



A Vision for the Byway

The Pine Barrens Byway links and interprets important natural, scenic, historic and recreational sites within the New Jersey Pinelands region, telling the story of the Pine Barrens and the Pinelands National Reserve. In so doing, it helps visitors to understand and appreciate this environment, reinforces local and regional efforts to protect these resources, and supports low-impact economic development based on tourism and recreation.

Designation of the Pine Barrens Byway as a National Scenic Byway, and the actions and organizational cooperation that will result from that designation, will shape our region for the future. The National Scenic Byway designation will identify the Southern Pinelands as a destination on the level of a National Heritage Area, National Seashore or National Park, and will thereby attract visitors who share our appreciation of the natural environment and will be interested in our history, culture and nature-based recreational opportunities.

The Scenic Byway will present the Pinelands story and resources in a coherent manner, so that people visiting one part of the byway will quickly gain an appreciation for the full range of resources offered by the region. People from around the nation and world will be able to learn about and appreciate what makes this place special.

The design and management of the Scenic Byway will complement the region's natural quality and reinforce the sense of being in a special place. More than simply providing access to natural and recreational resources, the Byway route will become a distinctive

feature within the landscape, and traveling along the Byway will be an integral part of the visitor experience.

The Pine Barrens Byway will thus become central to the region's community development, economic development and natural heritage conservation efforts. In so doing, the Scenic Byway will be a model for how business and environmental groups can work together to create a healthy economy based on a conserved environment.

The Pine Barrens Byway will be used by several different groups of users.

- The Pinelands Commission and partner organizations (e.g., National Park Service) will design wayfinding and interpretation around the scenic byway route, in order to promote an increase in awareness of and appreciation for the region's sensitive resource base.
- Travelers to South Jersey will use the scenic byway as a way to explore and learn about the Pinelands National Reserve, and to find recreation and accommodation facilities and services.
- Environmental and heritage organizations will use the scenic byway to increase awareness of the region's natural and heritage resources, and to increase visitation to their facilities.
- Recreation and tourist-oriented businesses along the byway will include the scenic byway in their marketing efforts, in order to establish their image as environmentally-conscious businesses and to attract visitors who are interested in nature and heritage tourism and outdoor recreation.





Goals for the Byway

Resource Protection & Management

- Protect and enhance the natural and scenic qualities of the Southern Pinelands.
- Maintain historic and cultural resources, and interpret the relationships between the region's history and traditions and its natural resources.

Regional Identity

- Strengthen the image of the Pinelands as a nationally significant ecologic region.
- Foster awareness of and pride in this unique natural asset among New Jersey's citizenry.

Tourism & Economic Development

- Expand small-scale tourism based on the region's natural, historic and recreational resources, to assist existing businesses and support local economies.
- Create a sustained partnership among the byway communities to address resource protection, tourism and economic development opportunities and challenges along the byway.

Recreation

- Increase opportunities to access and learn about the region's natural systems, including scenic pull-offs and waysides, wildlife viewing platforms, boardwalks, trails, canoe/kayak launches, and interpretive kiosks and panels.
- Enhance visual access to scenic resources where appropriate, such as through selective thinning of roadside vegetation to provide filtered views to rivers, lakes and ponds.
- Promote visitation to managed historic and cultural sites.
- Enhance and expand networks of recreational opportunities along the byway, including bicycling and paddling routes.

Roadway Design & Management

- Develop and implement design standards that protect and enhance the route's character as well as maintaining safety for vehicles, bicyclists and pedestrians.
- Ensure consistency in roadway design, signs, structures and maintenance throughout the byway, so that travel along the route is a seamless experience.





Experiencing the Pinelands

Existing Visitor Sites ⁵

The following review of existing interpretive installations and resources along the byway summarizes what the traveler can find today, notes weak points or missing links in the interpretive experience, and suggests ways to strengthen the existing materials in order to create a stronger, more integrated experience. The sites are classified as primary interpretive sites, secondary interpretive sites (“interesting places along the way”), and scenic drives and trails.

PRIMARY INTERPRETIVE SITES

Batsto Village



Batsto State Park has an excellent visitor center and interpretive exhibit located in Batsto Village. The visitor center is fully staffed and offers a gift shop and bookstore. The interpretive exhibits provide information on the overall natural history of the Pinelands, the specifics of history of Batsto Village and various focused stories on the lives of interesting residents of the Pinelands. Batsto

⁵ Further information on interpretation sites and opportunities along the byway is provided in the “*Interpretive Plan.*”

Village is a living history center consisting of 33 historic buildings and structures including the Batsto Mansion, gristmill, sawmill, general store, workers’ homes and post office. There are nature trails within the Natural Area and a trail guide is available at the interpretive center at Batsto State Park.

Batsto State Park also offers a guided tour via cell phone. Visitors can call a number on their cell phones and listen to a guided tour at one of 18 stops highlighting the historic sites and buildings in the village, such as the blacksmith shop, gristmill and sawmill. Each pre-recorded message is approximately two to three minutes, and follows a walking tour brochure. This project is supported and funded by the Batsto Citizens Committee, Inc., a volunteer group dedicated to preserving and promoting the site.

Tuckerton Seaport Museum and Jacques Cousteau National Estuarine Reserve Exhibit

The **Seaport Museum** is a recreated late 19th and early 20th century maritime village on 40 acres along Tuckerton Creek. The village contains 13 historically replicated buildings of the “Bayman’s” era many of which are complete with costumed trades- and craftsmen and -women, including boatbuilders, oystermen and clammers, whalers, lighthouse keepers, ship captains and others who demonstrate the day to day life of the coastal New Jersey village.

The **Jacques Cousteau National Estuarine Research Reserve** exhibit has interpretive displays on coastal subjects such as wetlands, fish and wildlife, barrier islands, the Pinelands, the Long-term Ecosystem Observatory at 15 Meters (LEO-15) and culture of people who live along the coast.

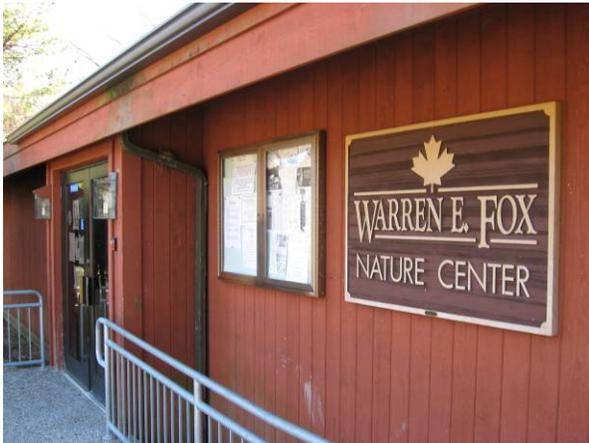


Edwin B. Forsythe National Wildlife Refuge

An eight-mile **Wildlife Drive** and several short foot trails provide excellent wildlife viewing and photo opportunities. There are also several interpretive panels at the entrance to the property which provide information on the Refuge and its mission. A small art gallery is located at the entrance.

Estell Manor Park

A primary feature of the Estell Manor Park is the **Warren E. Fox Nature Center**, built in the 1980's using a passive solar design. The Center provides education and recreation programs, live animal and environmental displays, maps, brochures, and rest room facilities. A Backyard Habitat education area is part of the site and it includes a natural playground, campground, constructed pond and native vegetation plantings. A wide variety of staffed interpretive walks are presented by the Center. Classes and trainings are provided for children, the general public and school teachers.



The **Swamp Boardwalk trail** is a significant interpretive facility that offers access to interior wooded areas for those with movement challenges, as well as offering a route to access a variety of habitats without causing direct damage to the areas from foot traffic.

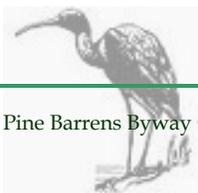
Estellville Glass Works Industrial Historic District is located in the southern portion of the county park. There are interpretive panels near the ruins of the glass works. In 1995-1996, the ruins of the Estellville Glassworks were stabilized. General erosion, vandalism, and acid rain were the main factors leading to the decision to help save what is left. Sidewalks and interpretive signs were placed at the sites, so this site is now more visitor-friendly.

The County recently approved a master plan for Estell Manor that will involve investments in a wide variety of facilities and improvements. Some of the major recommendations with relevance for the byway include the following:

- develop a narrow gauge rail line through the property on abandoned rail beds;
- expand the Fox Nature Center;
- build an overlook platform along the South River;
- make trail connections to the wildlife management area;
- improve Gaskill Park in Mays Landing and other open space properties;
- improve signage; and
- further restore and interpret the Manor House.

Belleplain State Forest

The state forest has a visitor center at the forest entrance off Highway 550. Three interpretive signs are placed in front of the visitor center. They focus on the New Jersey Coastal Heritage Highway, the State Forest and the Pinelands National Reserve. There is also a staffed visitor center with basic brochures, maps and books on the Forest and on the Pinelands.



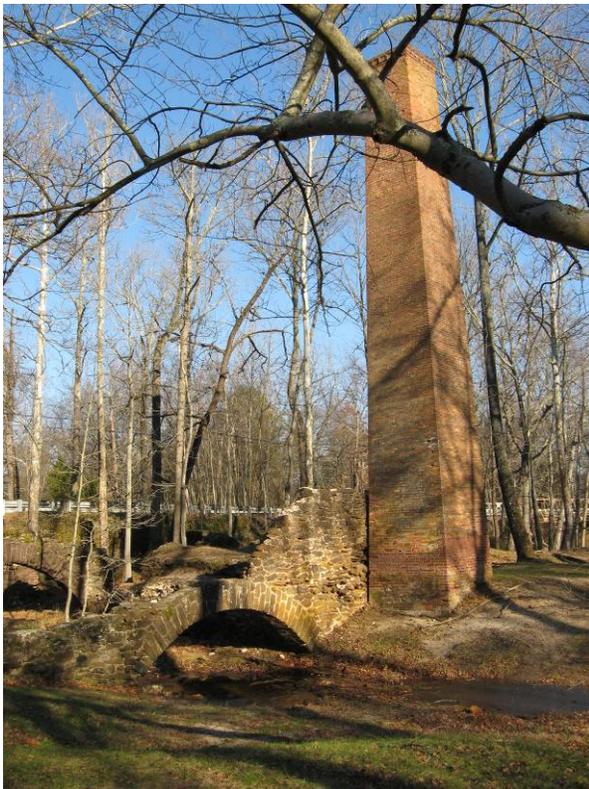
There are interpretive trails running through Belleplain State Forest. They highlight the natural features of the Forest including species of trees, shrubs, wildflowers and animals native to the area. Sights or signs of deer, bobcat, coyote, fox, and other mammals are common. An audio tour on cassette tape is also available for these trails.

SECONDARY INTERPRETIVE SITES – INTERESTING PLACES ALONG THE WAY

Bass River State Forest

The State Forest has an interpretive pavilion along the South Shore Road and there are signs along the trails in the Forest. There is a self-guided nature tour in the Absegami Natural Area. This area offers the only opportunity along the byway corridor to see and experience the pygmy pine forest.

Weymouth Furnace (Atlantic County Park System)



There is one interpretive sign relating to the furnace and its history. There is also a sign that conveys information on the archeological site and ruins and future plans. The canals at Weymouth furnace are also archaeological resources. The site lies right on the Great Egg Harbor River and is a very pleasant, peaceful place to stop and walk around. Canoers and kayakers can launch from this site.

Lester C. MacNamara (Tuckahoe) Wildlife Management Area

The coastal settings underline the degree to which the Pinelands exist in such close proximity to the ocean and the degree to which the saltwater and freshwater ecosystems intertwine in this region. The open landscapes of these coastal drives will also provide people with a psychological break from the closeness of the thick pine-oak forests and shrub forests of the Pinelands.

There is an **8-mile Drive** which travels along the dikes used to impound the brackish and fresh waters. Interpretive signage can be found in several locations along the route. The views are spectacular.

Eldora Nature Preserve – The Nature Conservancy’s Delaware Bayshore Office and Visitor Site

The Eldora Nature Preserve, site of the chapter’s Delaware Bayshore Center, is the first preserve established by the Conservancy expressly for the protection of rare moths. Historically, the land has been farmed, and a house existed on the site from at least 1872. The interpretive trail at Eldora allows the public to enjoy the natural treasures of this special place and learn about moths and supporting species.

In 1998, the Conservancy renovated the existing structure and opened the Delaware Bayshore Center. The Bayshore program



focuses on conservation in a larger area. Spanning two states, the Delaware Bayshore is a relatively intact natural area acknowledged as one of the Earth's most important stopovers for migratory birds.

Cape May National Wildlife Refuge (Great Cedar Swamp Section)

This portion of the Refuge offers the Cedar Swamp Trail on Tyler Road for hiking and some interpretive panels on the Swamp. This trail provides excellent opportunities for birding, nature photography, and environmental education.

SUPPORTING VISITOR AND INTERPRETIVE SITES

These are sites that take people out into the landscape or offer detailed experience related to a specific topic.

Batona Trail

The Batona Trail offers the region's longest uninterrupted hiking experience. It allows visitors to explore into the depths of the Pinelands landscape to a much greater degree than any other area along the byway corridor. There are periodic interpretive signs along the trail.

Great Bay Boulevard

The Great Bay Boulevard is a ten mile nature drive that stretches from Tuckerton through the Great Bay Wildlife Management Area, ending at the tip of the peninsula at the Rutgers University Marine Field Station. Built by the Civilian Conservation Corps (CCC) in the 1930s, the area looks about the same now as it did then, offering water and marsh views as well as access sites for small boats and a pedestrian accessible beach with views of Atlantic City and Long Beach Island.

Noyes Museum

The Noyes Museum, the only fine arts museum in Southern New Jersey provides exceptional arts education activities and focuses on collecting, preserving and exhibiting the arts and crafts and folk art of, in particular, New Jersey and the mid-Atlantic Region. The museum enjoys a serene lakeside setting adjacent to the Edwin B. Forsythe National Wildlife Refuge in Oceanville.

Dennisville Schoolhouse Museum

Dedicated to collecting, recording and preserving the history of the Dennis Township area, it is located within the National Historic District of Dennisville at 681 Petersburg Road and is open year round. The museum offers a collection of photographs and materials collected from Dennisville and the nearby communities.

Woodbine and Sam Azeez Museum



The Sam Azeez Museum of Woodbine Heritage, housed in the 114 year-old Brotherhood Synagogue, celebrates the history of Woodbine. The interpretive displays are professionally designed and do a good job of relating the history of the community's formation as a Jewish farming settlement and then subsequently a town with a diverse economy.



Road to Jakes Landing

Dennis Creek Wildlife Management Area is designated an Important Birding Area by NJ Audubon. Existing parking, boat access and a portable toilet are available at the end of the access road at Jakes Landing. This site offers a very nice introduction to coastal, marsh habitat along the byway. The drive/walk down Jakes Landing Road is scenic and peaceful. A trail extends into the woods along the road. The parking and boat launching area at the end of the road are highly scenic.

Visitor Needs and Expectations

ASSESSMENT OF EXISTING INTERPRETATION

The best way to describe the byway's current interpretive presentation would be **thematically consistent, but uncoordinated and disjointed.**

The major theme for 90% of the interpretive materials is the natural heritage of the Pinelands. That theme is covered in various ways in the Southern Loop, the Central Segment and in the Northern Loop. On the one hand, this means that existing interpretive materials focus on one of the already-defined central themes for the region – the natural environment. In many cases, connections are also drawn on the relationship between people and the natural systems, and thus the other interpretive themes are covered.

The interpretation that exists today falls with these categories. Existing interpretation can be categorized as follows:

- Visitor Centers

A few recent, well-designed installations that provide broad, well-conceived experiences. The Batsto Visitors Center,

Tuckerton Seaport Museum and Jacques Cousteau "Living on the Edge" Exhibit, and the Woodbine Heritage Museum are examples of this category.

- Interpretive outdoor panels

These are located along the byway at various state, county, and federal sites. Many of these are smaller, dated installations that cover appropriate material but must be updated. Estell Manor and Belleplain State Forest are examples.

- Signage and site markers

These are dispersed along the byway, but usually lack a cohesive design and organization. Signage along the Tuckahoe Nature Drive is a good example of this category.

- Websites

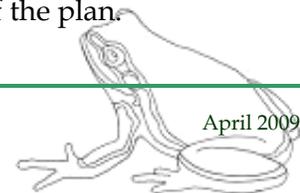
Websites that were designed from the perspective of providing official overviews of the region, versus being educational or interpretive in flavor.

- Self-guided Tours

A recorded tour for cell phones is provided at Batsto State Park.

Interpretation and the Internet

The Internet plays an important interpretive role for all travel destinations and travel decisions including the Pinelands. Obtaining first impressions of a place, absorbing an overall image, developing an itinerary, researching particular interests before a trip – each of these aspects of one's learning and relationship with a place is impacted by the internet. There are many specialized sites on specific aspects of the region, but the following provide an interpretive overview. Websites relating to tourism are reviewed in the Tourism chapter of the plan.



NJPineBarrens.com

This excellent, private site provides the strongest support at present for the Pinelands interpretive program. With articles, photos, forums, maps and other information, one can easily browse and find both overview information and detailed postings of specific places and excursions experienced by site participants. Of particular importance, this site is written with a clear voice of connection, concern and advocacy. That voice conveys the emotion of why this place is important to the web site's authors and why it might be important to the potential visitor. The design is professional, user friendly and engaging. This site is a good model for how the byway might want to present itself.

The Pinelands Commission

Some of the information on the Pinelands Commission web page could be incorporated into a visitor-ready interpretive program easily accessed from the web.

PineyPower.com

The PineyPower site is jam-packed with information on the region and its events for a full year. PineyPower is not specifically focused on the travel trade, but is popular with people already-familiar with the region who want to learn more.

National Park Service

The Pinelands is a National Reserve and as such it has involvement from the National Park Service. The National Park Service's connection to the Reserve sends a strong message that this is an unusual place, probably meriting more investigation and perhaps a visit.

Scenic Byways in New Jersey

The state byway site orients the user to the presence and purpose of the byways in New Jersey – certainly its primary purpose. Next, it provides an overview of each byway with

some information on history and interest and then more detailed information on navigating each route.

ANALYSIS OF ADDITIONAL INTERPRETIVE TECHNIQUES

For the purposes of designing a cohesive byway interpretive program, the following objectives should be considered:

Coordination of a byway-wide interpretation format

- Find ways to connect and cross-promote existing interpretation;
- Identify gaps in the stories that are told
- Find compelling ways to get visitors out into the environment to experience the place;
- Develop a program that is financially and operationally realistic;
- Incorporate long-term and short-term strategies.

Printed material

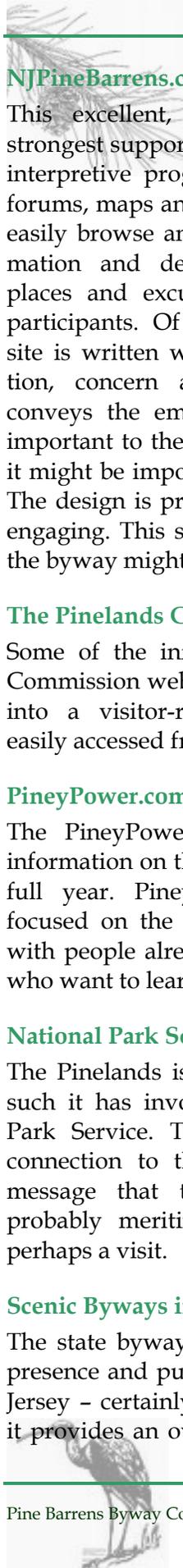
- Identify existing interpretation sites on a byway visitor map;
- Distribute informational brochures, descriptive educational pamphlets and related interpretive materials at each of the visitor sites.

Events

- Events can help tell the story of the byway. These may include historic re-enactments, wildlife viewing tours, field trips with local school groups.

Multimedia and digital technology

- Create new web content that supports the overall interpretive program and encourages people to come and visit and experience the interpretive program;
- Expand self-guided tours including podcasts and cell phone call-in tours;



- Produce television and radio programming that highlights key stories of the byway for distribution to local broadcast networks, school groups, and visitor centers.

Wayfinding⁶

Wayfinding signs are the principal form of visitor orientation and direction for a byway route. Wayfinding signs are generally logos or shields that mark the route and provide information in two key situations: turns and movements, and confirmation. Through the design and installation of a single logo or shield to mark the byway route, byway travelers are provided with a uniform and reliable route marking that operates in conjunction with, but independently from, other identifiers such as route numbers and road names. Wayfinding is particularly important for the Pine Barrens Byway because it takes many turns and follows multiple US, state and county route numbers.

BYWAY LOGO/SHIELD

The byway logo/shield will be the principal indicator identifying the byway route for the traveler. The logo/shield should be distinctive in form and color and easily recognized. It should also be simple and attractive in its graphic design. It should be recognized from a distance, due to its color and shape –not text or imagery. The byway logo/shield should be introduced at the gateway points and reinforced on all interpretive signs and panels, and with all general byway marketing efforts (web and print based).

TURNS AND MOVEMENTS (DIRECTIONAL) SIGNS

Turns and movements (directional) signs include the byway logo/shield with addition-

⁶ For a more in depth discussion on wayfinding see exhibit “*Signage Plan*”.

al traveler information affixed immediately below the logo/shield.

CONFIRMATION SIGNS

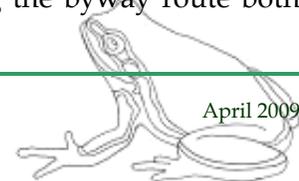
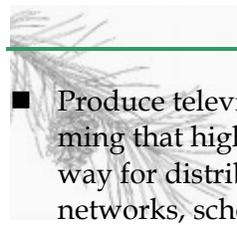
Confirmation logos or shields should be placed after all turning movements directed by the byway wayfinding system and periodically route to reassure byway travelers that they are still traveling the Byway. Due to the many turns that are a part of the Pine Barrens Byway route and the multiple crossroads and intersections not associated with the byway route, regular confirmation signs will be an important consideration. Confirmation signs should be placed within one-quarter mile after the turning movement, and generally every 8 to 10 miles for lengthy byway segments from which no turning is required.

DESIGN AND INSTALLATION

Byway logo/shield signs should be identical in size and installation. All byway logo/shield signs should have the back of the sign painted a dark neutral color (such as brown, black or dark green) to minimize the visual impact on the landscape, and should be installed on uniform posts, ideally matching the color of the back of the sign. In general, byway logo/shields should be proximate to US, state or county route shields indicating intersections or confirmation of the route number. Coordination with existing route shields should be undertaken to avoid sign clutter and minimize confusion.

DESTINATION SIGNS FOR WAYFINDING

The Pine Barrens Byway is a non-linear route with loops and parallel routes in some areas, and as a result offers the traveler multiple options to continue on the byway. At some intersections the byway route may continue straight as well as making a turn to the left or right. Approaching an intersection with wayfinding signs showing the byway route both



continuing straight *and* turning left (for example) can potentially be confusing for the visitor. This is especially problematic for visitors who are using the wayfinding signs as their principal tool for guidance and direction, since not all visitors will have a byway map. At these intersections it is critical that wayfinding signs be paired with clear destination (guide) signs indicating the direction to communities and points of interest.

A list of principal destinations for general wayfinding should be established. These should include gateway communities, other town centers with visitor services, key transportation junctions, and attractions that have high visitation. (This should not, however, be a list of all destinations along the route.) Destination signs for wayfinding should be posted in advance of all intersections where a choice/option in the byway routing is presented. At such decision points, the additional destination information will assist byway visitors in making an informed

choice. In general no more than three destinations should be listed on any one sign.

The following locations are recommended for destination signs for wayfinding:

- Tuckerton
- Mays Landing
- Port Elizabeth
- Batsto Village
- Tuckahoe
- Woodbine
- Atlantic City Expressway
- Garden State Parkway
- Belleplain State Forest

BRANDING

It is recommended that whatever is chosen as the byway logo, be used for all wayfinding for the byway route and that it be used on destination signs as well.





Promoting Tourism and Economic Development

The Tourism Market⁷

The Pine Barrens Byway is close to an area that receives millions of visitors a year – Atlantic City and the Southern Jersey Shore – and yet it has a very small tourism economy. One might assume that if the region had natural tendencies towards tourism, the market would have found them and, therefore, that the lack of tourism implies that the prospects for tourism growth are poor. It appears that this is not the case; rather, the route's proximity to a large potential market offers an opportunity for the byway to pursue travelers whose interests mesh with those of the byway.

However, it should also be noted that there is little appetite within the Pinelands communities for tourism growth similar to what one finds along the coast. Indeed, to a large degree, the parameters of the Pinelands Act prevent that type of development from expanding along the byway.

COORDINATING THE VISITOR EXPERIENCE

A key challenge for the byway communities will be determining how to benefit and grow the local economy by linking to the visitor experience. There is currently a weak connection between the main reason why people will travel to the Pinelands (i.e., the environment) and the places where economic benefit is needed (i.e., the villages and town centers). Therefore, the byway program should place a major emphasis on finding ways to link the villages with the general byway experience and *vice versa*. Byway visitors should see

these centers as critical links in the overall chain of experiences that define the byway.

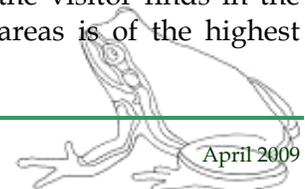
Thus, this byway strategy is designed to direct visitors both to the special environmental experiences of the region and to the existing businesses, which exist primarily in the villages. This plan places a strong emphasis on the idea that all visitors should be directed to the villages and to use them as “base camps” from which to venture into the region.

The plan is also designed to find opportunities for increasing the number of visitors and their lengths of stay largely within the parameters of the existing lodging base. Given the seasonality of Pinelands tourism, it is unlikely that new lodging establishments will prosper solely from Pinelands travelers. Instead, Pinelands travelers can enhance existing establishments and perhaps encourage the opening of B&Bs or other part-time, small scale lodging properties. Therefore, the byway program needs to create and promote compelling reasons for visitors to go to the villages.

It should be noted that proximity to large tourism markets does not guarantee a successful new tourism product. Visitors seeking gaming, nightlife, and shopping in Atlantic City or beach amusements do not necessarily fit the traditional model for nature-based tourism. This plan considers ways to attract different types of visitors to the byway.

In addition, it is just as important to ensure that the environmental-related experiences and information that the visitor finds in the outlying, non-village areas is of the highest

⁷ The issues and opportunities related to tourism along the byway are documented in “*Tourism Opportunities Narrative*”.



quality. A large number of recommendations relate to improving these facilities and creating new activities that enhance visitors' environmental education and experiences.

GUIDELINES FOR VISITOR EXPERIENCE

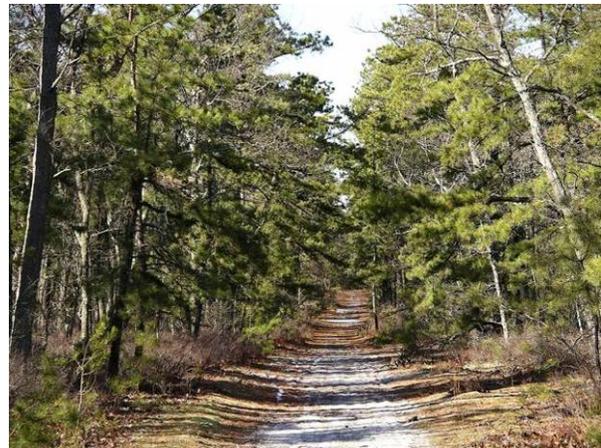
The experience of the visitor to the Pine Barrens Byway should be characterized by guidelines that help to consistently shape the interpretive approach and the experience of the byway. First, the experience of this place must be simplified. Most people take away from a destination only the broadest, most obvious facts and knowledge about the place – how big are the mountains, why is the water so blue, who won the battle at this site, etc. When a destination like the Pinelands offers a more complex, subtle set of messages, the message must be condensed. The byway must present a simple message about the place that focuses on a few ideas for each element.

Amplify and Clarify Subtleness

There is a sameness to the Pinelands landscape to the untrained eye. Therefore, the byway must seek ways in which difference can be appreciated and small differences amplified. For example, exploring the oak-pine forest system might be clarified by providing images and models of the pygmy pine forest system. Ways should be found to see, hear, touch and understand the differences. Present interpretation that clarifies the distance to groundwater or the depth of the aquifer beneath one's feet. Smell the moss, taste the water, see the difference between land that has burned and land that has not burned. Many of these ideas are explored well at the Batsto Visitors Center but can be expanded in other interpretative locations.

Emotional Experience – Remoteness and Peace

A central aspect of the Pinelands is that if one enters the heart of the place, one is removed from everyday life. One need only drive a half mile on a sand road to lose sight of civilization. Take one turn around a river bend and all development disappears. The feeling of being surrounded by nature is central to the Pine Barrens. The most dramatic sights and experiences of each natural resource destination along the byway should be highlighted for the traveler. Whether that is a beautiful view of a tidal marsh or the enclosed, silent experience of navigating a river, the visitor should be encouraged to have that feeling or encounter that experience.



Excitement, thrills, adrenaline ... these are *not* the experiences one will find in the Pinelands (Nearby, Atlantic City offers plenty of that for those who need some stimulation.) Instead, the message for visitors should be one that conveys the degree to which peace, silence and serenity will be found in this region. Therefore, each destination should clearly indicate the way in which one can step into that Pinelands peace.



Relevance of Environmental Message

Find a few key connections between the environmental stewardship of the Pinelands and the everyday lives of visitors. Examples might include water quality, new medicines from rare plants, or engineering discoveries from observing birds in flight or other connections. Aside from the philosophical or spiritual responsibility of humans to protect the earth, what are the practical reasons to do so? How does the Pinelands represent a model worth considering in other places?

Coastal Areas along the Byway as Counterpoints to the Pines

Jakes Landing, the Tuckahoe WMA nature drive, the marshes at the rivers, the Edwin Forsythe Nature Drive and downtown Tuckerton - these areas offer long views, fresh sea air, wind, open skies. Provide ample ways for visitors to learn and linger in these locations. Also, offer clear information and directions on the engaging experiences back in the pines that lie nearby.



Universal Accessibility

Boardwalks, trails, sidewalks, easy equipment rentals, motorized scooters and golf carts, cycling routes, canoeing routes, guided tours, audio tours, Braille signage, multi-language interpretation, music of the place - find every potential way to encourage people to get out of their cars and feel and touch the



Pinelands. Send a message of this byway being accessible and enjoyable for people of all ages and physical abilities. If people feel the peace of the place, they will stay longer and return.

CONNECTING HUMAN HERITAGE TO NATURAL HERITAGE

A central aspect of the themes for the Pinelands Interpretive Plan is telling the stories of how people relate to the natural landscape of the region. All of the above guidelines should apply to these concepts and should seek ways to integrate the people-nature connection.



EMBRACING UNRELATED TOPICS

While it is perhaps appealing to imagine a byway that somehow presents every aspect of its character within a very tight, consistent framework, every place has a variety of "story-lines" and activities. For the Pine Barrens Byway, Woodbine's Jewish heritage, the railroad in Tuckahoe and related railroad activities in Buena, the Belcoville Munitions history, and the Renault Winery are examples of byway stories that can be related to the environment with some effort, but also just stand on their own as interesting experiences and topics. These should all be embraced within the byway program, not left out if they do not neatly fit within the main environmental or people-environment message.



Bringing the Environmental Experience into Community Centers

When visitors come to the Pine Barrens Byway, they will primarily be seeking an environmental experience – canoeing, hiking, bird watching, nature education, fishing, hunting, botany immersion, foliage viewing and similar activities. At times they will come because of an event and some may pursue a very specific cultural-heritage interest such as Batsto Village or the Museum of Woodbine Heritage. One exception may be Tuckerton Seaport with its maritime focus; this draws and will continue to draw people with an interest in sailing history. However, in general, the environment will be the focus of most visitors’ interests and activities.

If the intention is to bring visitors into the villages and town centers in order to maximize economic impact, then the centers must participate in this environmental experience, or at the very least, offer information and services that encourages all visitors to stop in the centers. While the centers will not offer the pristine solitude of a sand road or the views of a walk along the marshes, they must be connected to the reason why people come to the Pine Barrens Byway. Each center should go through a planning process to create an environmental experience within its community.

Historic centers can also reinforce the concept of being away or detached from everyday life. After a day hiking or canoeing, a historic B&B and local fare on a charming historic street provides the visitor with a comfortable, but unique accommodation.

A very important part of this project should be the coordination along the byway so that communities do not replicate the same stories and experiences. The centers should work cooperatively with the eventual objective of creating a brochure and map that would list

all of the “center environmental experiences” and offer such a broad variety that some visitors would choose to travel between centers just to enjoy these activities.

BRINGING AN ARTISAN FLAIR TO THE BYWAY

There are a number of artists and artisans along the byway or generally in the Southern Pinelands. In a way, a byway is a linear experience of education and opportunities through a region. The region’s resources should be condensed along the byway so that people can taste the full flavor of the place. Several ideas flow from this concept, including open studio programs, interpretive art, competitions, and sale of goods.

CAPITALIZING ON HIGH TRAFFIC VOLUMES AT THE EDGES OF THE PINELANDS

A marketing program along Route 55, Route 9 and the Atlantic City Expressway and/or creative promotional signage along Route 47 will reach literally millions of eyes every year with a message about the reasons why someone should venture off the beaten path and explore the Pine Barrens Byway. These auto travelers have already demonstrated a willingness to travel into South Jersey. They like what lies just beyond the Pinelands – Cape May, the ocean, the beach – and may like what the Pinelands offers too. They will view the promotional signage for extended periods of times during traffic slowdowns and traffic jams. They will find themselves in a situation that begs for the serene, uncrowded experience of the Pines. They will be classic consumers in a frame of mind that is open to inquiry about your product – the byway. Barn murals, small-scale sequential signage, low power radio stations with awareness signage, and information panels and promotional brochures are ideas to consider.



CREATE MORE GUIDED PINELANDS EXPERIENCES

Travelers are increasingly willing to pay for personalized guiding services at destinations. These “concierge services” allow people to pay a fee and have personal guiding through a region. The experience is like hiring a National Park Service ranger to give you a personal tour for a day. The information content is high. There may be easier access to less-visited locations or sensitive sites. The access to a specialized vehicle opens up new areas to the casual visitor. While the Pinelands currently supports some guide businesses, they are not well promoted and they are not seen as a formal part of the tourism program. Promote the idea of personalized trips as a part of what makes this byway special. Growing a certified guide program through local colleges and institutions could expand this effort.



ENCOURAGE AND PROMOTE LOCAL BUSINESSES THAT PROVIDE GOODS AND SERVICES RELATED TO THE VISITOR EXPERIENCE

There is a need for more regional-product shopping opportunities along the byway. Entrepreneurs face the classic chicken-egg problem of insufficient current numbers of visitors to support opening new gift shops. Yet the shopping experience is one of the best

ways to draw visitors into the character of a place. Opportunities to browsing and learn about local art, crafts, books, clothing, jewelry, regional cuisine, and other items sends a message of sophistication (i.e., “This place is sufficiently compelling to have both a heritage of traditional crafts and goods and a place that draws creative people who live here.”) Shopping results in people taking things home with them. Items of beauty evoke conversations back home about the trip and the place. Some local items are for sale at the gift shops at Batsto Village and Tuckerton Seaport.

In addition, there is an opportunity for businesses that can provide services to visitors (guided tours, equipment rental, accommodations, and food) to market themselves as part of a coordinated byway-wide effort. For an expansion of this strategy refer to “*Tourism Opportunities.*”

COORDINATE WITH OTHER NEW JERSEY HERITAGE TRAILS

The New Jersey Division of Travel and Tourism identifies three “Heritage Trail” locations in New Jersey. These include the New Jersey Coastal Heritage Trail (managed by the National Park Service), the Cape May Historic District and the Mid-Atlantic Center for the Arts, and the Heritage Trail of Somerset County (a private nonprofit organization). The first two present opportunities to coordinate on tourism and marketing as they are located near the byway route. The second and third also provide possible models for managing and marketing the interpretive sites in a coordinated effort through a nonprofit entity.



Scenic Byway Marketing⁸

The Pine Barrens Byway faces several interesting challenges and unusual opportunities regarding marketing itself to travelers:

- The region is well known within New Jersey and the nearby metro areas as a *place*, but not necessarily as a *place to travel*. In other words, people know that there is a big part of New Jersey called *The Pinelands* but it is not strongly seen as a travel destination.
- Lying so close to some of the Mid-Atlantic's major destinations – the Jersey Shore, Atlantic City and Cape May – offers interesting opportunities that are rare for a rural region. There are many potential visitors traveling very close to the region each year.
- A realistic perspective of the Pinelands must acknowledge that it may never become a major destination like many of our national parks. While it offers many beautiful and intriguing places and stories, it does not offer breathtaking landscapes that are typically so critical to the average person's enjoyment of a natural area.
- It is also true that currently there are limited numbers of lodging and dining establishments along the byway. In other words, the capacity of the byway to feed and lodge more visitors has some limits.
- Visitors who will enjoy the Pinelands are those who will leave their car and venture a bit into the landscape in order to feel the essence of the place. The primary markets that mesh with this criterion are canoers, kayakers, campers, hikers, botany-buffs and wildflower fans, and birders. The night skies draw stargazers. The heritage

will draw people interested in Revolutionary War history, pirates, Jewish settlements, New Jersey history and railroad enthusiasts. As an entrance point for many colonists, there is also a large genealogical market. Finally, there will be average people interested in a quiet weekend away in a beautiful, new location or shore-goers needing an inland day of activities.

- Therefore, positive impacts can be experienced with relatively modest gains in visitation from the region's most natural markets. An extra 100 people per day wandering into the shops and diners of Mays Landing, Woodbine, Tuckahoe and Tuckerton can very helpful to local merchants. This is equivalent to an average of an additional 30-50 cars venturing along the byway each day. Assuming typical food and gift expenditures of \$25 per day per visitor, this translates into an extra \$2500 per day added to local economies or \$500,000 over the course of a typical 200 day tourism year (i.e., leaving out periods of bad weather and thus low travel levels). Adding an extra \$20,000 in revenues each to 25 small businesses along the byway is not insignificant in these times.

The strategies introduced in "*Marketing the Byway*" and outlined in the implementation matrix following are all low cost, effective ways to bring the Pinelands to the minds of more travelers and to encourage visitors to come and stay in the region.

⁸ For an expanded discussion on byway marketing see "*Marketing Narrative*".





Management Strategies

Strategies for managing the Pine Barrens Byway scenic byway grew from the goals of the vision statement that articulate the desired future of the byway corridor, its look, feel and function. The vision recognizes that the byway has the potential to focus public and private energies and resources on the region's assets to bring about positive changes that will preserve and enhance intrinsic qualities while fostering supporting and compatible development.⁹

The most basic and important strategy is to care for the corridor's resources and then to make them relevant to the visitor through storytelling or experiences.

- **Preserve, protect, maintain and enhance the natural, historic and scenic qualities of the byway.**

This is the fundamental purpose of the corridor management plan and provides a touchstone for each action. Ask the question "will this action preserve, protect, maintain or enhance the intrinsic qualities of the byway" for each action that is recommended. An action must provide or lead to one of these benefits, either directly or indirectly.

- **Strengthen the byway's regional identity.**

The Pinelands is an internationally acknowledged ecosystem and resource, yet locally may be undervalued and credited. The corridor management plan will seek to heighten awareness and understanding of the region's attributes to facilitate appropriate land use choices, foster local pride, increase stewardship, and create a known, marketable identity.

- **Prevent or minimize negative effects of transportation, visitor use, and development.**

Transportation and circulation, an increase in visitor activity, and economic development are all desired components along select areas of the scenic byway, though each has the potential to negatively affect its intrinsic qualities if not carefully considered and implemented. Designing and managing the roadway corridor must be considered in the context of providing an enjoyable experience to byway users. The Corridor Management Plan is focused on both preventing and mitigating unintended impacts, and supporting the appropriate existing and future uses and development.

- **Provide interpretation in a variety of ways to reach a diverse audience.**

While the intrinsic qualities of the byway need no explanation for some visitors to enjoy the resources it has to offer, in order to engage a more diverse audience, the plan must create a framework of storytelling or information dissemination that is convenient to find, to use and to understand. This will mean different things to different people so a single interpretive strategy will not be effective. The byway user, whether searching for a recreational adventure, to capture the essence of a moment in history, or to appreciate the perfection of a migratory flight, will be given the choice of a variety of interpretation tools or opportunities that make the landscape and its qualities approachable and comprehensible.

⁹ For an expanded discussion of Management Strategies, see "Management Strategy Plan".



- **Increase physical and visual access to corridor resources.**

Only by increasing the awareness of and access to the byway's assets will the corridor realize its potential to engage and delight its visitors. Increasing access can include opening viewsheds through pruning vegetation, enhancing visibility through framing and orienting strategies, by increasing the number of trail heads and parking facilities, and by improving or developing new trails, signage, viewing platforms, and boat ramps. Increasing the visibility and accessibility also includes marketing and interpretation in a variety of formats for the most diverse audience.



- **Create, expand, and enhance recreational networks.**

A critical mass of recreational facilities, trails and services is desired to strengthen the byway's draw as a recreational destination. Increasing the number, size and connectivity of these will help develop a more comprehensive network with the capacity to provide a greater diversity and intensity of recreational experiences. More structured and integrated networks will allow users to combine activities such as hiking and boating, biking or camping and allow service providers to target a larger market base than a single use trail or facility.



Strategies for supporting economic development to enhance the preservation and interpretation of resources are well understood and modeled within the state and nation. Lodging, food, transportation services, entertainment and shopping opportunities are needed and desired by visitors and provide an opportunity to expand local economies that support the region's resources.

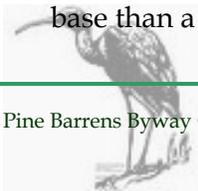
- **Support local economies based on natural, historic and recreational resources.**

Commercial activities, products or services that harvest or use the natural, historic, and recreational resources of the byway region will be encouraged and supported. These activities, products or services provide employment for residents, diversify the tax base of municipalities, meet the needs of byway users, and help strengthen the identity of the region by highlighting and reinforcing the connection between the resources being used and the region.

Marketing and management strategies are then the glue that binds the elements together.

- **Create and expand promotion of resources, services and facilities.**

By analyzing opportunities that exist based on intrinsic qualities, and existing services and facilities a framework is developed for strengthening interpretation through a simplified and assimi-





lated thematic approach, for developing stronger partnerships that integrate interpretation and marketing, and for strategically supporting capital improvements and economic development that advances the byway's vision.

- **Promote a holistic approach to planning.** The goals of the scenic byway will be realized only through a holistic planning approach that considers the varied objectives of multiple municipalities, land owners and managers, service providers, advocates and other stakeholders and coordinates or integrates their interests and capacities to create viable planning

tools. Holistic planning seeks to exploit the cross pollination of ideas to develop creative initiatives and solutions.

- **Create a framework for sustainable partnerships.**

Creating a Corridor Management Plan is an initial step in the development of a scenic byway corridor but has no purpose without implementation and is only truly effective with ongoing evaluation and adaptation. Implementation requires a significant and dedicated work force committed to partnering to bring about and sustain the desired vision.





Implementation

An implementation plan is the compilation of recommended actions prioritized and organized into a framework that outlines a desired schedule, indicates who is responsible for initiation of the action, and suggests funding sources that may be appropriate. To provide follow through for actions, the plan describes the mechanisms that are in place or that need to be put in place, to provide review and enforcement functions. An implementation plan is not a static document, rather it should be updated at least annually to reflect changes that have occurred, are desired or are anticipated. Therefore, the plan includes a strategy for monitoring the status of action items and periodically assessing the implementation goals, and revising as needed, in order to make the plan a living document. Finally, the plan proposes an open, inclusive and iterative process that engages stakeholders at various points in the implementation of recommended actions, the monitoring of progress, the assessment of results and the revision of the plan's goals and actions.

Each of the following sections highlights a general element of corridor management and briefly describes the primary findings of the studies undertaken as the basis for this Plan. For further information on those studies refer to the documents indicated.

Following the short narrative for most elements, a matrix lists a variety of actions that together make up a work plan for corridor management. The matrixes on the following pages are organized to be as concise and direct as possible. A recommended objective, the goal it addresses, and its projected time frame in a highlighted box is followed by a single or a set of recommended actions. Along with each action is a recommended

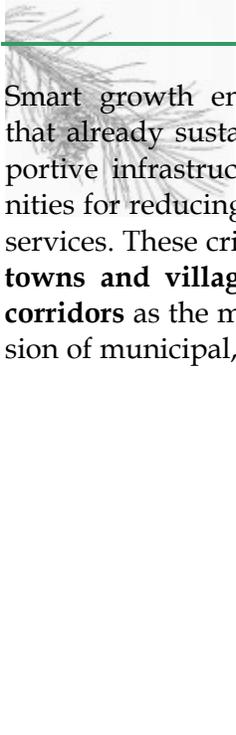
agency, group, or individual who may lead the task as well as other key stakeholders who should be involved. A reference document is listed when more information is available within the reports prepared as support for the CMP.

Land Use and Development

New Jersey and the Pinelands have a long and strong history of land preservation efforts resulting in extensive public ownership of lands along the byway. However, it is important to **continue to identify and prioritize land for conservation and preservation** as land uses change and development occurs. Lands that may be identified will include those that provide connections to other parks, trails and open spaces, provide water quality protection, enhance community park systems, preserve viewsheds or provide buffers.

While natural resource protection is a primary goal, development along areas of the byway corridor is both inevitable and desirable. It has the potential to improve local economies and enhance traveler services; however, without careful planning, permitting, and construction, development can have unintended consequences. Municipalities can do a great deal to affect development and assure that it provides the benefits they desire and prevents or mitigates negative impacts. **Smart growth** policies and strategies will be used as the basis for evaluating and revising zoning and land use regulations to guide and support development. At the site level, plans will be fully informed by utilizing context sensitive solutions aimed at seamless integration into the existing community fabric.





Smart growth encourages growth in areas that already sustain development, have supportive infrastructure and provide opportunities for reducing travel between facilities or services. These criteria point to the **Pinelands towns and village centers and commercial corridors** as the most suitable sites for expansion of municipal, commercial and residential

facilities. As target areas for further growth, these centers and corridors will be studied comprehensively to determine how to support this growth most effectively. Land use regulations, policies and infrastructure will all work together.



LAND USE AND DEVELOPMENT

Recommendation	Key Personnel	Reference
<p>Accommodate commerce while maintaining a safe and efficient level of highway service, including convenient user facilities Goal: Tourism and Economic Development Time Frame: Within 5 years</p>		
<p>Determine the type of commercial uses/user facilities that are desired and analyze the potential for municipal support.</p>	<p>Municipal Planning Commission, Regional or Municipal Economic Development Office</p>	
<p>Assess potential impacts of desired businesses to highway service and consider capacity to mitigate.</p>	<p>Municipal Planning Commission, County or State DOT</p>	
<p>Identify and market target commercial buildings/areas within centers and business cores.</p>	<p>Chamber of Commerce, Regional or Municipal Economic Development Office</p>	<p>Development Trends and Management Plan</p>
<p>Identify strategies for enhancing existing development and accommodating new development while preserving the intrinsic qualities of the corridor Goal: Tourism and Economic Development Time Frame: Within 5 years</p>		
<p>Create a development handbook that clearly articulates municipal and corridor goals, regulations, and application and approval processes.</p>	<p>Municipal Planning Board, Regional or Municipal Economic Development Office</p>	
<p>Establish design standards & require design review for all new development except single family dwellings. If review creates a hardship due to limited municipal capacity, consider a scenic byway design review board.</p>	<p>Municipal Planning Board</p>	<p>Development Trends and Management Plan</p>
<p>Require developers to submit a landscape plan for any non residential development.</p>	<p>Municipal Planning Board</p>	
<p>Complete an Open Space plan for each municipality identifying lands to preserve, protect, acquire, and/or enhance.</p>	<p>Regional Planning Commission, Conservation Committee</p>	<p>Development Trends and Management Plan</p>

LAND USE AND DEVELOPMENT

Recommendation	Key Personnel	Reference
<p>Allow and encourage Flexible Residential Development (FRD) to reduce land consumption for residential development Resource Protection and Management Time Frame: Within 5 years</p>		
<p>Revise zoning to allow Flexible Residential Development by right, and require design review.</p>	<p>Municipal Planning Board, City or Township Council, Pinelands Commission</p>	<p>Development Trends and Management Plan</p>
<p>Support the Pinelands Commission proposal to require clustering of residential development in designated Forest Areas and Rural Development Areas.</p>	<p>Municipal Planning Commission, Regional Planning Agency</p>	<p>Development Trends and Management Plan</p>
<p>Consider additional strategies municipalities can adopt to increase use of FRD.</p>	<p>Regional Planning Agency, Municipal Planning Board</p>	
<p>Establish consistent site design and performance standards for parking lots, buffering, connectivity, pedestrian accessibility and landscaping Goal: Resource Protection and Management, Road Design and Management Time Frame: Within 10 years</p>		
<p>Assess municipal parking requirements in an effort to minimize parking to the extent feasible.</p>	<p>Municipal Planning Board, City or Township Council</p>	
<p>Consider shading requirement of 50% for parking lots (within 15 years of construction).</p>	<p>Municipal Planning Board, City or Township Council</p>	
<p>Establish a maximum curb cut dimension and provide a guideline for existing uses to comply within a reasonable time period.</p>	<p>Municipal Planning Board, County or State DOT</p>	
<p>Locate parking in the rear of street facing buildings.</p>	<p>Municipal Planning Board, City or Township Council</p>	
<p>Consider zoning that allows historic structures to dominate roadside character and sets new structures back behind buffers.</p>	<p>Municipal Planning Board, City or Township Council</p>	
<p>Create village zoning that adheres to smart growth principles, creating a more dense and walkable village center Tourism and Economic Development Time Frame: Within 10 years</p>		
<p>Establish maximum setbacks in centers to create a pleasing human scale.</p>	<p>Municipal Planning Board, City or Township Council</p>	

LAND USE AND DEVELOPMENT

Recommendation	Key Personnel	Reference
Encourage density in centers to create focal points and differentiate centers from rural development.	Municipal Planning Board, City or Township Council, Pinelands Commission	Development Trends and Management Plan
Create sidewalks or access ways in centers to the extent practical or possible. In rural centers separate sidewalks from roadways with a vegetated buffer strip; in urban cores install sidewalks abutting roadways.	Municipal Planning Board, City or Township Council, County or State DOT	
Allow a greater mix of uses within centers to help create vitality and interest.	Municipal Planning Board, City or Township Council, Pinelands Commission	
Ensure that new development is compatible with existing or historic character.	Municipal Planning Board	
<p>Undertake a comprehensive zoning review to ensure that each regulation serves to protect or enhance the byways intrinsic qualities</p> <p>Resource Protection and Management</p> <p>Time Frame: Within 10 years</p>		
Revise local zoning for maximum reasonable protection of the byway’s intrinsic qualities.	Municipal Planning Board, City or Township Council, Pinelands Commission	

Corridor Aesthetics

The way the corridor looks is a function of land use, maintenance and design. Land Use is generally determined and not likely to change substantially. Maintenance of the corridor roadside, and design and maintenance of signs have the potential to have a large and more immediate impact on corridor aesthetics.

DESIGN CONSIDERATIONS

The scenic byway will have a **distinct and uniform design vocabulary** that is consistent throughout the corridor and addresses infrastructure materials, layout, design, application and maintenance standards. This design vocabulary will place primary importance on limiting impact on both the visual and physical disturbance of the natural environment rather than bringing attention to the design itself. It will reflect the balance of a manicured and a natural environment, providing flexibility to allow for design cohesion whether in built up centers or along rural wooded ways.

Signs are a significant element of roadway and roadside infrastructure and will be addressed immediately and strategically. Byway signs for wayfinding and interpretation will add another layer of signage throughout the corridor and will be created and coordinated through a comprehensive sign plan. (See *Sign Plan*) Outdoor adver-

tising represents another type of sign that is prevalent along the byway and has a substantial impact on the visual quality of the roadside in limited areas. A strategy for **monitoring and controlling outdoor advertising** will be developed among the 16 municipalities along the byway. The strategy will develop an approach to outdoor advertising that recognizes the importance of advertising in commercial zones and honors the tranquility of nature outside those areas. While state and federal laws in place give broad guidance to outdoor advertising to ensure public safety and limit some negative impacts, local regulations provide substantial opportunities to affect the design, placement and amount of outdoor advertising and therefore the character of the byway's roadsides.

Regulatory signs which are independent of byway signage and outdoor advertising are one of the most frequent features along the byway route. These publicly owned and managed signs are the property and responsibility of federal, state, county and municipal agencies. Their placement, design and maintenance will be reviewed and a framework will be developed for **improving the visual and functional quality of signs** that meets the needs of each stakeholder involved. (See *Transportation Safety & Accident Record Study and Assessment of Visual Quality Impacts*).



CORRIDOR AESTHETICS

Recommendation	Key Personnel	Reference
<p>Assess areas identified for potential view shed development or enhancement and create standards for maintenance including thinning vegetation Goal: Resource Protection and Management; Recreation Time Frame: Within 5 years</p>		
<p>Complete a natural and cultural resource inventory and management plan for each municipality or county that determines how resources can be best highlighted using visual access, signage, pull offs, or other strategies.</p>	<p>Municipal Planning Board, Regional Planning Agency, Conservation Commission,</p>	<p>Tourism Opportunities</p>
<p>Establish and maintain natural road edge (stripe pavement edges and clear vegetation as appropriate) in all but urban areas Goal: Roadway Design and Management Time Frame: Within 5 years</p>		
<p>Create a design handbook for road edges that illustrates guidelines for rural, village and commercial core and urban areas.</p>	<p>Byway Task Force, Pinelands Commission, County DOT, State DOT</p>	<p>Transportation Safety & Accident Report Study, Transportation Plan</p>
<p>Encourage wooded road edges, canopied road cover and historic fences or other built elements to the extent practical or possible to maintain and enhance the rural and scenic character of the corridor.</p>	<p>Byway Task Force, Pinelands Commission, County or State DOT</p>	
<p>Minimize overhead utilities to the extent feasible Roadway Design and Management Time Frame: Within 10 years</p>		
<p>Develop a strategy to systematically replace overhead wires with underground wires as practical.</p>	<p>Regional Planning Agency</p>	
<p>Ensure that signage is effective, attractive and consistent throughout the byway Roadway Design and Management Time Frame: Within 5 years</p>		
<p>Develop and implement a sign plan that includes design, placement, and function recommendations.</p>	<p>Byway Task Force, County DOT, State DOT</p>	<p>Signage Plan</p>
<p>Identify signs that do not adhere to sign standards and create a strategy for bringing them into compliance within a reasonable time frame.</p>	<p>Municipal Planning Board</p>	

CORRIDOR AESTHETICS

Recommendation	Key Personnel	Reference
<p>Encourage replacing existing guide rails when feasible with distinctive/rustic guide rails Goal: Roadway Design and Management Time Frame: Within 5 years</p>		
<p>Reassess use and placement of guide rails to minimize the visual impact to the extent possible while maintaining safety.</p>	<p>County DOT, State DOT</p>	<p>Transportation Safety & Accident Record Study</p>
<p>Develop design standards for guide rails that maximize the use of natural materials and muted colors and minimize visual impact</p>	<p>County DOT, State DOT</p>	<p>Transportation Safety & Accident Record Study</p>
<p>Establish an integrated pest management program (IPM) to reduce the use of herbicides to manage vegetation around guide rails.</p>	<p>County DOT, State DOT</p>	
<p>Implement streetscape improvements that help create social environments and visual continuity from village to village Goal: Roadway Design and Management; Tourism and Economic Development Time Frame: Within 10 years</p>		
<p>Create zoning ordinances that regulate streetscape vegetation (size, species, age, etc.).</p>	<p>Municipal Planning Board, City or Township Council</p>	
<p>Develop a strategy to increase tree canopy within centers to create attractive and comfortable spaces where possible.</p>	<p>Municipal Planning Board, County or State DOT</p>	
<p>Install sidewalks appropriate to design and density of centers where possible.</p>	<p>County or State DOT</p>	
<p>Install pedestrian amenities such as benches and seating walls within parks and along sidewalks to encourage socialization where possible.</p>	<p>Municipal Planning Board, County Parks Department, County or State DOT</p>	
<p>Consider pocket parks within centers designed to encourage use by residents and visitors where possible.</p>	<p>Municipal Planning Board, County Parks Department</p>	
<p>Develop an approach to standardize lighting respecting the dark sky initiative Goal: Resource Protection and Management; Roadway Design and Management Time Frame: Within 10 years</p>		
<p>Evaluate need for existing lighting in order to reduce street lighting to only those areas where it is required to ensure safety.</p>		

CORRIDOR AESTHETICS

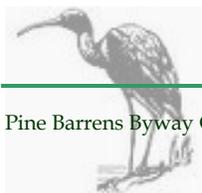
Recommendation	Key Personnel	Reference
Standardize roadway lighting along the corridor to the extent feasible.		
Use pedestrian scale lighting to the extent practical within centers.		
Create or revise lighting ordinances to address sign, site and façade lighting.	Municipal Planning Board, City or Township Council	



Environmental Issues and Impacts

The restrictions and regulations of the Pineland's Reserve, along with vast amounts of public land ownership have done a great deal to preserve and protect the lands and waters of the Pinelands and thus the scenic byway corridor. Still, because ecosystems are connected and affected in a myriad of ways environmental issues and impacts are inevitable in even the most protected areas.

Continued **inventorying and monitoring** must remain a high priority and ongoing strategies to **protect resources** and **mitigate any negative effects of change** must be put in place. In addition, every effort must be made to **increase local and visitor awareness** of the uniqueness and fragileness of the environment so they can develop an understanding of what it takes to make a positive contribution to its protection.



ENVIRONMENTAL ISSUES AND IMPACTS

Recommendation	Key Personnel	Reference
<p>Prioritize sites where preservation and/or environmental restoration (invasive plant removal, bank stabilization and others) is needed and develop a timeline and implementation plan for undertaking such efforts Goal: Resource Protection and Management Time Frame: Within 5 years</p>		
<p>Prioritize areas with highest need for preservation and outline strategies including acquisition, restriction, restoration or enhanced maintenance.</p>	<p>County Planning Agency, Municipal Planning Board, Conservation Commission</p>	
<p>Each community will continue to assess the condition of its natural resources along the byway and develop a priority listing of sites in need of remediation.</p>	<p>Conservation Commission</p>	<p>Intrinsic Qualities</p>
<p>Identify the appropriate strategies and potential funding opportunities for remediation efforts for each resource/site and implement as feasible.</p>	<p>Regional Planning Agency, Conservation Commission</p>	
<p>Consider the value of Low Impact Development to minimize site disturbance and treat stormwater runoff on site Goal: Resource Protection and Management Time Frame: Within 5 years</p>		
<p>Evaluate the option of adopting a Low Impact Development ordinance for each municipality.</p>	<p>Municipal Planning Board, City or Township Council</p>	
<p>Increase the preservation and use of native species and naturalize all development sites Goal: Resource Protection and Management Time Frame: Within 5 years</p>		
<p>Consider creating or revising zoning to require the use of native species within landscape buffers.</p>	<p>Municipal Planning Board, City or Township Council</p>	
<p>Increase coordination and participation with public and private groups to assist municipalities in meeting local open space and recreation goals Goal: Resource Protection and Management Time Frame: Within 5 years</p>		
<p>Seek coordination with public and private agencies to identify, preserve, acquire and/or enhance public open space holdings to better serve local communities.</p>	<p>Regional Planning Agency, Municipal Planning Board, Conservation Commission</p>	

ENVIRONMENTAL ISSUES AND IMPACTS

Recommendation	Key Personnel	Reference
<p>Create a culture of environmental awareness and stewardship that engages a variety of stakeholders to control and eliminate invasive plant species and increase public and private plantings of appropriate native species Goal: Resource Protection and Management Time Frame: Within 10 years</p>		
<p>Organize regional festivals and activities that enhance environmental awareness and encourage environmental stewardship.</p>	<p>Promotion Committee</p>	
<p>Recognize outstanding urban trees, tree plans and tree care to highlight and celebrate the importance of native trees and forest systems - both urban and rural.</p>	<p>Regional Planning Agency</p>	
<p>Institute an urban forestry program for Pinelands centers to increase native plantings.</p>	<p>Municipal Planning Commission, Conservation Commission</p>	

Traffic Capacity and Safety

The roadways of the Pine Barrens Byway exist to transport people and goods as safely and as efficiently as possible. This mission is not changed or diminished by the overlay of a scenic highway designation. However, accommodation of additional users and uses must be considered for a successful merger of transport system and tourism trail.

The Pine Barrens Byway will seek to **increase connectivity for bicyclists and pedestrians** throughout the corridor to enhance user safety and enjoyment. Increasing the connections of existing trails, lanes and sidewalks will create opportunities for more people to experience the byway in a close and personal way. Stepping outside one's car to explore the intrinsic qualities of the byway is a critical step to understanding and appreciation of the byways resources and offerings. Greater connectivity of trails

or access ways may also increase the likelihood of longer trips, opening up new opportunities for increased services.

While the personal automobile is likely to remain the transportation mode of choice for most byway users, the Pine Barrens Byway will **study the potential for enhanced transit services**. Effective transit services could assist in reducing seasonal traffic congestion along various segments of the byway.

Trucks along the byway have not been noted as significant with the exception of along US Route 9 in Tuckerton. At the request of municipalities, the Pine Barrens Byway will **assess potential amendments to the NJ Access Code (trucks)** to address current issues and assure long term cooperation and coordination with commercial trucking interests.



TRAFFIC CAPACITY AND SAFETY

Recommendation	Key Personnel	Reference
Improve Road Safety for all modes of travel Goal: Roadway Design and Management Time Frame: Within 5 years		
Undertake a comprehensive speed limit analysis to determine lowest practical speed limit and work with regulatory agencies to adjust.	Municipal Police, State Police	Transportation Safety & Accident Record Study
Assess need for enhanced clear zones and develop guidelines for initial and annual maintenance.	County DOT, State DOT	Transportation Safety & Accident Record Study
Assess problematic intersections, develop design solutions and seek funding for needed changes.	Municipal Police, County DOT, State DOT	Transportation Safety & Accident Record Study
Evaluate scenic turnouts to determine if appropriate signage, parking, and sight distances exist and respond as needed to ensure safety.	Task Force, Municipal Police, County DOT, State DOT	Transportation Safety & Accident Record Study
Limit curb cuts to the greatest extent possible Goal: Roadway Design and Management Time Frame: Within 5 years		
Review local zoning ordinance and revise as needed to limit number and width of curb cuts to the greatest extent possible.	Municipal Planning Board, City or Township Council	
Identify curb cuts that exceed existing regulations by width or number and require elimination of excessive cuts within a reasonable period of time.	Municipal Planning Board	

TRAFFIC CAPACITY AND SAFETY

<p>Increase opportunities, comfort and safety for non-motorized vehicle users Goal: Recreation; Roadway Design and Management Time Frame: Within 5 years</p>		
Expand bicycle and multi-use trails and lanes where applicable and possible.	Regional Planning Agency, Municipal Planning Board, NJ Division of Parks and Forestry NJ Division of Fish and Wildlife County Parks Department County or State DOT	Transportation Plan
Increase shoulder widths to the extent possible to accommodate non motorized users.	Regional Planning Commission County DOT State DOT	Transportation Safety & Accident Record Study
Enhance intersections by using dotted lines to help bicyclists navigate safely.		Transportation Safety & Accident Record Study
<p>Use traffic calming measures where reduced speeds or enhanced safety measurements are needed Goal: Roadway Design and Management Time Frame: Within 10 years</p>		
Design and install crosswalks that are distinctive and uniform throughout the corridor where possible.	Byway Task Force, County DOT, NJ DOT	
Perform an assessment of areas along the byway where traffic calming strategies could enhance safety.	Municipal Police State Police County DOT State DOT	
Consult with agencies with authority for managing the roadway for assistance with developing context sensitive solutions for all areas where traffic calming is needed.	Municipal Planning Board Municipal Police County DOT State DOT	Development Trends and Management Plan, Transportation Plan

Visitor Information & Services

The Pine Barrens Byway corridor passes through an incredibly diverse and interesting area that provides unlimited opportunities for environmental, recreational and heritage tourism. Yet, much of what is at a visitor's fingertips is also nearly out of sight, creating a challenge for making it assessable and understandable.

Visitor information and services in place today, provided by a diversity of agencies, organizations and individuals support a growing tourism industry, however both information and services need to be increased, improved and coordinated in order to serve visitors comprehensively and effectively, as is the goal of the Pine Barrens

Byway. Wayfinding, interpretation, access, experiences, tourism, and marketing need to be considered together and then designed and implemented strategically to create the greatest impact with the most efficient use of funds, resources and actions. Maintenance and ongoing monitoring and adjustments must follow.

Telling compelling stories in the most appropriate ways, reaching targeted audiences with the information needed, providing authentic and inspiring experiences, educating, welcoming, creating awareness and stewards; these are the reasons for enhancing visitor information and services along the byway.



VISITOR INFORMATION & SERVICES

Recommendation	Key Personnel	Reference
<p>Develop an approach to signage along the byway that ensures safety, relays important information and minimizes visual intrusion Goal: Regional Identity; Tourism and Economic Development; Roadway Design and Management Time Frame: Within 5 years</p>		
<p>Establish a Pine Barrens Byway sign review board to discuss and make recommendations for improved signage along the byway route.</p>	<p>Byway Task Force</p>	<p>Signage Plan</p>
<p>Investigate options to improve safety warning signs while minimizing sign clutter.</p>	<p>County DOT, State DOT</p>	
<p>Establish byway gateway points.</p>	<p>Byway Task Force</p>	<p>Signage Plan</p>
<p>Develop a comprehensive signage plan/manual. It will:</p> <ul style="list-style-type: none"> ■ Standardize installation and compatibility among signs ■ Reduce redundant, excessive and unnecessary signage ■ Establish a minimum distance between signs ■ Redesign and minimize signs prohibiting specific activities and pulloffs ■ Establish design standards for sign aesthetics/visual quality 	<p>Byway Task Force, Promotion Committee, County DOT, State DOT</p>	<p>Signage Plan</p>
<p>Remove “adopt-a-highway” signs and replace with recognition in byway publication or at waysides.</p>	<p>County DOT</p>	<p>Signage Plan</p>
<p>Increase tourism through effective branding and marketing. Goal: Regional Identity; Tourism and Economic Development Time Frame: Within 5 years</p>		
<p>Form a byway Promotion Committee</p>	<p>Byway Task Force</p>	<p>Tourism Opportunities; Marketing</p>
<p>Clarify a byway and regional image and integrate into all new and revised marketing efforts.</p>	<p>Byway Task Force Promotion Committee</p>	<p>Marketing</p>
<p>Obtain spectacular photographs and create an image library for effective marketing.</p>	<p>Promotion Committee</p>	<p>Marketing</p>

VISITOR INFORMATION & SERVICES

Recommendation	Key Personnel	Reference
Connect the byway to nearby destinations to take advantage of established market shares in close proximity.	Promotion Committee Chambers of Commerce, Regional Planning Agencies	Marketing
Develop an image that combines the branded feel of National Parks with the regionally distinctive quality of Natural Heritage Areas.	Promotion Committee	Marketing
Develop a byway presence on related websites including New Jersey Tourism Website, National and State Scenic Byway sites, Trip Advisor and other travel guide sites.	Promotion Committee	Marketing
Submit information about the byway to the following services: <ul style="list-style-type: none"> ■ Google maps ■ Mapquest ■ Yahoo maps ■ Randmcnally.com ■ Garmin 	Promotion Committee	Marketing
Identify the most distinctive, quality lodging properties and restaurants along or near the byway and market get-away weekends focused on a combination of the businesses and the byway.	Promotion Committee Chambers of Commerce	Marketing
Promote the byway in travel guides by submitting information to the author/publisher.	Promotion Committee	Marketing
Attract journalists to visit and report on the byway.	Promotion Committee	Marketing
Create a framework for directing and informing visitors along the corridor Goal: Regional Identity; Economic Development and Tourism Time Frame: Within 5 years		
Link primary visitor centers to the other facilities along the byway and to the Village Centers via clear maps, brochures and programming.	Promotion Committee, NJ Parks and Forestry NJ Fish and Wildlife, County Parks	Tourism Opportunities

VISITOR INFORMATION & SERVICES

Recommendation	Key Personnel	Reference
Install, at a minimum, a 36" x 48" map panel and/or a computerized kiosk at the current welcome center with software that focuses on the byway and helps to make people aware of its resources and programs.	Byway Task Force, NJ Parks and Forestry NJ Fish and Wildlife County Parks	Tourism Opportunities
Develop a comprehensive and coordinated wayfinding/ interpretation/ promotion system. It should include: <ul style="list-style-type: none"> ■ A TODS program to enhance visitor awareness of resources and facilities ■ A standard practice for posting byway wayfinding signs ■ Coordinated design standards for signs, panels, brochures etc. with flexibility for use by a diversity of stakeholders (agencies, municipalities, organizations) 	Byway Task Force, Promotion Committee, Chambers of Commerce NJ Fish and Wildlife NJ Parks and Forestry, County Parks	Tourism Opportunities, Signage Plan
Consider ways to capitalize on the high traffic volumes at the edges of the Pinelands	Promotion Committee Chambers of Commerce	Tourism Opportunities
<p>Enhance Interpretation of the byways many intrinsic qualities Goal: Regional Identity; Tourism and Economic Development; Recreation Timeframe: Within 5 years</p>		
Work with the Pinelands Commission and public schools to coordinate curricula on history and environment with the Interpretive Plan.	Byway Task Force NJ Parks and Forestry NJ Fish and Wildlife Historical Commissions and Societies	
Identify existing interpretation on visitor maps and materials.	Promotion Committee Pinelands Commission	
Identify gaps in the stories that are told.	Byway Task Force through an Interpretation Working Group Pinelands Commission	Interpretation Plan, Tourism Opportunities

VISITOR INFORMATION & SERVICES

Recommendation	Key Personnel	Reference
Assure that primary information centers meet the needs of a diverse audience.	Byway Task Force NJ Fish and Wildlife NJ Parks and Forestry County Parks	Interpretation Plan, Tourism Opportunities
<p>Create a diversity of interpretive tools including site furnishings, maps, brochures and guides, curricula, events, documentaries, web sites, and downloadable information for iPods, cell phones and GPS systems.</p> <ul style="list-style-type: none"> ■ Develop a visitor-ready byway map and brochure. ■ Develop a series of themed brochures that will offer itineraries and background information on specialized topics (see Tourism Report). ■ Identify ideas for radio/television broadcasts and work with local public stations and sponsors to create opportunities for development ■ Develop a series of audio travel products. 	Byway Task Force through an Interpretation Working Group Promotion Committee Pinelands Commission	Interpretation Plan, Tourism Opportunities, Marketing
Increase and improve site panels at identified locations.	Byway Task Force, NJ Fish and Wildlife NJ Parks and Forestry County Parks	Interpretation Plan
Define ways to improve the dated installations so that they mesh with the newer installations.	Byway Task Force, NJ Fish and Wildlife NJ Parks and Forestry County Parks	Interpretation Plan, Tourism Opportunities
Create new web content that supports the overall interpretive program and encourages people to come and visit and experience the interpretive program.	Byway Task Force, Promotion Committee	Tourism Opportunities
Consider ways to involve local businesses in interpreting the area’s resources, such as by creating restaurant placemats with maps and information, in room promotions for lodging facilities and others.	Promotion Committee, Chambers of Commerce	Marketing

VISITOR INFORMATION & SERVICES

Recommendation	Key Personnel	Reference
Find ways to connect and cross-promote existing interpretation.	Byway Task Force	
Coordinate with Other New Jersey Heritage Trails.	Byway Task Force	Tourism Opportunities
<p>Focus efforts on encouraging travelers to “come closer”¹⁰ as many of the byways intrinsic qualities remain hidden to those who remain in their cars Goal: Regional Identity; Tourism and Economic Development; Recreation Time Frame: Within 5 years</p>		
Undertake a study or studies to assess opportunities for increased access to the byway’s intrinsic qualities; prioritize and implement as feasible.	Pinelands Commission	Tourism Opportunities
<p>Create a strong travel oriented web site that is targeted toward the visitor who wishes to visit the byway: It should:</p> <ul style="list-style-type: none"> ■ Highlight the variety of resources available ■ Relay the type of experience that can be found ■ Offer a variety of itineraries ■ Indicate the availability of services 	Byway Task Force	Tourism Opportunities Marketing
Create more guided Pinelands experiences.	Promotion Committee Chambers of Commerce NJ Fish and Wildlife NJ Parks and Forestry	Tourism Opportunities Marketing
Assess public visitor service facilities and policies and create a strategic plan to improve them as needed.	Byway Task Force Municipal Planning Board Facility Owners	
Identify potential locations where people can climb up and see the Pinelands from a viewing station or platform. Use existing facilities, such as the Batsto Mansion, to the extent feasible.	Byway Task Force NJ Fish and Wildlife NJ Parks and Forestry County Parks	

¹⁰ National Scenic Byways Program marketing slogan.

VISITOR INFORMATION & SERVICES

Recommendation	Key Personnel	Reference
Where possible, locate roadside pull-offs where people can enjoy scenic views such as the Mullica River.	Byway Task Force Municipal Planning Board NJ Fish and Wildlife NJ Parks and Forestry County Parks County DOT NJ DOT	Tourism Opportunities
Explore the possibility of providing parking near bridges.	Byway Task Force Municipal Planning Board County DOT NJ DOT	
Promote scenic experiences just off the byway.	Promotion Committee	
<p>Bring the environmental experience into community “centers” Goal: Economic Development and Tourism Timeframe: Within 10 years</p>		
Each identified “center” should go through a process to create an environmental experience within their centers (walking arch tour, nature tour, audio tour of interesting people, etc.).	Byway Task Force, Municipal Planning Board	Tourism Opportunities
Identify local heritage sites in each segment of the byway and focus investment at those sites.	Byway Task Force, Municipal Planning Board	Tourism Opportunities
<p>Support and sustain local businesses that provide goods and services related to the visitor experience Goal: Tourism and Economic Development Timeframe: Within 10 years</p>		
Assist local businesses in the design of site signs that effectively advertise goods and services while contributing to the identity of the byway.	Byway Task Force Chambers of Commerce Economic Development Offices	
Develop a framework for coordinating the marketing and promotion of businesses that can provide products and services to byway visitors to enable them to market themselves as part of a byway-wide effort.	Promotion Committee Chambers of Commerce	

VISITOR INFORMATION & SERVICES

Recommendation	Key Personnel	Reference
Install Tourist Oriented Destination Signs (TODS) to strengthen marketing.	Byway Task Force County DOT NJ DOT	Signage Plan
Highlight local artists and artisans through events, marketing and sale of goods and services.	Promotion Committee Chambers of Commerce	Tourism Opportunities
<p>Create a Byway Retail Program that will seek to accomplish one or more of the following:</p> <ul style="list-style-type: none"> ■ Identify all potential Pinelands-related products ■ Act as a wholesaler/ warehouse of these products. An economic development oriented organization can use public funding to purchase the goods, store them and sell them at cost-plus-service-fee to local retail shops. ■ Organize a group of existing retail shops to broaden their offering of Pinelands goods. ■ Organize local artisans and crafts people to adopt a branding program for the byway. Create or use the Pinelands logo on these goods. Perhaps return a portion of the proceeds to an art or crafts-oriented program along the byway. ■ Work with visitor information and orientation centers to create a small retail space within their buildings to broaden the retail outlets on the byway. 	Promotion Committee Chambers of Commerce	
Initiate a working group to research and evaluate additional forms of marketing assistance that could be provided to local businesses.	Byway Task Force	

Byway Management

A scenic byway corridor is not protected or managed through a right of ownership, since the corridor – composed of the road right of way, the lands abutting it, and viewsheds – is held by multiple owners with varying needs, expectations, resources and capacities.

- The roadway, shoulders and other land within the right-of-way are managed by state or county highway departments, which are primarily concerned with maintaining traffic flow and safety while serving local and regional access requirements.
- Much of the land directly abutting the byway consists of state, county or federal lands, which are managed for natural resource protection, public recreation, or some combination of the two. The agencies which have supervision over these lands need to manage visitor access, which may include controlling or preventing access to sensitive areas. Some land along the route is also owned by private nonprofit organizations dedicated to resource protection, which have management objectives similar to those of the public land managers.
- Private landowners along the byway are interested in preserving access to their properties, both for themselves and, in the case of commercial land, for their patrons.
- Environmental agencies are charged with protecting natural resources.

Because of the multiple management entities involved, implementing a corridor management strategy for the scenic byway can be a complex undertaking. It is important that there be an organization in place to monitor and to some extent coordinate the efforts of these separate entities along the byway.

BYWAY MANAGEMENT ENTITY

The Corridor Management Plan was developed under the supervision of the New Jersey Pinelands Commission and with input from the Heritage Trail Committee, representing the byway's 16 towns and five counties. As the byway moves from planning to implementation, a different structure must be developed. There are several reasons why the Pinelands Commission should not be the permanent management entity: the Commission's primary mandate is to protect the ecology of the region rather than to promote tourism; it does not have the staff capacity to coordinate an ongoing byway effort; and, perhaps most important, the byway needs to have a strong commitment at the local level, which can be supported, but not directed, by a state agency such as the Commission.

A byway management entity should include representatives of the municipalities and counties through which the route passes, but must also reach out to include the full range of stakeholders who have vital interests in the byway and whose active participation will be essential to its success. The purpose of this organization is not to supersede the responsibilities and authorities of the public agencies and private landowners, but to help coordinate their activities and focus on actions to enhance and strengthen the byway.

A **Scenic Byway Task Force** will be established as the overall byway management entity, charged with overseeing implementation of the Corridor Management Plan and providing a coordinating or clearinghouse role. A suggested composition of the Task Force is as follows:

- 3 county representatives (Atlantic, Cape May and Ocean Counties have been most active during the planning process and cover 13 of the 16 byway communities)



- 5 municipal representatives, including at least two north and two south of the Atlantic City Expressway
- 3 state agency representatives: (Division of Parks and Forestry, Division of Fish and Wildlife, and Department of Transportation)
- 1 representative of the US Fish & Wildlife Service
- 2 representatives of private environmental organizations (e.g., New Jersey Audubon, The Nature Conservancy, Pinelands Preservation Alliance)
- 1 representative of the National Park Service/New Jersey Coastal Heritage Trail
- 3 economic development or tourism organizations
- 3 representatives of private recreation businesses
- 1 landscape architect, planner or environmental specialist

This Task Force will be divided into two working groups, one responsible for infrastructure and resource management, and the other focusing on tourism and economic development. The full Task Force could then meet 3 to 4 times per year, with the working groups meeting more frequently as needed to move projects forward.

A key responsibility of the Task Force will be to identify and prioritize projects along the byway. However, these projects will remain the responsibility of existing agencies: for example, the county highway departments will maintain and improve roadway infrastructure and directional signage, guided by byway-wide standards.

Initially, the Task Force will be an ad hoc organization with no formal legal standing. Grant funds can be applied for and admin-

istered on behalf of the Task Force by an appropriate public agency, possibly Atlantic County. As the Task Force gains some experience in operating in this way, consideration should be given to the desirability of creating a permanent nonprofit organization that can receive and expend funds on its own.

REVIEW AND ENFORCEMENT FUNCTIONS

While the Byway Task Force will provide overall coordination for implementation of the Corridor Management Plan, existing agencies and organizations will continue to be responsible for review and enforcement actions within their spheres of authority. The following discussion summarizes these responsibilities with respect to the five categories of implementation actions presented above.

Land Use and Development

Land use management authority in New Jersey resides at the local level: i.e., the township, city or borough. Consequently, implementation actions involving changes to land use and development regulations – such as zoning ordinances, site plan review regulations and subdivision regulations – will be developed by municipal planning boards and will be enacted by the planning board or the municipal council, depending on the particular regulation. Land use regulatory changes in the Pinelands Area are also subject to review and approval by the Pinelands Commission. Outside the Pinelands Area; local land use plans are subject to the cross-acceptance provisions of the New Jersey State Development and Redevelopment Plan; as a result, local zoning changes (which must be consistent with the land use plan) are subject to review by the county and the Pinelands Commission, and approval by the State Planning Commission's Office of Smart Growth.



Enforcement of land use and development regulations will remain the responsibility of the individual municipalities.

Regulations that impact managing access to the scenic byway (such as curb cut regulations) will be reviewed and enforced by the agencies with responsibility for the roadway where possible, which include the New Jersey Department of Transportation for state and federal routes, county highway departments for county routes, and municipalities for local roads.

Corridor Aesthetics

Actions to maintain or enhance the aesthetics of the corridor include maintenance of the roadway and areas within the right-of-way (e.g., vegetation, signage, guide rails), and activities outside the right-of-way such as viewshed management and outdoor lighting standards. Where possible, the public agencies that control the roadway (state, county and local highway departments, based on the status of the particular route segments) will be responsible for evaluating, implementing and reviewing the status of recommended actions within the right-of-way. Municipal planning boards and county planning departments will be responsible for reviewing actions outside the right-of-way. Municipal planning boards will be responsible for implementing and enforcing lighting standards.

Environmental Issues and Impacts

Some identified actions to address environmental quality involve land acquisition or protection, while others are regulatory in nature. Open space acquisition will be implemented and reviewed by local conservation commissions and county planning agencies. Regulatory actions will be reviewed, implemented and enforced by municipal planning boards and municipal councils, subject to approval by the Pinelands Commission or the Office of Smart Growth, as applicable.

Traffic Capacity and Safety

Actions to maintain and enhance the traffic-carrying capacity and safety of the scenic byway are the responsibility of the state, county and municipal highway departments with control of each particular segment. Enforcement of motor vehicle regulations along the route is the responsibility of local police departments, county sheriff departments, and the State Police, depending on the jurisdiction.

Visitor Information and Services

Responsibilities for review, implementation and enforcement of signage providing visitor information will be shared by the agencies with control of the roadway segment; local land use permitting and enforcement agencies; and public land management agencies owning land abutting the byway (e.g., Atlantic County Parks, New Jersey Division Parks and Forests and Division of Fish and Wildlife, U.S. Fish and Wildlife Service).



BYWAY MANAGEMENT

Recommendation	Key Personnel	Reference
<p>Assure that the Pine Barrens Byway is managed cooperatively and effectively. Goal: All Timeframe: Within 5 years</p>		
<p>Establish a byway Task Force, to be responsible for monitoring and supporting actions for byway protection, enhancement, marketing and promotion.</p>	<p>Pinelands Commission</p>	
<p>Identify agencies and organizations that wish to partner with the Task Force to implement the plans of the CMP.</p>	<p>Byway Task Force Pinelands Commission</p>	
<p>Create a framework that encourages broad-based involvement. Goal: All Timeframe</p>		
<p>Develop a list of project partners for priority projects, and revisit and revise the list as projects are completed and new projects identified.</p>	<p>Byway Task Force</p>	
<p>Develop a web of partnerships that support like causes to increase opportunities for interpreting and marketing.</p>	<p>Byway Task Force</p>	
<p>Engage educators to enhance local awareness and appreciation.</p>	<p>Byway Task Force Pinelands Commission Schools</p>	
<p>Develop a strategy that helps stakeholders to build off each others' successes so that one successful project leads to another.</p>	<p>Byway Task Force</p>	

Public Process

Public participation in the development and management of the scenic byway must be ongoing. Opportunities for participation will occur regularly as projects are undertaken. Each project will have its own public process and will always be recognized as a part of the larger byway project. In addition to ongoing participation revolving around specific projects, the Byway Task Force will submit an **annual report** to each municipality and county planning agency and all other organizations identified in the process. The annual report will:

- indicate the status of all action items;
- document and evaluate projects undertaken;
- share information on potential projects, and;

- highlight any relevant issues along the byway.

The process will require a response from each reviewing entity. The response will:

- indicate the entity's level of satisfaction with the process and projects;
- outline planned or potential projects for which the organization is responsible;
- document any concerns;
- provide overview of a public process, and;
- make any new recommendations for revising the Implementation Plan.

The Byway Task Force will then be responsible for revising the Implementation Plan based on feedback and anticipated fiscal and institutional capacity.

