



We invite you to come discover the Essex Heritage Scenic Byway. This 85-mile coastal byway stretches from Lynn, through Cape Ann to Newburyport. Learn about the byway program and ways it can help enhance the quality of life for your community while encouraging visitors to discover this region.

**A public forum will be held on Wednesday, December 8, in the Swampscott High School, Room B129, from 6:30-8:30 PM.** The forum will include a short presentation about the byway and its corridor management plan -- highlighting some of the key ways the byway can bring benefit to your community. Come ready with your questions as well as your ideas for how this byway program can help to preserve, enhance and promote some of your community's scenic, cultural, natural, and historic resources.

The byway experience in **Swampscott** along the scenic byway on Route 129 is a combination of remarkable ocean views and striking residential properties with a historic town center and revitalized and attractive commercial district. Byway travelers arriving by bike, car or foot will be enticed to stop and explore more and take in the scenery. Learn how the byway management plan can help coordinate local, cross-community and regional efforts to bring economic benefit to the byway communities while preserving and enhancing community character.

### **Essex Heritage Scenic Byway**

Thirteen coastal communities are linked by the 85-mile Essex Heritage Scenic Byway. This state scenic byway was designated in 2003 (for the northern portion) and 2006 (for the southern portion) in recognition of the route's significant scenic, historic and natural resources. The byway route travels through the communities of Lynn, Swampscott, Marblehead, Salem, Manchester-by-the-Sea, Beverly, Gloucester, Rockport, Essex, Ipswich, Rowley, Newbury and Newburyport. The byway follows portions of Routes 1A, 129, 114, 127, 127A, and 133 as well as some limited local roads in Marblehead, Gloucester, Newbury and Newburyport.

### **Byway Corridor Management Plan**

A scenic byway is a road with defined special qualities, which its local communities wish to preserve and promote. The byway is also a tool for resource protection and economic development. The corridor management plan outlines the byway program, identifying strategies for protecting and enhancing the byway's scenic, cultural, historic, recreational, and natural qualities and for promoting and marketing the byway, including local businesses, visitor sites and attractions. In addition to being a useful tool for the communities, a corridor management plan is a prerequisite for attaining designation as a National Scenic Byway, which will bring added recognition and possible additional federal funding to the route and the region.

The Essex National Heritage Commission (Essex Heritage) is working to gain national recognition for this unique stretch of roadway. With grant funding from the National Scenic Byway Program and the Mass. Department of Transportation, Essex Heritage has hired Taintor & Associates, a Newburyport based planning firm, to craft a corridor management plan. Essex Heritage has also invited representatives from each of the 13 communities to provide input and feedback to ensure that the plan meets local and regional needs and desires. Launched in June 2009, the planning process is on schedule for completion by March 2011.

For more information about the corridor management planning process please visit: <http://www.essexheritage.org/scenicbyways>. The Essex Heritage Scenic Byway is an initiative of the Essex National Heritage Commission. For more information on Essex Heritage please contact Bill Steelman, Director of Heritage Development, (978) 7400444, [bills@essexheritage.org](mailto:bills@essexheritage.org).