via web.

Tilghman Island also has a series of routes that comprise the Tilghman Island and the Bay Hundred Water Trails. The same website (<http://tourtalbot.org/resources/maps-brochures/>) that promotes the St. Michaels Water Trail provides a link to information about the Byway, yet the printed map brochure for the Tilghman Island and the Bay Hundred Water Trails could also include mention of the Byway at next revision. This printed map guide features plentiful interpretive information.

There is a great need for additional Byway interpretation on Tilghman Island: wayside storypoint panels at public landings (including the wildlife management area on Black Walnut Point), museum and parks; and a Byway hub kiosk at the Phillips Wharf Environmental Center (see pages 60, 61, 63 and 65). This educational center would be a greater asset to Byway travelers through the expansion and upgrade of interior exhibits. Exterior exhibits consisting of interpretive picnic tables and wayside storypoint panels in addition to the Byway hub kiosk would be delivered in proximity to watermen culture, while in an educational atmosphere. Byway interpretation of the working waterways and landscapes at Phillips Wharf Environmental Center will absolutely complement related interpretive efforts at this site highlighting oyster reseeded and habitat restoration efforts. Interpretation of the bridge at Knapps Narrows could also occur at this site.

Interpretation on Tilghman Island should emphasize the harvest of seafood that has been occurring for approximately 13,000 years (citing nearby archaeological discoveries at Pawpaw Cove) and how fisheries research and restoration work is key to ensuring this tradition continues.



DORCHESTER COUNTY BYWAY DESTINATIONS

- | | |
|--|--|
| 1 Richardson Maritime Museum & Ruark Boatworks | 19 Vienna Heritage Museum |
| 2 Dorchester Center for the Arts | 20 Captain John Smith Nanticoke River Discovery Center |
| 3 Historic Churches | 21 Waterfront Park & Boat Ramp |
| 4 Dorchester County Historical Society | 22 Reid's Grove Country Store |
| 5 Visitor Center at Sailwinds Park | 23 Suicide Bridge |
| 6 Nathan of Dorchester Skipjack | 24 Secretary Boat Ramp |
| 7 Choptank Heritage Trail | 25 Hurlock Train Station |
| 8 Blackwater National Wildlife Refuge | 26 East New Market Historic Walking Tour |
| 9 Blackwater NWR Water Trail | |
| 10 W.H. Leonard & Sons Canning House/Blackwater Paddle & Pedal | |
| 11 Fishing Bay Water Trail | |
| 12 Bucktown Village Store | |
| 13 Horn Point Laboratory | |
| 14 Spocott Windmill | |
| 15 Hoopersville Boat Ramp | |
| 16 Commercial Facilities | |
| 17 Layton's Chance Winery & Vineyard | |
| 18 Handsell House | |



Yessica Nograro-Borquez • Conservation By Design
Inside Ruark Boatworks, Cambridge



Yessica Nograro-Borquez • Conservation By Design
View from waterfront below Richardson Maritime Museum
& Ruark Boatworks, Cambridge

Trappe

This historic crossroads community is one of Talbot County's smaller towns, offering the Rural Life Museum and a network of public parks to Byway travelers. Trappe was also home to Nace Hopkins, an African American soldier who served in the Civil War. A portrait panel and/or story point panel should be installed at the pocket park honoring him (see pages 61, 65 and 71). An appropriate location for a Byway-themed mural within city limits should also be explored. Another Trappe resident, Home Run Baker, could be featured as an opening into baseball as a favorite pastime for those working the land and water.

DORCHESTER COUNTY

Cambridge

Cambridge, settled in 1684 by English colonists, is the county seat of Dorchester. Known as a colonial trading center for the area's plantations and a 20th century center for the Civil Rights Movement, significant industries historically included canning and shipbuilding, as well as seafood harvest. Interpretive assets relevant to the Byway theme structure include the Choptank River Lighthouse, the Richardson Maritime Museum and Ruark Boatworks, Dorchester Center for the Arts, Harriet Tubman Organization, a series of murals, various churches, the campus and collections of the Dorchester County Historical Society, Visitor Center at Sailwinds Park, and the Nathan of Dorchester skipjack. Cambridge also has a significant Historic District, with nearly 700 structures listed on the National Register of Historic Places. Cambridge is a key location on the Harriet Tubman Underground Railroad Byway and features wayside exhibits related to the Civil War Trails. Byway interpretation should be careful to not overlap these other themes, and yet be complimentary.

Several pending or planned projects in Cambridge will contribute to the overall visitor experience in Cambridge, including improvements to the town gateway at the intersection of U.S. Route 50 and Maryland Avenue. The Visitor Center is currently

challenging to find—traveling south, the visitor sees the facility from U.S. Route 50, but poor wayfinding signage makes ease of navigation difficult. Improving the entry to the visitor center could be accomplished in concert with this gateway development project.

Acquisition of the Phillips Packing plant complex—including Factory F and Cannery Park—would be of value to the interpretive assets of the city. Currently, a small number of cannery artifacts are on display at the Historical Society campus, but the canning storyline could be further developed by interpreting this location and incorporating a thematic linkage to the rail-to-trail project currently in development (see pages 61 and 66).¹ Coordination with the W.H. Leonard and Sons canning exhibit located south of Cambridge will be necessary to leverage resources and provide the best visitor experience.

In addition, the town is in the early stages of a port redevelopment project that will create public areas next to the existing visitor center. Interpretation along this “public promenade” should introduce the Chesapeake Country theme structure as a whole and guide visitors to supporting sites, including the historical society campus, the maritime museum and boatworks, and a cannery-related museum (see pages 61 and 66). Cannery-related indoor



exhibits, particularly targeted for children, should explore incorporating Delmarva token replicas², shown at left, as a take-away from the experience. Relics of the cannery days, these tokens (and tickets) were used as currency between employers, employees, and merchants.

The Choptank Heritage Trail is a multi-use trail undergoing development in and around Cambridge, emphasizing pedestrian and bicycle access connecting heritage and recreation assets in the city. No interpretation currently exists on the trail. Although

¹ Canned goods from the Phillips Packing Plant were transported by rail to locations not reached by truck line.

² These tokens, or “metal checks,” were used to keep track of a laborer’s progress, as this was piecework (bushels harvested, shucked, etc). The tokens could then be used as currency at the company store.



Yessica Nograro-Borquez • Conservation By Design
Choptank Heritage Trail Signage, Cambridge



Yessica Nograro-Borquez • Conservation By Design
Visitor Center at Sailwinds Park, Cambridge



Yessica Nograro-Borquez • Conservation By Design

Capt. John Smith Nanticoke River Discovery Center, Vienna



Yessica Nograro-Borquez • Conservation By Design

Capt. John Smith Nanticoke River Discovery Center, Vienna

interpretive planning for this trail is outside the scope of this project, this planner recommends that interpretation along the Choptank Heritage Trail cater to fitness-focused trail users by utilizing a smartphone-based message delivery system. Developers should explore the use of an app with geo-referenced location services, so trail users can listen to interpretation during trail use and not interrupt their workout. Smartphone-based augmented reality apps should also be explored for use here. Or consider other web-based technology that would allow a trail user to pull up a historic photo of a site on their phone and compare that to the view before them³. Cell coverage should be verified along the entire route before any app development proceeds. It is assumed that a limited amount of trail signage incorporating some interpretation would also be developed, but since these fitness-focused users are repeat users, changing messages should be a priority element. A comprehensive and visitor-friendly map of the trail is needed. See pages 58, 61 and 66 for more information.

South of Cambridge lies the Blackwater National Wildlife Refuge and the Harriet Tubman Underground Railroad State Park. Byway travelers enroute to Hoopersville pass through approximately 30,000 acres of saltwater marsh. A public boat ramp provides an opportunity for interpretation along the Byway route. Interpretation here should focus on how residents must have been fiercely independent to exist here, and how the land and water of this marsh is undergoing rapid change (pages 61 and 63). Canning history is also represented in this area by the W.H. Leonard and Sons canning house, which serves as the main office for Blackwater Paddle and Pedal. Kayak and bike tours are offered, and plans to develop a canning exhibit at this location are underway. Adding Key Wallace Drive to the Byway, as explained in the recommendations section of this plan, would be thematically justified. Byway interpretation at the Blackwater NWR Visitor Center should also be incorporated, providing an overview of the Byway route and themes to NWR visitors.

3 See Historypin (www.historypin.org) as an example.

Designated Water Trails in this area include the Blackwater National Wildlife Refuge Water Trail and the Fishing Bay Water Trail.

The Byway route south of Cambridge includes some overlap with the Harriet Tubman Underground Railroad Byway, including the Bucktown Village Store located at the intersection of Bestpitch Ferry Rd., Greenbrier Rd. and Bucktown Rd. Information at the store and via kayak tours provides interpretation of the Harriet Tubman Underground Railroad Byway, and could be expanded to address Chesapeake Country themes.

Layton's Chance is a privately owned winery located on the Byway. Events and tours provide visitor experiences with relevance to Byway subthemes.

To the west of Cambridge lies Horn Point and the Spocott Windmill. Interpretation is needed at Horn Point emphasizing the Byway theme of fisheries research and restoration (pages 61 and 67). Current interpretation at Spocott Windmill currently supports Byway sub-themes, demonstrating what life was like for Eastern Shore residents in historical times and providing an example of a working windmill.

Hoopersville

Minimal services are available in this unincorporated community made up of three islands. One of the oldest settled areas in Maryland, some parts of Hoopers Island are so narrow you can see water on either side of the road. Some commercial facilities offer visitor-focused activities such as factory tours. Byway leaders should encourage and support further opportunities for hands-on and/or immersive learning and culinary visitor experiences, such as seafood selection talks and preparation demonstrations. Interpretation at one or more of these commercial establishments and at the public boat ramp could enhance the Byway experience through presentation of the themes related to watermen and fisheries research and restoration (pages 61, 63, 67, 69 and 71). Suitable viewing and/or interpretation of the Hoopers Island Lighthouse should also be explored.

Chesapeake Country Scenic Byway • Mid-Shore Region



Yessica Nograro-Borquez • Conservation By Design
Handsell, near Vienna



Yessica Nograro-Borquez • Conservation By Design
The Longhouse at Handsell, Vienna



Yessica Nograro-Borquez • Conservation By Design
Harriet Tubman Underground Railroad Byway marker, Denton

Vienna

Founded in 1706, this town is located in the southeastern part of the county. It thrived on shipbuilding, tobacco farming, and trade. Interpretive assets include the Vienna Heritage Museum, the Handsell House, the Captain John Smith Nanticoke River Discovery Center, as well as the waterfront park and boat ramp.

Handsell is a late-18th-century Georgian-style manor house on the National Register of Historic Places. It is undergoing restoration, surrounded by open fields edged by the Nanticoke River and built on the site of a former Chicone village. The site has interpretive value to the Byway for its archaeological and living history assets; the most relevance to the Byway theme structure being Nanticoke Indian interpretation (in the form of replica structures and living history programs) and its relevance to Byway subthemes. Existing wayside exhibits along the road provide non-personal interpretation to visitors.

The Captain John Smith Nanticoke River Discovery Center is located adjacent to the Nanticoke River within paddling distance of Handsell. An exterior interpretive kiosk provides interpretation and orientation to the Captain John Smith National Historic Trail, and sparse, yet pleasing, interior exhibits currently provide additional information. However, staffing of the center should become consistent and feature expanded hours in order to provide optimal customer service. Much of the exhibit hall remains under utilized; exhibit space inside the center could provide orientation and an overview of interpretation on the Byway.

This is a prime location for a southern gateway site to the Byway, as well as a key access point to the Nanticoke River. No official water trail has been designated on the Nanticoke River as of this writing, but a 2008 joint publication between Maryland and Delaware maps the Nanticoke for paddlers. Byway partners should explore the development of providing improved interpretation and orientation to both the Nanticoke River and the Byway (see pages 61, 63 and 68). This should be achieved by overhauling the

existing exterior interpretation and orientation kiosk. Rather than adding on another kiosk or other signage dedicated to the Byway, partners should value the visitor perspective over any individual agency roles. This location provides an opportunity for the various agencies and organizations to work together to present the visitor with a streamlined and clear orientation to the project site and its recreation and heritage resources.

There are currently no visitor facilities outside the building, other than the kiosk detailed above and a limited informal parking area. The visitor experience would be enhanced by the addition of a rest room, picnic area and well-signed boat access.

Market Towns

The communities of Hurlock, East New Market, and Secretary could benefit from interpretation located in public parks (pages 61 and 68). An existing walking tour guides visitors through East New Market's collection of properties on the National Register of Historic Places. Hurlock pays tribute to their railroad heritage during the annual Fall Festival by running round trip passenger service to Federalsburg aboard the Hurlock Express. Passenger service from Hurlock to Preston is likely. Byway interpretation here would help deliver the railroad heritage storylines (page 68).

Interpretation at the water access point in Secretary is also suggested to interpret the history and significance of the port, which shipped more Eastern Shore produce to Baltimore than any other place on the Delmarva Peninsula (page 68). River boat cruises depart regularly from the Suicide Bridge Restaurant in season.



Yessica Nograro-Borquez • Conservation By Design
Exeter, Federalsburg



Caroline County Office of Tourism
Linchester Mill, Preston



Yessica Nograro-Borquez • Conservation By Design
Federalsburg Museum



Yessica Nograro-Borquez • Conservation By Design
Choptank River Heritage Center and Caroline County Office of
Tourism, Denton

CAROLINE COUNTY

Denton

This county seat, established in 1781, is located along the Choptank River. It is known for its historic homes built during the "Canning Boom" (1895-1919), the Museum of Rural Life, Tuckahoe Meeting House, and the Choptank River Heritage Center. Denton was a busy hub of commercial maritime and agricultural traffic. Several new projects are slated to improve the visitor experience in Denton, including the new visitor center on the Choptank River and a series of murals to be installed on the nearby bridge pilings. Additional interpretation here should tie in with improved landscaping and picnicking facilities on the banks of the river and reveal the rich history of commerce centered on the Choptank (see pages 62, 63 and 69).

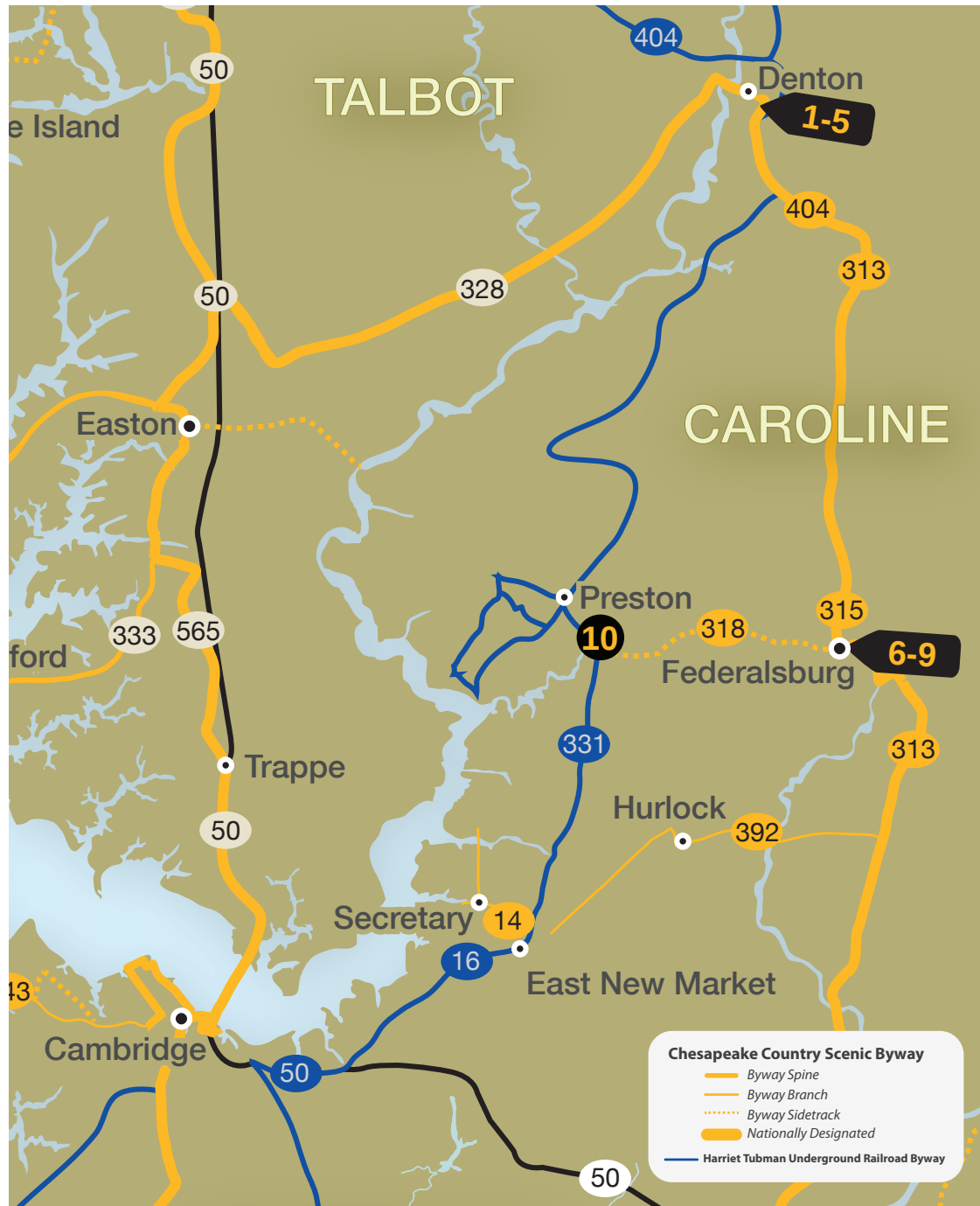
A series of routes comprise the Choptank & Tuckahoe Rivers Water Trail, but are not promoted on the State Department of Natural Resources website that advertises water trails in Talbot and Dorchester counties. A set of six printed guides map these routes and provide interpretive information. This planner recommends these guides be updated; incorporation of the Byway logo and cross-promotion should be considered.

Federalsburg

Incorporated in 1826, this town is located on Marshyhope Creek in the southernmost part of Caroline County. It is known for Exeter, the best-preserved 19th century vernacular home in the county, and the Federalsburg Area Heritage Museum. Interpretive waysides at Exeter and a series of murals are projects already underway around town. Additional interpretation is needed at water access points, parks and trails to highlight the specific examples of Federalsburg's interpretive assets in keeping with the Byway's stories of harvest, transportation and community (see pages 62, 63, 69 and 71).

CAROLINE COUNTY BYWAY DESTINATIONS

- 1 Museum of Rural Life
- 2 Choptank River Heritage Center
- 3 Historic Churches & Meeting Houses
- 4 Caroline County Visitor Center
- 5 Choptank & Tuckahoe Rivers Water Trail
- 6 Exeter House
- 7 Federalsburg Area Heritage Museum
- 8 Marshyhope Creek Greenway Trail
- 9 Federalsburg Marina and Recreation Park
- 10 Linchester Mill





Talbot County Office of Tourism

Hooper Strait Lighthouse at the Chesapeake Bay Maritime Museum,
St. Michaels

Preston

This historic crossroads community got its start due to the location of Methodist churches and Quaker meeting houses. It is known historically for the Linchester Mill, a well-preserved gristmill with an extensive collection of milling machinery. The town is a key location on the Harriet Tubman Underground Railroad Byway. Any additional interpretation at the mill should provide thematic linkages to the Chesapeake Country Scenic Byway (pages 62 and 70).

ON THE WATER

Water Trails

In addition to the specific water trails mentioned above, the Captain John Smith Chesapeake National Historic Trail is a federally designated water trail that covers about 3,000 miles of the Chesapeake Bay. The trail retraces the route of Captain John Smith and his crew, who explored and mapped the Chesapeake Bay more than 400 years ago. Administered by the National Park Service, this water trail features interpretive kiosks near many public landings, and interactive buoys that relay weather and other observational data, as well as historic interpretation of Smith's journeys.

Lighthouses

Numerous lighthouses are located on the Bay and have direct thematic linkage to the stories of the Byway. Byway partners should determine the most relevant and easily accessed structures to include in any thematic itinerary or other interpretive product. Recognizing that travel along waterways is still common, interpretation in the form of tours and shore-based interpretation would reveal the significance of lighthouses to the Eastern Shore. Some lighthouses on the Eastern Shore are open to visitation, though they may not meet A.D.A. accessibility guidelines.

EXISTING VISITOR-ORIENTED MARITIME HERITAGE PROGRAMS AND EXPERIENCES

TOURS ON THE WATER

- Skipjack Rebecca T. Ruark Tours (Talbot)
- Watermen Heritage Tours (Talbot)
- Chesapeake Lights Lighthouse Tours (Talbot)
- Chesapeake Skipjack Sailing Tours (Talbot)
- Huntress Charter Tours (Talbot)
- Sail Selina II Tours (Talbot)
- St. Michaels Harbor Shuttle/Water Taxi & Tours (Talbot)
- Hilda M. Willing Skipjack Tours (Talbot)
- Winnie Estelle Miles River Cruises (Talbot)
- Big Rig Charters (Dorchester)
- Li'l Hooper Cruises (Dorchester)
- O Dark 30 Charters (Dorchester)
- Skipjack Nathan Tours (Dorchester)
- Blackwater Paddle & Pedal Tours (Dorchester)
- Sawyer Charters (Dorchester)
- Choptank River Boat Cruises (Dorchester)

MUSEUMS & HERITAGE SITES

- Watermen's Shanty at Pickering Creek Audubon Center (Talbot)
- Chesapeake Bay Maritime Museum (Talbot)
- Tilghman Watermen's Museum (Talbot)
- Oxford Museum (Talbot)

- Phillips Wharf Environmental Center (Talbot)
- Heritage Museums and Gardens of Dorchester (Dorchester)
- Ruark Boatworks and Richardson Maritime Museum (Dorchester)
- Choptank River Lighthouse (Dorchester)
- Visitor Center at Sailwinds Park (Dorchester)
- Vienna Heritage Museum (Dorchester)
- Captain John Smith Nanticoke River Discovery Center (Dorchester)
- Choptank River Heritage Center (Caroline)

SEAFOOD TASTING & PURCHASING

- The J.M. Clayton Seafood Co. (Dorchester)
- Hoopers Island Oyster Aquaculture Co. (Dorchester)
- Barren Island Oysters (Dorchester)

PADDLING TRAILS

- Tilghman Island and the Bay Hundred Water Trails (Talbot)
- St. Michaels Water Trail (Talbot)
- Blackwater National Wildlife Refuge Water Trail (Dorchester)
- Fishing Bay Water Trail (Dorchester)
- Choptank & Tuckahoe Rivers Water Trails (Caroline)

TRANSPORTATION

- Oxford-Bellevue Ferry (Talbot)

Yessica Nograro-Borquez • Conservation By Design

Oyster shells



EXISTING VISITOR-ORIENTED AGRICULTURAL HERITAGE PROGRAMS AND EXPERIENCES

FARMS WITH MARKET STANDS AND/OR

ACTIVITIES (may include corn maze and other family activities)

- Councell Farm (Talbot)
- Breckenridge Adventures (Dorchester)
- Layton's Chance Vineyard & Winery (Dorchester)
- Emily's Produce (Dorchester)
- Shore Good Heritage Farm (Caroline)
- Wings Landing Farm (Caroline)
- Frase Farm (Caroline)
- Malin Farm (Caroline)
- Blades Orchard (Caroline)
- First Fruits Orchard (Caroline)

FARMERS MARKETS

- Easton Farmers' Market (Talbot)
- St. Michaels FarmFRESH Market (Talbot)
- Oxford Farmers' Market (Talbot)
- Cambridge Main Street Farmers' Market (Dorchester)
- Denton Main Street Farmers' Market (Caroline)
- Denton St. Luke's Farmers' Market (Caroline)

WINERIES, BREWERIES & DISTILLERIES

- St. Michaels Winery (Talbot)
- Triple Creek Winery (Talbot)

- Eastern Shore Brewing (Talbot)
- Lyons Distilling Company (Talbot)
- Harvest Ridge Winery (Caroline)

MUSEUMS & HERITAGE SITES

- Old Wye Mill (Talbot)
- Tuckahoe Steam and Gas Steam Show (Talbot)
- Trappe Rural Life Museum (Talbot)
- Heritage Museums and Gardens of Dorchester (Dorchester)
- Spocott Windmill (Dorchester)
- Museum of Rural Life (Caroline)
- Linchester Mill (Caroline)
- Federalsburg Museum (Caroline)

COUNTRY STORES

- Reid's Grove Country Store (Dorchester)

MEAT, FIBER, DAIRY & STOCK SPECIALISTS

- Chapel's Country Creamery (Talbot)
- S.B. Bison Farms (Dorchester)
- Outstanding Dreams Alpaca Farm (Caroline)
- Alpaca Road Farm (Caroline)
- Harris Farms (Caroline)
- Dragonfly Alpaca Farm (Caroline)
- Chincoteague Pony Rescue (Caroline)

Talbot County Office of Tourism

A family walks through farm fields in Talbot County

OUR VISITORS

Understanding who Byway travelers are is key to developing interpretive messages that are relevant. We need to know their patterns of visitation, expectations, and what interests or context they bring with them to their Byway experience.

It is important to clarify that Byway visitors are considered to be anyone that travels on the Byway route, and includes residents as well as tourists. While full visitor analysis is not possible within the scope of this project, we draw on the visitor economic impact information commissioned by the state, residential census data, visitor data compiled during the Corridor Management Planning Process of 2011, as well as anecdotal information.

Each county located in the mid-shore section of the Byway has a distinct socioeconomic character, as represented in the table at right. All three counties benefit from tourism.

At the northern end, Talbot County has the highest population of the three counties included in this comparison, and has a median home value higher than the state-wide average.

The largest county in terms of land area, Dorchester County to the south is also the most sparsely populated due in large part to the presence of largely uninhabitable wetlands. The federally owned Blackwater National Wildlife Refuge is also located here.

To the east lies Caroline County, where residents enjoy a rural, agricultural lifestyle, and a median household income nearly as high as Talbot County.

According to a recent tourism study, the Chesapeake Bay region is an international draw. "The Eastern Shore, in particular, offers scenic vistas, historic communities, working waterfronts, and wildlife viewing opportunities that are highly rated by past and prospective visitors."¹ The Eastern Shore experience offers a sharp contrast to the densely populated Western Shore, including Baltimore, Annapolis, and Washington, D.C., offering opportunities for escape and rejuvenation through solitude and recreation.

¹ Eastern Shore section of the Virginia State Tourism Plan, 2013.

QUICK FACTS	TALBOT	DORCHESTER	CAROLINE	MARYLAND
Population, 2014 estimate	37,643	32,578	32,538	5,976,407
Population, 2010	37,782	32,618	33,066	5,773,552
White alone, percent, 2013	83.5%	68.3%	81.5%	60.5%
Black or African American alone, percent, 2013	13.2%	28.1%	14.5%	30.1%
Hispanic or Latino, percent, 2013	5.8%	4.2%	6.0%	9.0%
High school graduate or higher	89.6%	83.4%	82.6%	88.5%
Bachelor's degree or higher	32.5%	17.9%	14.3%	36.3%
Mean travel time to work (minutes), age 16+	25.6	25.5	34.1	31.8
Land area in square miles, 2010	268.54	540.77	319.42	9,707.24
Persons per square mile, 2010	140.7	60.3	103.5	594.8
Median value of owner occupied housing units, 2009-2013	\$327,400	\$191,100	\$212,800	\$292,700
Median household income, 2009-2013	\$61,597	\$46,361	\$58,632	\$73,538
Persons below poverty level, percent, 2009-2013	8.6%	16.5%	14.4%	9.8%

United States Census Bureau
Resident Demographics



The travel and tourism industry in Maryland has experienced steady growth for the last several years, with the greatest increases in tourist spending represented by food and beverage sales, and entertainment and recreation². The breakdown of 2013 tourist spending by industry segment appears at right.

A survey of tourists conducting overnight stays in Maryland revealed patterns in how time is spent³, as revealed in the top ten tourist activities presented at bottom right. This insight validates our target audiences for interpretation, as described on the following pages.

VISITOR NEEDS AND EXPECTATIONS

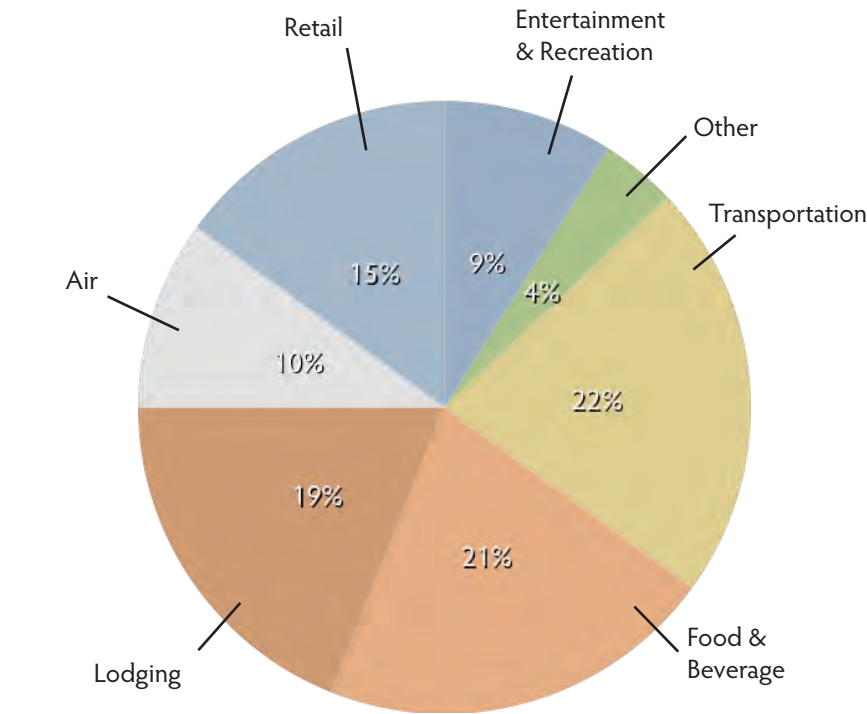
When planning and designing interpretive products, it's important to understand that visitors cannot be expected to be receptive to your message if their basic needs are unmet. Rest rooms, good wayfinding and orientation, safety and security all play into creating an environment where visitors are relaxed and able to receive information. Visitors need to feel welcome, comfortable, and clear about how they should interact with the site. Visitors also need places to sit and relax on site, as well as places to get out and stretch along a longer drive.

Maintenance, Sanitation, and Security

Byway-wide, interpretation should be developed at sites that are considered by Byway partners to be high priority sites (see pages 56-58, and 62-69 for a breakdown of priorities). It's important to send visitors to facilities that are well-maintained and safe.

Consistency

Interpretive and orientation products must utilize consistent messaging and design across the Byway. Because this is potentially but a section of the larger Chesapeake Country Scenic Byway (if the Lower Shore follows suit with the naming convention and coordination between Upper and Lower shores occurs), it is important to utilize the Byway logo and design guidelines, with flexibility of customization for each site.



Economic Impact Study: Tourism Economics
Maryland Tourist Spending Categories

ACTIVITIES	% OF ALL DOMESTIC OVERNIGHT VISITORS
Shopping	39%
Fine dining	23%
Beach/Waterfront	20%
Swimming	17%
Landmarks/Historic Sites	16%
Museum	15%
National/State Park	13%
Bar/Disco/Night Club	12%
Theme Park	8%

Longwoods International, 2013

Top 10 Tourist Activities

Interpretive Plan and Design Guidelines

2 Economic Impact Study: Tourism Economics, 2013
3 Longwoods International, 2013

TARGET AUDIENCES FOR INTERPRETATION

Byway users have a variety of opportunities available to them. Both local residents and visitors have access to boating, fishing, bicycling, sightseeing, learning about local natural and cultural heritage, sampling local foods, and taking in fairs and festivals.

Tourism is an important part of the economy of the Eastern Shore, due to its proximity to extensive metropolitan areas.

Informed by the Corridor Management Plan, confirmed by the public workshop series, and refined through experience developing interpretation, we offer the following characteristics, needs, expectations, and opportunities associated with the following target audience segments for interpretation:

Residents (full-time and part-time)

These Byway users have a utilitarian perspective of the Byway. Truly repeat customers; they know these roads well. That being said, having repeatedly seen the landscapes and waterways, they may be a little harder to reach with interpretive content. They do, however, have a sense of pride in their cultures and communities. This group would benefit from interpretation in unexpected ways, such as picnic tabletops, smartphone apps geared for trails used by locals, and interpretive “portraits” of historic personas they may have heard of before. If adequately inspired, this group may get more involved and volunteer their time. Residents also will use high quality, interesting interpretation as a tool to engage visiting friends and family.

Heritage Travelers

This group is the most common demographic group attracted to Scenic Byways, historic communities, heritage areas, and other historic attractions. A 2009 tourism study⁴ estimated that 78 percent of all U.S. leisure travelers participate in cultural and/or heritage activities while traveling. This group tends to be older, affluent,

⁴ The Cultural and Heritage Traveler, 2009 Edition, conducted by Mandala Research, LLC for the National Trust for Historic Preservation, the U.S. Cultural and Heritage Tourism Marketing Council, and the U.S. Department of Commerce

and well-educated. They are interested in experiencing the places locals frequent and will compare their experience here with other heritage destinations and Byways. They want travel experiences where the destination, its buildings and surroundings have retained their character. A variety of time commitments for itineraries should be offered to allow them to build their perfect level of engagement. According to this same study, they rely on user-generated reviews, word-of-mouth, and travel publications (print or web) when planning a trip.

International Visitors

These visitors are drawn to the area for the unique experience of life on the Eastern Shore, including the slower pace within easy driving distance of Washington, D.C., the nation’s capital. Current state tourism marketing efforts promote a fly/drive experience, encouraging European visitors to rent a car and tour at their own pace. Chesapeake Country is a perfect destination for this market. International travelers are likely to be sophisticated, educated, and affluent. Language is not likely to be a barrier.

Recreational Boaters

The Chesapeake Bay is a playground for recreational boaters. For this group, the Byway can be complementary to their water-based experience. Orientation and interpretation at marinas and dock side facilities should incorporate Byway messaging, including heritage offerings and dependence on working waterways and landscapes. Signage at marinas and docks should highlight itineraries or attractions within walking distance, and promote land-based byway tours. Water trail maps and websites should incorporate Byway themes, just as Byway products should promote water trails. Mobile web-based content may also be valued by this group. They are very likely to be repeat visitors, escaping to the Chesapeake Bay year-after-year.

Nature and “Human-Powered” Recreational Enthusiasts

Chesapeake Country is rich with natural resources. Outdoor recreation enthusiasts explore the Byway by bird watching, fishing, hiking, or biking. It is a significant draw for cyclists who desire low

traffic, flat terrain, and well-spaced communities. Public areas such as boat launches and rest areas are targets for reaching this group of Byway users. Providing mobile web-based interpretation geared towards bicyclists should be considered, as this group is largely media savvy.

Weekend Explorers

Based in nearby metro areas, this group of Byway users takes quick, casual trips to explore the area surrounding their residence. Engaging interpretation, including suggested itineraries, can help encourage repeat, longer visits. Orientation to the Byway and its offerings helps this group of often first-time visitors get their bearings and prioritize their experience with the limited time available. These visitors are likely familiar with other maritime heritage destinations around the Chesapeake Bay. They likely are attracted to the Eastern Shore for the slower pace and open spaces.

Arts and Culinary Travelers

The national proliferation of farm-to-table opportunities, wine pairing events, and unique, place-based culinary experiences draws this group of Byway users to the Eastern Shore. Extensive art events, festivals and fairs offer visitors opportunities to sample the Eastern Shore's unique offerings. Tastings, cooking demonstrations, manufacturer tours and programs about local foodways are attractive activities for this group of Byway visitors. These activities would be enhanced with Byway interpretation and should incorporate the stewardship messages adopted by the Byway (examples might include variations of the following storylines: Farming and fishing maintain open space and scenic landscapes that heal and inspire people; and eating local fish and produce directly supports families working the land and water).

Amateur and professional artists and photographers seek out the distinctive light, vistas, and abundant wildlife. Interpretation of the food, objects, landscapes, and other sources of inspiration would provide this group with a deeper context for their experience.

Destination Travelers

This group travels the Byway while enroute to a destination, such as the beaches of Maryland, Delaware and Virginia. Improved Byway gateway facilities and signage, including orientation materials and suggested itineraries, may help to encourage these Byway users to stop in Byway communities, extend their stay, or return to explore it as a destination.

Students

Curriculum-based activities developed by and/or for teachers could take inspiration from interpretation of the Byway, serving as a touch point for on-site tours and lessons. Grade school and college students may gather ideas for projects based on their exposure to interpretive products associated with the Byway.

Families

Family groups are a primary target audience for Byway interpretation. Interpretive developments should acknowledge this and encourage thematic itineraries and activities that families can enjoy together. Parents can be reached through messaging and media aimed at children. Thus, interpretation should be engaging to adults and interesting to children, emphasizing hands-on explorations and activities such as oystering programs and demonstrations, pick-your-own produce and farm-related or agritourism events. Further, interpretive products should be designed to be appealing to older children and young adults through the availability of mobile web-based applications. These visitors, too, are familiar with other maritime heritage destinations around the Chesapeake Bay. They likely are attracted to the Eastern Shore for the slower pace and open spaces.

STATEMENTS OF SIGNIFICANCE

Statements of Significance are single paragraph overviews that capture what's distinctive about the Mid-Shore region of the Chesapeake Country Scenic Byway and its intrinsic qualities—the qualities that set it apart from other experiences in the area of influence. It is acknowledged by Byway partners that these statements of significance apply in varying degrees to all regions of



the Eastern Shore. In an effort to coordinate and collaborate Byway-wide, each section (Upper, Mid and Lower shores) may choose to highlight different themes and storylines that are most applicable to a particular Byway location.

The National Scenic Byway Program requires that the intrinsic qualities of a Byway be identified. These qualities include the scenic, historic, recreational, cultural, archaeological, or natural features that are considered representative unique, irreplaceable, or distinctly characteristic of an area.

The Mid-Shore section of the Chesapeake Country Scenic Byway is noted for its historic and cultural significance¹, both of regional significance and demonstrated national and international significance². The region's unique places—its century old farms, working waterfronts and historic towns—grew up and still remain vibrant because of the rich resources of the Eastern Shore environment. The Chesapeake Bay and its tributaries, good soils, rich marshlands, and landscapes teeming with wildlife serve as the interconnected foundation of a culture and economy closely tied with the land and water. As one of the last unspoiled landscapes in the Mid-Atlantic region, Chesapeake Country is the best place to get a true sense of the region's culture and landscape.³

1 Historic Quality encompasses legacies of the past that are distinctly associated with physical elements of the landscape, whether natural or man-made, that are of such historic significance that they educate the viewer and stir an appreciation for the past. The historic elements reflect the actions of people and may include buildings, settlement patterns, and other examples of human activity. Historic features can be inventoried, mapped, and interpreted. They possess integrity of location, design, setting, material, workmanship, feeling, and association. Cultural Quality is evidence and expressions of the customs or traditions of a distinct group of people. Cultural features including, but not limited to, crafts, music, dance, rituals, festivals, speech, food, special events, vernacular architecture, etc., are currently practiced. The cultural qualities of the corridor could highlight one or more significant communities and/or ethnic traditions.

2 See the Corridor Management Plan for more contextual information.

3 2002 Chesapeake Country Scenic Byway Nomination Application for National Scenic Byway status

One of the Largest and Oldest Working Landscapes in the Country

The Chesapeake Bay region has seen more than 13,000 years of human settlement, from indigenous tribes to early colonists and more recent immigrants. Families around the country can trace their roots to European, African and Native American residents of the Eastern Shore. The unusual mix of agricultural and maritime economies has been sustained by the natural bounty of the Chesapeake Bay and the Delmarva Peninsula, yet requires care and monitoring to ensure this bounty is sustainable. Shuttered packing and canning houses are a relic of a once-booming industry on the Eastern Shore. Certain unique cultural traditions, trades and technologies remain largely unchanged from the colonial and early-American eras. The Watermen — a unique cultural group of commercial fishermen — have distinct traditions and skills that continue to shape waterfront communities and those who depend upon their trade or craft.

By Water and By Land: Transportation on the Eastern Shore

The Chesapeake Bay itself has been used for transportation for thousands of years, plied by canoe, schooner, skipjack, and freighter. Families, villages and economies have relied on the Bay and its tributary waterways to deliver information, goods, and people to and from the Eastern shore. The Bay both connects and isolates these communities on the Eastern Shore, creating opportunities and forcing self-reliance to some degree. The towns and villages along the spine of the Delmarva Peninsula continue to serve as crossroads communities, where roads, highways, and rail intersect along the high ground. These travel ways continue to provide a key link for Eastern Shore communities.

A Cradle for Religious Freedom

The Eastern Shore is known as a place where five well-known religions took root and eventually prospered despite colonial-era religious persecution handed down from Europe—Church of England, Catholic, Quaker, Presbyterian, and Methodist. It is also home to some of the oldest African Methodist Episcopal Churches in the nation.

THE BYWAY—AN INTEGRAL LINK

The Byway provides a direct link between the region's most unique places from its farms and former plantations to working waterfronts and historic downtowns. Byway visitors have direct visual access to the streetscapes and landscapes that provide a sense of cultural context and can enjoy physical access to historic and cultural attractions open to the public where the region's stories can best be told.

Corridor Management Plan, 2011



Yessica Nograro-Borquez • Conservation By Design
Downtown Cambridge

SECTION 4

Interpretive Recommendations

GUIDING PRINCIPLES

The overall goal of this planning process is to design an easily recognizable brand and a practical visitor infrastructure for the roadway so that visitors can find and enjoy distinctive sites and destinations.

As originally set forth in the scope of work for this project, the following expectations have guided the development of this plan:

- Identify the most appropriate way to communicate the Byway themes to the target audiences via specific technologies and media;
- Create a common visual graphic identity and design scheme for the Byway and its associated stories and segments;
- Create a matrix of recommended sites that meet the need of each county, as well as be representative of each theme, while also engaging visitors;
- Evaluate and recommend sites for thematic installations;
- Evaluate and recommend a range of message delivery systems (including desktop and mobile web-based applications and other emerging technology);
- Develop a phasing and prioritization schedule for each recommended element; and
- Identify sponsorship opportunities for site-specific installations and thematic mobile applications.

INTERPRETIVE THEMES

Themes are like the plot to the movie or the moral of the story. They serve as the answer to the question, "So what? What's the big deal?" The theme is the main idea byway partners want to get across about a topic or a place, but visitors wouldn't be expected to be able to repeat it verbatim. Rather, it's the gist of all communication with visitors.

Further, themes answer questions like: What makes this Byway distinctive? How did people come to live here? What industries allow them to stay?

Relationship Between This Byway Theme Structure and Related Interpretation

This Byway has relationship to several other Chesapeake-related interpretive initiatives, as described in Section 1: Introduction. These overlapping initiatives have various ways of organizing interpretation and are presented in Appendix A.

As stated above, a true interpretive theme answers the question: "so what?" Many of these previously mentioned overlapping interpretive initiatives are simply different ways of organizing the same information. None of them fit exactly the significance and story lines that came out of the public workshops and site inventory work for this process, therefore a Mid-Shore-specific theme structure appears below.



Yessica Nograro-Borquez • Conservation By Design

This sign associated with the Star-Spangled Banner National Historic Trail is commonly seen by visitors to the Eastern Shore.

THEMATIC STRUCTURE FOR THE MID-SHORE SECTION OF THE CHESAPEAKE COUNTRY SCENIC BYWAY

Central Theme

The communities of the Chesapeake's Mid-Shore region share a distinct and vibrant culture, built around their dependence on the natural resources of working waterways and landscapes. People from across the region, nation, and even the world depend upon the Bay and its landscapes for food, recreation and renewal.

Sub-Themes

1. Abundant Harvest, Fragile Resource

Nature-based industries require hard work and independence and teach valuable skills.

- a. Beginning at least thirteen thousand years ago, native Chicone and Nanticoke were sustained by the bounty of both land and sea on the Eastern Shore. From early oyster harvests to hunting game big and small, these early people migrated in seasonal cycles based on food availability.
- b. The fishing industry continues to support the livelihoods of watermen through the production of blue crab and oyster, a major component of the Eastern Shore's economy.
- c. Although devoted to tobacco production in colonial times, farmers on the Eastern Shore switched to growing grain to meet local demand for food. Today, most of that grain is consumed by extensive chicken raising operations, and niche vegetable farming markets have also appeared.
- d. Canning and packing houses were a major employer on the Eastern Shore for nearly a hundred years, until technological advancements and shifting demands changed the industry.
- e. Water-powered mills were located next to creeks and other waterways, from the colonial era through the mid-20th century, and processed grain grown in the area.

f. As the population of humans has risen and fisheries species have declined, a new era of Bay interdependency has developed. Habitat and species restoration is now combined with fishing limits and pollution controls. Bay residents continue to adapt to changing conditions.

2. Navigating the Eastern Shore

Navigating the waterways and transporting farm products on roads and rails continues to be a key part of life on the Eastern Shore.

- a. Before modern roads were developed, transportation by water was the most common method to navigate the Eastern Shore. An interconnected system of roads and highways now links small towns and county seats with the larger transportation highways.
- b. Shipbuilding is a long-standing tradition, and continues today.
 - i. Boats have evolved over centuries from log canoes to sailboats to steam-powered ships.
 - ii. Shipbuilders developed unique designs for navigating the shallow waters of the Bay environment.
 - iii. Lumber mills located on the many rivers of the Eastern Shore sent material downstream to support shipbuilding.
- c. Ferries were once a crucial connection in trans-Bay transportation. Now, bridges have replaced the need for most car ferries. The Oxford-Bellevue Ferry is still in operation and is the oldest private ferry in continual operation in the country.
- d. Iconic lighthouses stand as a reminder of centuries of seafaring on the Chesapeake Bay. They served an important role of helping people safely navigate the waters of the Bay in an era before modern technological conveniences.
- e. Before automobiles, railroads were an important link for Eastern Shore commerce, connecting the local economy with markets in Philadelphia. An east-west rail line also provided an important tourist link for beachgoers, hauling Baltimore-based ferry passengers to Ocean City in the 19th and early 20th centuries.

f. Trucking has delivered crops and other goods from the Eastern Shore to mid-Atlantic commercial centers for more than a hundred years, linking local livelihoods with the world market and feeding the human population.

g. Today, people enjoy recreation centered on transportation and travel, from scenic drives to navigating water trails by boat.

h. Today, these waterways are traveled and used by recreational boaters and anglers in all sorts of crafts, in addition to watermen in working boats.

3. Isolation Fosters Resilience

Community bonds help individuals survive in isolation.

a. The Eastern Shore was well-positioned to foster religious freedom in a time when followers were often persecuted. It is known as the place where five well-known religions—Church of England, Catholic, Quaker, Presbyterian and Methodist—evolved and were transformed. The Mid-Shore region is also home to some of the oldest African Methodist Episcopal Churches in the nation.

b. Unique folklore and folk life traditions, influenced by the farming and watermen culture, characterize the communities of the Eastern Shore, defining local stories and beliefs, speech patterns, arts and crafts, foods, architecture and tools.

c. The Mid-Shore region of the Eastern Shore is also home to significant communities, including the oldest documented free black settlement in the country. Communities of watermen harvest the oysters, clams, crabs and fish of the Chesapeake Bay. Historic communities of formerly enslaved individuals were also a significant part of the Eastern Shore population.

d. Gathering places such as markets, general stores, trading posts and churches stand as monuments to day-to-day living, small town social life, and community dynamics on the Eastern Shore.

4. Open Landscapes Support the Economy

Farming and fishing keep the landscape scenic.

a. Farming and fishing maintain open space and scenic landscapes that heal and inspire people.

b. Eating local fish and produce directly supports families working the land and water.

c. People depend upon the land and water for rejuvenation through recreational experiences such as kayaking, canoeing, sailing, boating, walking, hiking and biking.

d. Visitors and residents can work to reduce their impact on the waterways and landscapes on which local economies depend.

Developing Location-Specific Interpretive Themes

As site-specific projects get developed, an important part of the development process will be to further detail these sub-themes into supporting story lines. Unrelated story lines, or those best told by the Civil War Trail or HTUGRR Byway, should not be used on interpretive media branded by the Chesapeake Country Scenic Byway design guidelines for the Mid-Shore. All interpretive stories must reinforce the central theme above.

Byway interpretation and orientation products should address not only how local communities are dependent on the working waterways and landscapes, but how visitors are dependent as well. Interpretive products should also address what visitors and residents can do to help preserve the natural resources and working landscapes and waterways.

Keeping It Relevant

Regardless of the specific target audience for a particular interpretive product, all interpretation should stay relevant to other groups' interests and meanings.

Visitors may enjoy local seafood and farm food, and recreation activities such as boating or fishing on the waterways. Thematic messages should always be woven in to information about these activities to expand upon and deepen the visitor experience.

HIERARCHY OF THEMATIC MEDIA

In order to plan for a holistic Byway visitor experience, a multi-leveled strategy is presented here. These elements address interpretation, wayfinding and visitor orientation information.

Level I—Outreach & Attraction

Although Byway partners already promote destinations in their respective partner counties, a home page for Chesapeake Country is recommended. In an age where digital content dominates, Byway partners need to commit to establishing a web presence, starting with a website. The site should be simple, featuring an overview map and an introduction to the central theme for the Byway. Its main component should be a feed of the various social media channels that pulls in content relevant to the Byway.

These products help visitors during the decision-making phase, and begin to set the stage for what they should expect. Consider “This Is Chesapeake Country” as a possible slogan/tag line.

Level II—Orientation

A series of orientation kiosks, termed Byway Orientation Hubs, should be located in popular places where visitors and locals intersect the Byway. These Byway products provide orientation information, such as maps and over arching introductory thematic content about interpretive opportunities in the area. These orientation hubs would be located at gateway sites, waterfront access points, and areas with high visitor contact, such as historic downtowns and visitor centers. Interpretive content here would be intriguing so as to cause the visitor to want to learn more, whether by downloading mobile content or visiting a site offering more detailed interpretive information. Byway Orientation Hubs are discussed in more detail on page 55 of this document, and a conceptual design is included on page 75.

Level III—Detailed Storylines

Featured Byway destinations provide the opportunity to deliver more detailed interpretive information, carrying through the Byway theme structure into more detailed supporting information.

This detailed interpretive information would be delivered through location-specific “story point” wayside panels, “portrait” panels, thematic site installations and mobile content. More information about these specific interpretive products can be found on pages 51-56. The conceptual design for the story point panel is included on page 76 of this document.

Level IV—Reviews & Commitment

With the knowledge that the majority of heritage travelers rely on reviews from other visitors, effort should be made to encourage Byway visitors to provide feedback and reviews of their experience. This might be the simplest way for visitors to follow up on their Byway experience—“liking” the Byway’s Facebook page, or that of one of the Byway’s featured sites, posting a review to the TripAdvisor destination, or tagging an image on Instagram with #ThisIsChesapeakeCountry.

All levels of thematic media should also include an opportunity to follow-up on their Byway experience and make a commitment to preservation of the Byway’s working waterways and landscapes. This may not be appropriate or possible with all message delivery systems, but examples might include recommendations for appropriate seafood purchases, buying local, or supporting community measures and organizations that seek to preserve the local heritage, such as the Eastern Shore Land Conservancy and local historical societies. If an action is not possible or appropriate, then a thought-provoking question should be posed to think about how the interpretive message relates to the visitor’s life.

Unique electronic codes such as QR codes have proliferated, and offer a way to provide more detailed content electronically, possibly for later viewing. However, these codes are often used too widely with no real return for the visitor, resulting in non-use. QR codes should be used sparingly and should involve a “get” for the visitor, whether an app or other interactive content with high reward, such as a discount at a local restaurant or retailer.

THE VISITOR EXPERIENCE MODEL

The visitor experience actually begins at home, with the decision to visit the Byway and any expectations that may arise from that decision. By the same token, the visitor experience ends after a return home, ideally with increased support of the Byway's distinctive heritage offerings. This "whole experience" model also works on the smallest scale: a visitor goes through similar mental stages each time he or she decides to read an interpretive panel.

Our planning process bears these important concepts in mind. As interpretive planners and Byway partners work together to conceive interpretive media, each is examined for their fit within, and relationship to, the five stages of the visitor experience—ensuring a seamless, quality experience for everyone.

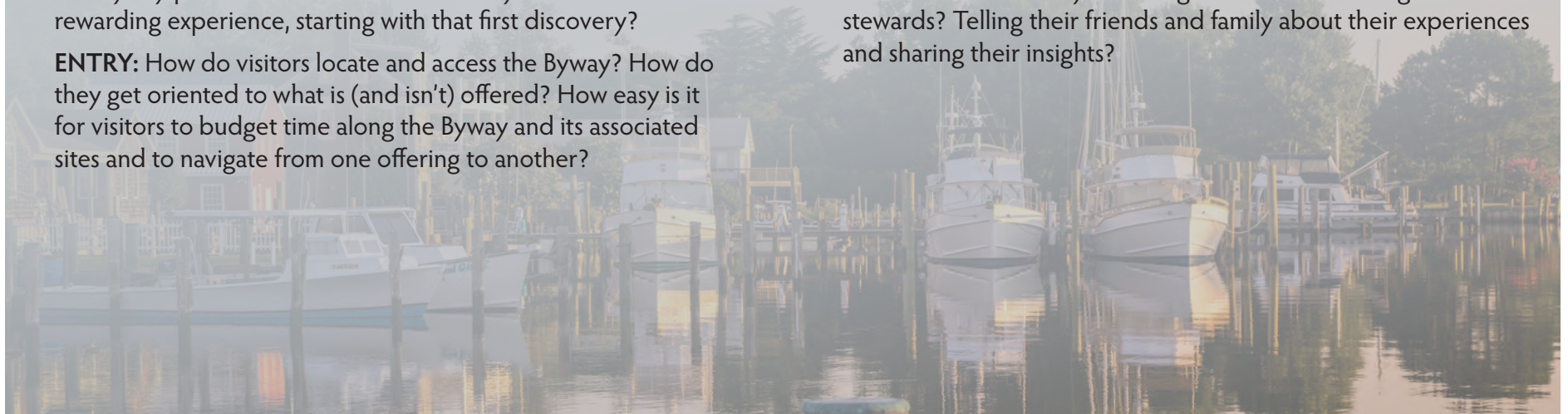
DECISION: The visitor experience begins when a visitor discovers that the Byway exists. What do interpretive planners and Byway partners do to ensure that every visitor will have a rewarding experience, starting with that first discovery?

ENTRY: How do visitors locate and access the Byway? How do they get oriented to what is (and isn't) offered? How easy is it for visitors to budget time along the Byway and its associated sites and to navigate from one offering to another?

CONNECTION: The heart of the interpretive experience. In every visit, there are magical moments of discovery, in which the visitor can connect with the deeper meaning of the place. To what extent does interpretation focus on helping visitors develop personal connections and meaningful relationships with the Byway and its resources?

EXIT: When guests prepare to leave, they reflect on and assign a "value memory" to their experience. Do Byway partners reinforce interpretive messages and make visitors glad they came? Are visitors provided with opportunities to expand their knowledge and solidify relationships formed during the "connection" stage (special events, web-based follow-up activities, new programs, at-home guides, etc.)?

COMMITMENT: After visitors return home, what they do matters. Did their visit form an enduring connection and make a lasting difference—to them, the Byway, the resource, and Byway communities? Are they returning for more? Becoming better stewards? Telling their friends and family about their experiences and sharing their insights?



Talbot County Office of Tourism
Waterfront in Talbot County



Yessica Nograro-Borquez • Conservation By Design

Pavilion at Visitor Center at Sailwinds Park, Cambridge

BYWAY-WIDE STRATEGIES AND RECOMMENDATIONS

The following recommendations were developed to improve the visitor experience Byway-wide.

Culinary Enhancement

Partnerships with area restaurants, agricultural establishments and commercial seafood operations should be explored to facilitate delivery of interpretive messages and story lines related to maritime and agricultural heritage. This could take the form of interpretive tabletop media, including table tents, place mats, coasters or a graphic tabletop surface (see more about this under thematic site installations on page 55), story point panels, and/or immersive, hands-on visitor experiences like tours and demonstrations (see Immersive Experiences on page 54 for additional info).

Storylines would provide the visitor with tools to understand the working waterways and landscapes, such as identifying boat types, roadside crops, locally grown produce and products, or farm

equipment. Another tabletop might show popular seafood species in their native habitat. QR codes on table top media would provide access to additional Byway information for interested visitors.

Another thematic partnership opportunity might include a food passport focused on one type of food, such as crab cakes. This particular concept could present an opportunity for the three Byway regions to work together on a project that could be implemented across all segments of the larger Chesapeake Country Scenic Byway. Visitors would be encouraged to sample the different types and styles of crab cakes across the different regions of the Byway¹ and determine one's favorite. Other farm-to-table or dock-to-table culinary experiences could also be featured, such as desserts, fried chicken, seafood, etc.

This passport product could also incorporate a voting procedure that would enter visitors for a chance to win a thematic prize, such as an overnight package, or a dinner or cooking class at a participating restaurant. Interpretive content would be conveyed in a way that encourages visitor participation through the collection of "stamps", and earning something when the passport is complete, such as a Chesapeake-themed cookbook.

Web Presence & Social Media

Take advantage of people's need to share their experiences with others, including photos. Set up accounts across all popular social media sites (Facebook, Instagram, Pinterest, Twitter), and enlist an army of "posters" to help spread awareness and track chatter, feedback, and images. List the Byway as an attraction on the consumer review site TripAdvisor (Scenic Drive). Create artistic installations in scenic or iconic areas that

¹ According to "Pass It On: Cultural Traditions of the Lower Eastern Shore," a K-12 curriculum guide developed by the Ward Museum of Wildfowl Art, crab cakes vary with locale. In Dorchester County, for example, they make silver dollar-sized crab cakes with mayonnaise and mustard, which gives them a distinctive yellow tint. Kent County cooks make their crab cakes larger, "as big as your hand," with onions and peppers and only a little mayonnaise.

make good photo opportunities for posting selfies on social media. #ThisIsChesapeakeCountry #ChesapeakeCountry #FacesofChesapeakeCountry

Byway partner agencies currently have varying levels of presence on social media sites. A Facebook page for Chesapeake Country Scenic Byway should be created and maintained. Partner pages and events happening across the Byway (with relevance to Byway themes) should be shared to this Facebook page. (See www.facebook.com/365WashingtonState for an example of how this has been used to generate visitor interest and extensive sharing amongst peers.) Consistent posting is required, however. Consider hiring a contract social media consultant dedicated to implementing this effort.

As described on page 48, a Byway web page is recommended, and can feature a “feed” of the social media postings described above. The Byway’s distinct attributes—working landscapes and waterfronts, historic town centers, pristine natural areas, historic main streets, fishing sites, hike-bike-paddle trails, scenic vistas and events and venues displaying cultural traditions—should be described on the Byway’s homepage, with links to more information about where these attributes can be experienced.

In addition, the Byway logo should be used on existing web pages maintained on partner web sites, indicating that a featured heritage destination is part of the Byway.

Online Portraits and Portrait Panels— Faces of Chesapeake Country

With heavy emphasis on preserving the legacy of working waterways and landscapes, it is important to pull notable people—contemporary AND historic—front and center to reinforce the Byway themes. For example, with an online portrait, a combination of video and/or still images and narration could be compiled in a 1-2 minute clip about a notable person and their relationship to the working waterways and landscapes. These multimedia portraits would be housed in an online format and accessed from a website link or a QR code.

Chesapeake Country Scenic Byway • Mid-Shore Region

POTENTIAL PUBLIC ART LOCATIONS

- Sculpture—Muskrat Park, St. Michaels
- Mural—Phillips Wharf Environmental Center, Tilghman Island
- Mural—Historic Downtown Trappe
- Mural—U.S. Route 50 in Easton
- Mural—Dorchester Visitor Center at Sailwinds Park in Cambridge
- Sculpture— Waterfront Setting at Richardson Maritime Museum
- Sculpture— Captain John Smith Nanticoke River Discovery Center in Vienna
- Sculpture—Caroline County Visitor Center in Denton
- Sculpture—Marshyhope Creek Greenway Trail in Federalsburg
- Mural—Town Hall/Senior Center in Federalsburg



Talbot County Office of Tourism
Frederick Douglass sculpture, Easton



Melanie Pierson • Conservation By Design

Existing Star-Spangled Banner National Historic Trail kiosk at Easton Point

A “teaser” in the form of a permanent portrait exhibit panel for each online portrait could be stand-alone, or utilized as part of the interpretive hub and/or story point signage. These teaser portrait panels attached to the Byway Orientation Hub kiosk could be changeable, so different people could be featured over time. Examples of people to feature might include: Joseph Chain, Grace Brooks, George Fox, John Woolman, Nace Hopkins, James Michener, modern and historic watermen, Harriet Tubman and Frederick Douglass, among others.

Stand-alone, location specific portrait panels focus on a specific historic or contemporary individual and their relevance to Byway themes.

Murals, Sculptures and Other Public Art

There are fantastic examples of this type of interpretation in place and planned across the Byway, yet there are more opportunities to use art to help convey Byway themes. A list of potential public art locations appears at right.

All Byway-sponsored public art installations should incorporate “Chesapeake Country” and the Byway logo, as well as interpretation of the event or message being depicted.

Murals should be used to highlight the thematically relevant history, heritage and events associated with the Chesapeake Country Scenic Byway. Historians, civic leaders, interpretive specialists and artists should all be part of the mural development process.

A postcard series and accompanying note cards highlighting each mural would serve to extend the reach of each mural, and could be sold at area visitor centers.

Themed Itineraries

Delivered in print (ideally, in the form of a tear-off sheet) and online, a series of itineraries should be developed to provide visitors with a map and featured destination information to help them get started on their Byway exploration. Driving the Byway

to connect these related sites provides a scenic sight-seeing experience that reveals the culture of the Chesapeake region.

If a story could be delivered across several sites, then one or more of the itineraries could be structured (or even presented) like a grown-up scavenger hunt (birders have “life lists” that they check off when they’ve seen a species with their own eyes). Some examples include (with a starter list of potential destinations):

- Native American Heritage (Nause Waiwash Longhouse, Pawpaw Cove, Dorchester County Historical Society campus, Captain John Smith Nanticoke River Discovery Center, Handsell)
- Watermen, Fisheries and Their Sustainability (Tilghman Watermen’s Museum, Phillips Wharf Environmental Center, Dogwood Harbor, Poplar Island, Horn Point Laboratory, Hooper’s Island, destinations listed on page 37)
- Food, Farming and Getting Produce to Market (Old Wye Mill, Linchester Mill, Cambridge Cannery Park, Dorchester County Historical Society campus, Train Station in Hurlock, Port in Secretary, destinations on page 38)
- Nature and Outdoor Recreation on the Waterways (Water Trails, Wye Island Natural Resource Management Area, Blackwater National Wildlife Refuge, Black Walnut Point, W.H. Leonard and Sons Museum, Choptank Heritage Trail)
- Ship-building and Water Travel (Oxford-Bellevue Ferry, Claiborne, Bellevue Park, Richardson Maritime Museum and Ruark Boatworks, Chesapeake Bay Maritime Museum, charter skipjacks, River Boat at Suicide Bridge, Choptank River Heritage Center)
- Colonial Living (Rural Life Museums in Denton and Trappe, Vienna Heritage Museum, Spocott Windmill, Exeter)
- Culinary Delights (tasting or purchase opportunities listed on pages 37 and 38, participating restaurants)

- Scenic Views and Photo Opportunities
- Murals and Public Art (Frederick Douglass sculpture in Easton, various murals in Cambridge, pending murals in Denton and Federalsburg)
- Cemeteries and Churches (in each community, too many to list)
- Lighthouses
- Family Friendly (Pickering Creek Audubon Center, Oxford-Bellevue Ferry, Chesapeake Bay Maritime Museum, Phillips Wharf Environmental Center, Blackwater Paddle & Pedal, River Boat at Suicide Bridge)
- James Michener’s Chesapeake (Robert Morris Inn)
- “Walking in the Shoes” of notable individuals (see personalities listed in the portrait description on the previous page, and on page 71)
- Special Places
- Free Black Communities (The Hill Community, Frederick Douglass Birthplace)
- Mid-Shore Farms (see destinations on page 38)

Participants who’ve checked off all the items on their list could be rewarded with a freebie from an area business (ideally, in keeping with the theme of the itinerary), perhaps a Byway-themed replica of a Delmarva token with a coupon code embedded.

Trail-Based Mobile Tours

Mobile self-serve walking tours provide a way to potentially bring newspaper accounts, letters and other historic documents to life for visitors.

Designed for the Choptank Heritage Trail or the Hill Community, for example, geo-referenced multimedia walking tours provide a way to deliver location-based interpretation without relying on staff

POTENTIAL LOCATIONS FOR THEMATIC SITE INSTALLATIONS

Thematic site installations might include thematic bench backs and table tops, surfacing, landscaping, public art and exhibits.

- Dorchester Visitor Center at Sailwinds Park in Cambridge
- Caroline County Visitor Center (at Crouse Park, when developed) in Denton
- Bellevue Park in Bellevue
- Phillips Wharf Environmental Center in Tilghman Island
- Pocket Park in Trappe
- Waterfront Setting at J.M. Clayton Co in Cambridge
- Waterfront Setting at Richardson Maritime Museum in Cambridge
- Marshyhope Creek Greenway Trail/Marina in Federalsburg
- Town Hall/Senior Center/Museum in Federalsburg



Yessica Nograro-Borquez • Conservation By Design

Federalsburg Museum

to tell the story every time. Companies offer pre-packaged hosting services with subscription fees to programming that is downloaded to a visitor's mobile device, or streamed via WiFi or cell coverage. Care must be taken, however, to make sure programming downloads quickly so a visitor is not frustrated. Explore cell coverage along the route before committing to any one technology.

Please note that this planner experienced technical issues with delivery of content using the Harriet Tubman Underground Railroad Byway mobile app.

Printable scripts should also be available for download for travelers who may not have their own equipment. Conversely, if the host site invested in some equipment for checkout during a walking tour, visitors could be asked to surrender their driver's license or other important common asset as assurance the equipment gets returned.

Interpretive Training and Coordination

Many venues offer interpretive material, to varying effect. While often charming and friendly, some venues are overwhelmed with their collections, and could benefit from additional volunteer training and assistance in organizing their existing exhibits and creating new ones. The Byway organization should provide the opportunity for partner sites to benefit from training and consultation to achieve an improved visitor experience, while seeking opportunities to strengthen individual site offerings with Byway themes. The Byway should consistently look for ways to promote and strengthen their partner sites.

Immersive Experiences

The Byway should support the operation and development of immersive experiences for Byway users (visitors and residents), whether through farm and factory-based tours and events, bike tours, or water-based opportunities that get people immersed in the resource being interpreted. The public needs opportunities to interact with traditional watermen and seafood processing plants, whether by tours, demonstrations or other programming on boats

by watermen and about boats and watermen. These types of experiences create real and lasting connections for visitors, sparking intellectual connections and recreational memories of the land and water that form the basis for the interpretive themes.

The Byway organization could provide free or low-cost training and/or certification to heritage interpreters, and promote immersive tours and activities in Byway materials.

Water Trails Collateral

There are a variety of water trail systems on the Eastern Shore, each with their own web presence and printed material, managed and promoted by the Maryland Department of Natural Resources in partnership with various local entities. Because many of the Byway themes apply and could be delivered on these water trails, coordination and cross-promotion on websites and printed material would benefit both the Byway and the individual water trail. Byway partners should explore partnership opportunities with these Water Trails. Byway information should be included in online and printed delivery about the water trails.

Gateway Monuments

Wherever possible, communities along the Byway should improve the sense of arrival through gateway structures, including signing. Further, Byway themes can be incorporated into gateway design as inspiration.

Highway Signage

Byway partners should continue to work with the Maryland State Highway Administration to secure Byway identification signage along major highways and Byway routes.

Thematic Site Installations

Some sites with high visitor traffic, such as the Visitor Centers in Cambridge and Denton, should consider incorporating interpretive signage in a utilitarian way, such as picnic tabletops and bench backs, as part of a larger thematic site installation. A series of

interpretive picnic tabletops could present interpretive information on local cuisine, for example, including seafood types or the regional differences in crab cakes. (See the description on culinary enhancement on page 50.)

Interpretive signs used as bench backs could serve a dual purpose and provide a much needed resting spot for visitors while presenting historic images, quotes and interpretive text. See the inset at left for an initial list of sites for thematic installations.

Byway Orientation Hubs

As mentioned above, the Byway orientation hubs would be located at main access points that receive visitor foot traffic. These would be located at waterfront access points (high priority for featured trailheads on water trails), in historic downtowns, at visitor centers, and at gateway sites with a pedestrian component. Design concepts for these orientation structures are provided in this plan (page 75) and reflect material options for placement at waterfront sites and in historic downtowns. Maps and other types of visitor orientation information are needed here, as well as an introduction to the central Byway theme and information on local relevant heritage offerings. A list of potential locations for Byway orientation hubs appears on page 63.

Some byway hub locations also currently offer orientation information related to other byways or nationally-designated routes. For example, Easton Point and the Chesapeake Bay Maritime Museum both feature kiosks providing orientation and interpretation related to the Star-Spangled Banner National Historic Trail. The Captain John Smith Nanticoke River Discovery Center in Vienna features a kiosk providing orientation and interpretation to the Captain John Smith Chesapeake National Historic Trail. Dogwood Harbor features a Chesapeake Bay Gateways Network marker and interpretive panel.

In all such cases where there is overlap in designation, it behooves Byway partners and managing agencies to provide site orientation in a way that is easy to understand for the visitor. Rather than a smattering of independent panels, effort should be made to collaborate on new panels that provide comprehensive orientation and interpretation. While acquiring necessary approvals and negotiating the administrative process to accomplish this might seem overwhelming, the benefits to visitors will be immense and will result in a better end product.

Where this overlap with other designation occurs, the overarching designation should be of the highest hierarchy. For example, at a location featured by the Star-Spangled Banner National Historic Trail, Chesapeake Country Scenic Byway and the Chesapeake Bay Gateways Network, the latter might serve as the highest hierarchy, with the National Historic Trail and Scenic Byway tiering under that. Each location with overlap will require coordination, but hierarchy should be approached in a consistent way throughout the Chesapeake Bay region.

Wayside Story Point Exhibits

A series of coordinated low-profile wayside exhibits at featured Byway locations would reinforce site-specific story lines of the Byway theme structure. By following the design guidelines adopted as part of this interpretive plan, the Byway brand would also be reinforced at locations across the Byway. An initial list of potential locations for story point locations begins on page 64. The conceptual design for the story point panel is included on page 76 of this document.

BYWAY-WIDE PROJECT RECOMMENDATIONS

The following table lists proposed interpretive projects for the Mid-Shore Region of the Chesapeake Country Scenic Byway. Byway-wide projects are presented here, including some that also address recommendations for marketing, promoting and reinforcing the Byway's identity. The Chesapeake Country Scenic Byway Advisory Committee and Byway partners will be responsible for implementing these recommendations. Priority levels are High (H), to be implemented in the next 2 years; Medium (M), 3-5 years; and Low (L), 6-7 years, as funding permits.

TASK		APPROXIMATE COST	NOTES	PRIORITY LEVEL		
				HIGH (H)	MEDIUM (M)	LOW (L)
1	Culinary Enhancement Collateral (includes graphic tabletop surface, table tents and/or place mats)	Tabletops – \$1,200 for design and fabrication of each table top Table tents – \$200-\$400 development and design, \$.50-\$.85/ea, printing varies with qty. Placemats – \$200-\$400 development and design, \$.50-\$.85/ea, printing varies with qty. Passports – Highly variable depending on qty and format. Plan for approx. \$1-\$2 each.	Could be sponsored by the host sites, whether restaurants or recreation sites.	H		
2	Web Presence Start-up and Maintenance	if contracted, \$10-15K to initiate web page and social media accounts, additional per month to maintain	Includes web-based map product. Could be accomplished in-house, or contracted out.	H		
3	Portraits—Online and Panels	\$10-20K for app development \$3K for portrait panel development, design and fabrication	Explore partnering with Tilghman Watermen's Museum, as they have a stated interest in profiling watermen for digital delivery. The Byway could help support the development of this, and feature historic and contemporary personalities in addition to watermen. Portrait panels could be stand-alone (such as with the Frederick Douglass panel developed as part of the case study, and priced at left), or added as changeable components to Byway Hub Kiosks.	H	M	

BYWAY-WIDE PROJECT RECOMMENDATIONS

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TASK		APPROXIMATE COST	NOTES	PRIORITY LEVEL		
				HIGH (H)	MEDIUM (M)	LOW (L)
4	Murals, Sculpture and Other Public Art	Highly variable, should plan for \$12-18K per site	All Byway-sponsored public art should be thematically relevant, and each design should undergo an input and review process before implementation. Consider a variety of materials. Address public art projects in phases.	H	M	
5	Themed Itineraries – digital and print	\$500-\$1,500 ea, if contracted (including initial print run)	Could be accomplished in-house, downloads available on website, print version distributed at visitor centers. Each itinerary consists of a map and descriptions of each featured site.	H		
6	Trail-Based Mobile Tours (including Choptank Heritage Trail and The Hill Community)	\$18-60K ea, varies widely depending on requirements	For best flexibility and assurance that the technology stays updated, utilizing an existing framework is recommended, rather than striking out and developing a new app. Historypin is a web-based application that allows for users to upload historic photos and captions incorporating GPS technology. Currently, developers have pulled the mobile app from the app store, but do plan to add it back at a future date. Google Field Trip is also geo-referenced, and allows for photos and more extensive text, but content must be uploaded by a participating publisher. A university might be a potential partner in creating and publishing content to this app. A non-georeferenced solution would require signage at featured sites, requiring visitors to scan QR codes or dial phone numbers. With this approach, visitors could listen as they walk (no text or images to view), and development costs are significantly less.	H The Hill Community	M Choptank Heritage Trail	

BYWAY-WIDE PROJECT RECOMMENDATIONS

The following table lists proposed interpretive projects for the Mid-Shore Region of the Chesapeake Country Scenic Byway. Byway-wide projects are presented here, including some that also address recommendations for marketing, promoting and reinforcing the Byway's identity. The Chesapeake Country Scenic Byway Advisory Committee and Byway partners will be responsible for implementing these recommendations. Priority levels are High (H), to be implemented in the next 2 years; Medium (M), 3-5 years; and Low (L), 6-7 years, as funding permits.

TASK		APPROXIMATE COST	NOTES	PRIORITY LEVEL		
				HIGH (H)	MEDIUM (M)	LOW (L)
7	Interpretive Training	\$400-500 per student to host a Certified Interpretive Guide training	A 32-hour course would provide theoretical foundations of the profession, as well as practical skills in delivering quality interpretive programming to visitors.		M	
8	Support Immersive Experiences	see training costs above	Promotion of immersive tours and experiences would be accomplished through incorporation of marketing materials mentioned elsewhere.		M	
9	Water Trails Collateral	unknown/already funded?	Various agencies promote water trails in the region. The Byway could become more involved in the process and both parties would benefit from cross-promotion. Incorporate Byway logo, themes and other information at next printing of each water trail's guide.		M	
10	Gateway Monuments	N/A (highly variable)	Community specific		M	
11	Highway Wayfinding Signage	N/A, already funded	The State Highway Administration works with each County to provide transportation signing.	H		
12	Thematic Site Installations (table tops, bench backs, landscaped areas with interpretive exhibits)	varies, plan for minimum of \$10-15K per site for landscaping. Byway Hub kiosks and story point panel costs appear below. Thematic benches \$2-3K each.	See initial list on page 47. Priority level should be determined based upon momentum of other site development factors.	H	M	
13	Byway Hub Kiosks	\$6,000-\$8,000 per kiosk	Should follow design guidelines herein; variance would be expected when integrating with other designations (such as Star-Spangled Banner NHT, or Capt. John Smith Chesapeake NHT, or a Chesapeake Bay Gateways Network site). Implement these in batches.	H	M	
14	Wayside Story Point Exhibits	\$3,000-\$5,000 per exhibit	Should follow design guidelines herein. Implement these in batches.	H	M	

LOCATION-SPECIFIC STRATEGIES AND RECOMMENDATIONS

Location- and site-specific recommendations are summarized below. It is expected that this list will evolve and grow over time.

QUEEN ANNE'S COUNTY

Wye Island

- Add story point panels at Wye Island Natural Resource Management Area

Miles River Neck

- Add story point panels at Mills Lake Community Park in Wye Mills

TALBOT COUNTY

Miles River Neck

- Add Byway Hub kiosk at Park & Ride in Wye Mills

Easton

- Add story point panels at Frederick Douglass viewpoint off Lewistown Road and the Dover Bridge on MD 331
- Add portrait panel at New Bridge Landing on MD 328
- Add Byway Hub kiosks at Rest Area on U.S. 50, downtown Easton near visitor center and Easton Point on Tred Avon River
- Install thematic bench (with graphic panel as back) outside visitor center in Easton
- Secure one or more restaurants to host thematic table top media
- Create web-based mobile walking tour of The Hill Community, including sign markers as needed
- Develop and implement a mural for U.S. 50 (location possibilities have been identified, but require coordination and permission with site owner)

Bellevue

- Add Byway Hub kiosk at Bellevue Ferry Dock or Landing
- Add thematic site installation at Bellevue Park, featuring story point panels, kid-friendly public art that provides photo opportunities, seating, landscaping and thematic elements

Oxford

- Add Byway Hub kiosk at Oxford Ferry Dock
- Support Robert Morris Inn in developing some type of marker or handout that explains James Michener connection
- Encourage museum to post accurate schedule
- Explore adding portrait panels at John Wesley Church and a story point panel at town park in Oxford, opposite museum

St. Michaels

- Add Byway Hub kiosk at Chesapeake Bay Maritime Museum
- Incorporate Byway info in next printing of Water Trail guide
- Secure one or more restaurants to host thematic table top media
- Add story point panel at Claiborne.
- Explore Byway-themed public art installation at Muskrat Park

Tilghman Island

- Add story point panels at Tilghman Watermen's Museum and at Chicken Point Road (where tours depart for Poplar Island)
- Add Byway Hub kiosks at Dogwood Harbor and Black Walnut Point
- Develop and implement a thematic site installation at Phillips Wharf Environmental Center, including a Byway Hub kiosk, story point panels, thematic picnic tables, benches and mural. All elements should be incorporated into a site plan for the location.



- Explore partnering with the Tilghman Watermen's Museum to create the technological infrastructure to support digital portraits of watermen and other Byway personas
- Incorporate Byway info in next printing of Water Trail guide

Trappe

- Add thematic site installation at one of the town parks (suggest Pocket Park honoring Nace Hopkins), featuring one or more story point and/or portrait panels, seating, landscaping and mural
- Add Byway Hub kiosk at Bill Burton Fishing Pier State Park

DORCHESTER COUNTY

Cambridge

- Add story point panels at Cannery Park, waterfront "public promenade," and rail-to-trail
- Add Byway Hub kiosk at Dorchester Visitor Center at Sailwinds Park (this could replace the outdated map panel near the parking lot)
- Install thematic picnic tables under pavilion at Dorchester Visitor Center at Sailwinds Park
- Develop and implement a thematic site installation at the waterfront setting of the Richardson Maritime Museum, including story point panels, benches and public art
- Work with J.M. Clayton Co. to create waterfront seating area (using thematic tables and/or benches) near existing mural
- Support development of canning exhibit at Cannery Park, in coordination with canning exhibit development planned by W.H. Leonard and Sons facility owners
- Create web-based mobile tour of the Choptank Heritage Trail, including sign markers as needed

Neck District

- Add story point panels at Spocott Windmill and Horn Point Laboratory

Church Creek

- Add Byway Hub kiosk at the Blackwater National Wildlife Refuge (location TBD in consultation with US Fish & Wildlife Staff, possibly water trail access point)
- Add story point panel at Nause Waiwash Longhouse

Hoopers Island

- Add story point panels at one or more commercial seafood facilities (Old Salty's, Chesapeake Gold Oysters, Barren Island Oysters), as well as Gootee's Marine and Rippon's Harbor
- Add Byway Hub kiosk at public boat ramp on Hoopers Island

Market Towns

- Add story point panels at public water access points (Hurlock, East New Market, Secretary, Marshyhope Creek), SB Bison Farm, train station in Hurlock, and museum and historic buildings in East New Market

Vienna

- Add Byway Hub kiosk at Captain John Smith Nanticoke River Discovery Center; explore better wayfinding and connection to the waterfront park located nearby; explore public art installation here
- Add story point panels at waterfront park and boat ramp, heritage museum, Reids Grove Country Store and Layton's Chance Winery
- Explore Byway-related interior exhibit at Captain John Smith Nanticoke River Discovery Center
- Incorporate Byway info in printing of official Water Trail guide

CAROLINE COUNTY

Denton

- Add story point panels and interpretive table tops at Choptank River Heritage Center
- Add Byway Hub kiosk at Caroline County Visitor Center (at Crouse Park location when complete)
- Secure one or more restaurants to host thematic table top media
- Develop and implement a thematic site installation at Crouse Park, including story point panels, benches and public art
- Incorporate Byway info in next printing of Water Trail guide

Feddersburg

- Consider adding story point panel at Exeter House, depending on implications of wayside installation in progress
- Secure one or more restaurants to host thematic table top media
- Develop and implement a thematic site installation in the immediate vicinity of the town hall/senior center/museum complex, including story point panels, thematic tabletops, a Byway Hub kiosk, benches, landscaping and mural
- Develop and implement a thematic site installation at the Feddersburg Marina and Recreation Park/Marshyhope Creek Greenway Trail, including story point panels, a Byway Hub kiosk, benches, thematic picnic tables, landscaping and public art (possibly kid-friendly, with photo ops)

Preston

- Add story point panel at Linchester Mill (This location already hosts other interpretive media, including a Harriet Tubman Underground Railroad Byway marker and a Civil War Trails marker. Care should be taken to avoid sign clutter on the grounds. Consider incorporating Byway orientation material into the indoor exhibit space, or emphasize the use of tear-off themed itineraries at this location.)



Yessica Nograro-Borquez • Conservation By Design
Museum of Rural Life, Denton

POTENTIAL BYWAY HUB LOCATIONS

This list should be used as a **starting point** for identifying potential locations, rather than a definitive list. When proposing a location for a Byway Hub, the Byway committee should consider its proximity to the Byway route, the location's visibility and level of accessibility to Byway travelers. Priority levels are High (H), to be implemented in the next 2 years; Medium (M), 3-5 years; and Low (L), 6-7 years, as funding permits.

COUNTY	LOCATION	SITE NOTES	PRIORITY LEVEL
Talbot County	Park & Ride in Wye Mills		M
	Rest Area on U.S. Route 50 in Easton		M
	Historic Downtown Easton near Visitor Center/entrance to The Hill Community	Need to coordinate with products being developed for The Hill Community	H
	Easton Point at the Headwaters of the Tred Avon River	Need to integrate with Star-Spangled Banner National Historic Trail panels for best visitor experience	H
	Oxford Ferry Dock		H
	Bellevue Ferry Dock or Bellevue Landing		H
	Chesapeake Bay Maritime Museum, St. Michaels	Need to integrate with Star-Spangled Banner National Historic Trail panels for best visitor experience	H
	Phillips Wharf Environmental Center, Tilghman Island		H
	Dogwood Harbor, Tilghman Island	Need to integrate with Chesapeake Bay Gateways Network panels for best visitor experience	H
	Black Walnut Point, Tilghman Island		M
Dorchester County	Bill Burton Fishing Pier State Park		M
	Dorchester Visitor Center at Sailwinds Park in Cambridge		H
	Captain John Smith Nanticoke River Discovery Center	Need to integrate with Captain John Smith Chesapeake National Historic Trail panels for best visitor experience	H
	Public boat ramp on Hoopers Island		H
Caroline County	Blackwater National Wildlife Refuge Water Trailhead	Location on the Byway route, TBD	M
	Caroline County Visitor Center in Denton	Development of a new visitor center at Crouse Park has recently been approved.	M
	Federalsburg Historical Society/Town Hall (incorporated with outdoor seating/natural area)		H
	Federalsburg Marina and Recreation Park		H

POTENTIAL STORY POINT LOCATIONS

This list should be used as a **starting point** for identifying potential locations, rather than a definitive list. When proposing a location for a story point, the Byway committee should consider its proximity to the Byway route, the location's visibility and level of accessibility to Byway travelers, and the subject matter's ability to support the Byway themes and storylines presented in this interpretive plan. Priority levels are High (H), to be implemented in the next 2 years; Medium (M), 3-5 years; and Low (L), 6-7 years, as funding permits.

* SITE TYPE by CATEGORY: These categories relate to the list of interpretive opportunities found along the Byway, as shown on page 10 of this document. AR–Archaeological; W/W–Working waterways; WL–Working landscapes; HI–Historic sites; FB–Communities of free blacks; RR–Research and restoration; and RE–Natural landscapes and recreation opportunities.

COUNTY	LOCATION	IDEAL # OF PANELS	SITE NOTES (TYPE*)	STORY LINES	THEME(S)	OBJECTIVE(S)	PRIORITY LEVEL
Queen Anne's County	Wye Island NRMA	TBD	Hunting destination. Story point panel(s) to be located near entrance at hunter check station. (WL, W/W, HI, RE)	- Agricultural history dating back more than 300 years, continuing today - State ownership reflects a commitment to natural resource preservation - Management of hunting and fishing - History of ferry access, in an era of water-based transportation	Sub-themes 1a, 1c, 1f, 2c, 2e	c, f	M
	Mills Lake Community Park	1	Suggest placing a Byway panel at Mills Lake Community Park (in Queen Anne's County). This panel would introduce the Byway and tie community storylines into larger Byway themes. (WL, HI)	- Agricultural history dating back more than 300 years, continuing today - Highlight heritage offerings in community	Central theme, Sub-themes 1c, 1e, 1f, 1g, 3a, 4	a, h	H
Talbot County	Wye Mills	1	Existing panels at the mill address the specific history of the grist mill. When these are updated, include Byway information and consider following Byway design guidelines. (WL, HI)	History of grist mill and significance to agricultural history on the Eastern Shore	Central theme, Sub-themes 1c, 1e, 1f, 1g, 3a, 4	a, h	L
	Viewpoint of Frederick Douglass' birthplace off Lewistown Road	1	Fairly isolated public access to Tuckahoe Creek. Panel would orient visitors to the direction of Douglass' birthplace, and inspire people to reflect on how this view may have been different in his time. (FB, RE)	- Frederick Douglass was born into slavery in a cabin near here - He rose to great influence, contributing to new thinking and risk-taking that supported the existence of free black communities on the Eastern Shore	Sub-themes 1c, 3a, 3c	g, h	H
	Dover Bridge on MD 331	1	Install in proximity to picnic table adjacent to the bridge tender's house. (HI, W/W, RE)	History of Choptank River in water-based transportation history	Sub-themes 2a, 2b, 2g, 2h	a, b	H
	Oxford Park	1	Opposite museum (W/W, HI)	Ties collections at museum to Byway themes	2a, 2b, 3b	a, b	H

POTENTIAL STORY POINT LOCATIONS

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* SITE TYPE by CATEGORY: These categories relate to the list of interpretive opportunities found along the Byway, as shown on page 10 of this document. AR—Archaeological; W/W—Working waterways; WL—Working landscapes; HI—Historic sites; FB—Communities of free blacks; RR—Research and restoration; and RE—Natural landscapes and recreation opportunities.

COUNTY	LOCATION	IDEAL # OF PANELS	SITE NOTES (TYPE*)	STORY LINES	THEME(S)	OBJECTIVE(S)	PRIORITY LEVEL
Talbot County	Bellevue Park	2	Story point panels will target recreational users/families at the park. (WW, HI, RE)	- From grain to oysters, ships hauled the bounty of the Bay - Boat types and uses - Life of a waterman - Oyster bed restoration	Central theme, Sub-themes 1b, 1c, 1f, 2bii, 2c, 2e, 2h, 3b, 4b, 4d	c, d, e	M
	Claiborne	1	Water access point (RE, W/W, HI)	Historic ferry brought passengers through Claiborne en route to Atlantic	Central Theme, Subtheme 2c	b, g, h	M
	Phillips Wharf Environmental Center, Tilghman Island	3 (presented in a cohesive exhibit setting)	Story point panels will complement other interpretive products here, including a mural and interpretive picnic tabletops, along with a Byway hub kiosk. An exterior conceptual site plan is needed. (W/W, RR, RE)	- Pre-historic/archaeological evidence of oyster harvest specific to the Island. - Watermen—then and now (incl. tools, navigation and other technology) - Overview of what is harvested today - Restoration efforts	Central Theme, Sub-themes 1a, 1b, 1d, 1f, 2bii, 2h, 3b, 3c, 4b, 4d	a, b, d, e	H
	Tilghman Watermen's Museum, Tilghman Island	1	Locate story point panel on exterior of building. Should provide overview of Byway theme and enough of a teaser to provide some level of info when the museum is closed, but not duplicate info presented inside. (W/W, HI)	- Define watermen - Example "portraits" of historic and modern watermen - Link to online portraits	Central Theme, Sub-themes 1b, 3b, 3c	e, h	H
	Chicken Point Road, Tilghman Island	1	Story point panel in proximity of departure point for Poplar Island tours. Panel should serve to give introductory information to existing tour participants, as well as attract new tour attendees. Panel development here should not duplicate messages presented at PWEC, but rather present a deeper story. (RR, RE)	Types of restoration occurring in the Bay	Central Theme, Sub-themes 1b, 1f, 2d, 2h, 4d	g, h	H

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COUNTY	LOCATION	IDEAL # OF PANELS	SITE NOTES (TYPE*)	STORY LINES	THEME(S)	OBJECTIVE(S)	PRIORITY LEVEL
Talbot County	Pocket Park on Main St., Trappe	1	Story point panel (or portrait panel) connects Nace Hopkins to Byway themes (RE, HI, FB)	Nace Hopkins' contributions to free black communities	3c	a, g, h	H
Dorchester County	Ruark Boatworks and Waterfront Setting at Richardson Maritime Museum in Cambridge	3	Story point panels will accompany interpretive benchbacks here, incorporated into a thematic landscape setting at the waterfront. (W/W, HI)	- Transportation by water - Role of lighthouses - Shipbuilding heritage - Seafood harvesting industry then and now	Sub-themes 1b, 1d, 2b, 2a, 2d, 4b	b, d, h	M (due to development timeline)
	Cannery Park in Cambridge	TBD	This location is pending acquisition, so specific recommendations are unknown at this time. Once complete, the Byway should have a presence. (HI, WL, W/W)	History of canning and packing	Central Theme, Sub-themes 1d, 2f	f, h	M (due to development timeline)
	Waterfront "public promenade" in Cambridge	TBD	This location is pending development, so specific recommendations are unknown at this time. This location complements the visitor experience at the Dorchester County Visitor Center and provides connection to the Ruark Boatworks and Richardson Maritime Museum described herein. (WL, W/W, HI, RE)	- The Choptank River is a source of inspiration, recreation and livelihoods - Working waterways and landscapes keep the landscape scenic - Recreation opportunities - Eating local foods helps preserve these views - Ways to reduce impact	Sub-themes 1f, 4a, 4b, 4c, 4d	b, f, g, h	M (due to development timeline)

POTENTIAL STORY POINT LOCATIONS

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COUNTY	LOCATION	IDEAL # OF PANELS	SITE NOTES (TYPE*)	STORY LINES	THEME(S)	OBJECTIVE(S)	PRIORITY LEVEL
Dorchester County	Rail-to-Trail in Cambridge	TBD	This trail is pending development, so specific recommendations are undetermined at this time. It is highly recommended that once the planned improvements in Cambridge come to fruition, an interpretive plan specific to the visitor experience in Cambridge is commissioned to address how the various sites connect and organize interpretive messaging. (WL, HI, RE)	- History of rail transportation - The canning and packing industry accelerated the need for a transportation infrastructure - As the economy and lifestyles have changed, the transportation network has transformed, too	Central Theme, Sub-themes 2e, 2g	a, b, h	M (due to development timeline)
	Horn Point Laboratory	1	Exact location TBD. (RR)	As the Bay environment has changed, researchers continue to investigate methods to ensure oyster populations remain sustainable	Sub-themes 1b, 1f, 4d	c, d, e	H
	Spocott Windmill	1	Located near parking area to provide best access to info. (HI, WL)	- Byway overview - Mills were an important feature of the agricultural economy of the Eastern Shore - Due to its flat terrain, windmills were more popular in Dorchester County than water mills	Central Theme, Sub-themes 1c, 1e, 3b, 3d	b, g, h	H
	Nause Waiwash Longhouse in South Dorchester	1	Exact location TBD, but should be visible from the road. (AR, HI)	- Longhouse is community focal point for descendants of Nanticoke Indians - The Nanticoke people were one tribe that lived on the Eastern Shore of the Chesapeake	Sub-themes 1a, 3a, 3b, 3d	a, c	M
	Gootee's Marina in South Dorchester	1	Grassy area in front (W/W, RE)	- Byway overview - Introductory information to working waterways and landscapes of the Byway - Shipbuilding has a vast heritage on the Eastern Shore, and continues to evolve	Central Theme, Sub-themes 2a, 2b, 2h, 4c	b	H

POTENTIAL STORY POINT LOCATIONS

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COUNTY	LOCATION	IDEAL # OF PANELS	SITE NOTES (TYPE*)	STORY LINES	THEME(S)	OBJECTIVE(S)	PRIORITY LEVEL
Dorchester County	Commercial Facility in Hoopers Island (Old Salty's, Chesapeake Gold Oysters, Barren Island Oysters)	1 each	TBD for each site (W/W, HI, RR)	- Specific information about each business' history as it relates to watermen culture - How buying local supports community and sustainable harvests - Sustainable fishing, harvesting and processing practices	Sub-themes 1b, 1d, 1f, 1h, 3b, 3c, 4b	a, b, e	H
	Public Water Access Site in Hoopers Island	1	Exact location TBD, but should be visible from the road and/or parking area (	- Byway overview - Introductory information to working waterways and landscapes of the Byway - Recreation opportunities	Central Theme, Sub-themes 2a, 2b, 2h, 4c	b	H
	Rippons Harbor in Hoopers Island	1	Exact location TBD, but should be visible from the road (W/W, RE)	- Byway overview - Introductory information to working waterways and landscapes of the Byway - Shipbuilding has a vast heritage on the Eastern Shore, and continues to evolve	Central Theme, Sub-themes 2a, 2b, 2h, 4c	b	H
	Public Water Access Points in Market Towns (Hurlock, East New Market, Secretary, Marshyhope Creek)	1 each	TBD for each site (W/W, RE)	- Byway overview - Introductory information to working waterways and landscapes of the Byway - Specific information about location-based storylines, in keeping with the overall Byway theme structure	Central Theme, Sub-themes 2a, 2g, 2h, 4a, 4c, 4d	a, g, h	H
	SB Bison Farm in Hurlock	1	Exact location TBD, but should be visible from the road and/or parking area (WL)	- Contributions of this farm to the agricultural heritage of the Eastern Shore - How best management practices contribute to a healthy Chesapeake Bay	Sub-themes 1c, 1f, 4b, 4d	b, f, h	M
	Train Station in Hurlock	1	Exact location TBD, but should be visible from the road and/or parking area (HI, WL)	Railroad heritage	Sub-themes 1c, 2e, 2f	g, h	H

POTENTIAL STORY POINT LOCATIONS

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COUNTY	LOCATION	IDEAL # OF PANELS	SITE NOTES (TYPE*)	STORY LINES	THEME(S)	OBJECTIVE(S)	PRIORITY LEVEL
Dorchester County	Museum and historic buildings in East New Market	1 each	Exact location TBD, but should be visible from the road and/or parking area (along walking tour) (HI, WL)	Specific contributions of East New Market to agricultural economy of the Eastern Shore	Central Theme, Sub-themes 1c, 2a, 2f, 3b, 3d	f, g, h	H
	Waterfront Park and Boat Ramp in Vienna	TBD	More information is needed to know how this location connects to Discovery Center, and what visitor facilities are planned. Ideally, Byway orientation would be integrated into products at the Discovery Center, while specific storypoint panels would be integrated into the waterfront park. (WL, RR, RE)	- Agricultural heritage of Vienna - How best management practices contribute to a healthy Chesapeake Bay	Sub-themes 1c, 1f, 4b, 4d	b, f, h	M
	Vienna Heritage Museum	1	Exact location TBD, but should be visible from the road and/or parking area. Should provide after-hours visitors with an overview of collections and their relevance to the Byway. (HI, WL)	- Byway overview - Overview of industries that reflect dependence on the working waterways and landscapes	Central Theme, Sub-themes 3b, 3d	d, h	H
	Reid's Grove Country Store	1	TBD for this site (HI, WL)	History of this store and tie to Byway themes	3b, 3c, 3d	a, g, h	H
	Layton's Chance near Vienna	1	Exact location TBD, but should be visible from the road and/or parking area (WL)	- Byway overview - Contributions of this farm to the agricultural heritage of the Eastern Shore - Success through niche marketing	Central Theme, Sub-themes 1c, 4b	a, b, h	M

POTENTIAL STORY POINT LOCATIONS

This list should be used as a **starting point** for identifying potential locations, rather than a definitive list. When proposing a location for a story point, the Byway committee should consider its proximity to the Byway route, the location's visibility and level of accessibility to Byway travelers, and the subject matter's ability to support the Byway themes and storylines presented in this interpretive plan. Priority levels are High (H), to be implemented in the next 2 years; Medium (M), 3-5 years; and Low (L), 6-7 years, as funding permits.

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COUNTY	LOCATION	IDEAL # OF PANELS	SITE NOTES (TYPE*)	STORY LINES	THEME(S)	OBJECTIVE(S)	PRIORITY LEVEL
Caroline County	Choptank River Heritage Center in Denton	1	Exact location TBD, but should be located on the deck overlooking the Choptank. (W/W, WL, HI, AR, RE)	- Byway overview - The Choptank River was once a bustling hub of steam ships, and provided the power for grist and saw mills that enabled colonization of the surrounding area.	Sub-themes 1c, 1e, 2a, 2e	g, h	H
	Crouse Park in Denton	3	Exact locations TBD. Need conceptual site plan and more information about what is planned and funded. (RE, W/W)	- Evidence of human habitation history along Choptank River - Denton's history and trade capabilities have always hinged on the transportation network	Sub-themes 1a, 1c, 1e, 2a, 2b, 2d, 2e, 2f, 2g, 2h, 3d	b, h	M (due to development timeline)
	Marshyhope Creek Greenway Trail in Federalsburg	3	Exact location TBD, but should be integrated into a thematic landscape setting with benches, surfacing, and interpretation. (RE, AR, W/W, WL, HI)	- Byway overview - Use of waterways as transportation network in pre-historic and historic times - Recreation opportunities	Sub-themes 1e, 2a, 2b, 2g, 4c	c, f, h	H
	Linchester Mill in Preston	1	Exact location TBD, but should be visible from the road and/or parking area (HI, WL)	- Byway overview - History of mill	Central Theme, Sub-themes 1c, 1e, 2biii, 3b	b, h	M
	Exeter House in Federalsburg	unknown	Exact location TBD. Because waysides are already underway, additional signing may not be needed. If Byway information can be incorporated without causing sign clutter, it should focus on the Byway theme structure. Consider placing this across the road from Exeter House, where visitors will have easier views of the creek that powered the mill. (W/W, WL, HI)	- Byway overview - History of mill	Central theme, Sub-themes 1c, 1e, 2biii, 3b	b, h	M

POTENTIAL PORTRAIT PANEL LOCATIONS

This list should be used as a **starting point** for identifying potential locations, rather than a definitive list. When proposing a location for a Portrait Panel, the Byway committee should consider its proximity to the Byway route, the location's visibility, the level of relevance to the Byway theme structure, and level of accessibility to Byway travelers. Priority levels are High (H), to be implemented in the next 2 years; Medium (M), 3-5 years; and Low (L), 6-7 years, as funding permits.

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COUNTY	LOCATION	SITE NOTES (TYPE*)	FEATURED INDIVIDUAL(S) Panel must focus on the aspect of the individual's life that supports the byway theme structure.	PRIORITY LEVEL
Talbot County	New Bridge Landing on MD 328 (EASTON)	Could be combined with a Byway Hub Kiosk at this location (RE, FB)	Frederick Douglass (contribution to free black communities)	H
	The Hill Community (EASTON)	Needs to integrate with current plans for signing The Hill Community walking tour (HI, FB)	Joseph Chain, Grace Brooks (contributions to free black communities)	H
	TBD (consider Dogwood Harbor in TILGHMAN ISLAND)	(W/W, RE, RR)	Modern and historic watermen	H
	John Wesley Church (OXFORD)	On property (HI, FB)	John Wesley (religious freedom and contributions to free black communities) and Nellie Leatherberry	H
	Third Haven Meeting House (EASTON)	On property or in proximity (HI, FB)	George Fox, John Woolman (religious freedom and contributions to free black communities)	H
	Robert Morris Inn or vicinity (OXFORD)	On property or in proximity (HI)	James Michener (author celebrating byway themes)	H
	Pocket Park on Main St (TRAPPE)	(RE, FB)	Nace Hopkins (contribution to free black communities)	H
Dorchester County	TBD	(W/W, RE, RR)	Modern and historic watermen	H
	TBD	(W/W and/or W/L, HI, FB)	Harriet Tubman (contribution to free black communities)	H
	Waterfront setting at Richardson Maritime Museum (CAMBRIDGE)	(W/W, HI, RR)	James B. Richardson (ship builder)	M (due to timeline of overall site development)
Caroline County	TBD	(W/W, RE, RR)	Modern and historic watermen and farmers	H

POTENTIAL BYWAY ROUTE CHANGES

A primary edit to the current Byway route might be considered at a future time when staff and partners are prepared to make a concerted effort to address route changes and the associated implications. The suggested change documented here is justified by the thematic linkages to these sites and optimal visitor flow.

In addition to official branches or sidetracks, it should also be noted that there are many bike and water trails that provide up close access to areas highlighted by Byway stories. These trails should not be considered as additions to the Byway route, but rather acknowledged and marketed in Byway products as thematically appropriate.

Interpretive plan recommendations assume incorporation of this route change.

Dorchester County

- Key Wallace Drive between Maple Dam Rd. and MD 335 has two items that justify consideration to be added to the Byway branch that connects to Hoopers Island. The Blackwater National Wildlife Refuge Visitor Center is located on this road, as is the W.H. Leonard and Sons canning house that currently operates as a recreation outfitting business. Plans to incorporate exhibits at this location focusing on Dorchester County's canning industry directly complement the Byway theme structure. This section of road is currently designated as part of the Harriet Tubman Underground Railroad Byway. This plan recommends overlapping Byway designation here because of the overwhelming thematic and visitor access justification.

MUTUAL DEPENDENCE

For centuries, human well-being has depended on the Bay's abundance, yet today, the Bay's well-being is dependent on human decisions and actions.

Special Resource Study, National Park Service

SECTION 5

Design Guidelines

PURPOSE AND INTENT

Traveling the Chesapeake Country Scenic Byway is intended to be different than traveling other roads. Distinctive interpretive products that incorporate thematic design contribute to a memorable experience for visitors. Orientation and interpretive exhibit structures that are in keeping with the architectural and thematic character of the Byway's interpretive assets will help deliver the thematic message in a visual, experiential way.

DESIGN CONTEXT AND INFLUENCES

A variety of thematic elements are present across the visual landscape of the Byway, and are considered for incorporation into the design of the interpretive media presented in this plan.

- Wooden pilings
- Ornate architectural detailing (wood and metal)
- Sails
- Vintage canning labels and paraphernalia

BYWAY FONTS

Body copy uses simple legible fonts, but headlines will be a more thematic nautical style font, and sub-titles a more casual script.

WELCOME

Title
Neutra Display

Insert catchy sub-title

Sub-Title
Blackjack

Officiatist, quamust volores ut aut
ad es abore mo

Body Copy
Hypatia Sans Pro

COLOR PALETTE

The colors are traditional, taken from the natural and cultural landscape. Occasional pops of brighter color attract attention and provide a modern flair.

C 9
M 7
Y 20
K 0

C 32
M 79
Y 78
K 31

C 0 Pantone
M 30 7409 C
Y 95
K 0

C 53
M 38
Y 32
K 2

C 81
M 74
Y 52
K 55

C 45
M 35
Y 100
K 10

C 36
M 56
Y 100
K 21

C 44
M 48
Y 89
K 23



BYWAY LOGO

In order to allow some degree of consistency with the Upper and Lower Shores, the Byway advisory committee decided to maintain the same overall shape of the logo previously developed for the Chesapeake Country National Scenic Byway (Upper Shore), while changing the inset image into something more representative of the thematic structure for the Mid-Shore region.



Chesapeake Country National
Scenic Byway
Upper Shore Logo



Chesapeake Country
Scenic Byway
Mid-Shore Logo

BYWAY HUB CONCEPT

These orientation hubs will be located in areas of high visitor traffic, such as water access points and visitor centers. Different post construction materials are suggested for the downtown versus waterfront sites.

Specifications

- Metal post - powder coated aluminum, 4"x4" x 74" h
- Left panel - 10" w x 36" h, custom shape
- Right panel - 20" w x 50" h
- Total height of structure is 74" above grade



Downtown Hub



Waterfront Hub

Note addition of wooden piling accent post (approx 6" diameter)

STORY POINT CONCEPT

These wayside exhibits would be located where site-specific examples of the Byway's theme structure would best be told.

Nearly all of the potential sites listed are located at water access points. The wooden post concept is carried through here, though powder coated metal is also an option for reduced maintenance.

Story Point

Wooden Posts with Engraved Lettering OR

Metal Posts with Cutout Lettering

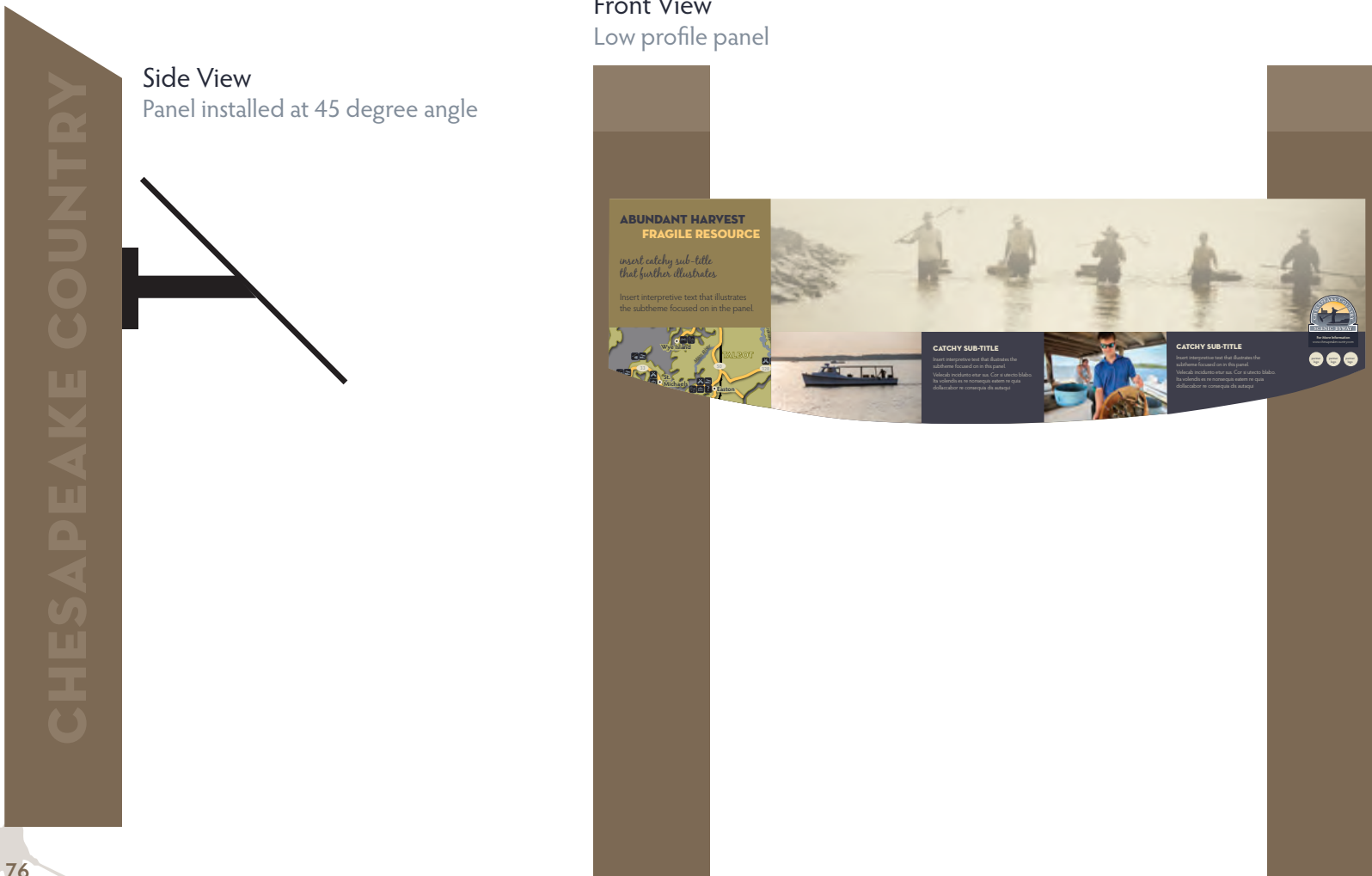
Story point panels should include a context map of the overall Byway experience, where appropriate.

Front View

Low profile panel

Side View

Panel installed at 45 degree angle



APPENDIX A

Interpretive Project Checklist

A checklist for planning, design and fabrication of interpretive exhibits appears on the following pages. The process is complex, but ultimately rewarding.

INTERPRETIVE PROJECT CHECKLIST						
Site Name _____						
Site Location _____						
ACTIVITY			YES	NO	N/A	TEAM MEMBER(S)
1	KNOW YOUR VISITORS	Has your target audience for this exhibit been identified?				
		Have the visitors' needs and previous experiences been considered for this exhibit?				
2	ENSURE YOUR EXHIBIT ALIGNS WITH THE BYWAY THEME STRUCTURE	Have you documented how the exhibit ties into the overall Byway theme structure?				
		Have you clearly developed the location-specific storylines that support the Byway themes?				
		Are the themes and messages supported by facts?				
3	DEVELOP THE EXHIBIT CONTENT	Have you identified resources for information and graphics?				
		Have you followed the "3-30-3 rule"* to organize the interpretive content?				
		Are your titles catchy, yet brief?				
		Have you used humor where appropriate?				
		Does the reading ability align with the target audience?				
		Are the interpretive concepts supported by images and/or other graphics?				
		Is the written material relevant to visitors' lives and interests?				
		Does the interpretive material ask a question or provoke the visitor to action?				
		Does your exhibit word count fall within the 150-200 word range?				

* Every point of visitor contact—in this case, an interpretive sign—has at most three seconds to capture attention and pique curiosity, during which the visitor makes an unconscious decision regarding the value of further engagement. If she senses a promise of reward outweighing effort, she'll invest an average of 30 seconds to scan message elements—both visual and written—for relevance and enjoyability. If rewarded, she's likely to invest a total of three minutes to thoroughly take in the message and engage in any interactivity opportunities. Good interpretive sign design takes this critical-path psychology into consideration.

This checklist has been developed and adapted from a variety of sources, including federal agencies and contemporary interpretive planning documents, further informed by professional planning and exhibit design experience.

Chesapeake Country Scenic Byway • Mid-Shore Region



INTERPRETIVE PROJECT CHECKLIST

Site Name _____

Site Location _____

ACTIVITY			YES	NO	N/A	TEAM MEMBER(S)
3	DEVELOP THE EXHIBIT CONTENT	Does the content build on experiences visitors may have held elsewhere?				
		Does the content provide suggestions on where to get more detailed information?				
4	DESIGN PANELS ACCORDING TO DESIGN GUIDELINES	Have you followed the design style adopted by the Byway advisory committee?				
		Are photos and illustrations of adequate resolution?				
		Have graphic use rights been secured for this project and appropriate credit/attribution made?				
5	CONTENT REVIEW	Have facts been checked for accuracy?				
		Has the text been proofread for spelling errors/grammar, etc?				
6	EXHIBIT BASE PLANNING & DESIGN	Does the base design reflect the "look and feel" set forth in the interpretive plan design guidelines?				
		Does the proposed material meet durability requirements for the specific location?				
		Are the specifications for hardware and mounting method appropriate for the environment (indoor/outdoor, heavy use, etc)?				
		Who will install and maintain the exhibit?				
7	SITE PLANNING	Does the installation method require excavation?				
		Has the design been approved by the governing town's design review committee, if necessary?				
		Have all permits for sign placement and installation been secured?				
		Will the exhibit be oriented to take advantage of pedestrian traffic flow?				
		Has visitor accessibility been considered?				
		Does the site plan provide site dimensions, orientation/viewing angle of exhibit, and final height of installed exhibit?				
8	FABRICATION & INSTALLATION	Fabricate panels and bases in accordance with design guidelines				
		Inspect fabricated items immediately upon delivery. Take appropriate caution when unpacking and document damages immediately, if necessary.				
		Ensure site plan is followed during installation and inspect quality of workmanship.				
9	ANNOUNCE PROJECT	Celebrate the completion of project with press releases, ribbon cutting, as appropriate.				

APPENDIX B

Related Interpretive Theme Structures

Stories of the Chesapeake Heritage Area

Central Story: Living with an Estuary—An Inseparable Influence

Six Singular Regional Stories:

1. Changes in the Land
2. Peopling the Land—Change and Continuity
3. Colony and Nation-Building
4. Food for the Soul—Religion and Belief
5. Working the Land and Water
6. Destination Eastern Shore! Travel and Transportation Past and Present

Supporting Stories:

1. Inspired by the Bay—Cultural and Artistic Expression
2. Building by the Bay—Architecture and Landscapes
3. Recreation and Renewal by the Bay

Chesapeake Country National Scenic Byway (Upper Shore section of Chesapeake Country Scenic Byway)

Three Messages

1. Water—The Chesapeake Bay and its tributaries reveal the tapestry that is Chesapeake Country.
2. Land—Agriculture and pristine natural resource areas accentuate our rural character.
3. History—Historic buildings, churches, and landscapes are evidence of our rich Colonial history.

Heart of Chesapeake Country Heritage Area

Seven Topics for Interpretation:

1. Agricultural Life
2. Chesapeake Landscapes and Outdoor Adventure
3. Dorchester Families & Traditions
4. Harriet Tubman and Eastern Shore African American History
5. History, Architecture and Artifacts
6. Maritime Life
7. Native American Heritage

Lower Eastern Shore Heritage Area

Six Topics for Interpretation

1. A Water World—The Living, Natural Bays and Rivers of the Chesapeake and Atlantic
2. Great Escapes: Recreation and Renewal
3. Land, Water, and Action—Stewardship and Sustainability
4. The Land of Plenty—Peoples and Settlement on the Lower Eastern Shore
5. Lifelines and Livelihoods—Commerce, Productivity, and Transportation
6. Military and Naval Heritage on the Lower Eastern Shore



APPENDIX C

Principles of Interpretation

What is Interpretation?

Most people think of it as the process through which a person translates one language into another, like Spanish into English. At its most basic level, that's what it is – translating. Environmental interpretation involves translating the technical language of a natural science or related field into terms and ideas that people who aren't scientists can readily understand. And it involves doing it in a way that is entertaining and interesting to these people (Ham, 1992).

Interpretation is different from environmental education per se, in that interpretation is often defined as being “informal instruction” with volunteer participants. Environmental education is something more like “formal instruction”, either in a classroom or in the field, but with a captive audience. Both have underlying structure – environmental education has learning standards; interpretation is guided by themes, goals and objectives.

Principles of Interpretation

In 1998, Larry Beck and Ted Cable expanded upon Freeman Tilden's original six principles of interpretation, and proposed a total of fifteen. In short, they are:

1. Relate subjects to peoples' lives;
2. Go beyond information – reveal deeper meaning and truth;
3. Design a story that informs, entertains, and enlightens;
4. Inspire and provoke people to broaden horizons;
5. Develop a complete theme or thesis and address the whole person;
6. Use different approaches for children, teens, and seniors;
7. Bring the past alive, make the present more enjoyable & the future more meaningful;
8. Incorporate technology with care;
9. Give focused, well-researched presentations;
10. Use basic communication techniques, and develop knowledge and skills;
11. Write what readers want to know, with wisdom, humility and care;
12. Attract support – financial, volunteer, political or administrative;
13. Instill a desire to sense beauty; encourage spiritual uplift and resource protection;
14. Optimize experience through intentional and thoughtful program and facility design;
15. Exude passion –for the resource and the people inspired by it.

APPENDIX D

The Visitor Experience Model

The following is an excerpt from Interpretive Planning: The 5-M Model for Successful Planning Projects, by Lisa Brochu (published by InterpPress, National Association for Interpretation, Ft. Collins, Co., 2003, pp.110-114).

"The way visitors experience a site, from the time they make the decision to visit until they leave the site and return home should be part of the planning scenario. Successful interpretation does not exist in a vacuum. It helps shape decision-making at the front end and at the back end of the visit. At each step within the Visitor Experience Model, interpretation will play a role that will influence visitor behavior if thoughtfully planned.

In the decision phase, potential visitors will be coming into contact with promotional material or relying on past experiences to inspire them to visit the site. If past experiences were not positive, it is unlikely that any amount of promotions will influence the visitor to repeat the experience. Furthermore, the unsatisfied customer is likely to tell others to avoid the site. But for the purposes of walking a fictional visitor through the experience model, assume that the visitor has either not been to the site or has had a good experience in the past. So the visitor's experience really begins long before he or she gets to the site – it begins with exposure to something or someone that spurs the decision to visit. It is the first opportunity to touch the visitor with the central theme and create expectations for what lies ahead.

The entry phase involves more than just the front door. It includes everything that occurs on the way to that front door. On arrival, visitors are looking for clear signals that indicate where to park, how to enter the facility, if tickets are required, what they can do with their pets and how to address other concerns. During the entry phase, the basic human needs defined by Abraham Maslow in 1954 must be handled. Maslow suggested that people could not attend to personal growth or accept new knowledge until their basic physical needs such as food, water, safety and security were met. The entry phase provides the opportunity to make people so comfortable with the experience that is about to unfold that their concerns about basic needs virtually disappear. It's also a chance to reinforce the central theme through visual and verbal cues.

Chesapeake Country Scenic Byway • Mid-Shore Region

The connections phase generally takes up the bulk of the visitor's experience on site. This phase includes participation in interpretive programs, viewing exhibits, walking trails, or whatever other activities compose the opportunities available. Ideally, the visitor is exposed to the central theme in a variety of ways during the connections phase, allowing him or her to internalize the message through a complete experience that touches both intellect and emotions.

In their 1998 Harvard Business Review article, 'Welcome to the Experience Economy', Joseph Pine and James Gilmore suggest that today's consumers are looking for complete experiences, characterized by five factors: 1) harmonizing impressions with positive cues; 2) eliminating negative cues; 3) engaging all senses; 4) being thematic; and 5) mixing in memorabilia. Keeping Pine and Gilmore's suggestions in mind while developing the Visitor Experience Model for any given site will help create complete and meaningful experiences for visitors.

The exit phase allows visitors to decompress from their on-site experience. It's a chance for them to digest the message and consider its meaning. It may include a visit to the gift shop to secure thematic memorabilia before heading to the parking area. If planning a gift shop or food concession, remember to keep the content thematic and the service appropriate. One aquarium had an excellent exhibit about the dangers of sea turtles ingesting plastic bags, yet insisted on packaging all items from their gift shop in plastic bags, many of which promptly became litter on the exit walk or in the parking area where they could easily blow into the adjacent waterway. For the best experiences that encourage further thought or action, be consistent with messages throughout the operations of the site.

The commitment phase is what the interpretive program can achieve through good planning and implementation. Tilden's fourth principle of interpretation suggests "the purpose of interpretation is not instruction, but provocation." People should take away a message that helps them make a commitment to positive behavioral change, even if only in small ways. Interpretation can help people become better stewards of their cultural and natural heritage resources if they understand and care about the message being delivered. Effective interpretation serves a purpose and makes a difference. Planners must think beyond what happens in the exhibit hall or a single program and develop experiences that have staying power."

APPENDIX E

General Design/Style Guides for Interpretive Media

The following criteria should be considered as interpretive products and programs are developed. These standards are defined to help ensure quality visitor experiences. It becomes the responsibility of planners, developers and providers of these services to meet the intent of these criteria.

GENERAL DESIGN CRITERIA FOR INTERPRETATION AND OTHER VISITOR SERVICES:

- Should conform to standards of the Americans with Disabilities Act and other related legislation to provide for universal accessibility.
- Services should be maximized, while potential impacts to the environment are minimized.
- Services should be designed and marketed to specific user groups to take advantage of diverse audience interests and activities.
- All facilities and other development should be designed for ease of use and maintenance and to minimize vandalism.

Graphics and text for interpretive panels and printed media should be developed to ensure the most effective communication of messages.

GENERAL PUBLICATION DESIGN GUIDELINES:

- Use performance objectives to guide the development of publications.
- Use thematic design.
- Write text that is readable at no higher than 8th grade level.
- Text should be easy to read, simple and descriptive.
- Use only professional quality photos and graphics.
- Written text should tell a story, develop the theme.
- High quality, recycled paper should be used.

- Brochures and other printed media should conform to a common graphic design, and where appropriate, be coordinated with signage or other design elements on the ground.

GENERAL SIGN DESIGN GUIDELINES:

- Use performance objectives to guide the development of signs.
- Exhibits and information boards should attract attention, yet not detract from the setting.
- Signs should have consistent design (material, color palette, fonts, etc.)
- Use of colors, engaging graphics, and text messages should appeal to all learning styles and consciously apply professionally acknowledged principles of interpretation.
- Text should meet visual accessibility standards (font selection, color/contrast, size, set in upper and lower case.)
- Only professional quality graphics and photos should be used.
- Writing should be simple, descriptive, and readable at the 8th grade level. (Check grade recommendations.)
- Text should not exceed approximately 100-200 words per panel.
- Information boards:
 - Should include information about upcoming community events, how to reserve the site and who to contact for more information.
 - Should be creatively designed for visual appeal and ease of use by visitors.

Graphic design should avoid cluttered “bulletin board” appearance, yet allow for current (changing) community and event information to be posted as needed.

APPENDIX F

Accessibility Standards for Interpretive Facilities, Products and Programs

- Include captioning on all films/videos. Captioning must be visible when video is shown in public.
- Make brochures available in alternate formats upon request (such as 18 point print, audio and computer disc).
- Make Web sites fully accessible in compliance with Section 508 of the Rehabilitation Act.
- Offer an accessibility guide, available in alternative formats and include the guide on your web site.
- Make sure all signage related to accessibility are appropriately posted and use appropriate language and terminology (i.e. "Accessible Parking" instead of "Handicap Parking," etc.).
- Involve people with disabilities in planning, design, etc.
- Provide written scripts wherever audio information is presented.
- Create accessible routes to exhibits.
- Display content of information redundantly or in part – aurally, tactually and visually when appropriate.
- Eliminate obstructions to viewing exhibits (i.e. high pedestals, railings, etc.)
- 11 million people are visually impaired, 5 percent are blind and only 0.25 percent -0.35 percent actually read Braille. The 95 percent with low vision would benefit most from large print (18 point).
- All materials for distribution are to be within the reach ranges stated in the accessibility guidelines—maximum forward reach of 48", maximum side reach of 54". All controls must operable with one closed fist and force of no greater than 5 lbs.
- Use Braille only where it counts (restrooms, elevators, etc.).

Wayside Exhibit Accessibility Notes

The following notes are compiled from a variety of sources, including the National Park Service and miscellaneous texts on interpretation and design.

Guidelines affecting mobility-impaired visitors

Wayside panels should be:

- Installed at accessible locations wherever possible.
- Installed at heights and angles favorable for viewing by most visitors, including those in wheelchairs.
- For standard NPS low-profile units, the recommended height is 30-34" from the bottom of the exhibit panel to finished grade;
- For vertical exhibits and bulletin boards the height is 24-28", depending on panel size.

Guidelines affecting visually-impaired visitors

- Exhibit type will be as legible and readable as possible.
- Panel colors will be selected to reduce eye strain and glare, and to provide excellent readability under field conditions. White should not be used for a background color.

Line of vision

- Eye level (dimension NOT shown in Uniform Federal Accessibility Standards or UFAS): Eye level for people in a wheel chair is 3'7" to 4'3" (43-51") – important consideration for exhibit design.
- Eye level for adults in a wheelchair is about 1½' below that for the average standing adult. Labels, exhibit viewing and lighting should take this into consideration. There can be conflicting elements to consider here, as reflections on cases differ for standing and seated people as well.
- Text above eye level is also difficult for people wearing bifocals to read. Also consider the eye level of children when they are part of the target audience.

Recommended type sizes

- Titles: 72 to 60 point minimum
- Subtitles: 48 to 40 point minimum
- Body text: 24 point minimum
- Captions: 18 point minimum

or

Vertical measurement of type	Viewing distance
½"	4'
5/8"	6'
2 ½"	30'
4"	60'

Font styles for signs for best legibility

- Avoid script and other fancy fonts whose letters are hard to distinguish.
- Remember that fonts at the same point size actually vary widely in their size and legibility (24 points in one typeface or font can look radically different than 24 points in another typeface or font).

Accessibility Web Sites

The following Web sites will provide information that contractors and stakeholders will need in order to develop ADA-accessible interpretive environments, products and programs. Each contract should address accessibility needs.

- Smithsonian Institute Accessible Exhibits Checklist and other accessibility information: www.fs.fed.us/recreation/programs/accessibility
- NPS Harpers Ferry Design Center, Accessibility for Interpretive Media: www.nps.gov/hfc/pdf/access.pdf
- National Center on Accessibility: www.indiana.edu/~nca/nca.html
- U.S. Architectural & Transport. Barriers Compliance Board: www.access-board.gov
- U.S. Census Bureau: www.census.gov/hhes/www/disable.html
- Abledata: www.abledata.com
- International Disability Access Symbols: www.gag.org/das/
- Center for Universal Design: www.design.ncsu.edu:8120/cud/
- National Institute on Disability & Rehabilitation Research (NIDRR): www.ed.gov/offices/OSERS/NIDRR/index.html
- Trace Research & Development Center: www.trace.wisc.edu/index.html
- Project Action: www.projectaction.org
- Wilderness Inquiry: www.wildernessinquiry.org
- Beneficial Designs: www.beneficialdesigns.com/
- National Center on Accessible Media: www.wgbh.org/wgbh/index.html
- Disability & Business Tech. Assist. Centers: www.ncddr.org/urlist/adatech.html
- U.S. Department of Justice: www.usdoj.gov/crt/ada/homl.htm

APPENDIX G

Measures of Success

The following are recommendations for monitoring and evaluation to determine whether objectives are being met.

Purpose of Evaluation and Monitoring

While evaluation of any program is a critical factor to its ongoing success, this component is often overlooked. Evaluation of exhibits, programs or any interpretive/educational endeavor provides a venue for restructuring effective program planning and opportunity for growth.

The evaluation and monitoring information for existing efforts could support proposals and/or decisions to expand offerings and the request for additional staffing to do so.

To successfully implement the planned interpretive program, the interpretive team should include three main variables when developing the monitoring and evaluation stage:

1. Monitoring and implementation of the plan: determines if the plan is implemented on schedule and possible reasons for deviation from the schedule;
2. Evaluation of the effectiveness of the interpretive program: determines if the planned programs meet the desired outcomes or objectives specified in the plan. Evaluation methods could include visitor questionnaires, formal/informal interviews, observations of visitor behavior and suggestion boxes);
3. Plan revision: should be undertaken if those who conduct the monitoring and evaluation process detect weaknesses in the interpretive program and/or certain objectives are not being met. The revision should suggest corrective measures that will improve the interpretive plan.

The results of site-specific evaluation and monitoring programs should be documented. Based on this information, any need for further action will be determined and recommended. These recommendations could include:

- No action needed (goals and objectives are achieved);
- Modifications should be implemented (goals and objectives are not being achieved);
- Project should be discontinued (for example, the project is no longer significant);
- Plan should be updated to include additional goals and objectives.

The methods suggested below provide several alternatives for evaluation and can be adapted to use for diverse projects and programs. They can be done informally on an annual basis.

Monitoring and Assessment of Interpretive Programs and Media

The important thing to keep in mind when evaluating is that the assessment of behavior, mood, or response to environmental conditions should be as unobtrusive as possible. The following are some methods employed by environmental psychologists to study and record visitors' responses to stimuli.

Unobtrusive Methods

The goal is to apply measurement techniques that address the questions you are asking, while disturbing the setting as little as possible, allowing you to study real people in real environments. The disadvantage of using this technique is that it may entail a perceived invasion of privacy and a lack of informed consent on the visitor's part.

1. Observational Techniques: The best way to do this is to watch others and report their behavior and interactions in the setting by using recorded narratives, video cameras, photography, or written notes. The advantage to this method is the recorded results can be reviewed at a later date when more time is available to log the data.
2. Behavior Mapping: This technique requires you to accurately record visitors' actions in a particular place at a specific time. The area is defined and a coded form is filled out stating what happened and where. Variables can include the time of day, age groups observed, backgrounds of visitors, utilization of equipment and facilities, etc. This technique can be used to predict the success or failure of new facilities.
3. Accretion: This data collection method measures the physical evidence removed or left behind at a specific location. It can be a mapping of trails formed by visitors when no trails are present (for future planning of trail locations), tracking the use of recycling drop-



off stations, trash or litter left behind, or numerous other physical remnants of visitors.

Obtrusive Methods

The most obvious and sometimes accurate way of measuring visitors' moods, thoughts, attitudes and behavior is to directly ask visitors what they are thinking, how they feel and what they would like to see or feel at a specific location.

1. Self-report measures: This method involves interviews on-site or mail-back questionnaires given to them when they leave the site.
 - a. Questionnaires: The advantage of this method is that if given to the visitor upon leaving the site, a questionnaire can be mailed back anonymously, or filled out at the end of the visit and dropped anonymously in a collection spot. Questionnaires can also be given to a large group at one time, with little skill needed to perform the data collection. The disadvantage is that an interviewer is not available to answer questions once the visitor has left the site, and visitors may interpret the questions inaccurately.
 - b. Interviews: Interviews can be given only to a few people at a time since it is an individual process. The interviewer may need some level of skill in interpreting the visitor's response and in answering their questions.
2. Cognitive Mapping: This exercise can be fun and challenging. The visitor is asked to draw a map in one minute showing the site they just visited. This is done in a red pencil. Then they are given another color pencil to continue the map for another minute, and so on. At the end of five minutes, they are done. The map shows the importance of certain areas to them, and lists them in order of value.
3. Direct feedback and behavioral observations: Informal interviews or discussions, questionnaires, or suggestion boxes can offer immediate information regarding visitors' response to the interpretation. Observing the behavior of visitors allows staff to record a change in patterns or behavior. All these observations and feedback should be recorded for analysis. On an annual basis, the site partners and personnel should evaluate each project by answering the following questions:
 - a. Are the objectives of the total program being met?
 - b. Are the objectives of interpretive services for the specific project being met?

- c. Is the interpretive method/media fulfilling the objectives?
- d. Are the visitors satisfied with their experience?

Monitoring Changes in Visitor Behavior and the Visitor Experience

Monitoring changes in visitor compliance and positive behavior helps evaluate attitude changes, management incidences, safety concerns and reduction of negative impacts to resources.

Evaluating visitor performance objectives measures effectiveness of the visitor experience. Visitor enjoyment, perceptions and attitudes also matter.

- Interpretive media should be designed to meet performance objectives identified in the interpretive plan.
- Performance objectives should be written BEFORE media are developed
- Quantitative evaluative methods may include: the response card, observation of behavior and visitor questionnaires.
- Qualitative evaluations provide information about what people liked or learned about the interpretive program from their perspective.
- Can provide insight into visitors' experiences and provide valuable information about the overall program.
- Focus on what the visitor learned from interpretive programs and displays by asking about a major theme.
- Methods can include: suggestion boxes, public comment forms, visitor registration books, individual interviews, group interviews.

Evaluation of Message and Media Effectiveness

Monitoring and assessment of interpretive/environmental education programs

- How well are interpreters communicating messages to visitors? Interpreters should have performance objectives on which they are evaluated regularly.
- Performance of volunteers and partners should be measured by the site managers regularly to ensure they are meeting program goals and objectives.